



Joe Beers '83

Has been elected to membership in the

Beta Phi Hall of Honor Class of 2004

Brother Beers received his Bachelor of Science Degree in Business Economics from the University of Arizona in 1983. During his undergraduate years he served Beta Phi as Philanthropy Chairman, Social Chairman and Consul. He was selected by the chapter as the Outstanding Officer in 1983. On campus, he served as President of the College Republicans and Co-Chairman of the President's Club. He met his wife Cindy during his sophomore year at a Sigma Chi function.

Upon graduation he began a thirteen year career in commercial real estate. Brother Beers shifted careers in 1996 and began work with Diversified Human Resources, a start up company specializing in outsourcing of Human Resource administration, where he now serves as Executive Vice President. He helped the firm attain the number one position in the Arizona market in less than three years, a position it still holds. He is Past President of the Arizona Association of Professional Employer Organizations and serves on numerous national committees. He has authored over twenty articles on the PEO industry and other topics and served as a Keynote Speaker for the PEO industry's 2003 Annual Conference.

Brother Beers has been an active alumnus. For Beta Phi Chapter he has served as a member of the House Corporation, President of the Board of Governors, Alumni Receiver and has been a frequent speaker at Rush and other chapter activities. As Chapter Advisor for Epsilon Upsilon Chapter at Arizona State University, he helped guide the undergraduate brothers to winning the first Peterson Significant Chapter Award in the thirty year history of the chapter. His efforts at Beta Phi and Epsilon Upsilon during difficult times earned him two Grand Consul Citations for service. He is a Past Grand Praetor of the Southwestern Province and Past President of the Phoenix Sigma Chi Alumni Chapter. He served on the Leadership Training Workshop Faculty for six years, is a Life Loyal Sig and has been a featured speaker at many chapter and province functions throughout the west. Brother Beers served on the Executive Council of the Boys & Girls Clubs of Metropolitan Phoenix for more than a decade, holding numerous officer positions. He was named Man of the Year in 1996. He has also served as a guest lecturer for the Eller School of Business at the UofA.

“My parents raised me with the same values found in the Norman Shield and our Ritual. But for some reason, when I was exposed to it by Sigma Chi, it all clicked and has been with me ever since. I have committed much of our public and Ritualistic literature to memory and it has served me well in every endeavor in life. Sigma Chi has given me favor and distinction. For every bit of effort I have given to the Fraternity I have received tenfold in return. I will never be able to repay what I have received in the form of values, life tools and close relationships. These were freely given to me as a direct result of my involvement in Sigma Chi Fraternity. It is a truly humbling blessing.”