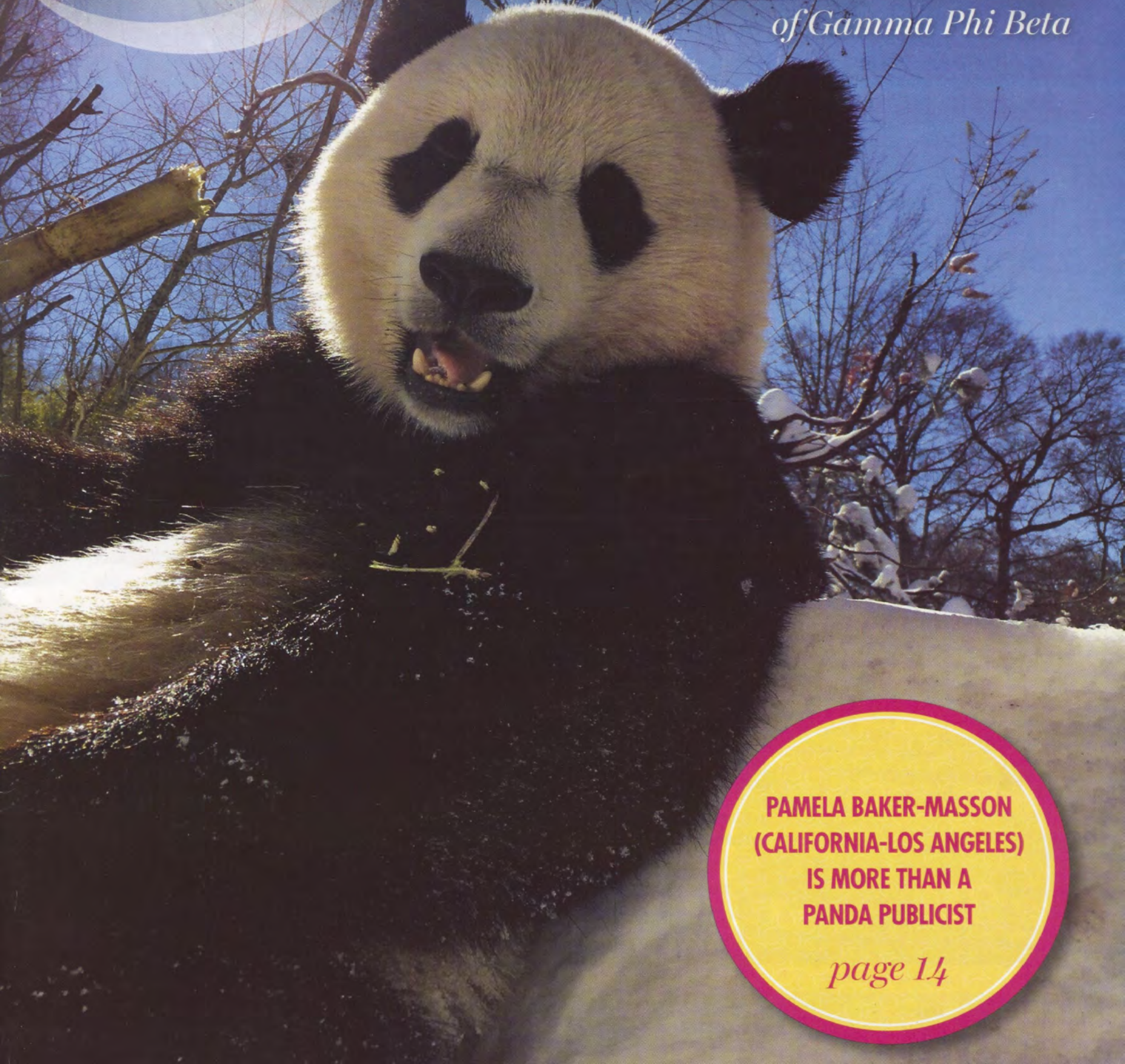


Summer 2016

the CRESCENT

of Gamma Phi Beta



**PAMELA BAKER-MASSON
(CALIFORNIA-LOS ANGELES)
IS MORE THAN A
PANDA PUBLICIST**

page 14



The Privilege of Leading a Member-Focused Organization

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MISSION

To inspire the highest type of womanhood.

On the cover: Giant panda Bao Bao sits in the snow and enjoys a piece of sugarcane after a winter storm the previous day.
Cover photo: Juan Rodriguez, Smithsonian's National Zoo.

The essence and heart of Gamma Phi Beta is our members. One of the most important items accomplished during the past biennium is the establishment of our organizational philosophy:

Gamma Phi Beta is a member-focused organization, driven by the vision of International Council and powered by professional staff and volunteer leaders.

Gamma Phi Beta is not "volunteer driven" or "staff driven" or driven by the vision of one. It is member focused. All work, decisions and direction we take are member oriented and focused in order to provide the best member experience possible. It is in that spirit which the 2012-14 International Council created "The Vision for our Future, A Strategic Plan for Gamma Phi Beta." And, it's also with that direction and spirit the 2014-16 International Council has moved to implement The Vision for our Future.

Much work has been accomplished within the strategic plan goals over the past four years.

Build an organization that reflects the best Gamma Phi Beta

In 2015, Gamma Phi Beta announced our newly-branded educational programming umbrella, REAL Leadership. Encompassing both in-person leadership events as well as online resources, REAL Leadership is more than educational programming. It is a movement. Gamma Phi Betas are responsible, ethical and authentic lifelong members. REAL Leadership conferences benefit chapter leaders and volunteers who in turn are able to have a positive impact on our individual member experience. In 2015, the REAL Leadership Experience launched, a new, annual leadership event for emerging leaders. In the past two years, nearly 400 emerging leaders have applied to participate in this experience.

Beyond leadership programming, Gamma Phi Beta has taken major steps to educate our members about another important topic - sexual assault. Our summer 2015 issue of *The Crescent* presented an expansive 13-page feature dedicated to sexual assault education. In 2015, Gamma Phi Beta announced a partnership with Fraternal Health and Safety Initiative, a consortium that brings comprehensive education and training to our members on sexual assault. "Taking a Stand: Preventing Sexual Misconduct on Campus" is now being provided to all collegiate Gamma Phi Beta members.

Our goal of building an organization that reflects the best Gamma Phi Beta is directed in no small part by our membership growth. Over the past four years, the growth of our organization has been exponential. We have installed or re-installed 17 chapters, nine in this biennium alone! Of these 17, six were re-installations and three were single letter chapter re-installations. And in fall 2015, Gamma Phi Beta surpassed the 200,000 member mark as a result of fall recruitment. We increased our legacy pledge percentage by 14 percent, and now have started a reference revolution by launching an online reference writing system.

Develop and manage our human resources

In fall 2013, International Council appointed a task force to examine the structure and function of International Council. In early 2015, the recommendations of the task force were accepted by International Council to move

International Headquarters

12737 E. Euclid Drive, Centennial, CO 80111
 Phone: 303.799.1874 Fax: 303.799.1876
 Website: GammaPhiBeta.org
 Email: TheCrescent@gammaphibeta.org

The Crescent Staff

Editor
 Amanda Lubeck (Colorado-Boulder),
alubeck@gammaphibeta.org
 Director of Marketing and Communications
 Maureen Walker, mwalker@gammaphibeta.org
 Marketing Manager
 Teresa Tisserat (Denver), ttisserat@gammaphibeta.org
 Alumnae Marketing Coordinator
 Tessa Polodna, tpolodna@gammaphibeta.org
 Executive Director
 Laurie Veldhuizen (Florida State),
lveldhuizen@gammaphibeta.org

Crescent Advisory Board

Stefanie Brickman (Oklahoma)
 Kristen Record Heptinstall (Alabama)
 Yvonne Fetig Roehler (Minnesota State-Moorhead)
 Brandon Weghorst

Graphic Design by Shelle Design, Inc.

SUBMISSION DEADLINES

Fall issue – August 1
 Winter issue – November 1
 Spring issue – February 1
 Summer issue – May 1

© 2016 Gamma Phi Beta Sorority
The Crescent of Gamma Phi Beta (USPS 137620)
 is published quarterly by Gamma Phi Beta Sorority,
 12737 E. Euclid Drive, Centennial, CO 80111.
 Periodicals postage paid at Englewood, CO, and at
 additional mailing offices. Non-member subscription
 price is \$25. Produced in the U.S.A.

Postmaster: Send address changes to *The Crescent*,
 Gamma Phi Beta Sorority, 12737 E. Euclid Drive,
 Centennial, CO 80111.

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leadership. This proposed move allows Gamma Phi Beta to remain relevant and be forward-thinking, providing meaningful and manageable volunteer roles that meet the needs of today's woman throughout the organization. Therefore, enabling Gamma Phi Beta to provide a stronger more consistent support for chapters and members. The passage of proposed Bylaws amendments at Convention 2016 will allow for Gamma Phi Beta to continue to move forward as a premier 21st century women's organization.

In addition, the Sorority has fully launched and supports the Gamma Phi Beta Facilities Management Company (FMC). In its fourth year, the FMC is responsible for 24 facilities, has 12 Services Program clients and has completed 15 housing projects from new construction to renovations of university-owned dorm suites.

Develop and optimize support resources

During the past four years, Gamma Phi Beta has launched a new website, a new history website and a comprehensive member data base system, allowing the Sorority to track and analyze membership trends on a regular basis.

Our staff has grown by 18 members in four years, and has been reorganized to streamline the resources we have within our professional staff team, enabling us to provide optimal service and support to our membership and volunteers.

In addition, we launched Life Loyal, a new alumnae dues program, at Convention 2016, in an effort to provide a dependable revenue stream for the Sorority while providing additional membership benefits.

Expand the influence of Building Strong Girls

Four years ago, Gamma Phi Beta began our partnership with Girls on the Run and identified our philanthropic focus as Building Strong Girls. During this time, Gamma Phi Beta has most certainly expanded her influence, by raising more than \$1.4 million in philanthropic dollars in four years. In 2014, we became the official sole National Panhellenic Conference (NPC) National Partner of Girls on the Run, and Gamma Phi Beta's name can be spotted on Girls on the Run t-shirts across the country! Our members have clearly embraced this hands-on, proactive approach to service and philanthropy. In 2016, Gamma Phi Beta launched our signature philanthropy event, Moonball, designed to provide a philanthropic experience that campuses across North America will identify with Gamma Phi Beta. This will increase our ability to expand our influence of Building Strong Girls.

It has been my personal mission over the past four years to ensure that all actions we take are for our members and to create a more enriching member experience. It's been a true honor to interact with countless sisters during my presidency and hear your stories. Attending four chapter centennials, visiting dozens of collegiate and alumnae chapters, participating in Girls on the Run events, Founders Days, extension presentations, campus visits on behalf of NPC, Initiations and installations all have shown me the incredible depth of our strong sisterhood and special bond.

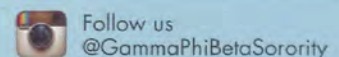
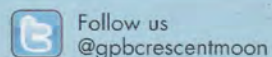
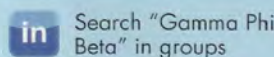
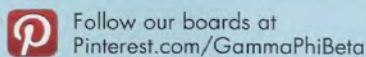
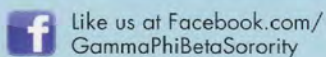
It has been an incredible privilege and honor to serve as your International President for the past four years alongside the 2012-14 and 2014-16 International Councils. Together, we have taken Gamma Phi Beta to new heights and I could not be more proud of this Sorority, my sisters and all who work to advance our vision to build confident women of character who celebrate sisterhood and make a difference in the world around us.



Always in IKE,

Krista

Krista





14

Meet Pamela Baker-Masson (California-Los Angeles), associate director of communications for the Smithsonian Institution, National Zoo and Conservation Biology Institute.



8

Welcome our three newest chapters to Gamma Phi Beta!



22

Learn about Life Loyal, an exclusive program for members who strive to support and ensure the growth and development of Gamma Phi Beta.

CONTENTS

- Go Gamma Phi**
Find the magazine's regular features in addition to other inspirational Sorority articles in this section.
 - 5 Points of Pride
 - 20 Inspiration Board
 - 27 Life Hacks
Read some tips and tricks from experts about how to make your life healthier and more efficient.
 - 32 Sorority Life
 - 42 In Memory
 - 43 Vintage ΓΦΒ: Convention 1929
- Sorority News**
Find the Sorority's latest news and opportunities here.
 - 7 Meet the 2016-17 Collegiate Leadership Consultants
 - 12 REAL Leadership Recap
Check out some of the highlights from REAL Leadership Academy and REAL Leadership Experience.
 - 13 My REAL Leadership Academy Experience
Olivia Howland (University of Washington) shares her firsthand account of REAL Leadership Academy 2016.
- Campus Life**
Learn about our collegiate sisters and topics affecting them.
 - 19 Design Spotlight: Alpha Alpha Chapter (Toronto) Facility Renovation
- Shining On**
Find out how alumnae are making an impact and shining for ΓΦΒ.
 - 11 Alumnae Chapter Profile: Greater Kansas City Alumnae Chapter
 - 18 Find Your Shine
Learn how you can make an impact on Gamma Phi Beta as a volunteer.
- Foundation News**
Check out how the Foundation is supporting and inspiring the lifelong development of women.
 - 38 Supporters of the Heart
 - 40 Memorial Gifts
 - 41 In Celebration

points of Pride

Shining bright since 1874, here's a snapshot of some notable Gamma Phi Beta moments and accomplishments!



Between our 138 collegiate chapters, Gamma Phi Beta has **68 freestanding facilities** that house an average of 41 women. Pictured is the Pi Chapter (Nebraska-Lincoln) facility.



REAL Leadership Experience for emerging leaders was a huge success! This year, we had a **22 PERCENT** increase in applications received to be considered for this prestigious leadership event. Turn to page 12 for a recap of REAL Leadership Experience and REAL Leadership Academy.

Grace Lin (McGill) is the **SECOND** Gamma Phi Beta to be appointed Justice of the Peace in Ontario. Congratulations to Grace on this impressive achievement!



According to the National Panhellenic Conference (NPC) 2014-15 Annual Report, **380,465** undergraduate women were members of an NPC organization last year. Of those members, **136,716** were new initiates. Pictured are members of Delta Sigma Chapter (Florida Institute of Technology) on Bid Day.

This summer, Susan Lafond Crane (Oklahoma City) and her husband Tim completed their third annual Walk for MA Children, walking **136 miles** in 10 days to raise awareness for children in Massachusetts who are in foster care or otherwise underserved.

136



Share your point of pride for an opportunity to be featured! Email TheCrescent@gammaphibeta.org with your chapter's inspiring accolades.

Correction: The winter issue of *The Crescent* misidentified Merit Roll winner Christine Boyett Barr's initiating chapter. Christine is a proud alumna of Gamma Chi Chapter (Texas State-San Marcos). We apologize for the error.

We made our mark in Atlanta at our 77th Convention this June! Find full Convention 2016 coverage in the fall issue of *The Crescent* or check out news and updates on GammaPhiBeta.org and our official social media platforms.



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**Gamma Phi Beta is proud to present our
2016-17 collegiate leadership consultants!
Be sure to check out the fall issue of
The Crescent to learn more about them.**

**Jen Attard (Virginia Tech)*
Rachel Cotton (Virginia Tech)
Kasey Criser (Kansas State)
Lainie Davis (Puget Sound)
Danie Edwards (Oakland)
Amanda Hart (Iowa)*
Annie Lambert (Northern Iowa)
Lauren McGuire (Michigan State)
Rachel Mohler (Syracuse)*
Korey Odum (Christopher Newport)*
Natalie Pearson (South Florida)*
Kelsey Piva (Columbia)
Ashley Torres (California State-Sacramento)***

**Six women are returning for their second year to serve as senior CLCs!*

Welcome Home

Gamma Phi Beta welcomed three chapters into our sisterhood this spring – one new chapter and two reinstalled chapters. We asked three 2015-16 collegiate leadership consultants (CLCS), who spent the entire spring semester with these chapters, to give us the inside scoop. Who better to explain each unique chapter than the women who helped establish them?

**Phi Chapter at
Washington
University in St. Louis
St. Louis, Missouri
Reinstalled April 9, 2016**

The Crescent: How would you describe the chapter?

Lisa Moskowitz (Boston): Phi is a chapter that values inclusivity and authenticity. The women want everyone to be the best version of themselves and live our Core Values every day. Every Phi sister is not only dedicated to her studies but also to community involvement. From student organizations to volunteering in the community,

WashU Gamma Phi Betas are actively involved in making the campus and community better!

TC: What legacy do you think the chapter will leave on the campus?

LM: Phi already has a longstanding history on campus as it was originally installed nearly 100 years ago in 1917. Gamma Phi Beta will continue to make a positive impact on campus and in the St. Louis community through student organizations, academic excellence and philanthropic work. These women will change the world, and their success will begin on campus with sisters around them.

Fellow resident CLC Korey Odum (Christopher Newport) and I also cannot wait to see how the chapter interacts with Saint Louis Alumnae Chapter. The chapter is so fortunate to have so many role models who exude the true meaning of lifelong sisterhood in Gamma Phi Beta!



**Beta Beta Chapter at the University
of Maryland**
College Park, Maryland
Reinstalled May 7, 2016

The Crescent: How would you describe the chapter?

Alex Jones (Delaware): They are bold, inquisitive and determined. I have seen chapter members grow immensely in their understanding of Gamma Phi Beta. They have developed a strong perception of our values and are very conscious of the way they are representing the Sorority.

TC: What legacy do you think the chapter will leave on the campus?

AJ: One of the chapter's greatest successes has been their seamless integration into the Greek community. From participating in philanthropy events to winning their first Greek Week, Gamma Phi Beta has demonstrated a strong presence on campus.

I am looking forward to seeing the impact of the chapter on the University of Maryland campus. The chapter is passionate about Building Strong Girls and readily embraces leadership opportunities, so I know they will continue to be an incredible addition to the College Park community.



**Eta Rho Chapter at the University
of Nevada-Las Vegas**
Nevada, Las Vegas
Installed April 23, 2016

The Crescent: How would you describe the chapter?

Lucy Kapsch (Northern Iowa): Eta Rho Chapter is full of inspiring women who are dedicated to making a difference in their community. The passion and pride they have for our Sorority continues to amaze me! To see the impact that they've been able to make in building their sisterhood and building relationships with other organizations on campus is really quite impressive.

Our philanthropic focus was a key aspect of Sorority life that initially sparked many potential new members' interest in joining Gamma Phi Beta. From day one, they demonstrated that they are confident and strong women who seek to inspire and build strong girls every day. The hands-on opportunities they have been able to enjoy with Las Vegas area Girls on the Run chapters have been so impactful!

TC: What legacy do you think the chapter will leave on the campus?

LK: Shortly after our Bid Day, I was approached by a member of another student organization. This individual complimented our members for being genuine and authentic, words that made my heart sing! The chapter is full of outstanding student leaders, aspiring professionals and true and constant friends. It is my hope that they continue to leave this legacy and inspire each other to always embody what it means to be a woman of Gamma Phi Beta.



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Alumnae Chapter Profile

GREATER KANSAS CITY ALUMNAE CHAPTER

"Greater Kansas City Alumnae Chapter is best represented by our Core Value Loyalty. Lifelong commitment means instilling service to Gamma Phi Beta in our legacy," says Chapter President Susan Gurwell.

Every alumnae chapter has a bragging point or a signature event that makes it stand out. Greater Kansas City Alumnae Chapter has several – not only are members involved with Girls on the Run and multiple collegiate chapters, but the chapter also maintains multiple social media accounts, a chapter newsletter and a website, proving they truly understand what it means to stay connected. Greater Kansas City Alumnae Chapter also shares their sisterhood by supporting six collegiate chapters in various volunteer capacities: Sigma Chapter (Kansas), Alpha Delta Chapter (Missouri-Columbia), Beta Upsilon Chapter (Kansas State), Beta Chi Chapter (Wichita State), Delta Nu Chapter (Missouri State) and Eta Iota Chapter (Rockhurst).

Looking to get the inside scoop on this well-connected chapter, *The Crescent* interviewed Chapter President Susan Gurwell (Kansas).

The Crescent: Describe your alumnae chapter in three words.

Susan Gurwell: Enriching, rewarding and laughter.

What is your favorite part about being an alumna of Gamma Phi Beta?

SG: I love gathering at the social and executive council meetings and seeing women of all ages working toward the common goal of strengthening Gamma Phi Beta!

How does Greater Kansas City Alumnae Chapter show support for collegiate chapters?

SG: We support the chapters by assisting with Initiation, chapter meetings, recruitment and Founders Day. We have members volunteering their time by serving on affiliated house corporations and as chapter advisors and officers. We reach out to individual collegiate members through "alum chums," bake them cookies, invite them to attend our Founders Day celebrations and participate in Senior Celebrations.

How do you come up with creative events to involve members of all ages?

SG: We try to include one social event each year that would interest women of all ages and plan additional social events to attract new members who might not otherwise attend a function. We

even try to spread out our events and functions throughout the Greater Kansas City area so we can attract members from all over.

What is the best way to stay connected with alumnae chapter members?

SG: We keep our members informed via monthly e-newsletters, our Facebook group and our website. We strive to provide updated information on all three platforms on a monthly basis. We promote our chapter events, philanthropy activities, alumnae spotlights, collegiate chapter happenings and much more!

What advice do you have for other chapters?

SLI: Try to engage women right out of college – it helps bring in fresh ideas. Also, have some of the older members act as mentors for the younger women. It demonstrates that the commitment you made to Gamma Phi is lifelong!

REAL Leadership *Recap*

In February and July, Gamma Phi Beta hosted REAL Leadership Academy and REAL Leadership Experience, respectively. REAL Leadership Academy is designed for collegiate chapter presidents and chapter advisors to come together to develop as leaders and build camaraderie with others who share similar responsibilities. REAL Leadership Experience is a four-day leadership event for emerging leaders who are ready to take the next step in their leadership journey. Both prestigious events offered members valuable lessons on personal and professional development, leadership, relationships and more. Check out some of the highlights from each event!

REAL Leadership Academy

REAL Leadership Academy kicked off in St. Louis, Missouri, with a session designed to help guide leaders through introspection to gain awareness of their talents and strengths. Armed with a better understanding of their own leadership abilities, attendees participated in sessions about the science behind sisterhood, courageous conversations, managing mental health, Title IX education and more. Roundtable sessions also offered attendees time to meet and network with other chapter leaders of similar chapter size, giving them an opportunity to discuss their responsibilities, challenges and successes.

Always a favorite for attendees, Girls' Night In gave sisters a chance to mix-and-mingle in a less formal setting. Members spent time crafting, playing games and reveling in sisterhood with new friends.

REAL Leadership Experience

REAL Leadership Experience (RLE) attendees enjoyed four fun-filled and productive days in Norman, Oklahoma, this July. RLE participants are emerging leaders who do not currently hold an executive council

position and have been selected through a competitive application process. This year, out of more than 200 applicants, 40 collegiate members were selected for this transformative event.

Throughout the event, attendees were led through programming designed to increase their self-awareness, identify their personal brand, reflect on their experiences and discover their leadership path. Attendees also took some time for fun – sisters headed to Chicksaw Bricktown Ballpark to watch the Oklahoma City Dodgers take on the New Orleans Zephyrs! Finally, members participated in a session that directed them on how to best incorporate what they learned throughout the weekend into their daily life. After the programming wrapped up, attendees were honored with a special graduation ceremony.

REAL Leadership events are an integral way for Gamma Phi Beta to fulfill our mission to inspire the highest type of womanhood. Gamma Phi Beta leadership, education and philanthropic programming is funded in part by the Gamma Phi Beta Foundation. We extend our sincere gratitude to the Foundation and the many generous donors who allow the Sorority to create this programming.



My REAL Leadership Journey

By Olivia Howland
(University of Washington)



After being elected chapter president and hearing about the opportunity to attend REAL Leadership Academy, I was very excited. Being in the same room as all of the other chapter presidents of Gamma Phi Beta – who are equally as passionate about this organization as I am – was inspiring. These chapter leaders influence thousands of other women across the country and consistently live out their values and sacrifice their time in order to make sure others can do the same.

Starting my term as president was a huge transition – not only within my chapter, but also with how I operated on a day-to-day basis. Getting accustomed to a whole new routine and figuring out how to manage and maintain the overall wellbeing of the chapter was difficult at times. REAL Leadership Academy not only helped me see the overall vision of Gamma Phi Beta, but also refocused my attention to my individual members and how I can be a voice for them instead of focusing on the administration side of the job.

I attended smaller breakout sessions at REAL Leadership Academy including one called Courageous Conversations. This session focused on how to address the tough conversations such as punitive actions that can arise in chapters. The main takeaway I got was to fully understand the member's situation and get the rest of the executive council members on the same page. By helping the member in question reflect on her actions, it not only helps reach a common ground and understanding, but discourages a similar situation from happening in the future.

I also attended the REAL Leadership Experience (RLE) – Gamma Phi Beta's leadership event for emerging leaders – last summer in Texas and met some amazing women with whom I grew close in a short time. Three of the women who attended RLE also ended up being

chapter presidents for their respective chapters, and REAL Leadership Academy allowed us to grow closer and see one another in this new stage of our lives.

I am so incredibly grateful for the opportunities Gamma Phi Beta has given me to grow and learn about myself even more over the past year. With each personal development event I learn something new about myself, my chapter and about the amazing women who fill it. I truly believe that I can only achieve my full potential by understanding the women who I am leading, and I am grateful for the opportunities that have allowed me to realize this.

Get to Know Olivia Howland (University of Washington)

The Crescent asked Olivia a few questions to get to know her a little better.

***The Crescent:* Finish this sentence. People who know me say I'm...**

Olivia Howland: Bubbly, quirky, compassionate, optimistic and dedicated.

Who inspires you?

OH: My mom is one of the strongest, most selfless women I know. She has done everything she possibly can to get my brother and me to the places we are in our lives – and all without asking for anything in return.

List three traits Gamma Phi Beta has helped you develop.

OH: Open-mindedness, confidence and compassion.



shining on

MORE THAN A PANDA PUBLICIST

By Amanda Lubeck (Colorado-Boulder)



Giant panda Bao Bao celebrates her first birthday at the Smithsonian's National Zoo, August 23, 2014.

All photos courtesy of the Smithsonian's National Zoo.

“So, what path did you take to get to where you are today?” I ask Pamela Baker-Masson (California-Los Angeles) during our first phone interview, expecting a brief rundown of her résumé. She gives a slight chuckle. “Well,” she replies, “it wasn’t exactly a direct path. It was more of a journey.”

And quite the journey it was. Now the associate director of communications for the Smithsonian Institution, National Zoo and Conservation Biology Institute, Pamela has gained notoriety and recognition in the public relations field. Infectiously confident and inspirational, Pamela has a unique effect on those with whom she comes into contact. For days after our interview, I couldn’t stop talking about how cool she was, thanks in part to her relaxed yet intentional attitude, her mentor-like demeanor and her baffling air of relatability despite her impressive accomplishments and acumen. Throughout our conversation, Pamela somehow managed to transform what I imagined would be a standard informational interview into an act of introspection. As she described her “journey,” Pamela provided many pieces of wise life advice that she had gleaned from her many adventures, the most exhilarating being “just go for it!”

PAMELA’S JOURNEY

After graduating from the University of California-Los Angeles and working for a PR agency in the city, Pamela realized she was ready to make a change. She packed her belongings and drove across the country to Washington, D.C., with a fellow Gamma Phi Beta sister. There, she began “hustling” – networking, volunteering and picking up freelance jobs. After meeting the man who would later become her husband, she moved to Paris with him and enrolled in courses to learn French. While in Paris, she worked as a consultant for the United Nations Educational, Scientific and Cultural Organization, gaining international public relations knowledge and experience. Soon after, Pamela returned to Washington, D.C., with her husband and began working for Joint Oceanographic Institutions, then the Consortium for Oceanographic Research and Education. In 2001, she was offered the position of director of community outreach and public affairs at the Africa Center for Strategic Studies, and after five and a half years there, she happened upon the communications position for the Smithsonian’s National Zoo.

“If you would have asked me at age 24 what I wanted to do, I would have told you that I wanted to be head of public relations for a zoo,” says Pamela. She jumped at the opportunity and has now been in her position for more than nine years.

ZOO CELEBRITIES

Perhaps best known for her work with the National Zoo’s giant pandas Mei Xiang, Tian Tian, Bao Bao and Bei Bei, Pamela is sometimes referred to as the Panda Publicist. The National Zoo was the first zoo in the United States to receive giant pandas from China in 1972. In a gesture of goodwill and cross-cultural cooperation, Chinese Premier Zhou Enlai gifted the United States giant panda female Ling-Ling and male Hsing-Hsing. From that important moment in history, the Smithsonian’s National Zoo has been at the forefront of giant panda research, studying the species’ behavior, health and reproduction. A leader in conservation, the Zoo strives to save species through their research and breeding programs.

An increasingly important aspect of the Zoo’s conservation goals is education. Social media has become one of the Zoo’s broadest and most impactful tools to educate a global audience on the importance of conservation, and Pamela is at the helm of this mission. Through engaging social media and the zoo’s beloved Panda Cam – where website visitors can watch a live stream of the panda enclosure – Pamela has made the Zoo’s four pandas into stars. This is especially true of Bei Bei, the zoo’s youngest panda, who was born in September 2015 and named by First Lady of the United States Michelle Obama and First Lady of the People’s Republic of China Peng Liyuan.

VIRAL VIDEO GOLD

While Bei Bei has received a lot of visitor and media attention, male giant panda Tian Tian is also a celebrity in his own right. This January, Pamela and the Zoo team struck viral video gold when they captured Tian Tian enjoying the early-2016 blizzard that pounded the northeast. While it looked like this video might have been captured by a stroke of luck, in truth, it was no accident! Pamela explains, “The entire region anticipated a very significant storm and we weren’t disappointed. Over the years I’ve found that people are very interested in zoo operations stories as well as the animals themselves. Earlier that week, I sent emails to my colleagues responsible for animal care. I asked them to document with photos, videos and words all the unusual things they witnessed or experienced. Colleagues were camping out at the Zoo and woke up to a winter wonderland. The giant panda keepers were watching Tian Tian on



Pictured Above: Caught on camera, Tian Tian plays in the snow and captures the hearts of video viewers across the globe. Pictured Right: A Sumatran tiger at the Smithsonian's National Zoo holds the album jacket of the Endangered Song.



the panda monitor when they opened the door to let him outside. They saw him perk up and go barreling into the snow, so they went outside themselves to capture Tian Tian's rolling and playing." She continued, "The video is so joyful, I think it spoke to anyone and everyone who has ever been caught in a snow storm, and it appealed to viewers in parts of the world where they never see snow."

The video was more popular than even Pamela could have ever imagined. It quickly gained more than 65 million views and broke records for viewership on Facebook. The clip was even viewed more times than the "Star Wars: The Force Awakens" trailer. The video is still the most popular entry on the National Zoo's YouTube channel and was shared by media outlets across the globe.

THE ENDANGERED SONG

While Pamela and her team spend a significant amount of time promoting the giant pandas, she shares that she is also proud of another project, the Endangered Song. In an effort to spread awareness for the less than 400 Sumatran tigers left in the wild, the Smithsonian's National Zoo and Conservation Biology Institute partnered with rock band Portugal. The Man for an innovative project. The band composed and played an exclusive song that would be only recorded on 400 special records. As these records were played, the material composing the record would begin to disintegrate; effectively, the song would go extinct unless the "activists" – those who received the records – helped reproduce it, a plight that mirrored that of the Sumatran tigers.

The campaign worked. The 400 activists who received the records reproduced and digitized the song. You can now find the exclusive song by visiting EndangeredSong.si.edu. This campaign was so effective and creative that Pamela was awarded the 2015 Association of Zoos and Aquariums' Excellence in Marketing award. "We have to find new and different ways to inspire the next generation of conservationists," says Pamela.

In addition to these achievements, Pamela is also proud of her team – which is comprised of all women – and of her family, husband Christian and especially son Philippe. Moreover, she is excited to continue to promote conservation and educate a global audience on the steps we can take to help make a difference for many species who may become extinct if it were not for the important work of zoos, conservationists and scientists across the globe.

Be sure to follow the Smithsonian's National Zoo on social media to check out more amazing work produced by Pamela and her team!

Find Your Shine

Volunteer for Gamma Phi Beta

Gamma Phi Beta has played an integral role in shaping each of us. Membership in the Sorority has provided us with lifelong friendships, developed us as leaders and given us the opportunity to find mentors and serve as mentors in return.

Gamma Phi Beta has given you so much – what are you doing to give back to Gamma Phi Beta?

Serving on a collegiate chapter advisory board, affiliated house corporation, regional team or Sorority department is a great way to make a difference and develop your skills both personally and professionally.

Whether you have plenty of time to give or only a few hours each month, you can find a volunteer position that will allow you to make a meaningful impact on our organization. Every alumna has a unique set of talents and skills – put yours to use and find your shine!

Gamma Phi Beta needs you! Visit GammaPhiBeta.org/Volunteer to start making an impact today.



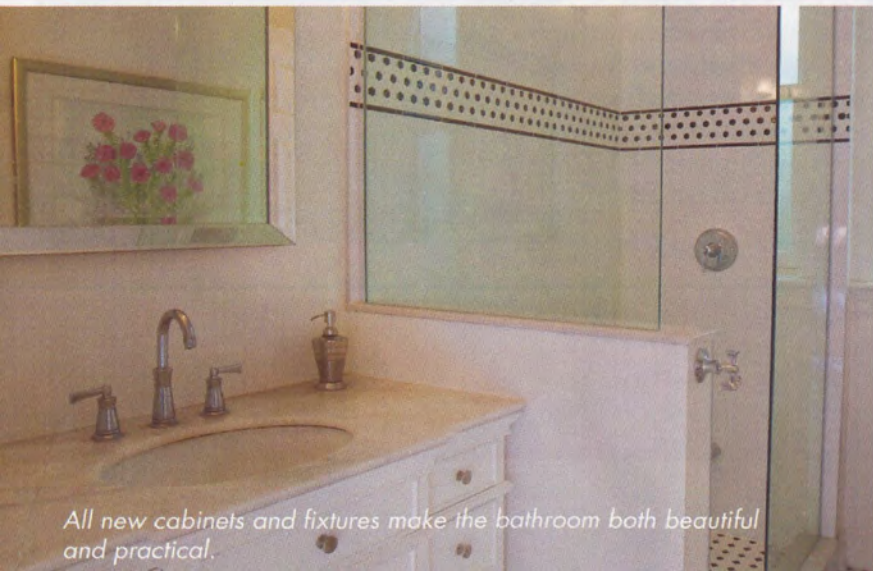


The Alpha Alpha Chapter AHC updated the living room, making it more elegant and eye-catching. Vibrant décor creates a fun and comfortable space for the women to gather and enjoy.

Design Spotlight: Alpha Alpha Chapter (Toronto) Remodel



The kitchen was modernized by adding all new appliances and cabinetry, allowing more functional space for cooking.



All new cabinets and fixtures make the bathroom both beautiful and practical.

Alpha Alpha Chapter (Toronto) recently planned and executed a large-scale interior remodel of their facility. The chapter was able to make budget-conscious updates while preserving the integrity and character of the 1891 historic house. Renovators restored some of the original, vintage design and used fresh interior design to add a modern twist throughout the facility, which houses 11 collegiate members. The renovation included the installation of a new fire suppression system throughout the house – an important feature to make the facility safer – and a fresh coat of paint, new flooring and updated furniture and décor.

Alpha Alpha Chapter Affiliated House Corporation (AHC) President Susan Banting (Toronto) shares some insightful recommendations for any chapter looking to update their facility:

- Make a wish-list of changes and then select what can be done based on the budget.
- Recycle and reuse. Most of the furniture and appliances were repaired, painted and repurposed throughout the house.
- Shop around! You can get great deals at furniture liquidators and consignment shops.
- Communicate your goals and expectations clearly. You can never have too much communication during a large-scale project.
- Stay positive and don't lose sight of the vision!

inspiration board



CHERRY BLOSSOM QUEEN

Alexis Sayuri Okihara (Oregon) was crowned the 64th Cherry Blossom Festival Queen in Honolulu, Hawaii. The Cherry Blossom festival is one of the longest, continually running ethnic festivals in Hawaii and serves to promote and perpetuate Japanese culture. As such, queen contestants attend numerous Japanese cultural and educational training classes.



Pictured are members of Alpha Epsilon Chapter (Arizona).

GRADUATION

Congratulations to our more than 4,000 sisters who graduated this academic year!

"All worthy attainment represents hard, unremitting effort, and a spirit undaunted by difficulties. May we ever be active and aggressive in that which is noble and lofty." – Helen Dodge Ferguson, *The Crescent*, September 1929



ONE EVENT. ONE GOAL.

Moonball is Gamma Phi Beta's new signature philanthropy event. All collegiate chapters will host a basketball, kickball or volleyball tournament to support Building Strong Girls. We are excited about this innovative and exciting philanthropic programming!

Pictured are Delta Delta Chapter (California State-Fullerton) members at their inaugural Moonball basketball tournament this spring.

IN MEMORY OF A SISTER

For the past two years, Beta Psi Chapter (Oklahoma State) has hosted Cokes for Kasey, an event to honor Kasey Waychoff (Oklahoma State, 2012), a sister who was killed by a drunk driver in 2014. This year, the event raised more than \$4,000. Proceeds were used to create a memorial scholarship and host an event for the community that included a concert by "The Voice" contestant and Oklahoma State alumnus Corey Kent White.



HILL VISIT

This April, six Gamma Phi Betas traveled to Washington, D.C., to lobby for issues important to the Greek community as part of the Fraternal Government Relations Coalition (FGRC). International President Krista Davis (Bowling Green), Panhellenic Affairs Vice President Sandy Burba (Miami-Ohio), Sorority Director-Government Relations Julie Pawelczyk (Illinois at Urbana-Champaign), Sorority Director-Panhellenic Resources Betty Quick (Indiana) and two collegians – Haley Wilson (Tennessee-Chattanooga) and Alex Byron (Oklahoma) – visited Capitol Hill to help educate policymakers on the needs of the interfraternal community.

Pictured are Sandy Burba and Alex Byron with lobbyists from Sigma Nu Fraternity.



Then. Now. Forever

THE FRIENDSHIPS, LAUGHTER AND MEMORIES ARE WHAT MAKE A MEMBERSHIP EXPERIENCE IN GAMMA PHI BETA LAST A LIFETIME.

It is through the support and involvement of our dedicated members that Love, Labor, Learning and Loyalty will be shared with future sisters.

Life Loyal is an exclusive program for members who want to continue to support the growth and lifelong traditions of our organization while receiving exclusive benefits.

With a one-time membership dues fee, Life Loyal members will:

- Receive a continuous subscription to *The Crescent*, allowing you to receive all print issues of the magazine each year.

- Satisfy international alumnae dues obligation (a savings of more than \$1,000!).
- Receive personal recognition on GammaPhiBeta.org and in *The Crescent*.
- Be gifted a handcrafted Life Loyal lapel pin or charm.
- Receive a personalized Life Loyal membership card.
- Be gifted a limited-edition gift from our Life Loyal collection.
- Gain exclusive access to a discount program. Members will enjoy access to wholesale travel pricing on hotels, resorts, cars and more.

For more information about Life Loyal and to join, please visit GammaPhiBeta.org/LifeLoyal.

ANNOUNCING OUR LIFE LOYAL CHARTER MEMBERS!



Life Loyal is a special program available for all Gamma Phi Beta members to continue their lifelong support of our beloved Sorority beyond their collegiate years while receiving exclusive benefits. This is just one way to continue your lifetime involvement as a member of Gamma Phi Beta while fulfilling your financial obligations with an easy, one-time payment. The dedication of our alumnae members who continue to be involved and financially supportive helps ensure the future of our traditions and sisterhood.

Congratulations and thank you to the following sisters who are our charter Life Loyal members!

Alpha – Syracuse
Caitlin Capozzi
Hayley Dyer Downs
Deidre Elleman
Elizabeth Evans
Elana Huber

Beta – Michigan
Fraya Hirschberg Black
Jessica Hermenitt Faath
Ellen Swart Schiller

Delta – Boston
Melissa Coughlin
Jennifer Wanamaker
Gamerman
Khrystine Cracraft Keane
Lauren Wynne

Epsilon – Northwestern
Ann Hipskind Campbell
Bonnie Lipow Jelinek
Kathryn Stiver
Laurel Batka Ziemann

Eta – California-Berkeley
Carey Capra Bettencourt
Jennifer Kurumada Chuang
Suzanne Baron Helming
Corinne Martinez

Theta – Denver
Kathryn Cobb
Leigh Ann Kudloff
Lillian Hallstrand Lammers

Kappa – Minnesota-Twin Cities
Jenna Aaland
Mikaela Ekblad Bagley
Callie Cox Bauer
Alissa Hibst
Anna Sturdevant Jankord

Nu – Oregon
Shellie King Hodges
Abbey Johnson

Aaron Waali Rawlins
Kendall Richarz

Xi – Idaho
Meggie Cafferty
Diane Soderstrom Goff
Autumn Hansen

Omicron – Illinois at Urbana-Champaign
Mary Jordan Dimit
Jane Piper Gleason

Pi – Nebraska-Lincoln
Kris Baack
Phyllis Donaldson Choat
Jill Weyand Fiddler
Kelsey Hohlen
Jamie Steckelberg Scott

Rho – Iowa
Amanda Hart

Sigma – Kansas
Sally Ramseyer Beck
Shirley Grounds Duncan
Barbara Bauerle Glanz
Anna Starks

Tau – Colorado State
Cheryl Broyles Moore
Susan Grant Schneider
Leanne Reiter Thompson
Kay McFarlin Wilms

Phi – Washington University
Debbie Shrum
Gremmelsbacher
Lisa Rupell Hesse

Chi – Oregon State
Barbara Weiss Boenzli
Becki Steens Carnivale
Victoria Dunn
Nancy Weiss Ulman

Psi – Oklahoma
Rachel Hill
Annabel Jones
Jamie Shultz Pickel
Karen Gamel Urette

Omega – Iowa State
Karen Wander Kline
Jaime Miller

Alpha Alpha – Toronto
Laura Kobsa
Norah Isbister

Alpha Delta – Missouri Columbia
Megan Valli Minnick
Danielle Roden
Cynthia Gates Wood

Alpha Epsilon – Arizona
Jeannie Pantan Deakyne

Alpha Zeta – Texas-Austin
Linda Bergdahl
Julia Barton Veal

Alpha Theta – Vanderbilt
Robin Thomas Baskin
Margaret Franklin Evans
Linda Daniel Johnson
Karen Kendall
Virginia Place Myer
Susan Joseph Reel
Joanne Callis Roman
Karen Harris Story
Jane Krabill Todd

Alpha Iota – California-Los Angeles
Mallory Howe
Sandra Twiss Larson
Mandy Murphy Radeline

Alpha Xi – Southern Methodist
Lori Sauereisen Biesterfeld
Stephanie Chung

Kelly Nelson Hane
Lindsay Caitlin Young

Alpha Omicron – North Dakota State
Jolene Lessard Stiver

Alpha Pi – West Virginia
Alana Markley Bott
Judith Swanson Nickel
Dianna Johnson Vickers

Alpha Tau – McGill
Anne Layton

Alpha Upsilon – Penn State
Dawn Menegos Randolph

Alpha Chi – William & Mary
Aryn Martin
Lola Rodriguez Perkins

Alpha Omega – Western Ontario
Carmen Adler Namemek

Beta Alpha – Southern California
Cinda Keating Lucas
Linda Lyons Malony
Una Mae Brunskill Naulty
L'Cena Brunskill Rice

Beta Beta – Maryland
Anna Sloan Scott

Beta Gamma – Bowling Green State
Krista Spanninger Davis
Cheryl Leighty Hipp
Lauren McMullen Jones
Nancy Donovan Montgomery

Beta Delta – Michigan State
Beverly Gaabo
Catherine Frost McMann

Beta Epsilon – Miami-Ohio
Sandra Beigelman Burba
Kimberly Storm Kochert
Jennifer Spraggs Meyer

Beta Kappa – Arizona State
Brittany Shaffer Alexander
Allison Bartholomew Wiesler

Beta Lambda – San Diego State
Joan Herzig Braitsch
Sally Turnipseed Evatt
Jennifer Heath

Beta Mu – Florida State
Julie Dunn Eichenberg
Deborah Hanuscin
Fay Miller Hardy
Karen Meyers Ray
Maria Garcia Santoro
Kristen Heine Slaughter
Christin Boggs Snowden
Tracy Stack
Jessica Travis
Billie Edge Trocke
Laurie Imperiale Veldhuizen

Beta Omicron – Oklahoma City
Emily Smith

Beta Pi – Indiana State
Ellen Malito
Heather Foote Seber
Alisha Turpen

Beta Rho – Colorado-Boulder
Jeannette "J.J." Stoll Kaelin
Katherine Mason

Beta Sigma – Washington State
Shelly Simmons Russell
Lacretia Taylor
Shauna Revello Wilson

Beta Tau – Texas Tech
Jennifer Moody
Leigh Ann Price

Beta Upsilon – Kansas State
Kylie Siruta Austin
Kasey Criser
Cynthia Corbin Davidson
Mary Vanier

Beta Phi – Indiana
Jennifer Wiley Cibor
Elizabeth Ahlemeyer Quick

Beta Psi – Oklahoma State
Holly Fimple
Stephanie Hillman Jamison

Beta Omega – Northern Arizona
Teresa Jones Haney
Eliza Smith Johnson
Shawna Boyle Reed
Mary Venezia

Gamma Alpha – Memphis
Mary Agnes Welsh
Paula Janis Dean

Gamma Beta – Gettysburg
Victoria Beach Hickerson
Barbara Myhre Koch

Gamma Gamma – Wisconsin-Milwaukee
Jenna Howen Chenow
Brooke Jacobson
Lindsay Healless

Gamma Zeta – Texas A&M-Commerce
Carrie Robison Rosenbalm
Brandi Shiver Vess

Gamma Eta – California State-Long Beach
Linda Babcock
Kendra Gates Bocher
Teresa Jones Neilson
Ruthe Arnapole Wynne

Gamma Kappa – Nebraska-Kearney
Suzan Zetterman Culver
Amy Kempf Graham
Alicia O'Connell
Molly Osterberg
Barbara Hurt-Simmons
Kathy Kempf Smith

Gamma Lambda – Louisiana State
Cathy Boudreaux Griffin

Gamma Mu – Minnesota State-Moorhead
Alexandra Estenson

Gamma Omicron – Kentucky
Melinda Risse Nutter

Gamma Pi – Minnesota State-Mankato
Lisa Lazewski Rodriguez

Gamma Sigma – Western Michigan
Pamela Peterson Abbott

Gamma Tau – St. Louis
Jennifer Mitchell Wood

Gamma Phi – Auburn
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Christie Leigh Hill
Rebecca Ingold
Margaret Burgess Jones
Miranda Jones
Mareena Kohtala
Jill Moore Martin
Meghan O'Dwyer Tench

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Laura Gilligan Banks
Christine Boyett Barr

Gamma Psi – Northern Iowa
Heather Mauver Cue
Allison Kilfoy
Nancy Ann Ostendorf
Thompson

Gamma Omega – Wisconsin-Platteville
Margery Otto Richter

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Erika Vining Aaron
Ashley Cheri
Salisa Kovittamakron Douglas
Michelle Hammond
Jami Koontz Gallinger
Kaylynn Lafuente Gravina
Mary Knaup
Denise Vollert-Parrotto

Delta Eta – California-Irvine
Rosa Borrego
Janice Lum Dallons
Kimberly Hermans
Rosemary Milew Pilch

Delta Theta – California Polytechnic State
Jennifer Ratzlaff Flachman
Chelsea Franza Jones
Bette Bartow Newberger

Delta Iota – Purdue
Tanya Jordan

Delta Lambda – California-Riverside
Rose Ericson Fager
Nina Comito Freeman
Michelle Glatt Schlingmann

Delta Mu – Rutgers
Susan Little
Joanne Shaffer Meloro
Irene Boczar Stewart

Delta Nu – Missouri State
Susan Anderson

Delta Omicron – Southern Polytechnic State
Tacie Crawford
Teresa Robertson Pope

Delta Rho – Dickinson
Diane Klawans Arons
Milissa McKeever Rhodes

Delta Sigma – Florida Institute of Technology
Lauren Chomiczewski
Maniatas
Patrice Young Narayanan
Petra Valaskova

Delta Tau – Colgate
Katherine Pezzella

Delta Upsilon – Georgia
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Jennifer Landry Herbert
Kristin Schmit White

Delta Phi – California State-Bakersfield
Kelsey Eddings
Kristen Phillips

Delta Chi – California State-Sacramento
Karen Cervarich Donnelly
Tomilene Aroz Kiddoo
Stacy Lowrance

Delta Psi – California-Santa Barbara
Andrea Holland

Delta Omega – Oakland
Erin Devereaux
Danielle Edwards
Natalie Juronoc
Susan Lutz Lupo

Epsilon Beta – Alma
Bree Brownlee
Kimberly Light

Epsilon Epsilon – Union
Krystle Gallo
Braelin Pantel

Epsilon Zeta – Jacksonville
Amy Geist
Rebecah Horowitz

Epsilon Eta – Bridgewater State
Jesslyn Lowell
Laura Gilbert Gaudreau
Sonya Striggles

Epsilon Theta – Clemson
C. Shannon Rice Ballew
Lily Eyraud
Elizabeth Mager

Epsilon Iota – Christopher Newport
Korey Odum
Susan Terry Perry

Epsilon Kappa – California State-Chico
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Caroline Kenny Roady

Epsilon Lambda – Alabama-Tuscaloosa
Clara Gregory Bailey
Michelle Ryan Breedon
Allisyn Comei
Maile Floyd
Hayley Ray McNeill
Sarah Parker
Stephanie Cole Wilczewski
Amanda Parker Wood
Meridith Wynne

Epsilon Mu – Loyola-New Orleans
Erinn Banks
Jennifer Huguenin Moeller

Epsilon Nu – Chapman
Amber Hannigan Alford
Carly Foerster
Katherine Holly
Shana Makos
Elizabeth Mayes Reynolds

Epsilon Pi – George Mason
Julie Melnyk

Epsilon Sigma – Morehead State
Cynthia Coleman Six
Hillary Barker Stevens

Epsilon Tau – Rochester
Cheryl Lonabaugh Tuohy

Epsilon Phi – Bentley
Paige Casas

Epsilon Psi – North Carolina-Asheville
Jennifer Pierce

Zeta Alpha – Eastern Washington
Dawn Bills McAllister
Tiffany Saucerman Thompson
Jennifer Heidal Willey

Zeta Beta – Virginia
Kristi Finley Felts
Nerissa Neal Rouzer

Zeta Delta – Southeast Missouri State
Abbie VanderBol
Kara Westrich
Jamie Hampton Reitz
Erin Corkery Risk
Alexandra Rothermel
Stephanie Rothermel

Zeta Zeta – Coastal Carolina
Maeva Stewart

Zeta Eta – Lander
Kelly Boerner
Caitlin Pattison

Zeta Theta – Pepperdine
Laura Ashlock

Zeta Iota – Valparaiso
Rachel Christiansen Taube
Megan Bawden Westphal

Zeta Kappa – Southern Indiana
Myra Wheatley Harris
Lauren Bobbitt Horrall
Jacklen McManus

Zeta Lambda – Texas A&M-Corpus Christi
Shauna McBean Butts
Samantha Smith

Zeta Mu – St. John's
Caitlyn Mason
Alexandra Metcalf

Zeta Nu – Detroit Mercy
Heather McClung Calderone

Zeta Rho – Texas A&M-College Station
Regan Boyd Seliger
Jazmyn Wilson

Zeta Chi – Texas Christian
Jaclyn Yetter Laviage

Zeta Psi – Texas-San Antonio
Haley Boyd

Eta Gamma – Delaware
Alexandra Jones

Eta Epsilon – Virginia Tech
Whitnee Barker Askew
Jennifer Attard
Rachel Colton
Suzy Stasulis

Eta Eta – South Florida
Natalie Pearson

Eta Omicron – Ohio
Nicole Manzo

Names received at International Headquarters as of June 28, 2016.

the state of The Crescent

Changes are coming to *The Crescent*! Be sure to read the following information to ensure you continue to receive the magazine without interruption.

In order for Gamma Phi Beta to continue to thrive as a world-class women's organization, it is important that we evaluate our distribution of resources as they relate to the benefits they provide members. Upon evaluating the costs and benefits associated with *The Crescent*, we found that although the majority of our distribution is alumnae members, it is our collegiate members who are covering the bulk of *The Crescent* production costs. The steady increase of production costs over the years has meant a higher percentage of collegiate dues are used to cover these expenses. Using collegiate dues to pay for a resource used predominately by alumnae is taking vital dollars away from opportunities and programs that could benefit our collegians.

Our solution is to create an alumnae-driven revenue stream that will directly support the magazine. With the launch of the new Life Loyal program, members who join Life Loyal will receive a continuous subscription to *The Crescent* as one of their membership benefits. This new program creates an investment fund that will end the need to use collegiate resources for a publication that is primarily distributed to alumnae. Additionally, both collegiate and alumnae members who pay their annual dues will continue to receive the print version of the magazine as normal.

It is our hope that this next step in the evolution of our magazine will allow us to use collegiate dues for collegiate services, alumnae dues for alumnae services and Life Loyal funds for the magazine.

When will these changes happen?

The fall 2016 issue of *The Crescent* will be the last print issue that **all** members will receive.

Members who will continue to receive the print version of The Crescent are:

- Life Loyal members
- Collegiate members
- Alumnae members who pay their annual international alumnae dues

Current Distribution and Production Information

- *The Crescent* is mailed to all 50 states in the United States, all 10 provinces in Canada and 75 other countries around the world.
- Approximately 10 percent of our distribution is dues-paying collegiate members. While 90 percent of *The Crescent* audience is made up of alumnae members, less than eight percent of our alumnae are international dues payers, and this number is declining.
- The total amount of international alumnae dues collected from alumnae in 2014–15 covered only about 50 percent of the cost to produce *The Crescent*.

SAVE TODAY. VACATION TOMORROW.

Gamma Phi Beta sisters could save even more money on GEICO car insurance with a special discount.

Tell GEICO you are a **Gamma Phi Beta sister** and see how much money you could save!

For a free quote 24 hours a day, visit geico.com/greek/GammaPhiBeta or call **1-800-368-2734**.



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GAMMA PHI BETA



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Life hacks

TIPS AND TRICKS TO IMPROVE YOUR DAILY LIFE

Whether you are a collegian or alumna, you've likely experienced days where everything feels really overwhelming. Life isn't always easy! However, there are many things you can do to make your life better on a day-to-day basis. In the pages that follow, you will find tips and tricks that will help you live an efficient, balanced and healthy life.

Table of Contents

- 28 The Five Best Email Tips for Leaders
- 29 Shop Smart: Tips for Healthy Grocery Shopping
- 30 Budgeting Basics
- 31 Work Smarter (Not Harder)

the 5 BEST EMAIL TIPS FOR LEADERS

By Programming Coordinator Carri Houser



Email has become a stressful part of life and has even been linked to health issues including increased levels of stress. Although it may have some negative side effects, email is often the best form of communication at school, work and other professional arenas. Communication is a key component of leadership, so being email savvy is an important skill. In order to make email work for you, here are the best tips for leaders:

1. Create two email accounts – One email address should be used to sign up for things such as newsletters, website accounts, sweepstakes, social media, online shopping, etc. The other address should be given out to people in your network: chapter members, school, volunteers, co-workers, other groups or organizations you are a part of and friends and family. This system allows you to quickly decipher which messages are important or need a response and what can wait until later or immediately be sent to the trash.

2. Don't be afraid to use the phone – Just because email is easy doesn't always mean it is the best form of communication. Knowing when picking up the phone is the better option is one way to become a strong communicator.

3. Set your automatic reply for an extra day – After you have been gone from school or work for a period of time it isn't unusual to come back to an

overflowing inbox. To keep your email stress-levels low, set your automatic reply to stay on for an extra day so that no one is anticipating hearing from you the moment you return. This gives you a day to sort through your inbox and prioritize your email.

4. Avoid sending TLDNR ("too long, did not read") emails – Email has become the preferred method of communication because it is fast and easy. Do your best to keep it that way.

5. Put your subject line to good use – Using a generic subject line is the fastest way to ensure your email is left unread. Subject lines should contain 100 less characters than a tweet and never be in all caps. Use your subject line as a call to action. If you need a response or are requesting a task be completed, make sure your subject line reflects those needs such as, "Response required by noon Thursday."

This article originally appeared as a blog post on REAL Leadership Online. No matter your age or stage of membership, GammaPhiBeta.org/REALLeadershipOnline is an excellent resource for personal and professional development.

shop smart!

TIPS FOR HEALTHY GROCERY SHOPPING

By Judi Meltzer Leib (Arizona State)

We've all seen the segments on every news and talk show about healthy grocery shopping, but what does that really mean for you? As consumers we must be vigilant to avoid falling victim to hunger and slick merchandising while shopping. In the old days you could count on shopping the perimeter of the store and looking high and low on shelves to ensure you were getting the healthiest options. These days, stores are much savvier at trying to keep us in the store longer and having to move through all the aisles. To combat overspending or making impulse purchases of unhealthy items, take time getting to know your store – the one you go to most often – including the employees in each department. Do a treasure hunt of your store and map it out. You want to know what route to take to avoid your own personal danger zones.

Here are a few tips to make grocery shopping easier and more efficient:

- Have a well-stocked pantry, refrigerator and freezer filled with the items you know you and your family use often.
- Go with a grocery list and try not to deviate. For me, the most important thought is how many times we will be eating home during the week. I found my family often produced waste from buying too many groceries, so now I keep the staples stocked but buy my meat and produce as needed.
- Talk to the clerks in each department. They can help with what's freshest and can often provide simple recipes. I also know the butcher and fishmonger at my store will marinate my meat for me while I finish my shopping.

Judi Leib (Arizona State) is a chef and writer living in West Hills, California. She teaches cooking classes and is working on her first cookbook. In her spare time, she enjoys spending time with family and friends, traveling and visiting the beach. Be sure to check out Judi's blog "Diary of a Lost Chef" for more recipes and cooking tips.

Asian-Inspired Baked Salmon

This is a great salmon recipe you can put together in a snap. It makes great leftovers, too! Try it as a main dish or on a salad. I like to serve it over rice.

- 2 pounds salmon fillet
- 1 6 ounce can frozen orange juice concentrate
- $\frac{1}{2}$ cup low sodium soy sauce
- 1 Tablespoon wasabi paste (you can find this on the Asian aisle of your store)
- 1 Tablespoon fresh ground ginger (if you can't find fresh, there is usually a jar or tube in the produce section)

First, mix all ingredients except the salmon together. Next, place the salmon in roasting pan (I like a glass pan). Pour the marinade over the salmon and bake at 350° for 45 minutes.



budgeting

BASICS

By Sydney Hedberg

Whether graduation is in your imminent future or you have been out of school for years, you will likely be working a job in hopes of climbing the rungs to making the BIG bucks! But don't go on a shopping spree yet – with the deduction of taxes, the money you earn will go faster than you think. Also, it is important to not go overboard at Barneys or Bergdorf Goodman on your shoe fetish because life is expensive. Have no fear – this short budgeting guide will help you fabulously glide into financial independence and stability with ease!

This budgeting idea was coined by Senator Elizabeth Warren in her book, "All Your Worth." It is known as the "50, 20, 30 Rule" and here's how it works.

50% or less of your paycheck should go toward paying your essentials. These are your recurring expenses such as rent, utilities, groceries and transportation. These are the things you need to have, so you need to budget for these first.

20% should go to the future. Yes, even when you're 20 years old it is important to be saving for retirement. This also can include paying down debt such as school loans and car notes as well as establishing an emergency fund should you get in a bind.

30% goes to the fun stuff – your "wants." These are the shopping trips, Sunday brunches and more.

Let's break this down. If you're making \$35,000 a year in gross (before tax) salary, your net (after tax) salary is going to be around \$26,340, which equates to \$2,195 per month. So under our "50, 20, 30 Rule," here is the breakdown.

50% of your salary is \$1,097 for all of your necessities each month. That's not a lot! This is a very important number to consider when deciding where you want to live and other recurring expenses you might take on.

20% would be \$439 for savings and paying down debts. In your first few years it is going to be very important to keep your debt at bay to maintain a good credit score.

30% for wants equates to \$659 each month, which is fairly large based on how small your necessities budget is.

Life is all about making little tweaks. Some months you might have more expenses than the next. It is all about planning. The worst thing you can do is NOT plan and then when bills come in you are unable to pay.

For more simple tips check out "Barneys, Bergdorfs & Bill\$: A Girlfriends' Guide to Finance." Your wallet will thank you!

Sydney Hedberg graduated magna cum laude from the University of Mississippi with a double major in risk management and insurance and managerial finance. Her ability to break down tricky financial subjects is what prompted her to write "Barneys, Bergdorfs & Bill\$: A Girlfriends' Guide to Finance" so other ambitious women can face their finances with confidence. She is a member of Delta Delta Delta Fraternity.

work smarter

(NOT HARDER)



By Amanda Lubeck (Colorado-Boulder)

We've all been there: you're buzzing around, trying frantically to complete everything you need to get done when suddenly, it hits you – there just aren't enough hours in the day. Between work, family, classes, errands, attending meetings, keeping up with email and trying to maintain some semblance of a healthy personal life, we may often find ourselves feeling like we're drowning in an ocean of "to-dos."

When you find yourself overwhelmed by all of your responsibilities, don't panic! Remember this list of helpful tips that will help you manage your time more efficiently.

1. Make a list (yes, a real one).

Many of us are cell phone-centric and plan out our entire lives on our iPhones, but on particularly busy days, try switching it up with a good old-fashioned handwritten list. Writing your to-do list on a piece of paper allows you to jot notes between tasks, draw arrows if you need to switch up the order and cross items off as they're completed. Seeing a physical copy of your to-do list will help make it feel more manageable.

2. Prioritize.

While making your list, be sure to put the most important items at the top. Crossing off those major responsibilities looming over your head will free up your time later in the day to relax and work on smaller tasks that are less time-sensitive. If something can wait until tomorrow, don't add it to your list for the day! Make a separate list for tasks to be completed at a later date.

3. Block out distractions.

Multitasking can make your day more efficient, but only when done correctly. As much as you want to tune into that Netflix series that everyone is talking about while you work on your homework, avoid the temptation! Keeping unnecessary distractions around while you work will only make your task take twice as long. If you prefer noise while you work, try a playlist designed for better focus on your favorite music streaming app or search the web for white noise generators like Noisli.

4. Don't be afraid to enlist help.

That's what colleagues, friends and family are for! Do you need your sister to call the DJ for formal to make sure he knows what time to arrive? Or how about some clarification from your boss on a project you feel like you're spinning your wheels on? It never hurts to ask for help!

5. Take time to breathe.

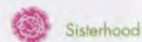
According to *New York Times* contributor Phyllis Korkki, "A growing body of evidence shows that taking regular breaks from mental tasks improves productivity and creativity – and that skipping breaks can lead to stress and exhaustion." While it may seem counterintuitive to spend 15 minutes taking a walk outside or even an hour to catch that yoga class you love on a busy day, taking breaks to de-clutter your brain will ultimately help you accomplish your tasks more quickly and effectively.

Source: Korkki, Phyllis. "To Stay on Schedule, Take a Break." *New York Times*. 2012, June 16.

SORORITY Life

It's collegiate and alumnae chapter updates – at a glance! Read all about our shining chapters across the continent and their recent activities. For submission guidelines, visit GammaPhiBeta.org.

Symbol Key:



Sisterhood



Building Strong Girls



Leadership



Scholarship



Giving Back

Region 1

CONNECTICUT

↳ Eta Theta Chapter (Connecticut)

Sisters invited members of the UConn community to enjoy root beer floats and donate money to Girls on the Run.

❁ Epsilon Pi Chapter (Quinnipiac)

The recently-installed chapter has been hard at work establishing the chapter's bylaws, standing rules, scholarship plan and merit point system. Chapter members have also volunteered at a soup kitchen with Kappa Alpha Theta and held a sisterhood retreat at an indoor ropes course.

DELAWARE

❁ Eta Gamma Chapter (Delaware)

Sandy Hill Camp on the Chesapeake Bay was the perfect location for a spring sisterhood retreat. Members had a great time participating in sisterhood activities and bonding. Chapter members also attended the Delaware Girls on the Run 5k.

MASSACHUSETTS

↳ Delta Chapter (Boston)

The chapter hosted a three-on-three basketball tournament and raised more than \$3,000 for Girls on the Run.

❁ Epsilon Eta Chapter (Bridgewater State)

Big and Little Sister pairs spent 12 hours raising awareness and fundraising for Relay for Life.

↳ Southern New England Alumnae Chapter

Sisters held their third annual Zumbathon. Chapter members and other community members participated in a Zumba class and raffle to raise money for Girls on the Run Rhode Island.

NEW JERSEY

❁ South Jersey Alumnae Chapter

Chapter members met with sisters from Princeton Alumnae Chapter for dinner at very fitting restaurant called Under the Moon.

NEW YORK

↳ Alpha Chapter (Syracuse)

The chapter hosted a new philanthropy event during the spring semester that raised more than \$1,700 for Girls on the Run.

↳ Iota Chapter (Columbia)

Several members had a blast running and volunteering in Girls on the Run NYC's 5k.

The chapter also hosted a representative from Girls on the Run for a PACE event.

❁ Delta Tau Chapter (Colgate)

Twelve sisters ran the Lake-Effect Half Marathon in Syracuse, New York. The team raised more than \$3,000 for Ophelia's Place, a local organization that helps young women with eating disorders and self-esteem deficits. Sisters also co-sponsored a dress collection with the Colgate Kappa Kappa Gamma chapter through Cinderella's Closet, an organization that provides underserved women with prom dresses.

PENNSYLVANIA

❁ Delta Kappa Chapter (Lehigh)

The chapter participated in the annual Relay for Life school-wide philanthropy event to support the fight against cancer. Chapter members joined as a team and helped run a face-painting station while showing their support for this important cause.

↳ Epsilon Alpha Chapter (La Salle)

The chapter hosted its first Moonball kickball tournament. All of the proceeds were donated to Philadelphia Girls on the Run.

❁ Zeta Epsilon Chapter (Duquesne)

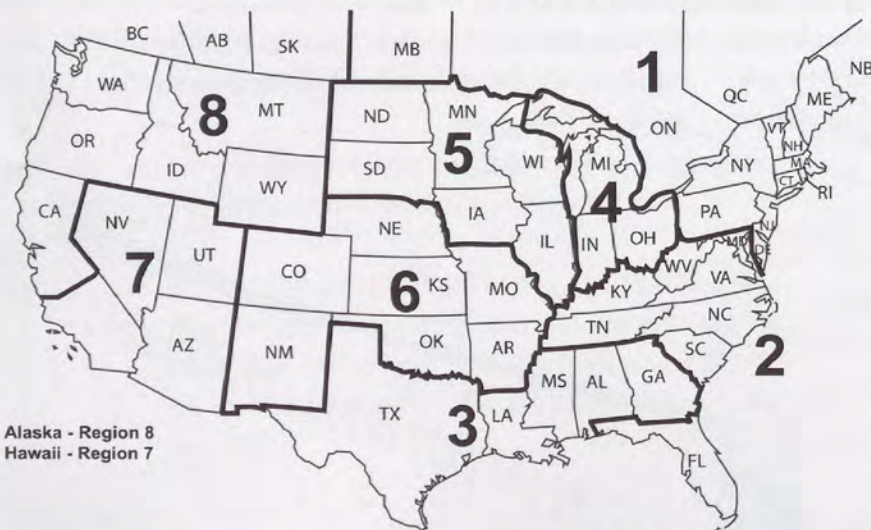
The chapter finished the spring semester strong, hosting a successful formal that won them the Best Risk Management Plan award at Duquesne University.

ONTARIO

❁ Alpha Alpha Chapter (Toronto)

Sisters claimed the Sigma Chi Derby Days title for the third year in a row! The Greek-wide event benefits the Huntsman Cancer Institute through a weeklong philanthropic competition. As an added bonus, members forged new friendships with many fellow sorority women participating.

Gamma Phi Beta Sorority by Regions





Region 1 | Aloha from Philadelphia West Alumnae Chapter! The chapter's spring activities included Book Club and Bunco as well as plant shopping in Lancaster, Pennsylvania, and a tasting tour of Kennett Square, Pennsylvania.

Region 1 | Every year, Alpha Upsilon Chapter (Penn State) dedicates countless hours to Penn State Dance Marathon – a 46-hour event that benefits Hershey's Four Diamond Foundation to find a cure for pediatric cancer. Sisters' fundraising efforts paid off, raising more than \$165,000.

🍷 Toronto Alumnae Chapter

Sisters celebrated Kayla Scanlan (Toronto), winner of the Toronto Area Alumna Panhellenic Scholarship Award, during the annual scholarship luncheon. The chapter also held a dessert night with senior members of Alpha Alpha Chapter (Toronto) to welcome them to the chapter.

QUEBEC

♥ Alpha Tau Chapter (McGill)

In collaboration with brothers of Sigma Chi Fraternity, the chapter hosted their annual philanthropy event this spring, raising more than \$2,300 for the Montreal Children's Hospital.

Region 2 FLORIDA

♥ Eta Beta Chapter (Florida Southern)

Sisters raised more than \$2,000 during the Florida Southern College Relay for Life event. The chapter also wishes to congratulate the graduating class of 2016!

↪ Eta Eta Chapter (South Florida)

Members were proud of sister Savannah Dimuro who ran the Girls on the Run 5k race with her little sister in Daytona Beach.

↪ Eta Lambda Chapter (Central Florida)

Thanks to their service for Girls on the Run and their participation in the colorful Flavor Run, the chapter earned both the Outstanding Community Service Program and Outstanding Philanthropic Program awards at the University of Central Florida.

🍷 Naples Alumnae Chapter

Sisters and spouses enjoyed hors d'oeuvres at a member's home while hearing an update on the One Heart Campaign and the chapter's scholarship fund from a Gamma Phi Beta Foundation professional staff member.

🍷 Tampa Bay Alumnae Chapter

The chapter has been very busy! In addition to hosting their annual chili luncheon, the chapter installed its new officers. Sisters try to meet once a month for dinners or other get-togethers, and the chapter has been able to attract many recent graduates from chapters both inside and outside of Florida.

KENTUCKY

🍷 Epsilon Sigma Chapter (Morehead State)

The chapter hosted its 25th anniversary weekend celebration this spring. Many alumnae and collegians had the chance to discuss the progress of the sisterhood over the weekend. There were also many charter members in attendance.

MARYLAND

🍷 Beta Beta Chapter (Maryland)

This spring, the chapter won Greek Week in its first semester on campus. After a successful recruitment that resulted in 150 new members, the chapter was proud to prove that it is a strong addition to the community.

NORTH CAROLINA

↪ Epsilon Psi Chapter (North Carolina-Asheville)

The chapter implemented a new social media campaign using the hashtag #BuildingStrongGirls. Sisters posted and tweeted what they loved about themselves or other sisters.

TENNESSEE

↪ Eta Kappa Chapter (Tennessee-Chattanooga)

The chapter assisted with a local spring break camp through Girls, Inc., putting our philanthropic focus of Building Strong Girls into action!

↪ Knoxville Alumnae Chapter

Members attended the second annual Covenant Health Knoxville Marathon Pre-Marathon Pasta Dinner hosted by and benefitting Girls on the Run of Knoxville.

VIRGINIA

↪ Alpha Chi Chapter (William & Mary)

This spring, sisters hosted their annual Moonball event, raising more than \$3,000 for Girls on the Run. The chapter enjoyed spending time with sisters from Epsilon Iota Chapter (Christopher Newport) while supporting one another's philanthropy events.

↳ **Epsilon Iota Chapter (Christopher Newport)**

Sisters made sure to snap plenty of photos together before their annual philanthropy event, which raised more than \$10,000 for Girls, Inc.

● **Epsilon Pi Chapter (George Mason)**

What an exciting semester for the chapter! Sisters held fundraisers for Girls on the Run, welcomed a spring new member class, attended formal and helped **Beta Beta Chapter (Maryland)** with its first Initiation.

● **Zeta Beta Chapter (Virginia)**

The chapter was thrilled to host its inaugural Dad's Day this spring. Rain could not keep sisters and their fathers from having a great time eating brunch together and watching a UVA baseball game!

● **Eta Nu Chapter (James Madison)**

A new tradition, the chapter hosted its first annual LoyalTea. The event served as a way to honor and celebrate the women in sisters' lives who have made them into the strong girls they are today.

● **Fairfax County Alumnae Chapter**

Everyone enjoyed an evening of creating, eating and laughing with sisters at a paint night event. Guided by a professional artist, members were encouraged to paint their own masterpieces.

Region 3

ALABAMA

● **Epsilon Lambda Chapter (Alabama-Tuscaloosa)**

This spring, members kicked off the recruitment process by welcoming more than 300 women in one night for the annual spring tea. Nearly 3,000 women will be going through recruitment at the University of Alabama during the 2016-17 academic year.

GEORGIA

↳ **Gamma Phi Chapter (Auburn)**

The chapter had the opportunity to coach two Girls on the Run teams and cheer the runners on during their race, providing sisters a firsthand look at what our philanthropy does within the community. Members also implemented a new event called Women's Week that spreads awareness for the importance of Building Strong Girls.

↳ **Delta Upsilon Chapter (Georgia)**

The chapter hosted its first Moonball kickball tournament. Members had fun coaching and watching the teams play while raising money for Girls on the Run.

TEXAS

↳ **Gamma Chi Chapter (Texas State-San Marcos)**

The chapter hosted its annual Moonball tournament to raise money for Girls on the Run San Antonio.

🍷 **Zeta Rho Chapter (Texas A&M-College Station)**

Sisters partnered with Not on My Campus, a student-led organization that promotes sexual assault awareness. Many sisters helped lead the campaign, helping open up a conversation about sexual assault on campus.

Region 4

INDIANA

● **Zeta Kappa Chapter (Southern Indiana)**

Members had a blast performing in Lip Sync. Sister Lauren Fuhs was also crowned homecoming queen during the spring semester.

MICHIGAN

● **Beta Chapter (Michigan)**

Members paired with Alpha Sigma Phi and Triangle fraternities to participate in University of Michigan's Greek Week. Sisters enjoyed seven days of spirit, fun and fundraising.

↳ **Beta Delta Chapter (Michigan State)**

Family, friends and the Spartan community joined for the chapter's annual Carnival Cakes brunch. Proceeds from the event benefitted Girls on the Run.

OHIO

● **Beta Epsilon Chapter (Miami-Ohio)**

From internships to study abroad programs, sisters took time this summer to develop themselves personally and professionally. Members look forward to returning to Oxford, Ohio, in the fall to share what they learned.

● **Beta Xi Chapter (Ohio State)**

"A Night at Sea" was the theme of formal where sisters danced the night away. Seniors were

awarded with superlatives and distinctions to celebrate the legacy they have left and their never-ending sisterhood within the chapter.

↳ **Zeta Omicron Chapter (John Carroll)**

The chapter held its philanthropy event, bringing the Greek community together to raise money for Girls on the Run.

↳ **Eta Omicron Chapter (Ohio)**

The recently-installed chapter held its first philanthropy event, bringing together the campus Greek community for an afternoon centered on philanthropy, fun and delicious treats. Proceeds from the event went to Building Strong Girls and leftover desserts were donated to the local fire department.

● **Dayton Alumnae Chapter**

Members celebrated 75 years as an alumnae chapter at the NCR Country Club in Kettering, Ohio. Sisters enjoyed a wonderful meal and shared memories about Gamma Phi Beta experiences – both as alumnae and collegians.

Region 5

ILLINOIS

● **Omicron Chapter (Illinois at Urbana-Champaign)**

Senior Celebration was a bittersweet time for the chapter. Sisters will miss members who graduated, but enjoyed spending time together as a chapter one last time to share memories.

● **Beta Eta Chapter (Bradley)**

The chapter held a senior week during the spring semester to show their graduating members love. The seniors served as wonderful role models and will be greatly missed.

● **Delta Pi Chapter (Illinois State)**

Prior to hitting the books for final exams, sisters danced the night away at their Old-Hollywood-themed spring formal.

IOWA

↳ **Omega Chapter (Iowa State)**

Teaming up with a Girls on the Run council in Ankeny, Iowa, the chapter helped decorate a local park for a practice 5k for participants. The day was spent running, cheering and empowering young girls.

MINNESOTA

☪ Kappa Chapter (Minnesota-Twin Cities)

The chapter had a successful semester in terms of improving academics and growing sisterhood. Sisters also hosted their Gamma Phive-k on campus to support Girls on the Run Twin Cities.

☪ Gamma Mu Chapter (Minnesota State-Moorhead)

This spring, the chapter had its annual Crescent Ball. Sisters got together to celebrate their accomplishments from the year.

♥ Gamma Pi Chapter (Minnesota State-Mankato)

Sisters participated in Dance Marathon, which raised a total of \$26,000 to help support and celebrate children with disabilities. The chapter also won Greek Week! Additionally, sisters cheered on runners at the annual Girls on the Run 5k.

♥ Minneapolis-St. Paul Alumnae Chapter

The chapter packed meals for children in Guatemala during their annual philanthropy event with Feed My Starving Children. Along with senior members of **Kappa Chapter (Minnesota-Twin Cities)**, sisters packaged more than 20,000 meals for those in need.

WISCONSIN

♥ Gamma Chapter (Wisconsin-Madison)

The chapter welcomed Best Buddies for a carnival-themed philanthropy event. Best Buddies is a program dedicated to improving the lives of people with intellectual and developmental disabilities. Sisters enjoyed participating in various activities and getting to know members of Best Buddies.

☪ Gamma Rho Chapter (Wisconsin-Oshkosh)

The chapter was named the 2016 Greek Week champion! Members participated in activities including trivia, lip sync battles, making tie blankets for military care packages and fundraising for Make-A-Wish to take home the title.

Region 6

COLORADO

☪ Theta Chapter (Denver)

Sisters hosted their first Moonball tournament this spring. With 25 teams in attendance, the event, benefitting Girls on the Run, was a success.

☪ Tau Chapter (Colorado State)

The chapter held its first-ever Moonball philanthropy tournament. Participants raised money for Girls on the Run and enjoyed playing volleyball with members of the Colorado State community.



Region 5 | Gamma Gamma Chapter (Wisconsin-Milwaukee) celebrated taking home first place in the National Panhellenic Conference sorority category at the university's Greek Week.



Region 6 | After a successful year, Beta Omicron Chapter (Oklahoma City) celebrated with their annual Crescent formal. Sisters gathered at Castle Falls to dance the night away, honor seniors and celebrate an outstanding year of sisterhood and service.



Region 7 | Members of Pasadena Alumnae Chapter helped Lucile Dunn (Kansas) celebrate her 99th birthday at Villa Gardens. Lucile helped install Beta Alpha Chapter (Southern California) in 1939 and has been a member of the alumnae chapter for as long as any of the members can remember.

🌸 **Denver Alumnae Chapter**

This summer, the chapter hosted its annual picnic. The chapter also made more than 100 tutus for Girls on the Run participants, volunteered at a Girls on the Run 5k and helped clean Gates Camp for Boys and Girls Clubs of Denver. In the fall, sisters will enjoy the fall kickoff.

KANSAS

🌸 **Sigma Chapter (Kansas)**

Chapter members celebrated their beloved Mom Ginny, who has been the house director for the chapter for the last 25 years. Sisters held a celebration at the chapter facility and invited family, friends and alumnae to celebrate her retirement.

🏆 **Beta Upsilon Chapter (Kansas State)**

The Fraternal Excellence Awards were held on campus this spring. One member won Outstanding New Member, Gamma Phi Beta and Acacia were recognized for Outstanding Philanthropy Event and the chapter received the President's Award, the highest award given at the banquet.

🏆 **Greater Kansas City Alumnae Chapter**

Alumnae attended the Panhellenic Women of the Year and Scholarship Brunch where Cindy Gates Wood (Missouri-Columbia) was named Woman of the Year.

🌸 **Wichita Alumnae Chapter**

The chapter enjoyed a wonderful Senior Celebration to honor 13 amazing Gamma Phi Betas. Everyone enjoyed food, fun and sisterhood.

MISSOURI

🌸 **Phi Chapter (Washington University)**

The chapter was successfully reinstalled after being absent from campus for more than 20 years. Sisters held many events in the spring including the SkyZone Retreat, Tuesday Teas, Twin Sister Reveal, Initiation week, formal and a date party.

🌸 **Delta Nu Chapter (Missouri State)**

The chapter had a very busy spring, welcoming nine new members as well as hosting their region's Girls on the Run 5k.

🌸 **Zeta Delta Chapter (Missouri State)**

The chapter assisted in reinstalling Phi Chapter (Washington University) by hosting a successful

Initiation for their new members. Sisters wish to congratulate the new chapter and thank them for this wonderful opportunity.

🌸 **Eta Iota Chapter (Rockhurst)**

Members celebrated their first Dad's Weekend by attending a Kansas City Royals game, golfing and having a cookout in the park.

🌸 **Columbia Alumnae Chapter**

The chapter held its spring brunch, bringing together alumnae spanning 50 years!

NEBRASKA

🌸 **Pi Chapter (Nebraska-Lincoln)**

Sisters helped the university community raise more than \$172,000 for Children's Miracle Network Hospitals at the annual Dance Marathon.

🏆 **Epsilon Delta Chapter (Creighton)**

The chapter was honored to receive the Chapter of the Year award from Creighton University for their hard work in the areas of scholarship, new member development, alumnae relations, service and community involvement, philanthropy and risk management.

Region 7

ARIZONA

🌸 **Alpha Epsilon Chapter (Arizona)**

Members spent a Sunday morning as running buddies and booth volunteers for the local Girls on the Run 5k. The experience was both fun and fulfilling.

🌸 **Beta Omega Chapter (Northern Arizona)**

This spring, 17 members became alumnae of Gamma Phi Beta. Graduates included members of Order of Omega, the honors program and the nursing program.

CALIFORNIA

🌸 **Alpha Iota Chapter (California-Los Angeles)**

Members enjoyed many amazing trips together including going to Disneyland!

🌸 **Beta Alpha Chapter (Southern California)**

Members hosted their annual Have a Heart dinner at the chapter facility. The event was fun and successful, raising more than \$5,700 for USC Troy Camp and the Amanda McPherson Foundation.

♥ Beta Lambda Chapter (San Diego State)

Several members participated in Relay for Life, an event dedicated to raising money for finding a cure to cancer. Sisters set up a booth on campus and walked all day and into the night to show support.

↪ Delta Delta Chapter (California State-Fullerton)

Twenty teams from the Fullerton community signed up to compete in the chapter's first Moonball tournament. Participants played their hearts out on the basketball court.

🌸 Delta Eta Chapter (California-Irvine)

Sisters and partner fraternities rehearsed their short adaptation of "Young Frankenstein" in preparation for the annual Greek Songfest. They also donated time and money to NEGU, a foundation that distributes Joy Jars to children battling cancer in the hopes of teaching them to "Never Ever Give Up."

🌸 Delta Psi Chapter (California-Santa Barbara)

To welcome their 14 new members this spring, the chapter hosted a barbeque in their courtyard complete with Polaroid pictures, beach volleyball and an afternoon photo shoot on the beach.

🌸 Epsilon Nu Chapter (Chapman)

Sisters had a busy semester, raising more than \$13,000 for Camp del Corazon at their annual gala, taking hikes, performing a Cinderella skit at the University's annual Spring Skit and even attending the Stagecoach Festival together!

🌸 Zeta Theta Chapter (Pepperdine)

During the spring semester, the chapter won the American Cancer Society Relay for Life and said goodbye to 25 graduating seniors. This summer, many members are studying abroad throughout Europe and Africa.

🌸 Orange County Alumnae Chapter

Members enjoyed an evening of sisterhood supporting fellow sister and performer Kristin Chenoweth (Oklahoma City) at her concert at Segerstrom Center for the Arts.

NEVADA

🌸 Eta Rho Chapter (Nevada, Las Vegas)

To celebrate the end of the semester, chapter members danced away the stress of final exams at their first formal.

Region 8

CALIFORNIA

↪ Delta Chi Chapter (California State-Sacramento)

Members appreciate all of the support and participation in their Moonball tournament this spring. The University's sororities and fraternities donated generously to Girls on the Run.

↪ Epsilon Kappa Chapter (California State-Chico)

Sisters loved painting faces and styling hair to help bring huge smiles to all of the participants at a Girls on the Run 5k.

🌸 Epsilon Omicron Chapter (California-Santa Cruz)

The chapter hosted a sisterhood retreat on the Monterey Bay where they enjoyed whale watching and appreciating the beautiful scenery. This was also a great opportunity to cherish moments with the senior class before they graduated.

🌸 Zeta Gamma Chapter (Sonoma State)

The chapter had many sisterhood events during the spring semester, but one that stood out was walking across the Golden Gate Bridge

in San Francisco. Sisters also participated in Lip Jam, a philanthropy event held by Alpha Gamma Delta. Members helped raise money by dancing and acting out movies with other organizations.

IDAHO

🌸 Xi Chapter (Idaho)

The chapter experienced a week of bittersweet celebration for the seniors as sisters wished them luck in their future endeavors. Members reflected on the seniors' past four years and enjoyed fun bonding activities, such as family dinners.

WASHINGTON

🌸 Lambda Chapter (University of Washington)

The chapter held its spring formal at the Tyee Yacht Club on Lake Union. Members and guests shared a beautiful night of dancing and celebrating their final moments with the senior class while overlooking the Seattle skyline.

BRITISH COLUMBIA

↪ Alpha Lambda Chapter (British Columbia)

To benefit Girls on the Run Puget Sound, the chapter organized its first Moonball kickball tournament.



Region 8 | Nu Chapter (Oregon) members took a trip to Florence, Oregon. Though it was windy, sisters enjoyed the beach and one another's company. In addition, multiple sisters participated in the SoleMates program with Girls on the Run and ran in the Eugene Marathon to fundraise for Girls on the Run Willamette Valley.

SUPPORTERS OF THE *Heart*

Kappa Chapter members Kaylee Buesgens and Lauren Robley display a portrait of Jo Warner (Minnesota-Twin Cities, 1940) that previously hung in her home and now resides in the chapter facility.



LEAVE A LEGACY

Gamma Phi Beta Foundation endowments are an impactful way to create a legacy in your area of passion. Most endowments require a minimum gift of \$25,000 and can be paid over a five-year period or included in your estate planning.

An endowed fund for Gamma Phi Beta provides continuous support in perpetuity for various programs and services, including benefiting a specific chapter, providing financial aid, gifting leadership education or supporting the current areas of greatest need.

Because these gifts deliver such powerful and long-lasting contributions, as a donor, you can name the endowment in honor of yourself or someone special.

For more information on establishing an endowment, please contact Director of Advancement Allison Kahlich at akahlich@gammaphibetafoundation.org.

Have you ever considered what your life's legacy might be?

Perhaps it's your children, your professional work, your written words or artistic creations. For many it can be a philanthropic investment in an organization important to them or expressive of their values. For Joan "Jo" Erdall Warner (Minnesota-Twin Cities, 1940), that investment was for Gamma Phi Beta, and starting an endowment was a legacy she left for Kappa Chapter (Minnesota-Twin Cities).

The women of Kappa Chapter embarked on a two-year fundraising crusade to fully fund the Kappa Chapter Financial Aid Endowment that Jo began before her death in 2013. This endowment provides undergraduate scholarships and graduate fellowships for generations of Kappa Chapter members.

"It was important for us to see that the Kappa Chapter endowment was funded. Jo was an outstanding member, chapter advisor, Sorority volunteer and Foundation donor – we just had to fulfill her dream of providing financial support to her sisters," shares Brittany Kelly, 2015 Kappa Chapter president.

Colleagues, alumnae and friends of Kappa Chapter responded by providing donations, which led to the first award for the 2016-17 academic year. Brittany says, "Encouraging others to join us was an important aspect for the chapter because then several women were able to have a meaningful and lasting effect on Kappa Chapter, allowing it to be a group achievement."

A celebration of the endowment took place on December 7, 2015, at the chapter facility. All donors to the endowment were invited for dinner and house tours.

Just like Kappa Chapter and Jo Warner, becoming supporters of the heart provides the opportunity to create a legacy that forever impacts Gamma Phi Beta.

WHAT IS **YOUR HEART'S** DESIRE?



GAMMA PHI BETAS ARE **CONNECTED** AT THE HEART ...

The bonds of our Sorority are rooted in an unwavering devotion to educational and charitable purposes. The desires of one heart, **your heart**, play an influential role in enhancing the lives of countless young women.

The One Heart campaign provides a formal mechanism for you to preserve the past, inspire the present and ensure the continued growth and ongoing success of Gamma Phi Beta for future generations.

Your generosity in giving to Gamma Phi Beta reflects heartfelt philanthropic values and further bonds you to a sisterhood that has positively impacted women's lives for more than a century.

Can one person really make a difference?

Ask your heart...it will answer.

HOW TO GIVE

1. One-time gift
2. Multiple gifts over time
3. Giving through your estate

Please, make a gift or pledge today.

303.800.2890

GammaPhiBeta.org/OneHeart

**ONE
HEART
CAMPAIGN**

Memorial Gifts

We acknowledge the following individuals and groups who contributed to the Gamma Phi Beta Foundation in memory of a loved one as of April 30, 2016. Lists are printed as received from the Foundation.

Roger B. Abbott, husband of Jo Anne Anderson Abbott and father of Nancy Abbott Farley
Albuquerque Alumnae Chapter

Ruth Aufenkamp (Nebraska-Lincoln, 1944)
Ava Hastert

Philip Barnhart, husband of Ike Barnhart
Eleanor Francis
Elizabeth Griffin
Eleanor Lauer
Debbie Lewis
Margaret Myers
Lois Ann Price
Mary Rietman
Lana Slack
Dorothy Stone
Judith Willis
Julia Wright

Millie Carlson, mother of Lori Carlson Lundgren
Robin Kieffer

Patricia Schaffer Cook (Nebraska-Lincoln, 1945)
Ava Hastert

Catherine Kae Diers Dwiggin (Nebraska-Lincoln, 1945)
Ava Hastert

Eric Engberg, husband of Judy Engberg
Sharon Bower
Carol Stelmach
Rose Stubbs

Jean L. Guion (Northwestern, 1946)
Mary E. Mann Family

Ginny MacLeith Hankins (Southern California, 1975)
Julie Fosgate

Sally N. Heckert (Minnesota-Twin Cities, 1946)
Naples Alumnae Chapter

Kathleen Cavanaugh Holland (Indiana, 1961)
Beta Phi Affiliated House Corporation

Brad Hollar, husband of Whitney Hollar
Lauren Bowser
Stephanie Brickman
Taylor Hall
Leigh Ann Kudloff
Jamie Reitz
Mo Rice
Anna Starks
Jenn Wood
Katrina Zaremba

Betty Ann Martel Husted (Colorado College, 1939)
Fort Collins Alumnae Chapter
Sharon Green

Laureine Johnson Chisholm (Bradley, 1953)
Adele Lane

Andy Lessard, nephew of Joey Lessard Stiver
Cathy Griffin

Barbara Davis McKewen (San Diego State, 1950)
Rosemary Hagan

Carol Ewing Miller (Oregon State, 1963)
Patricia Gaunt

George Misthos, husband of Mary Jane Misthos
Randy Allard
Fraya Black
Ann Bronsing
Ann Campbell
Chicago Alumnae Chapter
Cathy Griffin
Frances Griffin
Karen Kline
Anne Layton
Sally Lewis
Vicki Read
Ruth Seeler
Joey Stiver
Julia Wright

Judith B. Morrow, mother of Jean Morrow McDaniel
Diane Arons

Carl Nelson, son of Gloria Nelson
Cathy Griffin
Anne Layton
Joey Stiver

Burns Nugent, husband of Joan Nugent
Carol Blanchard

Robert Rice, husband of L'Cena Rice
Cele Eifert

Marion Sackmaster, mother of Karen Sackmaster Buttice and Kathy Sackmaster George
Harriett Cogan

Robyn Forsyth Steele (Nevada, 1950)
Barbara Brode-McDermott
Pasadena Alumnae Chapter

Ethel Thomas, mother of Robin Thomas Baskin
Shellie Hodges

Gladys Gustafson Thompson (Nebraska-Lincoln, 1948)
Mary Lien

Lynne Thrall (Oregon State, 1974)
Shirley Stolz Clark

Barbara Florey White (Whittenberg, 1963)
Carolyn Hutchinson

Jean Webster Whibben (Toronto, 1946)
Alpha Alpha Chapter Affiliated House Corporation

Faye Woolever, mother of Robin Kieffer
Robin Kieffer

Michelle Gaudier Yaeger (California-Berkeley, 2010)
Apolonia Arce

Marjorie Mann Yarger (Minnesota-Twin Cities, 1940)
Nancy Kuchler

**For deceased members, The Crescent lists their first, maiden and last names in accordance with their school and year of initiation. To make an "In Memory" gift, visit GammaPhiBeta.org/Donate or call 303.800.2890. The minimum donation is \$25. Gifts received by July 31, 2016, will be acknowledged in the fall 2016 issue.*

In Celebration

Celebrate a special sister, loved one or event with an "In Celebration" gift to the Gamma Phi Beta Foundation. Thank you to the following donors, whose gifts were recorded as of April 30, 2016. Lists are printed as received from the Foundation.

Jenna Aaland (Minnesota-Twin Cities) in celebration of your engagement.

Fraya Black

Kathleen Anderson (Missouri State) in celebration of your engagement.

Fraya Black

Chelsea Brutto (Southern California) in celebration of achieving your dream of a master's degree in social work.

Beta Alpha Chapter
L'Cena Rice

Brittany Bush, Brittany Carter, Kelsey Leary and Hope Mathis (all Jacksonville) in celebration of your graduation.

Jane Todd

Deborah Caldwell, Una Mae Naulty and L'Cena Rice (all Southern California), whose Love and Loyalty to Beta Alpha Chapter inspired me to become an alumna initiate.

Rosemary Collins

Gabryle Dugie (Northern Arizona) for being a wonderful granddaughter.

Adele Kapp

Carol Edgar and Adele Finlayson (both McGill) in celebration of your ordination to the diaconate of the Anglican Church of Canada.

Anne Layton

Julie Dunn Eichenberg (Florida State), thank you for hosting our Christmas Party.

Atlanta Alumnae Chapter

Dominique Favre (Ohio State), welcome to the sisterhood.

Julie Dunn Eichenberg

Kathy Fox (McGill) on her induction into the Canadian Aviation Hall of Fame.

Anne Layton

Sarah Gross (Indiana) in celebration of your engagement to Teddy Schell.

Fraya Black

Stephanie Hearn (Kansas), thank you for your commitment and dedication to the Gamma Phi Beta Foundation. We will miss you as you move on to the next exciting chapter in your life, but we are grateful for your many contributions and for your passion for the Sorority and the Foundation.

Kitty L. deKieffer
Gamma Phi Beta Foundation
Trustees
J.J. Kaelin

Linda Johnson (Vanderbilt) in celebration of your speech at the Austin Area Panhellenic Association.

Laura Banks

Thank you to our Beebusters, Kyle Jordan and Evan Lieb.

Alpha Xi Chapter Affiliated
House Corporation

Krista Lundgren Lamp (San Diego State) in celebration of the birth of your son, Nixon Gregory Lamp.

Robin Kieffer

Grace Lin (McGill) on your appointment as a Justice of the Peace for the province of Ontario.

Anne Layton

In honor of our speaker Mary Lucas.

Naples Alumnae Chapter

Lori Carlson Lundgren (San Diego State) in celebration of the birth of your grandson, Nixon Gregory Lamp.

Robin Kieffer

In honor of our speakers Tom and Elysee Marshall.

Naples Alumnae Chapter

Congratulations to Carly Neustater, daughter of Joanne DiVita Neustater and niece of Cathy DiVita Cafiero (all Rutgers) on becoming a new member of Delta Mu Chapter (Rutgers).

Cathy Griffin

North Houston Area Alumnae Chapter, in celebration and with gratitude for a successful and fun year.

North Houston Area Alumnae
Chapter

Jill Pampel (Valparaiso) in celebration of your successful fundraising event.

Kathy Ewing

Linda Jo Wahl Smith (Florida State) for our 50 plus years of friendship and sisterhood.

Peggy Schwerdt

To make an "In Celebration" gift, visit GammaPhiBeta.org/Donate or call 303.800.2890. The minimum donation is \$25. Gifts received by July 31, 2016, will be acknowledged in the fall 2016 issue.

In Memory

We acknowledge the passing of the following members and celebrate their part in our circle of sisterhood. This list reflects notifications received at International Headquarters between February 1 and April 30, 2016. First, maiden, last names and year of Initiation are listed for each deceased members.

Alpha – Syracuse

Mary McNaught Tarr, 1950
Karen Ann Mihalko, 1975

Beta – Michigan

Betty Cole Lindhout, 1947

Gamma – Wisconsin-Madison

Joan Youmans Hamm, 1942
Dorothy Uecko Martin, 1942
Judith Ruminer Fleming, 1946
Margaret Rothermel Watson, 1946
Patricia Simonsen Collins, 1948
Joan Weber Barney, 1951

Epsilon – Northwestern

Sarah Madison Lawless, 1950
Karen Schmidt Meyer, 1960
Anne Bayliss Simpson, 1975
Stacey Krok Grace, 1991

Eta – California-Berkeley

Hazelmarie "Clink" Clinkenbeard
Anderson, 1946
Annabelle Godfrey Price, 1946
Dorothy Thelen Clemens, 1952
Jean Armstrong Durst, 1953

Theta – Denver

Ann Randell Munn, 1950

Kappa – Minnesota-Twin Cities

Barbara Gutch Michael, 1947
Elizabeth Bull Lenox, 1949

Lambda – University of Washington

Mary Egbert White, 1937
Betty Smith Norway, 1938
Debbie Simplot McDonald, 1981

Mu – Stanford

Helen Eddy Weldon, 1937

Nu – Oregon

Jeanne DeNeffe Wing, 1939
Mary Lenore Holloway, 1966

Xi Chapter – Idaho

Willa Maxey Johntz, 1943
Frances Adams Spofford, 1946

Omicron – Illinois at Urbana-Champaign

Ruth Sutherland Gilman, 1937

Pi – Nebraska-Lincoln

Gladys Gustafson Thompson, 1948

Rho – Iowa

Mary Bracewell Woods, 1939
Jane Osborne Mathiasen, 1949
Susan Phillips Kundel, 1968

Sigma – Kansas

Joan Taggart Russell, 1940
Jo Shirley Murphey, 1945

Sallie Little Norton, 1958

Jan Engstrand Redfearn, 1960

Tau – Colorado State

Jeanette Knapp Kitch, 1937
Doris Rutherford Hilpert, 1942
Merrilyn Young Johnson, 1952

Phi – Washington University

Elaine Foerster Maxeiner, 1936
Mary Alt Tremayne, 1937

Chi – Oregon State

Harriet Sebelius Skelton, 1941
Holly Roberson Bailey, 1955
Carol Ewing Miller, 1963

Psi – Oklahoma

Alice W. Fryer, 1943
Mary Reynolds Eckles-Taylor, 1953

Omega – Iowa State

Anna Sokol Heath, 1931
Elizabeth Wilcox Bowker, 1936
Marie Anderson Baird, 1940

Alpha Alpha – Toronto

Margaret Webster Whitten, 1946
Susan Lennox Garrard, 1954

Alpha Beta – North Dakota

Dorothy Garner Harris, 1940
Bette Middlemas Barnes, 1947
Martha Tavis Boise, 1950
Nicole Peek Harmann, 1995

Alpha Delta – Missouri-Columbia

Margaret Atkinson Haggans, 1943
Marsha Grotjan Burton, 1949

Alpha Epsilon – Arizona

Evelyn Williams Petty, 1938
Pauline Iles Nicholson, 1941
Eloise Walborn Perry, 1941
Janet Brandt Elmore, 1951
Cheryl Evans Hamilton, 1963

Alpha Zeta – Texas-Austin

Ola Peril Hopf, 1937
Jessie Sneed Vine, 1939
Mary Lowery Elder, 1943
Naomi Sweeney Godfrey, 1945
Elisabeth Harvey Carr, 1960

Alpha Eta – Ohio Wesleyan

Dorothea Heckman Hartley, 1938
Dorothy Ginn Keith, 1940
M. Searles Anderson, 1942
Dorothy Turner Pittenger, 1947

Alpha Theta – Vanderbilt

Ruth Selman Ludwig, 1944
Carol Burkholder Dronberger, 1951

Alpha Iota – California-Los Angeles

Geraldine Kalar Mahoney, 1932

Helen Douglas Brazil, 1940

Patricia Chambers, 1964

Alpha Nu – Wittenberg

Elinor Bartsch Butchorn, 1953

Alpha Xi – Southern Methodist

Shirley Weisz Parker, 1941
Bette Hilger Watkins, 1944
Peggy Sexton Cooper, 1948

Alpha Omicron – North Dakota State

Barbara Holthusen Peterson, 1949

Alpha Pi – West Virginia

Barbara Smith Hawk, 1960
Marcia Wiles Wilson, 1974

Alpha Tau – McGill

Mary Elspeth Rankine Byers, 1942
Shirley Conrad Baird, 1949
Frances Marr Darling, 1969

Alpha Upsilon – Penn State

Margaret Betts Meckley, 1949

Alpha Phi – Colorado College

Betty Gillett Husted, 1939

Alpha Chi – William & Mary

Virginia Southworth Carmark, 1941
Jane Wood Paden, 1954

Alpha Omega – Western Ontario

Doree Carruthers Crerar, 1949

Beta Alpha – Southern California

Janet Kellogg Lenci, 1955
Pamela Cromwell Brewer, 1962

Beta Beta – Maryland

Mildred Anderson Latlief, 1946
Barbara Dyson Bohorfoush, 1954

Beta Delta – Michigan State

Eleanor Thomson Kolbe, 1945

Beta Zeta – Kent State

Harriette Russell Geisinger, 1947
Ursula Kohls Berardinelli, 1950

Beta Eta – Bradley

Barbara Bogard Myers, 1948
Valerie Marie Green, 1973

Beta Theta – San Jose State

Jean Battersby Smiley, 1958

Beta Xi – Ohio State

Susan Scott Carpenter, 1951
Joan Lewis McCoy, 1953

Beta Omicron – Oklahoma City

Peggie Keller Saxton, 1951
Carol Hayward Carney, 1956

Beta Pi – Indiana State

Joann Miller Kraemer, 1952
Velma Hayden Crawford, 1953
Georgia Osha Wellman, 1960

Beta Tau – Texas Tech

Marilyn Parish Fowler, 1956

Beta Chi – Wichita State

Donna Cravens Gelvin, 1958

Beta Psi – Oklahoma State

Virginia Phillips Harlan, 1959
Cletha York Hessel, 1969

Beta Omega – Northern Arizona

Nancy Taylor Hushek, 1977

Gamma Alpha – Memphis

Huldah McCullar Peyton, 1958

Gamma Theta – University of the Pacific

Charmaine Crowder Brooks, 1964
Kathleen Fairbrother Guthrie, 1969

Gamma Iota – Midwestern State

Donna Atchison Wright, 1971

Gamma Nu – Lamar

Marian Perry Swanzy, 1965

Gamma Tau – St. Louis

Paulette Lambros McMahan, 1968

Delta Delta – California State-Fullerton

Suzanne Elizabeth Foucault, 1971

Delta Zeta – Southwestern Oklahoma State

Ruth McCampbell Eskew, 1973

Delta Theta – California Polytechnic State

Kathryn Susan Ashlock, 1992

Delta Iota – Purdue

Patricia Hanna Kline, 1979

Epsilon Psi – North Carolina-Asheville

Melanie Scroggs Fore, 1992

Eta Beta – Florida Southern

Samantha Loreus, 2010

To report the passing of a sister, please email contactus@gammaphibeta.org so we may honor the member on this page in a future issue.

Correction: Patricia Hanna Kline (Purdue) was incorrectly listed on this page in the Spring 2016 issue. We sincerely apologize for this error.

Vintage ΓΦΒ

Convention 1929

We love these fun photos from Convention 1929 – Gamma Phi Beta’s 36th Convention – which was held at the Ambassador Hotel in Kansas City, Missouri. This Convention was the first to feature presentations made by guest speakers, including a former president of Kappa Alpha Theta and a member of Kappa Kappa Gamma.

Gamma Phi Beta hosted its 77th Convention in Atlanta this June. Be sure to check out the fall issue for full event coverage!



Gamma Phi Beta collegians and alumnae serve as Convention “Ballyhooers,” acting as guides on bus trips around Kansas City. They are seen here with their megaphones.

Pictured Right: (left) Conventioneers from Boston visit the Sigma Chapter (Kansas) facility.

Pictured Right: (right) “Newsboys” circulate the “Crescent Moon” newsletter at Convention 1929.



Want more Convention history? Visit GammaPhiBetaHistory.org, the Sorority’s official historical website! You’ll find information on all of our Conventions, past Grand and International Presidents, collegiate chapters and more.

Capture a Crescent:

Spot it, snap it and email your capture a crescent photos to TheCrescent@gammaphibeta.org for a chance to be featured on the back cover of a future issue. Tip to get featured: We prefer crescents that wax left!



1. Curacao: While on a cruise on the Vision of the Seas through the Caribbean, Alana Markley Bott (West Virginia) was pleased to spot a crescent moon aboard the ship.

2. Guatemala: During her third medical mission trip to Guatemala, Lisa Simmon (Northern Arizona) spotted this crescent moon in one of the classrooms at a school where a clinic was being hosted in the small community of Xea'bij.

3. Key West: On a cruise to Key West, Dayton Alumnae Chapter members Jane Mott (Iowa State, left) and Kathy Gilbo (Kent State, right) found themselves surrounded by crescents.

4. Ohio: Barbara Fallett Kohler (Bowling Green) spied this artistic representation of our Sorority's symbol while visiting a flea market at Geneva-on-the-Lake, Ohio.

5. Georgia: Over spring break in Atlanta, Georgia, Pat Martin (Northern Iowa, left) and niece Natalie Williams (Iowa State, right) found this crescent moon in a local restaurant.