



# Pi Gamma Mu

**International Honor Society in Social Sciences**

The mission of Pi Gamma Mu® is to encourage and promote excellence in the social sciences and to uphold the ideals of scholarship and service.

Number 202

March 2015

## **LIFETIME MEMBERSHIP FEE SET TO INCREASE IN SEPTEMBER 2015**

Effective September 2015, the Pi Gamma Mu lifetime membership fee will increase to \$50. This increase represents a difficult but necessary decision made by the Board of Trustees at the 2014 triennial international convention. It is the first increase since 2005 and will permit the society to keep pace with inflation and increasing costs while continuing to provide a considerable value for members.

The lifetime membership fee remains at the \$40 rate through August 31, 2015. We encourage chapter sponsors to invite as many students as are eligible at their schools prior to September in order to take advantage of the current \$40 rate and to continue to invite all eligible students during annual or biannual membership drives in the future.

Learn more: [The President's View, Pi Gamma Mu Newsletter, January 2015](#)

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### **NEWSLETTER EMAIL LISTSERV SUBSCRIPTIONS**

Members who receive the *Pi Gamma Mu Newsletter* by email are subscribed to the Pi Gamma Mu Mailing List.

[Click here to subscribe or unsubscribe to the Pi Gamma Mu listserv](#), and follow the instructions to leave or join the list.

### **CHANGE OF EMAIL ADDRESS**

Pi Gamma Mu communicates with its lifetime members via email. Anytime your email address changes, such as after graduation or when you change jobs, please notify the Pi Gamma Mu office immediately. This will prevent your emails from being interrupted or discontinued. Simply send your new email address to [executivedirector@pigammamu.org](mailto:executivedirector@pigammamu.org) or go to our website ([www.pigammamu.org](http://www.pigammamu.org)) to change your address information. We will need both your old email address and your new email address to update our records. Thank you very much for taking a few minutes to keep your information current.

**When you graduate**, please send us your new email address if you have been using your college address to receive the *Pi Gamma Mu Newsletter*. At some point (each college is different), your college email address will be eliminated and you will no longer receive the newsletter or other information from Pi Gamma Mu.

# THE PRESIDENT'S VIEW

## MAINTAINING AND SUPPORTING ACTIVE CHAPTERS (PART 1)

The more casual observer might think a Pi Gamma Mu chapter lasts forever. After all, establishing a chapter requires great effort. Potential sponsors submit an application and the Board of Trustees begin the elaborate process of evaluating and, if appropriate, approving the new chapter. With all that complete, the sponsor can organize and begin the process of initiating members and coordinating activities. With the new chapter, everyone--Trustees, headquarters staff, sponsors, and students--enjoy the accomplishment.



So, is the chapter set forever?

The maintenance and support of chapters turns out to be a dynamic process. Several factors can affect the continued existence of a chapter; such factors include sponsor involvement, student participation, headquarters staff support, and Board of Trustees involvement. One of these factors or a combination of factors may result in a chapter becoming "inactive." The "inactive" term means that a chapter ceases the process of initiating new members. Headquarters staff knows the approximate time that chapter sponsors typically submit their new members in the annual cycle, and the lack of a submission serves as a "red flag" that something is going on with the chapter. Specifically this may suggest that a chapter is at risk for becoming "inactive." Such a situation results in headquarters staff follow-up to determine the nature of the situation and to offer whatever assistance may be helpful to the chapter.

Gordon Mercer, past president of the Board of Trustees and current Chair of the Chapter Development and Growth Committee, completed an analysis of the issue of chapters becoming "inactive" and found that by relatively naturally occurring processes ten to twelve chapters may become inactive in a given year. He concluded that failure to act upon "inactive" chapters will have a devastating effect for Pi Gamma Mu--especially considering the effect over the years.

Interestingly, Dr. Mercer's analysis drew headquarters staff and Trustees attention to an issue that has apparently been a long-standing one for Pi Gamma Mu. Dr. Scott Johnson's Pi Gamma Mu history, [First 75 Years](#), documents early concerns. He records that Pi Gamma Mu founder, Dean Allen, in his 1931 report to the Trustees ". . . set this particular report within a concern about failing or defunct chapters, an issue which has remained a continuing plaint of Pi Gamma Mu presidents in their reports and in trustee discussion down to the present." Indeed Dr. Johnson's observation proves accurate.

Dr. Mercer, taking this issue quite seriously, developed the Reactivation and Chapter Development Initiative. The initiative provides headquarters staff and Trustees with a plan of action to combat "inactive" chapters.

*C. Laurence (Larry) Heck*  
International President

## SUPPORT IΓM BY USING [Smile.Amazon.com](#) AND [GoodSearch.com](#)

Pi Gamma Mu is now registered with [Smile.Amazon.com](#) and [GoodSearch.com](#). Both sites donate funds to non-profit organizations of your choice, such as Pi Gamma Mu, every time you use them - at no cost to you.



Simply go to [Smile.Amazon.com](#) when you want to shop online and type **Pi Gamma Mu** into the charity box. (Our official name with the IRS will pop up, "National Social Science Honor Society Pi Gamma Mu Inc.")

- Amazon will donate 0.5% of the price of your eligible AmazonSmile purchases to Pi Gamma Mu whenever you shop on AmazonSmile.
- AmazonSmile is the same Amazon you know. Same products, same prices, same Amazon Prime benefits.
- Once you select Pi Gamma Mu, it is easy for you to return to [smile.amazon.com](#). Simply drag the box provided to your bookmarks or favorites.



Go to [GoodSearch.com](#) and select **Pi Gamma Mu** as your "cause". Then, as you search the internet, you will be raising money for Pi Gamma Mu - at no cost to you! You can watch the dollars add up right there on the site. And, as you share your actions with your friends and fellow honor society members, you can inspire them to also make a difference for Pi Gamma Mu every single day. GoodSearch has four different features:

- **GoodSearch:** Search the Internet with their patent-protected, Yahoo!-powered search engine (just like you would search on any other search engine), and they will donate about a penny for nearly all searches to your selected cause.
- **GoodShop:** Shop at one of their more than 2,800 participating stores (from Amazon to Zazzle) and a percentage of what you spend will be donated to your cause at no cost to you. Oh, and by the way, there is a big added bonus here too. GoodShop lists more than 100,000 coupons and deals so you could save money while doing good!

- [GoodShop mobile app](#): Download the free GoodShop app for iPhone or iPad to get the best deals and coupons for your favorite online stores, whenever you want to shop. Every time you shop, GoodShop will donate a percentage of your purchase to the cause of your choice - at no extra cost to you!
- [Good-to-go add-ons](#): The GoodShop To-Go Button and GoodSearch Plug-in install in less than 30 seconds and help you to earn donations for your favorite cause when you shop and search even when you don't visit GoodSearch first!

## PI GAMMA MU EXECUTIVE DIRECTOR ATTENDS ACHS ANNUAL MEETING

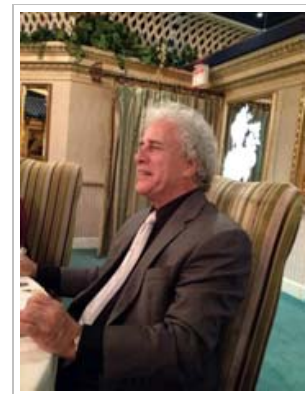
Suzanne Rupp, executive director of Pi Gamma Mu, attended the Association of College Honor Societies Annual Council Meeting in Reno, NV last month. The theme of this year's meeting was, "Knowing and Promoting the Value of College Honor Societies – Celebrating 90 Years of Aiming High". In 2012, the ACHS meeting focused on strategic planning which resulted in initiatives to be developed in 2012-2015. ACHS Board President and Psi Chi Executive Director, Martha Zlokovich, reported that those initiatives have been accomplished or are in progress as planned. In 2014, the organization focused on developing a communication plan including rebranding, telling the ACHS story, producing a PR tool kit and flash video, as well as developing guidelines for chapter programming. In 2015, the ACHS will shift its focus to its Honors Councils which will work on grants, best practices, and developing clear guidelines for member societies.



The meeting included business sessions, roundtable discussions, workshops, and presentations. Notable experts and guests included Susan Albertine, Vice President of the Office of Diversity, Equity, and Student Success at The Association of American Colleges and Universities; Dr. Joseph Cline, Professor and Vice Provost for Undergraduate Education at the University of Nevada, Reno; Dr. Brent Drake, Chief Data Officer at the Office of Institutional Research, Assessment, and Effectiveness at Purdue University; Dr. Todd Felts, Assistant Professor at the University of Nevada, Reno; Dr. Mary Pritchard, Professor Emerita at Northern Illinois University; Dr. Marcelo Vazquez, Associate Dean of Students at the University of Nevada, Reno; and Peter Wolk, Attorney at Law. Several honor society members currently attending college also spoke at the meeting. Ms. Kristen Hogan and Ms. Alycia Lynch from Eastern Kentucky University and Ms. Siobhain McGuinness, Mr. Evan Thacker, and Ms. Morgan Thacker from the University of Nevada, Reno all

made presentations from the perspective of the honor society student member.

Pi Gamma Mu has been a member of the ACHS since 1953. When asked about the purpose and benefits of attending such a meeting on behalf of Pi Gamma Mu, Dr. Rupp noted, "The ACHS annual meeting is the only place in the world where leadership from various honor societies can gather to work together to maintain high standards, share ideas, and build a cohesive community of national and international honor societies."



## CHAPTERS IN ACTION

Chapter news in this issue comes from the **New York Tau** chapter at **Pace University**, the **Pennsylvania Kappa** chapter at **Mansfield University**, the **Delaware Beta** chapter at **Wilmington University**, and the **Pennsylvania Alpha Omicron** chapter at **Washington and Jefferson College**.



The **New York Tau** chapter at **Pace University** shared some snapshots of its fall 2014 induction ceremony. Dr. Linda Quest is the chapter sponsor and Ms. Fleurette Khandaker is the chapter president. Mr. Eugene Kernes, member of the **New York Tau** chapter, took the photos. The chapter was first chartered in 1968 and has been active for the past 31 years.



The **Pennsylvania Kappa** chapter at **Mansfield University** holds chapter meetings every other week. In the fall, the chapter raised funds for their annual Christmas project – Santa's Helpers. Last year the chapter bought Christmas gifts for two children, which included a bicycle for each child. The children stated that having a new bike would be their dream gift for Christmas. The chapter also celebrated the holiday season with an ugly sweater party in which they invited all students eligible to join Pi Gamma Mu. 30 students attended the party and had a great time. In the spring, the chapter held its annual event, "Careers in Aging". The event featured a panel discussion on the topic of "Aging in Place". Over 80 students were in attendance. Members of the chapter also joined a campus Relay for Life team raising over \$500. The chapter also participated in a campus-wide community service project. Two officer initiation dinners and two induction ceremony luncheons were held in the fall and spring semesters. The chapter concluded the spring semester with a celebration of graduates. Dr. Janice Purk is the chapter sponsor.



The **Delaware Beta** chapter at **Wilmington University** continues to be very active. Each member of the chapter completes a service project for the cause or organization of their choice. Each student provides at least 10 hours of dedicated service. Each new member of the chapter also supports the annual Polar Bear Plunge. The event raised over \$4,000 last year and saw an increase in participation of 100% over the previous year. The chapter hosts a Professional Networking event every April in which chapter alumni provide career advice and networking opportunities to undergraduates. The chapter sponsor is Ms. Johanna Bishop.

The **Pennsylvania Alpha Omicron** chapter had another successful year at **Washington and Jefferson College**. The chapter participates in a campus-wide social science dinner each year and has become the leading organization on campus to promote active discussion on critical issues. The chapter sponsor, Dr. Yongsheng Wang, notes that the students at Washington and Jefferson are more curious and open-minded about the power of social science ideas than ever before.



## PI GAMMA MU COFFEE MUGS NOW AVAILABLE

We are excited to announce that we are now offering Pi Gamma Mu coffee mugs for purchase via our [merchandise webpage](#). Our exclusive merchandise not only gives you the opportunity to proudly display your achievement and affiliation with the society, but merchandise purchases also support the activities of Pi Gamma Mu and help us finance our programs and awards. Mugs are \$7 each.

Other new items include gray men's t-shirts and pink women's t-shirts proudly displaying the Pi Gamma Mu logo and name on the front and the mission statement on the back for \$20 and navy and white polo shirts embroidered with the Pi Gamma Mu seal for \$25.

Display your accomplishments by wearing Pi Gamma Mu honor cords at commencement ceremonies. Honor cords are \$17 each (or \$15 each for orders of 10 or more).

[Visit our merchandise page](#)



Thank you for your continued support of Pi Gamma Mu!



## WEST VIRGINIA IOTA VOLUNTEERS WITH WREATHS ACROSS AMERICA 2014

National Wreaths Across America remembrance ceremonies were held on December 13th, 2014; 12 Noon EST. The Wreaths Across America mission, Remember, Honor, Teach, was carried out by thousands across the nation -- especially by the members of the **West Virginia Iota** Chapter of Pi Gamma Mu who were in attendance on this

solemn occasion. The chapter, housed at **American Military University/American Public University**, is one of Pi Gamma Mu's largest and most active. The chapter sponsor is Professor Allison G. S. Knox. Prof. Knox also serves on the Pi Gamma Mu International Board of Trustees as the Chancellor of the Southeastern Region.

The history of Wreaths Across America began with one man wanting to pay his respects to veterans. Morrill Worcester, owner of Worcester Wreath Company of Harrington, Maine saw Arlington National Cemetery as a young boy. In 1992, his company had an overstock of wreaths at the end of the holiday season. With help from a former senator from Maine (Olympia Snowe), Worcester made plans for the wreaths to be placed at Arlington in one of the older sections of the cemetery, a section which had been receiving fewer visitors with each passing year. The annual tribute went on quietly for several years, until 2005, when a photo of the stones at Arlington, adorned with wreaths and covered in snow, circulated around the internet. Suddenly, the project received national attention. Requests for the wreaths came from every corner of the country; unable to donate thousands of wreaths to each state, Worcester began sending seven wreaths to every state, one for each branch of the military, and for POW/MIAs. In 2007, the Worcester family, along with veterans, and other groups and individuals who had helped with their annual Christmas wreath ceremony in Arlington, formed Wreaths Across America, a non-profit 501(c)(3) organization. In 2008, the US Congress unanimously voted December 13th as "Wreaths Across America Day".



Madingley American Military Cemetery, Madingley, Cambridge, UK. One of the WV Iota chapter officers participating in one of WAA's international events.



Northern NV Veterans Memorial Cemetery, Fernley, NV. Photo by Bryce Leinan.



Arlington National Cemetery, Arlington, VA



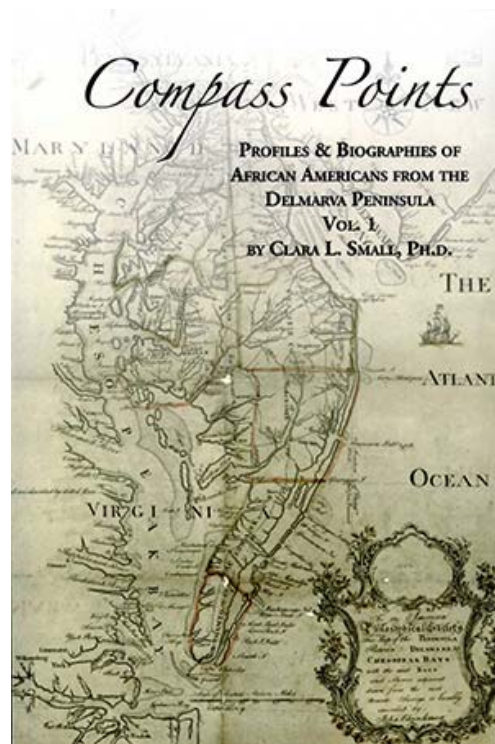
## PI GAMMA MU BOARD MEMBER, CLARA SMALL, PUBLISHES NEW BOOK

Dr. Clara Small, Second Vice President of the Pi Gamma Mu Board of Trustees and Salisbury University Professor (Ret.), profiles 56 notable African Americans in her new book *Compass Points: Profiles and Biographies of African Americans From the Delmarva Peninsula*.

The 317 page book got its start back in 1998 when one of Dr. Small's students made the comment, "Blacks have never done anything in this country, nor on the Eastern Shore." That night, Small stayed up all night and wrote a 32 page manuscript. Over the next 15 years, Small continued to work on her labor of love. She spent time researching the individuals she wanted to profile and conducted interviews with friends, family, coworkers, and even the individuals themselves when possible. Small hopes that the book will help educate people about the many contributions made by African Americans in the area.

The book includes brief biographies of well-known abolitionists such as Harriet Tubman and Frederick Douglass. Others are less well-known. Among those who stand out most to Small personally are Henry Highland Garnet, the first African-American nationalist; Richard Allen, founding bishop of the African Methodist Episcopal Church; Charles Chipman, Salisbury educator and community leader; Crystal Bird Fauset, Pennsylvania House of Representatives member; Mary Fair Burks, civil rights activist; and Stephen Bensen, president of Liberia.

While many of those profiled have passed away, some more than 400 years ago, others are continuing to make history today. Small notes that there is more to be written and is beginning work on a planned sequel to *Compass Points*. She found the interviews particularly rewarding and plans to pursue additional projects in the future. After completing volume two, Small hopes to write not only about individuals but about the flavor and traditions of the region as a whole.



*Compass Points* is Small's third book. Her other works include *A Reality Check: Brief Biographies of African-Americans on Delmarva*, released in 1998 and *Men of Color to Arms! Manumitted Slaves and Free Blacks from the Lower Eastern Shore of Maryland Who Served in the Civil War*, released in 2010. *Compass Points* is available for purchase from the publisher, Saltwater Media, via this link <http://saltwatermedia.com/Shop.php>



## ACCESS THE *International Social Science Review* ONLINE, ANYTIME, FREE OF CHARGE

The *International Social Science Review (ISSR)*, Pi Gamma Mu's peer-reviewed professional journal, transitioned from a print format to a digital format in 2014 making the journal accessible to everyone – no subscription required. Visit <http://digitalcommons.northgeorgia.edu/issr/> or type "International Social Science Review" into any search engine to view the journal.

You can also submit articles and book reviews to be considered for publication via the site or by simply emailing the article to the journal's editor, Candice Quinn, at [quinn.issr@gmail.com](mailto:quinn.issr@gmail.com). Dr. Quinn also welcomes Pi Gamma Mu members to share important updates for possible inclusion in the journal (members having new publications, faculty positions, etc.).

## CONNECT WITH IIGM ON FACEBOOK, TWITTER, AND LINKEDIN

Here at Pi Gamma Mu, we see social media as another way for us to carry out our mission to encourage scholarship and to foster cooperation and service among our members. Now you can connect with us and other members and supporters of Pi Gamma Mu on the social networking sites you like to use. We welcome your comments, posts, and photos of chapter activities. Be sure to *like* us on [Facebook](#), *follow* us on [Twitter](#), and *connect* with us on [LinkedIn](#) to see announcements, opportunities, and deadlines (such as the scholarship application deadline).

Please note that several Facebook, Twitter, and LinkedIn accounts will come up when you search for "Pi Gamma Mu" as we encourage our chapters to stay connected via social media. Use the links shown here to ensure that you have connected with the official pages managed by the Pi Gamma Mu international office.



[Like us on Facebook](#)



[Follow us on Twitter](#)



[Connect with us on LinkedIn](#)

## NOW ACCEPTING DONATIONS ONLINE

Pi Gamma Mu is a 501(c) (3) nonprofit corporation and is able to accept tax-deductible donations. If you would like to make a donation to our organization in honor / memory of a professor, sponsor, loved one or friend, or to support our scholarship program, you are encouraged to do so. Pi Gamma Mu gives 11 scholarships to students going into a graduate program in social science each year.

**We are excited to announce that we are now gratefully accepting donations of any size via the internet.** Simply go to our [website](#) and click on the [Donate Now!](#) button from any page. This will take you to the Online Donation Form. Online payment is by major credit card or PayPal account. Transactions are handled securely at the payment processor site. Pi Gamma Mu does not receive your sensitive financial data.

If you prefer to mail your donation, please complete the donation coupon below and mail it with a check payable to Pi Gamma Mu, at the following address: Pi Gamma Mu, 1001 Millington St., Suite B, Winfield, KS 67156.

For more information, call the executive director at (620) 221-3128 or visit our donations Web page: <http://www.pigammamu.org/donate.html>

**Thank you for your generosity and support of Pi Gamma Mu.**

## MAKE YOUR CHAPTER A "PI GAMMA MU STAR" - Now there are two ways to become a Star Chapter!

1. Increase your chapter's number of new initiates by 20% or more as compared to the previous academic year.

Increasing your chapter's membership helps Pi Gamma Mu accomplish its mission to encourage and recognize superior scholarship by extending the benefits of membership to more students. Increasing membership will also benefit more of the high performing students at your school with opportunities for scholarships, publications, networking, and more.

2. Add a link to the Pi Gamma Mu "Start a Chapter" webpage to your chapter's website.

We request your help in raising awareness about Pi Gamma Mu by including a link to our "Start a Chapter" page. Has Pi Gamma Mu helped you by giving you the recognition that you have earned by facilitating your institution's process of recognizing honor students? If so, please help us to create new chapters so that faculty members and honor students at other college and universities can benefit too. The URL address is:

<http://www.pigammamu.org/start-chapter.html>





The following graphic and others are available at <http://pigammamu.org/graphics.html>



**Welcome to this Web Site! If you are located at a college or a university that does not have a Pi Gamma Mu chapter, and you would like to start a chapter, Pi Gamma Mu officers would like to talk to you! Click on this banner, or visit us at <http://www.PiGammaMu.org/start-chapter.html>**

After you have uploaded the graphic to your chapter's home page, alert the international office by emailing Suzanne Rupp at [suzannerupp@pigammamu.org](mailto:suzannerupp@pigammamu.org). Be sure to identify the URL address of your home page. We will send you a "Pi Gamma Mu Star" plaque, which will look great on your office wall on display in your department!

Thank you!

## **LIVE. LEARN. INTERN. in Washington, D.C.**

[www.DCinternships.org](http://www.DCinternships.org)

**June 6 – July 31 2015**

**Extended Application Deadline: April 7, 2015**

**\*\*Scholarship Funding Available\*\***

Are you still deciding what to do this summer? It's not too late to spend 8 weeks in Washington, D.C., completing an internship, earning credit, and expanding your professional network.

### **INTERNSHIPS**

Unlike many other Washington, D.C., internship programs, DCinternships.org guarantees you an internship placement with a federal agency, embassy, government affairs office, media outlet, policy group, or nonprofit organization. Their staff works to place you with an organization that fits your skills and career goals. You'll gain real-world experience that will set you apart when it's time to find your first job after graduation.

Check out [this video](#) to hear from some program alumni on why interning in D.C. is an experience worth having!

### **HOUSING**

Live in the heart of Washington, D.C., on George Washington University's campus, just steps from the White House and Department of State. [Click here](#) to learn more about housing accommodations and the neighborhood.

### **COURSES FOR CREDIT**

Maximize your summer by also taking courses for between 3 and 9 credits from George Mason University. Students may choose from a variety of engaging electives.

### **SCHOLARSHIP FUNDING**

DCinternships.org awards over \$1 million in scholarship funding each year, and there are generous scholarships still available. Students receive awards based on financial need and merit which typically range from \$1,000-\$4,500.

### **APPLICATION**

Students are encouraged to visit [www.DCinternships.org](http://www.DCinternships.org) for more information and to begin an online application. Applications will be accepted on a rolling basis through the April 7 extended deadline. Students will be notified of their admission decision within two weeks of completing an application. Questions may be directed to [admissions@tfas.org](mailto:admissions@tfas.org) or 202.986.0384.

### **CONNECT WITH DCinternships.org to learn more!**

Twitter: [www.Twitter.com/DCinternships](http://www.Twitter.com/DCinternships)

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Instagram: [www.Instagram.com/DCinternships](http://www.Instagram.com/DCinternships)

Blog: [www.DistrictGPS.wordpress.com](http://www.DistrictGPS.wordpress.com)

# ACHS MEMBERSHIP PROTECTS THE LEGITIMACY OF HONOR SOCIETIES

Pi Gamma Mu is one of 66 members of the **Association of College Honor Societies (ACHS)**, which is the authority on standards and definitions for the honor society movement. ACHS has stepped up efforts to alert the higher education community to the standards of traditional honor societies. In contrast, some new so-called honor societies exist online and allow self-nomination, accepting fees with no questions asked. If in doubt about an organization, you can check out the ACHS website ([www.achsntl.org](http://www.achsntl.org)) for the [list of honor societies](#) that are members.



## MISSION OF PI GAMMA MU

The Mission of Pi Gamma Mu is to encourage and promote excellence in the social sciences and to uphold the ideals of scholarship and service.

## IDEALS OF PI GAMMA MU

There are seven ideals of Pi Gamma Mu. Do you know them?

1. **Scholarship** – it is basic to all the rest. With knowledge, we can build society and better understand humanity and what has been thought and said and tried in all generations.
2. **Science** – we need and admire the spirit of science – the firm belief that the problems that confront humanity can be solved if we will search out the facts and think clearly on the basis of those facts.
3. **Social Science** – we shall never understand or solve the problems of human association until we examine the souls of people, the passions, prejudices, hopes and fears.
4. **Social Idealism** – we believe in a human society fit for human life that humans themselves can build. “Where there is no vision the people perish.” We will not give up our vision.
5. **Sociability** – specialization makes us narrow. Our social problems are complex. They will never be solved without the cooperation of all the social sciences and of those who study them.
6. **Social Service** – the primary purpose of science is to know and to enable us to do. What we know we want to put to work for the benefit of humanity.
7. **Sacrifice** – we are engaged in the greatest and finest of all the arts, the building of human society. Without giving freely, fully, and sacrificially of means, time, talent, energy and passion, all our other ideals will fall short and the contributions we hope to bring will never come.

## SYMBOLS OF PI GAMMA MU

The **motto** of the Society is the epigram of the Master Teacher, “Ye shall know the truth and the truth shall make you free.”

The society’s **key** has a wreath at the bottom to suggest that social science is the outgrowth and fulfillment of natural science. The running figure is reminiscent of the ancient Greek torch race and symbolizes humanity bringing knowledge to the solution of its own problems and passing on the light from generation to generation.

The **colors** are blue and white - for truth and light.

The official **flower** is the blue and white cineraria.