

January 15, 2019

Dear Tau Beta Sigma Membership,

It is with great honor that I present myself to you as a candidate for the position of National President for Tau Beta Sigma. I truly believe that my diverse experiences and previous responsibilities within the sorority, my professional organizational skills, and my commitment to the purposes and ideals of Tau Beta Sigma make me an ideal candidate for this position.

I began my journey into TBS as a freshman in college, completely unaware of what I was joining: A small group of amazing women struggling to keep their Sisterhood alive after the chapter had all but crumbled. It would have been easy for me to be scared off by this, but instead I chose to embrace Tau Beta Sigma and to help rebuild our chapter. During my four years as an active member, I served as both chapter treasurer and chapter president, leading Theta Mu to become more organized, more diversified, and more committed to the Sorority's ideals.

As an alumnus, I have continued to serve our Sisterhood. In 2007 I was elected to the Midwest District Alumni Association Steering Committee and continued to serve on it until 2010. During that time, I was able to learn more about the National level of Tau Beta Sigma, build rapport with active members, and network with alumni and National Leadership Team members, all of which helped me for my appointment as the Midwest District Counselor in 2010. Under my Counselor leadership, I believe that the Midwest District truly thrived: chapters consistently had a high percentage of on-time paperwork; participation in both District and National Conventions increased; participation in National Programs increased; ways and means initiatives became more focused and purposeful; MWD Officers were introduced to and consistently used strategic planning each year; and the MWD Convention planning became more effective and efficient. In addition, I proved myself as an asset to the National Leadership Team by organizing, finalizing, and maintaining the Counselor's Notebook, by organizing and facilitating monthly Counselor conference calls, and by serving as a mentor to incoming Counselors.

In December of 2014 I left my position as the Midwest District Counselor when I was appointed by the National Council to the position of National Vice President for Communication and Recognition. Although my tenure in that position was shorter than normal, my experiences and the skills gained as the NVPCR were invaluable. I learned to uphold National Council responsibilities including: Effectively and efficiently communicating with every level of the Sorority, from active members to National Leadership Team members; promoting Sorority programs, awards/scholarships and other initiatives; working well under pressure and keeping deadlines; maintaining organized and complete records and documents; and establishing sincere and professional relationships with active and alumni members throughout the nation.

During my time as National Vice President for Special Projects, I continued the Focus on Five Campaign created during the 2013-2015 biennium and sought ways to improve it. I moved all campaign postings to a Facebook group and enlisted the help of chapter liaisons to streamline communication between myself, the District VPSPs, and chapters. These changes, combined with the hard work and dedication of the District VPSPs, resulted in increased participation in both the campaign and our National Programs compared to the previous biennium's data. In the 2015-2016 school year alone we more than doubled the number of chapters that completed all stripes of the flag and increased the number of chapters completing all stripes and lyre pieces by 550%! In addition to the Focus on Five Campaign, I worked on several projects during my tenure as NVPCSP including national document revisions, the National Convention Savings Plan Challenge, District and National Convention Women in Music Speakers, and the development of a new National Program, Coda.

This biennium while serving as your National Vice President for Colonization and Membership, I have collaborated with our National Leadership Team, Kappa Kappa Psi national leadership, and the National Headquarters Staff concerning membership concerns, colonization opportunities and resources, and membership and colony processes and procedures. I have devoted a great deal of time and energy to the continued success of important Sorority initiatives, including the Chapter Visitation Program and the 2018 and 2019 National Leadership Conferences. I have also worked diligently on the development of new Sorority initiatives including a standardized Membership Education Program and a standard support system for chapters needing extra assistance in operations and/or membership recruitment and retention. My time spent as NVPCM has given me more of the insight and tools necessary to be a successful leader in our organization. I plan to use the remainder of my term as NVPCM to continue to learn, grow, and be introspective about my work and duties, so that I may be suitably prepared to step into one of the most important leadership roles in the Sorority, National President.

As we look ahead to the celebration of our 75<sup>th</sup> Anniversary, I believe it makes sense for us, as an organization, to take stock of the past, to evaluate our current practices and identity, and then to strategically plan what we want the future of Tau Beta Sigma to be. It will be imperative to look deep within ourselves in order to critically assess our operations and to determine what paths make sense for us to forge ahead. And, while I do have specific goals and ideas that I believe will align with the Sorority's overall vision moving forward, my experiences in Tau Beta Sigma have taught me to be flexible, as my goals should not outweigh those of the whole. Therefore, I am excited to see what goals, ideas, and proposals come out of both the National Leadership Team meetings and the National Convention this summer. I am wholeheartedly committed to this organization and its ideals, and I truly want what is best for each and every one of its members. I am eager to serve Tau Beta Sigma once more, and I hope that you will consider my candidacy.

Love Always in the Bond,



Adrienne Rall



# Adrienne Marie Olin Rall

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308-708-0737

adrienne@photosbyamor.com

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**B.A. Degree in Music, Minor in Psychology**  
*University of Nebraska at Kearney, Kearney, NE*

2006

Graduated with Honors

Graduated Summa Cum Laude with a 3.939 GPA.

Named on the Dean's List every semester enrolled.

**High School Diploma**

2002

*Paonia High School, Paonia, CO*

Graduated as Valedictorian with 4.0 GPA.

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## Career History & Accomplishments

**Professional Photographer**, Captured Moments: Photos by AMOR, *Kearney NE*

2008-Present

- Provide photography services including maternity and newborn portraiture, child portraiture, senior portraiture, family portraiture, wedding day coverage, and business function/party coverage.
- Work directly with clients to develop and produce beautiful, timeless and one-of-a-kind photographs that they will love and cherish forever.
- Developed and currently maintain a professional website, [www.photosbyamor.com](http://www.photosbyamor.com), and an online print services and ordering system.
- Possess knowledge of and consistently use photo-editing software, including Adobe Photoshop and Graphic Converter.

**Color Guard Coach**, *University of Nebraska at Kearney, Kearney NE*

2008-Present

- Work directly with the Director of Bands and the Assistant Director of Bands to efficiently manage and coach the UNK Color Guard Team. Assist as needed with writing marching drill for the color guard.
- Choreograph and teach challenging yet entertaining routines and drills to the color guard.
- Teach the color guard captain how to choreograph successful routines and drills while letting his/her own creativity and ideas flourish.
- Responsible for the organization and maintenance of all color guard costumes, props and equipment.
- Select and order costumes, props and other equipment necessary for the season.
- Organize fundraisers to enable the purchase of new color guard equipment.
- Attend and assist color guard at performances, including trips overseas.

**Color Guard Coach**, *Grand Island Northwest High School, Grand Island NE*

2008-Present

- Work directly with the band director to design compelling, challenging, and competitive marching shows for high school students.
- Organize and judge tryouts.
- Choreograph and teach routines and drills to the color guard.
- Teach the color guard team how to read and successfully execute marching charts on the field.
- Select and order costumes, props, and other equipment necessary for the season.
- Attend and assist color guard at all performances and competitions.
- Manage the winter guard program by writing routines, running rehearsals, and scheduling clinic and performance opportunities.

**Freelance Color Guard Choreographer**, *Kearney NE*

2008-Present

- Work directly with high school band directors and design staff to design compelling, challenging, and competitive marching shows for high school students.
- Choreograph and teach routines to color guard teams throughout the state of Nebraska, having instructed and/or choreographed for 8 different high school color guards.

**Color Guard Instructor**, *UNK Sounds in the Summer Camp, Kearney NE*

2005-2015

- Work with the other color guard instructors to pick a musical theme for the camp, to organize and execute team-building exercises, and to choreograph routines for all color guard campers.
- Teach the both color guard and marching fundamentals that will be helpful to all color guard members when they return to their respective high schools to start their marching band seasons.

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## **Tau Beta Sigma History & Accomplishments, Life Member of the Theta Mu Chapter since 2009**

### **National Vice President for Colonization and Membership**

2017-Present

- Coordinate with the Curriculum Committee, District Vice Presidents, and individual chapters throughout the nation to develop, test, and revise a standardized National Curriculum.
- Assist the National President with the implementation and execution of the Chapter Visitation Program.
- Select and support National Council Designees assigned to chapters needing extra assistance in operations and/or in the recruitment and retention of members.
- Coordinate with National Headquarters Staff to update Colonization and Membership materials and practices.
- Set the objectives and lead the development of content for workshops presented to District Officers at the 2018 and 2019 National Leadership Conferences.

### **National Vice President for Special Projects**

2015-2017

- Developed and debuted the Tau Beta Sigma National Program Coda.
- Built on the success of the inaugural year of the Focus on Five Campaign by creating the Focus on Five liaison positions, streamlining all stripe and lyre piece postings into one Facebook group, giving each District the opportunity to create their own lyre piece each year, and creating collectible challenge coins as rewards.
- Continued and expanded the National Convention Savings Plan, creating both a Facebook Group and prize giveaways.
- Revised several Sorority documents including the Women in Music Speaker Series Program Guide, the Crescendo Program Guide, the Counselor's Notebook, the MEP Template, and the Chapter Operations Handbook.

### **National Vice President for Communication and Recognition**

2014-2015

- Utilized social media resources such as Facebook pages, Facebook groups, and Twitter to actively advertise and communicate important Sorority deadlines, events, and milestones. This led to an increase in the number of eligible scholarship applications from previous years.
- Facilitated the National Council session of the Leadership Development Panel Series.
- Held bi-monthly student chats on Facebook to increase National Council communication with students.
- Designed a National Convention savings plan and a National Convention expenses spreadsheet to increase awareness of and attendance to National Convention 2015.

### **Midwest District Counselor**

2010-2014

- Increased the percentage of on-time chapter paperwork and participation in District and National Events/Programs.
- Introduced the Midwest District Officers to and consistently used strategic planning each year.
- Compiled and maintained the Counselor's Notebook.
- Served as a mentor to newer, less experienced counselors and facilitated monthly Counselor's conference calls.

### **Vice President of Programs, Midwest District Alumni Association**

2008-2010

- Created, revised, and facilitated awards for active and alumni members of the Midwest District.
- Supplied the chapters and officers of the Midwest District with a database of alumni-led workshops.

### **Beta Psi Colony Advisor**

2010

- Successfully guided the Beta Psi chapter through the colony process and into chapterhood.

### **Charter Member, Midwest District Alumni Association Steering Committee**

2007-2008

- Contributed to the steering committee, reinventing and realigning the MWDAA to fit within the ideals of the new national alumni associations.

### **Theta Mu Chapter Involvement, Theta Mu Chapter**

2002-2006

- Served in many chapter roles including two terms as President and one term as Treasurer.

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## **Tau Beta Sigma Convention Attendance**

### **Midwest District 2003-2016**

- Awarded the Midwest District Alumni Association's TBS Graduating Senior Award: 2006
- Honorary Member: Midwest District of Tau Beta Sigma, 2010
- Honorary Member: Midwest District of Kappa Kappa Psi, 2011

### **North Central District 2017-2018**

### **Northeast District 2015-2017, 2018**

- Honorary Member: Northeast District of Tau Beta Sigma, 2018

### **Southeast District Convention 2018**

- Honorary Member: Southeast District of Tau Beta Sigma, 2018

### **Southwest District 2010, 2015, 2016, 2017**

- Honorary Member: Southwest District of Tau Beta Sigma, 2017

### **Western District 2013, 2014, 2017**

### **National Convention 2011, 2013, 2015, 2017**

- Co-organized the Ritual of Excellence: 2011, 2013
- Assisted with preparations for the Wava Memorial Ceremony: 2013
- Performed the duties of NVPCR including minute taking and presenting during sessions: 2015
- Performed the duties of the NVPS including selecting WIM speakers and presenting during sessions: 2017
- Honorary Member: National Chapter of Kappa Kappa Psi, 2017

### **Committees Advised**

- District Level: Nominations, Membership, Ways and Means, Programs, Convention Site, Publications, Sisterhood and Spirit
- National Level: Programs and History and Traditions

### **Workshops & Clinics**

- 2018 SED Workshop: Tau Beta Educated
- 2018 NED and NCD Workshops: But It's Tradition: An Examination of TBS Membership Education Activities
- 2017 NED Workshop: Music-Led Service
- 2017 NCD Workshop: Creating an Impactful Ritual
- 2017 NCD, 2016 SWD, and 2015 NED Workshop: Ask ALL the Questions (co-hosted)
- 2016 WD Workshop: Becoming a Well-Balanced Sister
- 2016 NED and SWD Workshop: National Program Event Planning 101
- 2016 MWD Workshop: Membership Education Chat
- 2015 MWD Workshop: Creating a Successful MEP
- 2014, 2015 MWD Workshop: Living the Ideals of TBS
- 2013 National Convention Workshop: Auxiliary in TBS
- 2011 MWD Workshop: Chapter Operations
- 2008, 2010, 2011, 2012, 2015, 2016, 2017 Various District Color Guard Clinics

8 January 2019

To whom it may concern:

I write you today to whole-heartedly recommend Adrienne Rall for the position of National President of the National Council of Tau Beta Sigma.

I have an immense amount of respect for Adrienne. In the nine years that I have known her I have been constantly impressed by her professionalism, attitude, loyalty, dedication, musicianship, work ethic, honesty, intelligence, and consideration for others. Adrienne had been a constant anchor for our band program at UNK for several years before I began my tenure as Director of Bands in 2010, and she still serves admirably in many capacities in the present day.

Adrienne went above and beyond in her efforts to welcome me to UNK. She served as a crucial link in keeping the band program moving forward at a time when things could have easily deteriorated due to director flux. It would be impossible to over-exaggerate her role in this regard!

In addition to being a fantastic role model in Tau Beta Sigma, one of Adrienne's great contributions to our program is her role as color guard coordinator. She is responsible for the entirety of the color guard component of our marching band each season. She works closely with the marching band director and myself to design and implement routines and visual components, and she contributes to the overall vision of the program with great professionalism and creativity. She works tirelessly to make sure those under her care are prepared to perform at a high level while at the same time feeling valued and respected.

Adrienne is highly respected by the students, staff, and faculty of UNK, and receives similar regard from her other associates in the community and at other schools at which she teaches. Her work ethic and sense of duty in service to her responsibilities is second to none.

I believe Adrienne's past and current service on the National Council has prepared her very well for the office of President. Her endeavors at the District and National levels over the years show her dedication and success. My hope is that she receives your highest positive consideration.

Warm regards,



Dr. Duane Bierman  
Director of Bands  
Associate Professor of Music  
University of Nebraska at Kearney  
Chapter Sponsor, Theta Mu (Tau Beta Sigma) and Iota Psi (Kappa Kappa Psi)

Dear Sisters of Tau Beta Sigma,

I write to you today to recommend Adrienne Rall for the position of National President of Tau Beta Sigma. Though she has always inspired myself and others to strive for greatness, I have recently had the pleasure of working closely with her last year from the perspective of the Northeast District President. Not only is she uniquely qualified for this position because of her past leadership roles, but also her positive attitude and contagious personality are unsurpassable. I am certain that Adrienne is the leader that TBS needs in this position, and that she will thrive as president.

From the moment I met Adrienne, she has made every person feel validated and comfortable in her space. When she connects with Sisters as individuals and respects the student leaders that she addresses, she empowers every person in that room to be their best self. At the Northeast District Convention where I first met Adrienne as the National VPSP, I confessed that my chapter didn't know much about the different programs and initiatives that TBS offered. Adrienne took the time to have a one-on-one conversation with me, after which I knew all of the programs, was energized to bring these back to my chapter, was brainstorming ways to implement them, and we were friends on Facebook! Coming full circle, last year she helped me succeed with my own Northeast District Convention. Adrienne was invaluable to my council members while preparing for our convention, and also in our daily leadership roles. The way that Adrienne encourages Sisters by sharing her love of TBS, and inspiring others to do the same, proves that she is the perfect candidate to lead our Sisters to success.

Both personally and professionally, Adrienne Rall is someone who has your back. She makes people feel heard and appreciated when they speak, and somehow she encourages us to be better when we leave. The support that she has given me, and that I know she has given others, is invaluable. Adrienne makes it look easy to be a female in a national leadership position while maintaining a family and a career, in a society that tells us that women can't have all three. She is a role model for young women and girls, and she embodies the 5 & 8 with everything she does. Adrienne is tolerant, kind, and considerate. She recognizes her own intellectual potential, as well as the potential of those around her. She is truthful and honest, emotionally poised, courageous, and ready to follow her ideals in Tau Beta Sigma, even when they lead her to the daunting position of the National President. I am absolutely honored to call Adrienne my friend, my Sister, and someone I truly respect. She has proven time and time again while she worked her way through so many leadership roles in this organization that she is ready for this next step. It is for these reasons and so many more that I recommend Adrienne Rall with the highest regard for National President of Tau Beta Sigma.

With So Much Love In The Bond,



Olivia DeFilippo

TBS-ΓΚ-γϵ

2017-2018 Northeast District President

January 7<sup>th</sup>, 2019

Tau Beta Sigma

Selection Committee for National Officers

Members of Tau Beta Sigma:

It is with my utmost pleasure to be writing this recommendation regarding Adrienne Rall for her application for National President of Tau Beta Sigma. There is no doubt that the dedication and hard work Adrienne has put in towards this organization thus far has made her an excellent candidate for this position.

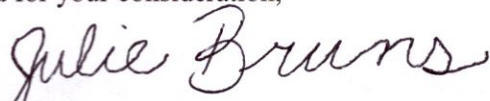
In the last eight years, I have witnessed Adrienne take on several different roles in her life. I first met Adrienne when she was my high school color guard instructor. After high school, I decided to go on to college at the University of Nebraska at Kearney, where Adrienne just so happened to be the coach of the color guard. As I continued with band at the collegiate level, I soon began my own personal journey of becoming a sister of Tau Beta Sigma. In my first year of being in Tau Beta Sigma, I witnessed Adrienne transition from her role as the Midwest District Counselor to her role as a part of the National Council. To this day, she continues to share her incredible ideas and show her dedication to this organization through her different roles on the Council. After I had been elected as the Midwest District Vice President of Membership, I was ecstatic to be working with Adrienne once again, but in a new role as a mentor and advisor to me as I serve the Midwest District.

There is no doubt in my mind that Adrienne will go into any position with her whole heart. Within the positions that she already holds, Adrienne has demonstrated many outstanding skills. As a color guard coach for both high school and college, Adrienne creates many stunning routines that express her tremendous creativity and musicality. Adrienne works and communicates frequently with her band directors in order to coordinate her vision with the overall marching performance. Through all the different roles I have been able to watch Adrienne succeed at, it would be negligent to not mention her ability to balance these several positions while also being a loving wife and mother. The strong dedication to music, leadership, and people that Adrienne displays in everything she does, is nothing short of inspiring.

For the past four and a half years, Adrienne has demonstrated her astounding work ethic through the many projects she has been a part of and the accomplishments she has achieved throughout her time on council. As National Vice President for Communication and Recognition, Adrienne used several forms of social media to communicate with all chapters about important dates, deadlines, and events that were happening as well as starting up student chats that helped bring our many sisters closer together. As Vice President for Special Projects, Adrienne also recognized chapters who did outstanding work on the Focus on Five campaign with flags and challenge coins which helped encourage more chapters to participate in our National Programs. For the past biennium, Adrienne has been hard at work advising members on the new curriculum and coordinating with the Vice Presidents of chapters to ease any concerns, answer any questions, and solve any problems that arise.

All in all, through her many years spent with Tau Beta Sigma and with the National Council, Adrienne has gained an extensive set of skills first hand that will set her up for success if given the opportunity to serve as the National President of Tau Beta Sigma.

Thank you for your consideration,



Julie Bruns

Tau Beta Sigma MWD-VPM

The University of Nebraska at Kearney

Brunsj2@lopers.unk.edu