The Beach Boys wrote and recorded "Be True to Your School" back in 1960 before George Bassi was born. The song pays homage to their Southern California high school but it could be Bassi’s theme song. The 1987 double-major — Accounting and Computer Information Systems — is the new Delta State National Alumni President. Bassi started the new position that is a two-year term during homecoming weekend in October.

“Work with the board and we work with the staff to oversee operations of the alumni association,” he explained. Bassi underscored that it’s “the staff that drives the office. We basically are just there to assist with ideas and sift through priorities and make sure the visions of the university from the alumni standpoint are carried out.”

Bassi got his feet wet in the fundraising field after receiving his degree from Delta State. Upon graduation, his first job was a five-year stint working for the DSU alumni office. From there he parlayed his education and experience into the job of director of the Lauren Rogers Museum of Art in Laurel for the past 17 years. But his job as National Alumni President is more about people.

“The alumni association works off of dues and we don’t actively go out and actively fund raise, the foundation does that,” he explained. “We are more into ‘friend-raising’ as opposed to fund raising.”

Taking over as President, Bassi’s first official duty was a royal one.

“My first official duty involved half-time of the homecoming football game,” he said. “I got to help with the crowning of the homecoming queen.”

Bassi admitted that working in that official capacity was exciting and fun but the reality of the moment aged him a bit.

“Makes you feel old,” he said laughing. “There were actually a couple of people in the homecoming court that I’m looking at and thinking ‘I went to school with your dad.’”

Married with two young sons, ages six and eight, Bassi completed his Master’s Degree in Public Relations/Mass Communications at the University of Southern Mississippi. He actually left Delta State to.