

THE KEY

of Phi Sigma Rho

FALL 2020





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Letter from *the President*

Dear Sisters,

This fall the Lambda chapter at Penn State University lost one of its sisters. Caroline LoNigro was a vibrant young woman who had just graduated from Penn State and was about to start her first job out of college. I attended the celebration of life the Lambda chapter held in memory of Caroline, and as I listened to her sisters recant stories and memories about her, it was clear that Caroline was the very embodiment of the Phi Sigma Rho spirit. Her fellow Lambdas talked about her passion for THON, the Penn State philanthropy event for pediatric cancer, her love of learning and equal love for socializing with her sisters, and her eagerness to be a friend to all.

It was touching to see Lambda actives and alumnae gather multiple times over a period of two weeks to remember Caroline and honor her life. During the celebration of Caroline's life, the feeling of sisterhood was palpable. It has been over seventeen years since I was an active sister at Penn State, but as I sat there watching the celebration over Zoom, I felt the familiar camaraderie, support and friendship that was the hallmark of my time as an active in Phi Sigma Rho.

Caroline was an exceptional sister and the fact that her memory will live on within the Lambda chapter is a testament to her character and the strong bonds of sisterhood formed within Phi Sigma Rho.

The past year has been difficult for many of us, whether it be the isolation and hardship brought on by COVID-19, or the pain, confusion and stress caused by various events during this year. In times like this, it can be comforting to know that you are part of a larger sisterhood, and just as Caroline's sisters have worked to ensure that her memory and legacy will live on, you too have sisters that care about you.

Whether you have been out of college for one year or thirty, all it takes is a single text, email, or DM to reach out to a sister and connect with someone with a shared experience—someone who shares your passions, goals, and ideals. As this year comes to a close, if you find yourself in need of someone to laugh with, a shoulder to lean on, or encouragement, reach out to one of your sisters. You are not alone, you have access to a large supportive network of Phi Rhos that will be there for you today, tomorrow, and forever.

I wish you all good health, happiness, and success in the new year.

Phi Rho Love,

Kellan Ponikiewicz

National President

FAST FACTS ON:

Our New Executive Director: GABBY SALAZAR



Hi everyone! I'm so excited to continue to be a part of this organization. I originally joined Phi Sigma Rho during my freshman year at the University of Pittsburgh (Zeta chapter). During my active years, I was heavily involved, including serving as my chapter's president during my last year in college. I graduated in 2014 with degrees in Bioengineering and Spanish. After graduating, I worked for a couple of companies in the healthcare industry, but I was always trying to figure out what I was really meant to do. Shortly after graduating, I started working part-time as Phi Sigma Rho's Communications Assistant (I was always the lone engineer that liked the writing and art assignments). I've enjoyed my time working for Phi Sigma Rho, and I am looking forward to continuing to do so as the Executive Director.

I currently live in Pittsburgh, PA (in the Eastern time zone) and can be reached at executivedirector@phisigmarho.org. Feel free to ask me any questions you may have or just drop a "hello!"



Fun Facts:

1. I grew up in Louisville, KY. There is a "right" way and a "wrong" way to say "Louisville." Locals don't pronounce it "Lou-ey-ville." It's "Loovull."
2. While we don't yet have kids, we do have two corgis, Crosby (6) and Nellie (3). Crosby randomly loves any and all llama toys, while Nellie chews all the bones.
3. I love to travel. One of my big travel goals is to visit all 50 US States - I'm currently at 39!
4. My weird talent is that I am oddly good at estimating prices of groceries and can divide a cart into two equal halves without having kept track (this was really handy before my husband and I were married and we were splitting bills). Basically I'd be really good at Supermarket Sweep or the Price Is Right.
5. One of my favorite things to do is to play trivia. Since the pandemic started, we've been playing in an online trivia night every Tuesday night with other members of my family. Just this month I learned what a portmanteau is (hint: brunch).
6. I'm right-handed, but some things I've always done left-handed (shooting pool, for instance).
7. My family is from Nicaragua. My grandfather came to the United States to go to medical school and coincidentally did his residency here in Pittsburgh, just one mile away from Pitt's campus.
8. I'm an avid reader, reading up to 50 books a year. Some of my recent favorites include *Bad Blood* by John Carreyrou and *The Only Plane in the Sky* by Garrett Graff.
9. Over the past year I've started volunteering with a local organization called 412 Food Rescue. They strive to combat food waste and end food insecurity. Each week, I pick up unsold food from restaurants/stores and transport it to another organization where the food is redistributed to those who need it.
10. You might have guessed it because of the corgis, but I am a big anglophile. I love learning about the members of the British Royal Family (past and present), so it probably won't surprise you that my favorite Netflix show is *The Crown*.



FAST FACTS ON: *Our New Assistant Executive Director: CAITLIN LAFONTAINE*

My name is Caitlin and I am your current Assistant Executive Director. I graduated from Michigan - Eta in 2016 with my B.S. in Mechanical Engineering. During my time as an active, I held the positions of VP of Finance and President of the chapter. Following graduation, I worked in HVAC as an Application Engineer before attending the police academy and becoming a Police Officer in southeast Michigan. I was the only female Police Officer working midnights in my area. I was very interested in accident reconstruction and supporting victims of domestic violence. Two years in, I decided the demands of the job were too high and I left to figure out what I wanted to do. Looking to support our sisterhood, I applied to be part of National Council and served as your VP of Membership up until this fall when I was hired on as Assistant Executive Director! I love being part of making our organization grow and getting to interact with sisters every day! I'm available if you need to reach me: assistantdirector@phisigmarho.org.

Fun Facts:

1. I just got married on October 17 of this year to the love of my life, Alec. You may see my last name as Millis or LaFontaine... I'm still getting used to it! We planned and cancelled two weddings due to COVID before finally tying the knot.
2. Alec and I just purchased a home in Plymouth, MI and officially moved in the day before Thanksgiving. It's a bit of a fixer upper and we've started by tearing out the entire kitchen. Yikes!
3. I have a 4-year old yorkie-poo named Eleanor. Alec and I adopted her at 6 months old and it's been so fun to watch her grow and she knows some pretty cool tricks.
4. Alec and I enjoy homebrewing together. It's a great hobby and so far we've brewed specialty beers for all of our close friends and family for their weddings.
5. I'm originally from Michigan, but I've worked on assignments all over the US: San Diego, Midland, TX, New Orleans, Minneapolis, Nashville and Iowa City, to name a few!
6. I'm one of the lucky few to have Alpha-gal syndrome. This basically means I was bit by a Lone Star tick and developed a red meat and milk allergy. I didn't develop the allergy until I was 22 and yes, I do really miss a good burger!
7. I know all of the words to "Baby Got Back" by Sir Mix-a-Lot which hasn't come in handy yet but I'm confident it will at some point in the future.
8. Alec and I love Halloween. Every year we dress up and get together with friends to pass out candy. Last year we dressed up as Seth Meyers and Stefon from SNL.
9. I'm learning to golf, which is both frustrating and very enjoyable. I shot my first birdie during a scramble this summer.
10. I'm pursuing a certificate in Nonprofit Management from Schoolcraft College, the same college where I attended the Police Academy!



VIRTUAL CONFERENCE

2020

Conference 2020 was not what anyone expected it to be at the start of the year! Due to Covid, we had to quickly shift gears and move our traditional in-person conference to an all virtual option. From August 6th to 16th the ladies of Phi Sigma Rho gathered online for our most attended conference in Phi Rho history! We had over 500 sisters register to participate in new and fresh programming under the theme of “Stronger Together”.

We were so lucky to have had the opportunity to have a wonderful keynote speaker, Stephanie Slocum, founder of Engineers Rising. Stephanie spoke about confidence building and even shared a free copy of her book “She Engineers: Outsmart Bias, Unlock your Potential, and Create the Engineering Career of your Dreams” to all attendees. In addition to the keynote session presented by Stephanie, we had 45 other programming sessions delivered by Phi Rho alumnae and outside speakers. Our programming included the beginnings of our efforts to focus on Diversity and Inclusion. There were sessions focused on race and the LGBTQ+ community. In addition to these sessions we also had sessions on topics such as the new marketing toolkit, updating chapter websites, networking, interviewing, conflict resolution and many others.

In addition to our traditional leadership programming we also had a few amazing sessions on sorority business. Janelle Becker from the Phi Sigma Rho Foundation did an excellent job sharing all the good work the foundation has been doing. She shared details of scholarship winners and the partnership with DreamGirls. Kellan Ponikiewicz, our National President, and the rest of the National Board gave the state of the sorority address. As the conference days passed, we also had sessions to address ritual and the virtual ritual to accommodate chapters during covid, we had roundtables for actives and alum and we had sessions on virtual recruitment and membership education.

Our first ever virtual conference concluded on August 16th with Kellan announcing the recipients of our national awards. The National Board congratulates all the winners! Kellan also announced that we are planning Convention 2021 programming to be virtual. With so much uncertainty due to Covid and the highest attendance ever, we thought it made the most financial sense at this time to plan for a virtual convention.

Thank you to everyone that participated and helped make this conference a success!

As we start planning for Convention 2021, we are looking for speakers and topics to share with members. We would also like to expand our Diversity and Inclusion topics to include things like physical abilities, ethnicity, native born/non-native born, thinking styles, religious beliefs, and communication styles, among others. If there is specific content you would like to see or if you would like to serve as a speaker, please reach out to VPofProgramming@phisigmarho.org.

Kathleen Vijaywergiya

VP of Programming, 17th National Board

Orchid Relief Grant

In response to the COVID-19 crisis, the Phi Sigma Rho Foundation created the Orchid Relief Grant program. The purpose of these grants was to provide one-time emergency grants, subject to the availability of funds, to initiated undergraduate and graduate members who were experiencing financial hardship due to the COVID-19 virus crisis to help them with their educational costs. Throughout the last few months, the Foundation has allocated **\$7,391.50** in funds to support **17 sisters** in need. Thank you to our donors who provided **\$2,945** to support our sisters in need.

2020 Award Winners: INDIVIDUAL AWARDS

Lifetime Achievement Award



Elana Chapman
(Dayton - Gamma)

Distinguished Alumnae Award



Alyssa Columbus
(UC Irvine - Pi)

Orchid Award Woman of the Year



Carin Gleason
(Dayton - Gamma)

Expansion Award

Kaitlyn Robinson
Bethany Klein
Alison Michalke
Melanie Larson

President's Commendation

Becky Caldwell
Alaina Austin Schwall
Miranda Vargas
Rebecca Palmer
Courtney Riley Couch

Pearl Award Exceptional Service



Mary Beth White
(Oregon State - Sigma)

Chapter Advisor Award



Allison Lenhoff
(Michigan - Eta)

Alumnae Officer Award



Chrissy Dillon
(Houston - Upsilon)

Cara Redding
Rebekah Marotta
Mary Beth White
Michelle Eyink
Taylor Coco
Alisa Rogers
Kathryn Spencer
Stephanie Donahue
Gabby Salazar
Angelica Carr and the
Phi chapter sisters at Howard

2020 Award Winners: CHAPTER AWARDS

Rashmi Khanna Scholarship Award

- 1) Colorado Boulder - Alpha Mu
- 2) Missouri S&T - Rho
- 3) Pittsburgh - Zeta

Abby McDonald Spirit Award

- 1) Purdue - Alpha
- 2) UCSD - Chi
- 3) Pittsburgh - Zeta

Christine Mooney Service Award

- 1) Youngstown State - Alpha Alpha
- 2) Ohio Northern - Iota
- 3) Louisville - Alpha Gamma

Rising to Excellence Award

Pearl Level

Purdue - Alpha

Orchid Level

Kentucky - Epsilon

Pittsburgh - Zeta

Missouri S&T - Rho

VCU - Omega

Cincinnati - Alpha Beta



ELANA with CHAPMAN

As a charter member of the Dayton chapter of Phi Sigma Rho, can you tell us a little about how you heard about Phi Sigma Rho and why you decided to get involved with starting a chapter? Heard about it through Suzanne Baker, who organized a group to look into this organization. All of my friends were getting involved, and I joined along with them. It became a great way to meet new people and support each other in college to successfully complete our degrees.



You also started the Foundation - what longer-term goals do you hope to see the Foundation accomplish? In the short term, I would like to see the Foundation get behind the WEPAN goal of doubling the number of women in engineering and supporting them to their successful completion of their degrees. I think if fundraising is the cause behind this goal, this will motivate others to support. Also, though, the Foundation has to have a clear strategy of programs to support WEPAN in achieving that goal for which the funds will be used for. This might include supporting WEPAN with some of its K-8 programs, in addition to Dream Girls programs. There is also a need to support the Pre-College Arena, for both women and underrepresented minority women--- supporting with preparing for the math and science courses and getting a Jump Start, as well as with scholarships. Penn State College of Engineering Center of Outreach and Inclusion has a lot of these types of programs, and they are being supported through the WEPAN model of diversity and inclusion at all levels of academia.

You're heavily involved in promoting and supporting women in engineering - what advice do you have for women just entering the workforce? I just gave an early careers talk through ASME IC Engines Conference just a month ago on this same question! My advice would be to join a couple of technical communities/societies and start building your network in those technical communities you plan to develop yourself within.

...and for those that have been working for a while, what advice do you have for giving back and helping those women that are new? New graduates are looking for support from women in the field to coach and mentor them to become successful, to share stories of how they persevered on all male teams, and how to have confidence when starting in the working world when they don't quite have their feet on the ground in their job and are questioning if they are being accepted and valued. Having a "sister" on the inside or outside of their company to lean on when those insecurities crop up is so helpful. Everyone needs the "phone a friend" outlet when faced with a challenging question. They just need to know that they can count on you to be there, and they just need us to give them encouragement and permission in advance to call.

What is your favorite memory as an active in Phi Sigma Rho? My favorite memories in PSR surround our founding as a chapter, and the many trips we made to Purdue to meet with Rashmi and Abby in data gathering and preparation for our founding. I was thrilled to be part of the leadership team making the first formal official Colony petition proposal to become a Chapter of PSR to the National Council.

Do you have a favorite memory as an alum? As an alum, there is no other more special opportunity than being a Colony Educator and founding a Chapter. The joy and happiness from both the Penn State Chapter and the MSU Chapter were special days for me, as they were for them when they were finally installed.

Keys to Elana's Success (as told by Elana)

In my early years, Keys to my success:

- **Study a lot and ask for help when you need it**
 - Don't let your ego and pride get in the way of learning what you need to be successful
 - Be determined to figure it out, even when you have never done it before (I knew nothing about starting a foundation, but I learned what was needed to get the Phi Sigma Rho Foundation started.)
 - Don't be afraid to call people you don't know and ask for help.
- **As a leader, be a Consensus builder**
 - Listen to other's thoughts and bring those into consideration when forging a decision (The first Colony Education program was developed by myself and a small committee from one of the early Leadership Conferences.)
- **Never take "no" for an answer; be creative and find another way to achieve the goal**
 - From the early years of the sorority, I was certainly part of the mission to build a larger sorority, make it stronger, and keep it connected and engaged.
- **Engage others in your goals and invite them to participate**
 - Many of the early Leadership Conferences I pulled together and led with a team of future leaders
 - We used to have a game at conferences where we challenged members to meet 5 new people.
- **Set outrageous goals.**
 - Setting a course to build a sorority was a very outrageous goal.
 - Setting a goal to colonize 20 chapters in 20 years of the sorority was another outrageous goal.
- **There will be disappointments. Believe in yourself. Tomorrow is a new day to begin again.**
 - I didn't get a good grade in that class, but I passed!
 - I really want to be an engineer. I can do this!
- **Be grateful for the people in your world, your friends you call you Phi Sigma Rho sisters!**
 - If your sisters tell you they love your taco dip, quadruple the recipe for the next potluck Rush and Recruitment event.
 - Thank you notes are a very personal way to let your sister know you care.

Alpha Chapter - Purdue University

The alpha chapter raised almost \$1,000 in fundraising with the sale of "spirit boxes." They contained different Phi Rho shirts, mugs, buttons, and other goodies. Sisters from all over the country ordered and received spirit boxes! We were able to accomplish such an amazing fundraising goal because of the hard work of our VP of Membership and alumnae committee members.

Gamma Chapter - University of Dayton

This past spring the University of Dayton conducted an evaluation of each greek life chapter on campus. Our chapter received the distinction of the Ruby Chapter of Excellence to reflect the work and dedication of our chapter members, leaders, advisers, and national staff. Even though most of our events were virtual this semester, we had great attendance. We even had a successful virtual Hopewalk 5k to raise money for the Leukemia and Lymphoma Society.

Keys to Elana's Success (as told by Elana)

When I was more mature, Keys to my success:

- **Take good care of yourself first!**
 - You can't be there for others unless you are grounded.
- **Be mindful of your goals, your personal and professional focus and be intentional**
 - Communicate those to the people you know
 - Plant your seeds and notice how the future unfolds
- **Develop your network and your personal advisory board**
 - Ask for help when you need it. People liked to be asked.
 - Be open to coaching
- **Be an encourager of your network and support them in their aspirations.**
 - Coach when asked
 - Lift up your network: Write reference letters and award nominations
- **Know your blind spots:**
 - Overcoming Stereotypes: Believe the best in people and that they have the best of intentions/ Assume positive intent
- **Be resilient!**
 - Develop a large internal cushion so that when you bounce back, you bounce higher!
- **Nemawashi works!**
 - Kathy Lyall and I will be giving a presentation about Nemawashi at a future Society of Women Engineers conference. We hope to see many of you there!

Iota Chapter - Ohio Northern University

Alumnae members adopted active sisters in a pen pal program, sending them notes and goodies over the course of the semester. We were able to match all actives with a pen pal, and will be doing this again for spring semester. Actives were able to hold their fall pumpkin patch/corn maze trip in-person, and had a successful virtual hangman tournament as the social event for their newest class of sisters!

Lambda Chapter - Penn State University

We have had a busy past year. At the end of Fall 2019, we implemented a wellness chair to help emphasize mental health and make sure that our sisters take care of themselves as well as tend to their school work. We are currently in the midst of adding a Diversity and Inclusion chair. This chair would help our sisters be updated with current events, and emphasize inclusion and unity throughout our chapter. We got our highest THON total last year in our history! THON is a student run philanthropy that raises money for childhood cancer. It is HUGE here at Penn State and last year we helped the school raise over 11 million! We also increased our number of THON dancers. We have increased by one over the past two years which is awesome! On an not THON related note, one of our members, Caitlyn Martin, is representing us on Penn State Panhel as Treasurer. We have had a great year and plan to continue to thrive!

Upsilon Chapter - University of Houston

During this pandemic, the Upsilon Chapter was able to get our community involved in our philanthropy event by using an app called charity miles where sisters were able to compete with each other to see who could walk the most miles to win a \$50 dollar gift card while each mile was sponsored and earned us money. We also implemented a new way that sisters study together through microsoft teams which we called "Sister Teams" and it has allowed us to motivate and push each other academically and grow our sisterhood stronger as well by getting to know our sisters.

Chi Chapter - University of San Diego

The UCSD Chi Chapter reached a 100+ membership by the end of the 2019-2020 school year for the first time in our chapter history! We also had a successful virtual fall recruitment process and are so thrilled to welcome even more new members into our chapter. We also have raised \$8,000+ for LLS throughout the 2020 year, with \$2,130 of that being from our virtual Light the Night fundraising this fall!

Alpha Alpha Chapter - Youngstown State University

This Fall 2020 Recruitment season was one of the best by far for the Alpha Alpha chapter at YSU. Despite the pandemic, our incredible sisters were able to recruit a total of 12 girls to our chapter. The recruitment efforts were headed by our wonderful VP of Recruitment, Hailey Campolong, and her amazing Rush Chair counterpart, Brooke Keller. We are so proud of these two ladies and our entire sisterhood for such a successful recruitment season! Keep up the great work!



Samantha Staltari

Alpha Kappa Chapter - University of Arizona

Our member and current VP of Philanthropy, Samantha Staltari, was slated as the 2021 Panhellenic Vice President of Public Relations. She is the first Phi Rho at University of Arizona to serve on Panhellenic Council. The Alpha Kappa chapter received an award from Panhellenic Council for Excellence in Academic Programming for 2020.

Alpha Lambda Chapter - Arizona State University

Alpha Lambda would like to celebrate our sisters for their continued sisterhood in a virtual environment. We have had many virtual game nights, movie watching calls, and more. During this time, we have also welcomed 15 new sisters this fall and organized to raise money for LLS. Phi Rho Love!

Alpha Pi Chapter - University of Wyoming

This semester we finally had the opportunity to host our first ever philanthropy event! The event was called "Phi Rho Cookie Dough" and allowed people to order cookie dough online and have it be sent directly to their home, with a portion of the profit going to the Leukemia and Lymphoma Society. With profits from cookie dough and separate donations we raised \$1,560! We are so happy to have finally held an event- even with COVID restrictions- and have the chance to donate to LLS!

Alpha Tau Chapter - Northeastern University

To start off the semester, we ran a very successful virtual recruitment where we welcomed our Epsilon class. We just held Big/Little reveal and are very excited to welcome them into our families! We also held our first virtual fundraiser for the LLS which was a concert and comedy show that raised over \$500! Lastly, we have had two of our members serve on National Committees and are excited to have more involvement in the future.



Alpha Kappa Chapter, University of Arizona

Phi Chapter Alumnae Association - Howard University

One of our sisters, Taylor Hines, was recognized by the Southeast Texas Young Professionals Organization as one of 2020's 40 Under 40 honorees.

Alpha Kappa Alumnae Association - University of Arizona

The Alpha Kappa Alumnae Association is so grateful to join the community of dedicated alumnae who continuously uphold the values of the Sorority! This group of Phi Rhos has proven that a pandemic can't stop us from staying connected and showing support for the Alpha Kappa Active Chapter!



Taylor Hines

Alumna Spotlight: *Anne Candido*, Founder Forthright People

You graduated with a degree in mechanical engineering. How did you end up in marketing? The short answer is I took advantage of the opportunities presented to me and I paved my own career path. The slightly longer answer is, I started in P&G in Packaging and Product Development but wanted to be closer to where they make the business decisions. At P&G, they encourage transitioning to different functions if your passions are leading you there. So, after 10 years, I started pursuing a role in Public Relations/Communications because I wanted to help P&G discover this new world of influencer and partnership marketing. At the time, I was in male grooming product development and my future boss was looking for a male-grooming communications manager. As I knew male-grooming but not comms and he knew comms and not male-grooming, we decided we were a match made in P&G heaven!

Are there any skills or things you learned in engineering school that have remained applicable throughout your entire career (no matter whether you were actually an engineer or not)? Absolutely! The analytical thinking. This may seem like an odd answer, but really marketing is all about figuring out how to get someone to buy what you are selling. The process in doing this is much like any process we apply as engineers: develop a hypothesis, research to understand relevant context, test-and-learn possible solutions and optimize against the learnings. But instead of applying this process against a car engine (as an example), you are applying the process against the human engine...the brain and psyche. Interestingly, engineers-turned-marketers are generally more adept at the process, but they also tend to be more pragmatic in their insights. They need to work harder to uncover the more emotional connections. Probably not a big surprise, right?

What was it like founding your own company? What advice would you give to anyone who would like to do the same? In our new podcast Marketing Smarts, April (my Forthright People co-founder) and I talk extensively about this. Check out episodes #2, #5 and #6 specifically on your favorite platform. Leaving the perceived safety (and paycheck) of P&G was probably one of the hardest things I have ever done. But I was ready...not only in mindset but in lifeset. Meaning, I had done a lot of research to prepare my mind for the journey ahead. I listened to podcasts, I read books, and I talked to other entrepreneurs. So, I knew what to expect. That didn't necessarily make it easier, but at least I knew the ups-and-downs were normal. At the same time, my husband and I adjusted our lifestyle to accommodate the reduction in pay. This didn't mean we lived off of Ramen noodles, but I did have to check my shopping habits and my wine choices. But it was worth it to make my new venture happen.

What is a brand story and why is it important for an organization to have one? A brand-story is a short narrative that identifies your "why" and your desired impact. It is important for every business and organization to have one because it becomes the foundation of all your communications. It sets the intent, tone and context for the way you engage with your consumer, whomever they may be. And, it clarifies who you are as a brand and why you are different. This is fundamental to why someone would choose you.

How did Forthright People go about creating Phi Sigma Rho's brand story? How should it be used? What is the impact of a brand story? The first thing we did to create the brand-story was find the right words to describe the feeling of being a sister. At the very core of every compelling brand-story is the emotion that unites everyone together. Then we translated the emotion into the reasons why someone would choose to be a sister. This becomes PhiRho's differentiating factors. Together, this is the reason someone would want to join the sorority. This then became the foundation for the tag-line and communication pillars which were infused into the website and recruiting materials. The communication pillars are how we outwardly face our brand-story so that we can capture the hearts and minds of potential rushees and their parents forging Brand-Love connections. And in this way, we start to cultivate a voice for PhiRho that is undeniably ours.

If you are interested in learning more about cultivating Brand-Love, check out my book: *The Super-Highway of Relevancy: Getting More People to Choose Your Brand, More Often, Indefinitely.*

And if you would like help in crafting a brand-story for your business or organization, reach out to me at: anne@forthright-people.com or check out our website: Forthright-People.com.



HELP BUILD THE FUTURE

PARTICIPATE IN THE NOMINATION PROCESS FOR THE NATIONAL BOARD AND FOUNDATION BOARD OF DIRECTORS

OVERVIEW OF THE NOMINATION PROCESS

As stated in the Phi Sigma Rho Constitution, Bylaws and Policies, National Convention will elect a National Board at each regular convening of the National Convention. These women will lead Phi Sigma Rho for the following two years. The Nominating Committee invites you to recommend sisters to serve on the 2021-2023 National Board. From recommendations made by individual sisters, active chapters, and alumnae groups, the committee will prepare a slate of candidates to be voted on during National Convention in July 2021.

Though National Convention does not elect the Foundation Board of Directors, the Nominating Committee also prepares the slate for the Foundation Board and invites you to recommend sisters to serve on the 2021-2025 Foundation Board of Directors. The process and timeline used to develop the slate is very similar to those used for the National Board. In particular, the committee solicits and accepts nominations from Phi Rho active alumnae who are interested in serving on the board. It prepares the slate and presents it to the current Foundation Board of Directors for approval.

WHAT IS THE NATIONAL BOARD?

The National Board is the governing body of the Sorority. The elected members of the Board are the National President and eight Vice Presidents: Vice President of Standards; Vice President of Communications; Vice President of Finance; Vice President of Collegiate Affairs; Vice President of Alumnae Affairs; Vice President of Expansion; Vice President of Programming; and Vice President of Membership.

WHAT ARE THE DUTIES OF THE NATIONAL BOARD?

National Board members are volunteers who provide the direction and strategies for our Sorority to pursue its vision and mission. As the governing body of the Sorority, the National Board represents and acts for the Sorority in all matters in the interim between National Convention meetings. The National President also serves as a Phi Sigma Rho Foundation Director.

WHO IS ELIGIBLE TO SERVE ON THE NATIONAL BOARD?

Any Phi Rho active (dues-paying) alumna is eligible to serve on the National Board. Candidates are prepared for Board service through Phi Rho volunteer positions and other leadership/professional experiences, all of which are considered by the Nominating Committee in crafting the slate.

WHAT IS THE FOUNDATION BOARD OF DIRECTORS?

The Board of Directors is the governing body of the Foundation. Three Directors will be elected by the current Board to serve a 4-year term. All Directors of the Foundation are also officers. A Director's corresponding 2-year officer role will be determined by Board vote after election of the new Directors. The officer roles are: President; Vice President of Strategy; Vice President of Programming; Vice

President of Publicity; Vice President of Donor Relations; Secretary; and Treasurer. The current Board can be found at <https://www.phisigmarhofoundation.org/volunteers>.

WHO IS ELIGIBLE TO SERVE ON THE FOUNDATION BOARD OF DIRECTORS?

Any Phi Rho active (dues-paying) alumna or honorary member is eligible to serve on the Board of Directors. Candidates are prepared for service through Phi Rho volunteer positions and other leadership/professional experiences, all of which are considered by the Nominating Committee in crafting the slate.

WHO SERVES ON THE NOMINATING COMMITTEE? HOW ARE THEY CHOSEN?

Per the Constitution, Bylaws and Policies, the Nominating Committee Chair is the National Board Advisor and she directs the work of the committee. A member of the Foundation Board of Directors serves on the committee by virtue of her position. Five additional members are elected through an application process. Two are "alumnae" members who have exhibited an interest in serving the best interests of Phi Rho by demonstrating leadership and who have experience in service to Phi Rho; two are "skill set" members who have previous nominating experience and/or hiring and interviewing experience in a business setting; and one is a "new" member who is a sister with a collegiate graduation year between 2018 and 2021.

HOW DOES THE NOMINATING COMMITTEE WORK?

In the months leading up to Convention, the Nominating Committee Chair solicits nominations for candidates to serve on the National Board or Foundation Board of Directors. Upon acceptance of a nomination, the Chair will solicit a platform and letter of recommendation from each candidate. The committee will then meet to review the platforms and letters and to interview candidates. After evaluating the qualifications, skills and strengths of the candidates and assessing the composition of the potential Board teams, the committee submits the National Board slate to National Convention and the Foundation Board slate to the current Foundation Board of Directors.

HOW DO I NOMINATE MYSELF OR A FELLOW SISTER FOR NATIONAL BOARD OR FOUNDATION BOARD OF DIRECTORS SERVICE?

If you are interested in being a candidate or nominating another sister as a candidate for either leadership board, please visit the Phi Sigma Rho National Sorority website after January 1, 2021 for the nomination form. **Nominations are due February 15, 2021.**

FOR MORE INFORMATION

To learn more, please email Nominating Committee Chair Allison Lenhoff (Michigan-Eta) at NBAAdvisor@phisigmarho.org.

E X P A N S I O N Updates

This year has been an exciting and unique year for the expansion of Phi Sigma Rho. At the beginning of this year, we prepared to install the Cleveland State and Texas A&M colonies. As we all know, 2020 became a year of new challenges as we faced the COVID pandemic. However, Phi Sigma Rho has never been a group to give up easily! We adapted, and for the first time colonies were installed by a virtual ritual. We welcomed CSU and Texas A&M as the Alpha Upsilon and Alpha Phi Chapters, respectively.

As the year progressed, we continued to adapt our expansion to this new environment. The MIT colony faced many difficulties, with nearly the entire chapter attending school remotely. Again, these wonderful ladies found new ways to grow their sisterhood virtually, facing the challenges with grace and flexibility.

This fall, we also were able to approve a new interest group at the University of Utah, and look forward to their induction soon!

The ladies at Utah are starting their Phi Rho journey in a new and unique way, bonding virtually and growing a sisterhood from afar. As we head into 2021, keep an eye on your sorority digests, as there are more new schools that will be joining our sisterhood as interest groups and colonies soon!

Jenna Daghstani
VP of Expansion

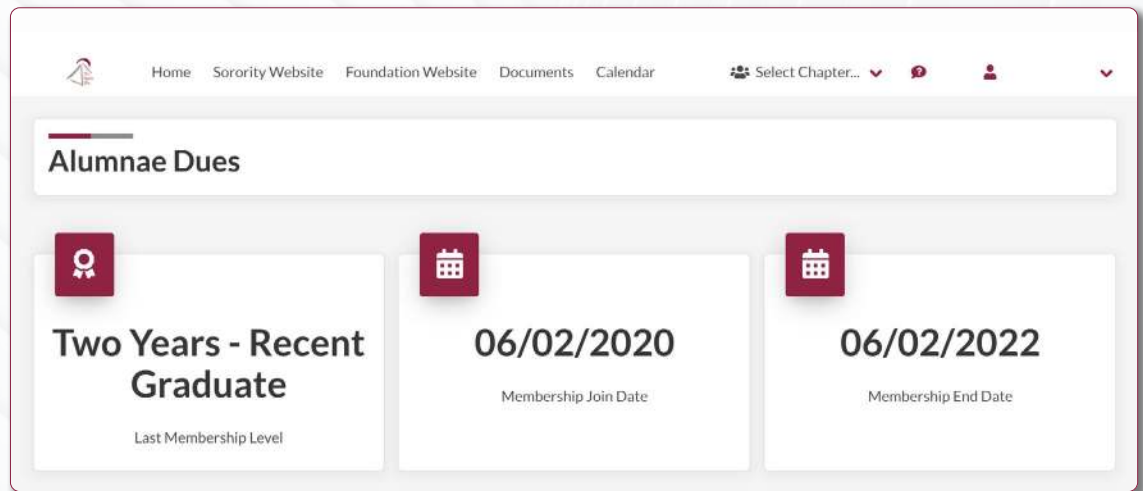
Introducing the New Alumnae Dues Page on the Phi Rho Portal

Have you seen the all new alumnae dues page on the Phi Rho Portal? About a month ago we launched this new feature to better help our members keep track of their alumnae dues. On this page you'll be able to see your current membership level, the last time you paid, as well as when your current membership is set to end. If you're on a lifetime installment plan, you'll be able to confirm the last payment you made, too.

We've also made it even easier to pay your dues through PayPal directly from the new form embedded in the page.

Be on the lookout for new incentives for dues paying alumnae, too!

If you have any questions, comments, or concerns, including ideas about what you'd like to see as incentives, reach out to Gabby at executivedirector@phisigmarho.org.



How to Set Up Your Amazon Smile Account

Do you want to give back to the Foundation, but are unable to make a financial contribution? AmazonSmile is your solution! For every purchase you make, AmazonSmile donates 0.5% on qualified purchases to the nonprofit of your choice, at no extra cost to you. Be sure to spread the word to your family and friends so you can make an even bigger impact on the Foundation!

Use AmazonSmile While Shopping on your Mobile Device

If you aren't an AmazonSmile member, sign up at smile.amazon.com on your web browser and then select Phi Sigma Rho Foundation to begin generating donations.

Download the Amazon app on your iPhone or Android device via the App Store or Google Play.

Open the app, find "Settings," then click "AmazonSmile" and follow the on-screen instructions to turn on AmazonSmile on your phone.

Recap VIRTUAL CONFERENCE 2020

Although Phi Sigma Rho Conference 2020 looked a little different, the Phi Sigma Rho Foundation was still able to participate in various ways and recognize the accomplishments of 2019-2020. There were many exciting announcements to make including the development of two new grant programs, the launch of our partnership with the DreamGirls Initiative, and the awarding of SIX \$1,000 scholarships to exceptional and deserving sisters continuing their education. In addition, we were able to recognize the success of five years of the Light the Night Program and honor our donors who help make all of this possible. Read more about our conference recap below!

*Below & to the Right:
Photos are from the Purdue - Alpha chapter
during the annual Purdue Grand Prix*



2020 Scholarship Winners



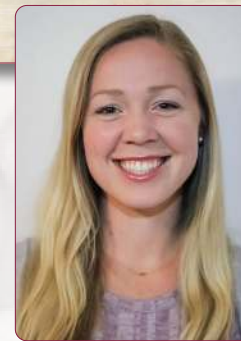
Merit Scholarship:
HANNAH TODD
University of Cincinnati
- Alpha Beta
B.S. Chemical
Engineering
Expected May 2021

"I want to thank the generous alumnae and donors for their contributions to the Foundation and helping make a difference in my life and the women of Phi Sigma Rho. I am very grateful for this scholarship as it will assist with my self-funding of college and help ease academic financial strain as I continue to pursue a degree in Chemical Engineering at the University of Cincinnati. I do not know where I would be if I didn't have my Phi Rho sisters by my side supporting me and I am equally as grateful for the Foundation for providing scholarships to sisters in need. Thank you again and PRL!"



Leadership Scholarship:
BROOKE LANIER
University of Nevada,
Reno - Alpha Sigma
B.S. Electrical
Engineering, Expected
May 2021

"As a recipient of the 2020 Phi Sigma Rho Leadership Scholarship, I wanted to express how truly honored and grateful I am for your investment in students like me... With my knowledge in electrical engineering and passion for cybersecurity, I hope to be at the forefront of the revolutionization of engineering design standards. With this scholarship, I'll be able to take more courses on network communications and security. Thank you again for your support in my development as an engineer, as a sister, and as a leader. Because of you, my aspirations are possible."



Sarah Rogers McClure Memorial Scholarship:
LOGAN SMESRUD
Oregon State University
- Sigma
B.S. Environmental
Engineering, Graduated
June 2017, University of

California, Berkeley M.S. Environmental Engineering, Beginning in Fall 2020

"I'm excited to pursue my MS in Environmental Engineering at UC Berkeley! Thanks to my Phi Sigma Rho sisters for making it possible and helping me prepare for a career in water and wastewater! Ever since I joined the sorority my freshman year in college, my sisters have supported me in reaching my goals and pursuing my dreams as an engineer. How wonderful to see that support continuing long after my graduation and helping me take the next step with my education! Thank you, and Phi Rho Love!"

Engineering Development and Growth Experience (EDGE) GRANT

We are pleased to announce the development of the Engineering Development and Growth Experience (EDGE) grant. These grants of up to \$1,000 can be applied for by and awarded to members of Phi Sigma Rho for engineering projects that encourage hands-on building and learning. For example, this grant could be used to fund go-kart building teams, robotics, rocketry, hack-a-thon teams, and many more. Any project team with at least 1 Phi Rho is eligible to apply, as well as solo projects by Phi Rhos. This grant program will open in early 2021! Look out for more information soon. Thank you to the Krob family for making this grant a reality!



FOUNDATION BOARD OF DIRECTORS

PRESIDENT: Janelle Becker, *Ohio State Beta*
 SECRETARY: Lexi Heironimus, *Wright State Alpha Zeta*
 TREASURER: Rosalie Krob, *Purdue Alpha*
 VICE PRESIDENT OF STRATEGY: Cailin Stine, *Dayton Gamma*
 VICE PRESIDENT OF DEVELOPMENT: Ashley Mohler, *Wright State Alpha Zeta*
 VICE PRESIDENT OF PUBLICITY: Kendall Murphy, *Kentucky Epsilon*
 VICE PRESIDENT OF PROGRAMMING: Victoria Platt, *Ohio State Beta*
 EX-OFFICIO: Kathleen Vijaywergya, *Ohio State Beta*

FOUNDATION VOLUNTEERS

COLLEGIATE AFFAIRS: Cassie Golden
 ASSISTANT TREASURER: Christine Jackson
 DREAMGIRLS CHAIR: Jennifer Barman
 GRANT REVIEW CHAIR: Lisa Courtneiry
 HR MANAGER: Belle Riehemann
 INVESTMENT MANAGER: Charlene Yauch
 PHILANTHROPY CHAIRS: Devine Stanke, Nicole Graf
 SCHOLARSHIP CHAIR: Sam Rohner
 SERVICE CHAIR: Amelia Cecchini
 WEBMASTER: Kat Wenger
 CHAPTER FUNDS CHAIR: Charlene Peacock
 AUDIT COMMITTEE: Missy Mercurio
 DONOR ACKNOWLEDGMENT: Anna Blair, Jena McClanahan, Amy Mazzanti
 INVESTMENT COMMITTEE: Kathy Bradley, Katie Shesko
 PUBLICITY COMMITTEE: Hannah Stone, Tara Zahnke, Mackenzie Dorrington
 SCHOLARSHIP COMMITTEE: Helen Lu, Anita Jain, Kristin Bell



Philanthropy and Service Scholarship:
STEPHANIE LEE
 University of California, Los Angeles - Nu
 B.S. Biology, Graduated June 2016,
 Keck Graduate Institute
 Master of Business & Science, Expected May 2021

"Thank you so much to the Phi Sigma Rho Foundation for selecting me on behalf of the Phi Sigma Rho Philanthropy & Service Scholarship, and to the donors who contributed to make this scholarship possible. I am honored to be recognized for my service and leadership in the community with this award... This award is incredibly meaningful to me, as Phi Rho and the greater community have played a significant role in furthering my personal and professional development... This scholarship provides financial support, allowing me to focus on successfully completing my Master's degree and achieve my full potential while in graduate school."



Francis J. Monigan Memorial Scholarship:
RENEE PELAN
 Wright State University - Alpha Zeta
 B.S. Industrial & Systems Engineering, Graduated Spring 2014, M.S.

Industrial & Human Factors Engineering, Graduated Summer 2015, The Ohio State University PhD. Engineering Education, Expected Fall 2021

"I am deeply honored to be awarded the 2020 Francis J. Monigan Memorial Scholarship. Phi Sigma Rho has made a lasting impact on my life as an active and an alumna. Phi Rho has taught me to lead gracefully and compassionately, persevere through life's challenges, and to always strive to become a better sister, engineer, and person. As I continue to pursue a PhD in Engineering Education, I hope to keep the memory of Francis J. Monigan alive by demonstrating the values of grit, compassion, and helping others. Through my research and future career, I hope to make meaningful contributions to the field of engineering education in addition to mentoring and inspiring the next generation of women in STEM."



Anne Louise Roach Legacy Scholarship:
PAIGE HARDT
 University of Wyoming - Alpha Pi
 Civil Engineering, Expected May 2021

"I'd like to thank the Phi Sigma Rho Foundation for the Anne Louise Roach Legacy Scholarship! I'd also like to thank my mom for sharing her love for Phi Sigma Rho with me throughout my life. She exemplifies the Phi Sigma Rho pillars and pushes me to be a better person daily. I am so grateful to have a role model like her in my life! I will be finishing up my Civil Engineering degree in May of 2021!"

Updates from THE PHI SIGMA RHO FOUNDATION

DreamGirls PARTNERSHIP LAUNCH & GRANT FUND



Phi Rho Alumnae participated in the first "All Phi Rho" Dream Day Chicago in April 2019. This Dream Day was held in honor of Shannon (Sharp) Vondrak's (Purdue, Delta) daughter, Rachel, who died tragically in 2018. Our alums served as volunteers, as well as presenters from United Airline, InsightOut, Tyson Foods, SC Johnson, Azelis Amerca, and Accenture. For some of us it had been almost 30 years since we had been together. We were honored to be able to support our sister, Shannon, while inspiring the next generation of Phi Rhos!



Phi Rhos from the Xi (Rutgers) chapter helped out at Dream Day Princeton in 2018. They served as group leaders for the participants.

The Foundation is extremely excited to announce the development of the DreamGirls Program in partnership with the DreamGirls Initiative and the accompanying grant fund. The DreamGirls Initiative is committed to exposing middle school girls to different STEM careers through their participation in the events they offer. It has been shown that there is a 70% increase in STEM interest after attending a Dream Day event. We encourage you to take advantage of this opportunity to play a part in developing the next generation of women with STEM careers. Details and instruction packets on the program types can be found in the Documents section of the Phi Rho Portal! Donations can also be made through the Phi Sigma Rho Foundation website to provide chapters and alumnae the resources and support needed to have these events.

Here are a few ways that you can be involved in DreamGirls as an active, chapter, alumna, or alumnae association.

- Bring a Dream Day workshop to your community
 - ◆ Free one day workshops held in different regions for up to 150 middle school girls.
 - ◆ Hands-on, interactive activities conducted by industry professionals and college groups to showcase careers in various fields.
 - ◆ Complete instructions and timeline for how to run a Dream Day provided.
- Run a DreamGirls in Action (DGA) unit in your community.
 - ◆ Free after-school program or up to 25 girls which can be run monthly or just once.
 - ◆ Short videos or virtual seminars followed by a relevant hands-on activity focusing on a specific career.
 - ◆ Available units include hearing from a food product developer at Nestle' and learning the science of ice cream, exploring coding with a computer engineer from Yahoo! Sports, and learning how to manufacture products faster from an industrial engineer at Vera Bradley.
- Record a video interview about your career to be used in a DGA unit.
- Volunteer to help at a planned event.
- Donate to the DreamGirls fund through the PSR Foundation to help a chapter or alumna bring programs to their communities.

For questions and more information, email us at dreamgirls@phisigmarhofoundation.org.



The Pittsburgh - Zeta chapter at a local Light the Night event.

Light the Night

Thirty-four chapters and one colony participated in our 2019 Light the Night campaign. Together they raised \$36,745 to support the Leukemia & Lymphoma Society! Since we started Light the Night in 2015, active, alumnae, and their friends and families have raised a total of \$154,287 together. Thank you to all participants!

TOP TEAMS

1. University of Pittsburgh - Zeta Chapter
2. Ohio State University - Beta Chapter
3. University of Arizona - Alpha Kappa Chapter

TOP INDIVIDUALS

1. Lexi Barrabrant (Alpha Kappa)
2. Emily Niehaus (Beta)
3. Gabriella Wirasakti (Alpha Gamma) & Elena DeJaco (Zeta)

Annual & Lifetime Donor Recognition

Annual Giving Club Recognition (as of 10/15/2020)

Star Club \$10,000	Key Club \$100
Prosperity Club \$5,000	Rebecca Dobbs, Hillary Emer,
Loyalty Club \$2,500	Michelle Eyink, Melissa Fontanese,
1984 Club \$1,984	Diane Foughty, Mary Frecker,
Jennifer Roach, Charlene Yauch	Kaitlin Hom, Christine Jackson,
Rising Sun Club \$1,000	Elishka Jepson, Shaun Kilduff,
Pearl Club \$500	Dorothea Lee, Kendall Murphy,
Janelle Becker, Rashmi	Kellan Ponikiewicz, Jane Quinn,
Drummond, Abby Schwartz	Rebecca Riley, Michele
Pyramid Club \$250	Stoutenborough, Samara Sytsma,
Jennifer Bailey, Chloe Hedden,	Rinda Vas, Mary White, Miya
Emily Jenson, Ashley Mohler,	Williams
Ashley Osseck, Leanne Price,	Sigmund Club \$50
Genevieve Soule, Mary Sparks,	Madeline Beeson, Jennifer Clark,
Camille Stuczynski	Makenzie Dorrington, Lindsay
	Gelorme, Carin Gleason, Kira Hart,
	Elizabeth Holloway, Mikayla
	Hopkins, Stephanie Kassman,
	Holly Linder, Linda Phan, Morgan
	Provax, Rachel Rich, Cailin Stine,
	Megan Ved, Kathleen
	Vijaywergiya, Shannon Williams

Lifetime Giving Societies (as of 10/15/2020)

Order of the Orchid . . . \$1,000,000	Friendship Society \$2,500
Platinum Society \$500,000	Janelle Becker, Hillary Emer,
Silver Society \$250,000	Teresa Fourqurean, Katherine
Founders Society \$100,000	Hoppert, Rosalie Krob, Allison
Changemaker Society . . . \$50,000	Lenhoff, Leanne Price, Janet
Influencer Society \$25,000	Reyna, Abby Schwartz, Nicolette
Elana Chapman, Lewis & Carol	Yovanof
McDonald Family	Encouragement Society . . . \$1,000
Visionary Society \$10,000	Margaret Allen, Amanda Brown,
Heather Monigan, Jennifer	Erika Bustos, Alexandria
Roach, Charlene Yauch	Caliguire, Rachel Chicchi,
Scholarship Society \$5,000	Rashmi Drummond, Dominique
Lara Day, Christine Jackson,	Fantasia-Amin, Sara Fisk, Carin
Heather Lazar, Carol, Robert,	Gleason, Elishka Jepson, Mona
and David Rogers	Kim, Amy Mazzanti, Kellan
	Ponikiewicz, Brittany Potter,
	Katherine Shesko, Rebecca
	Trudeau, Kat Wenger, Mary
	White

How to Give

Now more than ever, the Foundation needs your support the sisters of Phi Sigma Rho. You can give back through charitable donation or by volunteering your time! Financial gifts can be made to the Phi Sigma Rho Foundation using our new Classy donation page through our website. If you are interested in becoming a volunteer with the Foundation sign into the Phi Rho Portal and fill out the Volunteer Interest Form.

Upcoming Campaigns:

- End of Year Campaign: November-December
- Galentine's Day: February 13th
- Foundation Anniversary Campaign: March-April

What does my money support?

General Fund: Supports the areas of greatest need and operational costs.

Educational Funds:

- LEAP:** Leadership Education and Programming for Conference and Convention
- EDGE:** Fosters teamwork and collaboration on engineering teams and projects.
- DreamGirls:** Active and Alumnae financial support for DreamGirls programming.

Paid Staff and Professional Services Fund:

For professional services, such as lawyers, auditors, and the future goal of Foundation staff.

Scholarship Funds: These funds support the collective and individual scholarships that are offered.

- General Scholarships
- Sarah Rogers McClure Memorial Scholarship
- Francis J. Monigan Memorial Scholarship
- Anne Louise Roach Legacy Scholarship

Visit our website to learn more about how to give, programs and more at

www.phisigmahofoundation.org



W Z O LAST Question

Christmas morning
OJ/mimosas with my mom
using "fancy cups"

- *Stephanie*

My wife and I exchange a gift
every Christmas Eve of
a book and pajamas.

- *Caitlin*

Cutting down
the Christmas tree

- *Riley*

**What's your favorite
holiday tradition?**

Looking at
Christmas lights

- *Sam*

Getting pizza for dinner
after church on
Christmas Eve.

- *Megan*

Giving my youngest brother
a squirrel ornament for
Christmas each year.

- *Gabby*