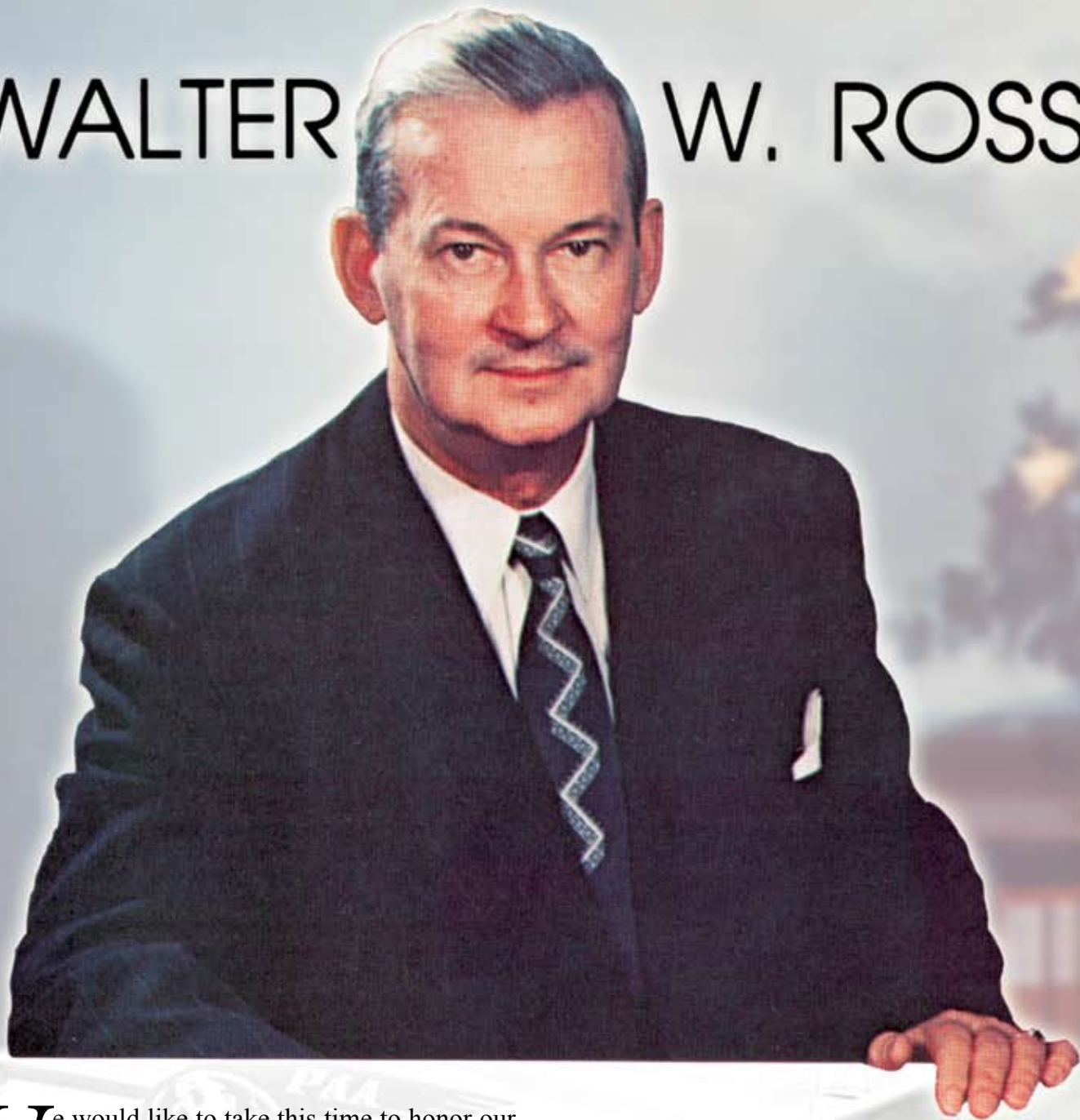


WALTER W. ROSS



We would like to take this time to honor our founder, Walter W. Ross, who believed in something so fervently that it came to pass. He was, at a time when the country was suffering through a devastating depression, the voice of optimism. He managed to successfully exchange a concept that could not be held and could not be seen but could be felt deeply by those who experienced it – friendship. Because of him, more than a million women have experienced the gift of friendship that Beta Sigma Phi offers. There have been many women less lonely, women much more fulfilled and much more laughter has echoed in rooms across the world. Because of his vision, we are able to connect with someone we do not know by merely saying, “I am Thy Sister.”

He wrote in his 1956 Founder’s Day address, “Beta Sigma Phis are doers and in the doing, so many richly rewarding products develop. You will always be rich in Life. You will always be rich in learning, too, for you have made the great discovery that the world belongs to those who can comprehend it.

She is rich in friendships, because she looks upon the making of new friendships as a high adventure.”

All our members possess the greatest passport to adventure imaginable – Beta Sigma Phi. Here is to many more high adventures.