



CONTACT:

Brad Beacham, Executive Director
Sigma Nu Fraternity, Inc.
(540) 463-1869

FOR IMMEDIATE RELEASE

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Lexington, Va. - Sigma Nu Fraternity is pleased to announce that Don Malarkey, a decorated veteran of the 101st Airborne Division during World War II, will deliver the keynote address at the Fraternity's College of Chapters leadership development conference at Virginia Military Institute on Sunday, June 28th.

Malarkey served as a member of Easy (E) Company, 506th Parachute Infantry Regiment, 101st Airborne Division, the same unit featured in HBO's revered miniseries "Band of Brothers." By the end of the war, Malarkey's service had included combat operations in France, Holland, Belgium, and Germany. He has the distinction of having spent more time on the front lines (over 170 days) than any other member of Easy Company.

Malarkey is a 1942 initiate of the University of Oregon Chapter of Sigma Nu Fraternity and co-author of the recently-published book, Easy Company Soldier: The Legendary Battles of a Sergeant from World War II's "Band of Brothers."

Malarkey's keynote address, entitled "Frontline Leadership," will emphasize the leader as an emotional guide. "When leaders drive emotions positively – when there is *resonance* within the group – they bring out everyone's best," Malarkey said in a recent interview.

The keynote address will also demonstrate for collegiate leaders that management by intimidation is counter productive. "A bully is never a respected leader," says Malarkey. "Fear and intimidation get results, but never those intended."

Malarkey's message will be instructive and pertinent for the more than 350 collegiate Fraternity members from across North America who will participate in the conference. "Sigma Nu is an honor Fraternity, founded 140 years ago at VMI in direct opposition to hazing. Our mission is to develop ethical leaders for society and we are deeply honored that Don will travel across the country to be here to share his inspiring story with today's collegiate leaders," said the Fraternity's Executive Director, Brad Beacham.

Malarkey and his late wife, Irene, have one son and three daughters, ten grandchildren and two great-grandchildren. He currently resides in Salem, Ore. During his stay in Va., Malarkey plans to visit the National D-Day Memorial in Bedford.

The College of Chapters is Sigma Nu Fraternity's premier leadership development conference and occurs every two years in Lexington. Programs and events will take place at Washington and Lee University and Virginia Military Institute. This year's program will occur June 27-June 30.

Headquartered in Lexington, Va., Sigma Nu Fraternity was founded in 1869 at Virginia Military Institute in Lexington and currently has more than 180 active chapters and colonies on college campuses throughout North America.



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