

## Branding of DKG and Beta Beta State

**Why** have a Beta Beta State identifier or shirt?

We encourage all sisters to “brand” and market our DKG international society and Beta Beta State organization at any public event that we participate/volunteer in to impact our legacy. John Parke presented a keynote session on “Trends and Personal Brand Building” at the Southwest Regional in Branson. Here are some of his key points:

- Branding is an image in one’s head along with a feeling in one’s heart
- It is an extension of our organization
- It speaks to our vision to impact, influence and inspire others

Beta Beta State sisters annually / biennially serve the community by volunteering at the following events:

- Hawaii Pacific Health events (4 per year)
- State Foundation on Culture and the Arts / Department of Education / Hawaii Tourism Authority Awards (2)
- Career and Technical Education (DOE) Performance-Based Assessment (1)

We support Alpha Japan through Hearts Across the Pacific Program (continual)

Please help to sustain and build our legacy by creating the BUZZ and branding ourselves!

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**BETA BETA STATE**

This is the design selected. It is in three colors as depicted. Beta Beta State may be printed in white or black. The T-shirt color is RED. White is available per request.

Cost of embroidery ONLY at Threads Embroidery depends on number of embroidery units ordered. Embroidery only on your own shirt will vary from \$7-10.00.

Cost at Threads Embroidery for the ¾ sleeve with embroidery is \$27.00 XS-XL. Size 2XL is an additional \$2.00 per shirt; 3XL is an additional \$3.00 per shirt.

It is recommended that sisters embroider their favorite comfortable shirt so that it is actually worn often. The committee recommends red or white shirts.