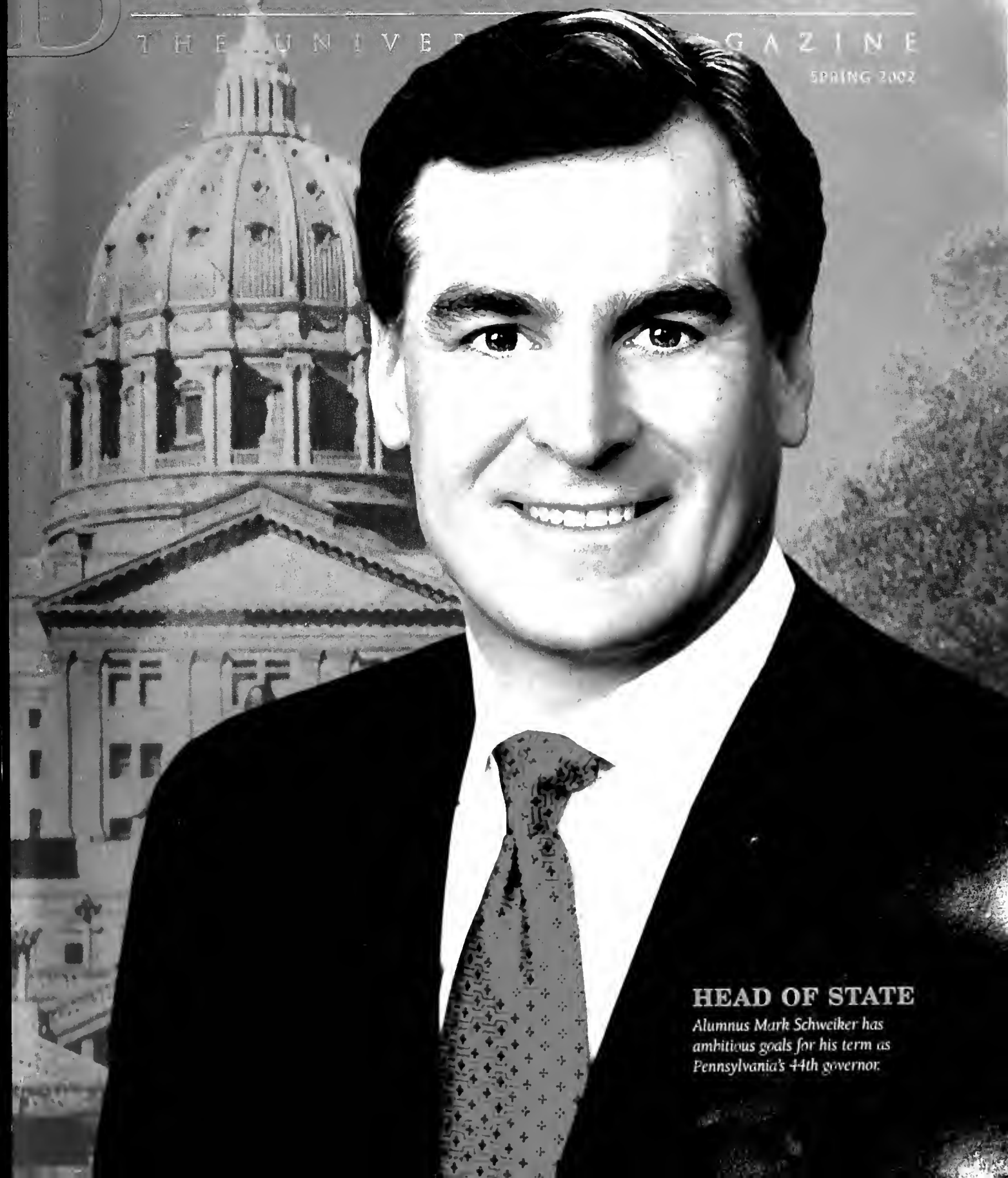


# BLOOMSBURY

THE UNIVERSITY MAGAZINE

SPRING 2002



## HEAD OF STATE

*Alumnus Mark Schweiker has ambitious goals for his term as Pennsylvania's 44th governor.*

My hiatus consisted of a whole two years and three months.

I spent my childhood and teen years here then, after looking at all the options, chose to go to college here. But after that, I told myself with great conviction, I was gone. Outta here. On to tackle the real world and put the small town values I obtained, the lessons learned from wonderful mentors and the knowledge I gathered from four years at "the college on the hill" to the test.

It lasted 27 months, and I had a blast! Then I came back...just for a while, mind you. That was 22 years ago and, today, I am enjoying life more than ever.

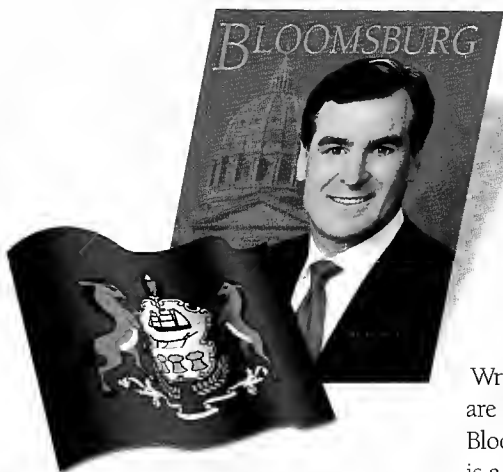
The steps in my personal and career path came rushing back to me when we chose to highlight some folks who may have followed different routes but ended up in the same place I did.

Jack Mulka, Tom and Debbie Kresch, Wayne Whitaker and others featured on pages 9 to 12 have seen Bloomsburg University from both sides of the desk, so to speak.

- Jack just might be the university's all-time best cheerleader; it sometimes seems he really does "bleed maroon and gold." With that type of devotion, who better to share our message and garner support in the final phase of the capital campaign?
- For Tom, wonderful undergraduate memories brought him back to Bloomsburg 18 years ago. Now the assistant director of residence life, he helps oversee seven residence halls and two apartment complexes housing more than 3,100 students. His wife and college sweetheart, Debbie, helps program social activities as a member of the student activities staff.
- And Wayne. Someone did such good job convincing him that Bloomsburg was the perfect place for him that, as a college freshman, he made the leap from the Bronx. After graduating, he says it was only natural to join the admissions staff to convince others this is the place for them, too.

Writer Susan C. Brook mentions that more than 40 graduates—including me—are among the campus workforce. I believe I speak for all of us when I say Bloomsburg University was not only a great place to be a student, but it also is a great place to help the generations that follow.

And, allow me to mention one more Bloomsburg graduate of note—Pennsylvania Gov. Mark Schweiker! For our cover story, co-editor Bonnie Martin and I sat down with the first graduate of the modern State System to assume the Commonwealth's highest office. We found out, while he doesn't work on campus, he likes working everyday for us and for all residents of Pennsylvania.



***Bloomsburg: The University Magazine*** is published each spring and fall for alumni, current students' families and friends of the university. A separate biannual publication, ***Maroon and Gold***, highlights class notes and other alumni information. For details on ***Maroon and Gold***, distributed to recent graduates, contributors and subscribers, contact the Alumni Affairs Office by phone, 570-389-4058; fax, 570-389-4060; or e-mail, [alum@bloomu.edu](mailto:alum@bloomu.edu). For information on ***Bloomsburg Magazine***, see next page.

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THE UNIVERSITY MAGAZINE

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*Familiarizing the Commonwealth's residents with its largest provider of higher education won't be easy. But Chancellor Judy G. Hample and Board of Governors Chair Charles Gomulka have the strengths of 14 State System of Higher Education universities to support them.*

## 6 IN HIS WORLD

*Much like the feng shui-inspired interior of World Electronics, Joe Rado's place at the helm bolstered its "chi" among customers such as Lucent and AT&T. Rado's multi-million dollar company has elevated to status as a top supplier of electronic assemblies, circuit boards and a host of other devices.*

## 9 BLOOMIN' DEVOTION

*In photos spanning more than 35 years, Jack Mulka's hair changes from dark to gray and his attire ranges from 1960s preppy and late-1970s leisure suits to an administrator's crisp white shirt and tie. Through it all, one thing has remained unchanged—his love for Bloomsburg University.*

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*Imagine a slight, female Sgt. Slaughter ringside with a personal computer propped on a turnbuckle. Imagine winning a hard-fought battle against the reigning Intercontinental Champion, only to read commentary depicting a gutless match. Once again, "Queen Brandi" has laid the smack down.*

Cover Story

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*With a self-imposed limit on his term, Pennsylvania Gov. Mark Schweiker '75 has ambitious goals for improving workforce development and education. And, although he believes public service brings out his best, he looks forward to spending more time with his wife and three children after January 2003.*

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*Helping others. Solving cases. Bringing people to justice. Grads working in law enforcement don't love their jobs, they live them. Despite reams of paperwork, disappointments and, at times, danger, these grads find bright spots that make their efforts worthwhile.*

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 New Challenges, New Opportunities  
 The Campaign for Bloomsburg University*

# RAISING THE PROFILE

Judy Hample knows her job won't be easy.

As the new chancellor of Pennsylvania's State System of Higher Education, she's replaced the system's first and only leader—former Bloomsburg University President James H. McCormick. Her leadership comes at a time when the System must battle for every dollar it receives from the state legislature.

But, Hample is up to the challenge.

No stranger to adversity, she arrived in Pennsylvania with years of higher education experience, most recently as chancellor of Florida's state university system.

"I've known about (Pennsylvania's) State System of Higher Education for a very long time, and what has always stood out is its strong commitment to quality undergraduate education," says Hample, a native of Henderson, Tenn.

Hample says she wants to build on the strengths of the System that, this year, is educating 98,611 students at its 14 campuses—the most students ever at Pennsylvania's largest provider of higher education.

New leadership also brings new ideas. Under her direction, and that of Charles Gomulka, chair of the Board of Governors, the System could see some major changes.

"I think the average citizen in Pennsylvania is familiar with one or more of our institutions, but my guess is that most people in the Commonwealth aren't familiar with the State System," says Hample. "I think that's one of the challenges."

A name change might be in order, she says, one that allows people to better identify the system as a whole, much like Penn State refers to University Park and its other campuses.

Hample and Gomulka envision a Pennsylvania system where the individual universities—Bloomsburg, California, Cheyney, Clarion, East Stroudsburg, Edinboro, Indiana, Kutztown, Lock Haven, Millersville, Mansfield, Shippensburg, Slippery Rock and West Chester—would be promoted based on their strengths. A system where there may be less competition among campuses for the same students.

"Historically, the strengths of the System, particularly Bloomsburg University, has been that it produced very high-quality teachers," Hample says. "We plan on continuing those traditions because there will be a continuing demand for quality teachers."

"We can't have all 14 universities noted for science and mathematics," she adds. "We never want to lose the strengths or values of the individual institutions. What we want to do, in addition, is take the collective strengths and paint an accurate picture as a whole."

Hample became chancellor last August, replacing McCormick who served in that capacity from 1983 when the State System of Higher Education was formed. She cites state politics as the reason she resigned as chancellor of the Florida system, which educates about 233,000 students a year.

Florida lawmakers dismantled the 10-university system and replaced it with governor-appointed boards at each university, she explains. Hample, who stepped in when the previous chancellor left because of that action, says she knew there was no chance of saving the university system.

"I wasn't forced out, but the new structure is quite a bit different in terms of the relationship of the chancellor's office and the universities," she says.



Hample earned a bachelor's degree in speech communication and secondary education/French from David Lipscomb University in Nashville, Tenn., and master's and doctoral degrees in communication from Ohio State University.

She began her academic career as a lecturer and director of intercollegiate debate in the Department of Speech Communication at the University of Illinois at Champaign-Urbana. In 1998, she was hired by the Florida Board of Regents as vice chancellor for planning, budgeting and policy analysis. She was named executive vice chancellor in 2000 and chancellor in 2001.

In Florida, where she spearheaded a system to measure and track each university's performance, Hample was instrumental in securing an increase in state funding for the past two years.

It was her experience, knowledge of higher education and educational style that caught the eye of Pennsylvania leaders.

"I'm pleased with the way Dr. Hample has taken over the position," says Gomulka, who replaced F. Eugene Dixon, long-time chair of the State System Board of Governors. "Every day I'm more thankful we made the decision to bring her on board."



As chair, Charles Gomulka conducts regular meetings of the State System Board of Governors.

She'll need to pull from her experience and knowledge when she goes before the state legislature for funding. The State System is seeking a \$477 million state appropriation to help fund its \$1 billion operation, a request that is 5 percent more than the current year's funding. The System rarely receives its full request from the state, and government leaders warn that the weakened economy could make for a tough budget year.

Even with the increased request, the System is projecting the need for a tuition hike.

"We have to keep quality education affordable for Pennsylvanians," Hample says from her office at Harrisburg's Dixon University Center, adjacent to her home. "One thing we are going to do (to contain costs) is make sure our institutions are running as efficiently as possible, optimizing the resources given to us by the state."

Hample answers to the System's Board of Governors, headed by Gomulka. A Pittsburgh businessman, Gomulka shares Hample's desire to make the university system act as one unit.

He says a university system is not a business but, in many ways, it can act as one. The individual universities need to work together for common purposes—purchasing, for example.

"We need to start acting as a system," says Gomulka, adding that university leaders need to think about the System—not just their own campuses—when they make decisions.

Gomulka says he would like to see a central admission system. Potential students would apply to the System, not to an individual university, and be sent to a campus that has the educational strengths a student is seeking.

He agrees that universities need to eliminate duplication of programs and must specialize in particular fields.

"The problem is there is that perception that the 14 universities are still state teachers colleges," says Gomulka. "The fact of the matter is that we are the largest system in the number of students we're educating...but we need to be better organized."

He also would like to see doctoral programs at more System campuses. Currently only Indiana University of Pennsylvania offers a doctorate.

Gomulka's service on the Board of Governors is voluntary, but he's putting in as much muscle and drive as he does as



President Jessica Kozloff, right, and Anthony Cedia, president of Shippensburg University, center, greet Chancellor Judy Hample during a break in the Board of Governors meeting.

president and chief executive officer of Russell, Rea, Zappala & Gomulka Holdings Inc., a Pittsburgh-based investment bank holding company.

Gomulka was appointed to the Board of Governors in 1997 by then-Gov. Tom Ridge, serving initially on the human resources committee. He became the board's chairperson in 2000.

A native of Johnstown and the son of a coal miner, Gomulka was the first in his family to attend college. He graduated with a degree in finance and accounting from Pittsburgh's Point Park College in 1969 and now serves on its board of directors.

Gomulka says his business background makes privatization of some university programs seem logical, including a policy that allows private firms to build and

maintain student housing on campuses.

He also supports a pay system that rewards faculty on a "merit base" or "market base," a concept he knows won't be welcomed by the faculty union.

"I know some people out there think I'm anti-faculty and that's totally not the case," he says. "But I'm also the one who recognizes that we need to adapt to the marketplace and need to compensate faculty where there is a high demand for their talents."

Both Gomulka and Hample praise the faculty, saying they are among the greatest strengths of the 14 universities.

"I have been very impressed with the fact that our faculty is very student-centered," Hample says. "They work hard at it. In the time I've been here, I've met dozens and dozens of faculty members who are carrying loads well beyond their assigned duties."

The changes they envision won't come easily, both agree. They know they will have to convince the individual universities, the state legislature and alumni.

They are counting on the alumni to play a big role in the future of the State System of Higher Education.

Gomulka praises alumni for answering their university's call for support. And those calls will continue. He says the System needs a complete record of alumni who may be asked for support, such as lobbying the legislature for adequate funding.

Hample says the alumni can be the greatest form of advertising for the System if they act as one voice.

"We have a large number of alumni who do a great job of promoting our institutions," says Hample. "But the story gets distorted, because the story is about their individual institutions and not the collective whole."

"The alumni are among the very best messengers we have," she adds. "They are the individuals who have already demonstrated their success and are out in the field. They are leaders in the community, leaders of the state, like Gov. Mark Schweiker, a Bloomsburg graduate. I think it's a matter of us finding ways to mobilize the collective efforts of the alumni."

*Mike Feeley is assistant city editor of The Patriot-News in Harrisburg, Pa.*



The leaders of the State System of Higher Education—Board of Governors Chair Charles Gomulka, left, and Chancellor Judy Hample—are involved in decisions affecting 98,611 students.



By Kim Bower-Spence



Joe Rado stands among equipment that cuts assembly time from 90 minutes per circuit board to only 15 seconds.

# IN HIS WORLD

Joe Rado created a motto for himself as a young teacher and coach: "Form the habit of doing things that other people don't want to do."

The Reading, Pa., entrepreneur and 1963 Bloomsburg University graduate parlayed that philosophy into successful careers first in teaching and coaching, then in insurance sales and now as president and CEO of World Electronics.

For Rado, that philosophy meant fussing over business letters and mastering the telephone, for starters, but it didn't end there.

"It pertains to everything in your life: your marriage, your job, your children," he says. "If you can form the habit of doing the things that nobody else wants to do, you'll be successful at anything you want to do."

For him, "success" means heading a 117-employee technology company that, this year, will build and sell circuit boards worth \$41 million for customers nationwide and in a few other countries.

Simply put, "he's a tremendously successful guy," relates David Long, dean of Bloomsburg University's College of Business.

They met during the 10 years Rado served on the college's Business Advisory Board. "I found him to be a charming, gregarious, deeply involved person and a loyal friend to the university for many, many years," Long says.

From Palm Pilots to cell phones, electronic devices depend on the circuit boards World Electronics manufactures. "Joe's business is fully integrated into the

economy that's going to develop and is developing," Long notes.

Long believes Rado's outstanding vision, business concept, quality products and service, degree of automation and employee quality set him apart. And, Long adds, he transfers his experience as a former coach to his employees, acting not only as their leader but also as their cheerleader.

As Rado strolls through his modern plant, his employees—most young and casually dressed—smile and greet him comfortably as "Joe" or "Mr. Rado."

"That's what it's all about today—employees," Rado explains. "How you respect them, how you empower them."

Learning "what makes people tick" and applying his people skills are the most



important lessons he's learned through the years, Rado believes. This 1957 graduate of Berwick High School and former all-state football player "never studied, never opened a book," and his grades reflected it.

"I was miserable at taking tests," he says, "and probably dyslexic."

But Rado's father, a plumbing and heating contractor, insisted on higher education. He enrolled his son in a year of preparatory school as a post-graduate to prepare him for college. After digging ditches for his father in summer 1958, the son took the entrance exam for Bloomsburg State Teachers College and began studies in January 1959.

At Bloomsburg, Rado found his niche. Excelling at photography, he shot pictures for both the newspaper and the yearbook. He joined the college's first golf team. He quickly admits he didn't learn a lot of "book stuff" as an undergraduate. Instead, he cites his involvement with publications, student government and athletics as the most valuable experiences harvested from college life.

He also learned to help people succeed by identifying their special abilities. And he learned to make others feel important.

Rado carried those skills with him to his first teaching job at Upper Merion High School, King of Prussia, Pa., in 1963. There he launched a program called Occupational Education, where he taught developmentally disabled students what they needed to get a job: how to fill out an application, get an interview, make change, get home on a bus.

But, the district terminated him in 1965. "I was an entrepreneur. I was going at it in ways in which they had no concept," he says. "It was probably a blessing in disguise."

He spent that summer as a laborer for his father. In the fall, Lourdes Regional High School in Shamokin hired him as teacher, head wrestling coach, head golf coach and assistant football coach. Outstanding coaching records from 1963 to 1974 earned him induction to the hall of athletic honor at Perkiomen School, where he'd attended prep school.

He also dedicated himself to graduate studies in psychology, guidance and

▶ **The American Electronic Association ranked Pennsylvania eighth in their 2000 annual Cyberstates update.**

▶ **Pennsylvania employs nearly 160,000 high-tech workers.**

▶ **The Keystone State has added nearly 5,800 high-tech jobs since 1995.**

▶ **Since 1990, Pennsylvania's high-tech exports rose more than \$2.7 million, a 64 percent increase.**

- From *Pennsylvania Technology Directory*, [www.technpa.org](http://www.technpa.org)

▼ Rado oversees Sue Hunt in the microscope inspection area of production.

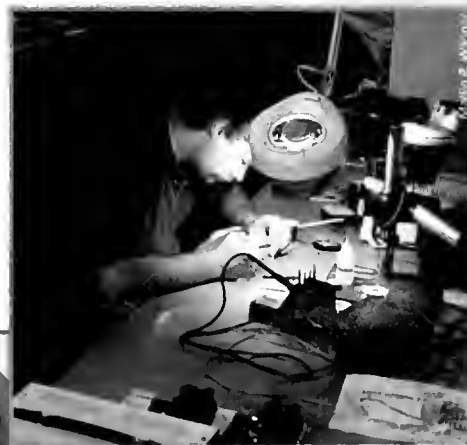


Martin R. Wagner

▼ Yvonne M. Davis works in the raw component stock area, where storage facilities resemble a dry cleaner's revolving hangers.



▶ Custom lighting and design is evident in engineer Mike Urban's office environment.



Martin R. Wagner



◀ Employee Nicholas Roccamanta uses the Auto Optical Inspection machine.

Martin R. Wagner

counseling, believing the advanced learning would increase his earning power and his personal prestige.

"This was my field of choice, so I thought that I should learn as much about people as I could," Rado explains.

And, on his way to earning a master's degree from West Chester University in 1970, he gained "the understanding about why people do things—just an incredible tool."

Rado married Elaine, his college roommate's cousin, in 1964, and by 1975 the couple had four daughters and a son. As his young family grew, so did his dissatisfaction with teaching and his salary.

He left teaching in 1974 to sell insurance for Metropolitan Insurance Co. and became a senior sales representative, racking up numerous corporate awards. "I learned a lot about business during those years and more about people."

Two years later, he and his wife were traveling through California following an insurance sales recognition conference in Hawaii when he had a life-changing encounter. The couple visited Elaine's school chum whose husband was controller for a new company, Reliable Elevator. Rado, fresh off his sales meeting and eager to apply what he'd learned, discovered opportunities for insurance and pensions at the fledgling business. Despite his East Coast location, he won the business and served as Reliable's insurance executive until 1987.

In the meantime, Reliable purchased an eight-employee electronics company in West Chester, Pa., that serviced elevators throughout the country. When Reliable itself was acquired, it had to sell its interest in what had become World Electronics.

"They came to me sometime in the middle of March 1985 and asked if I would be interested in buying World Electronics," recalls Rado, who made the deal at his kitchen table.

He bought the company without seeing such business basics as a balance sheet or profit-and-loss statement. It officially became his in January 1986 and, for the first three months, he simply listened and observed employees. Then he started to move.

In March 1986, he instructed employees to buy computers, stop typing

invoices and stop taking unfair advantage of customers who needed elevator repairs.

"The customer is going to get angry and stop doing business with us," he explained. Instead, World adopted a specific costing system and publicized the news in trade magazines and shows.



▲ Joe Rado pauses at his desk.

In early 1987, he added telephone and calculator electronics to the company's repertoire. Though employees balked at first, elevator electronics repairs now make up only about 5 percent of the business. The rest comprises contract manufacturing of circuits for communication, medical, computer and Braille devices; surveillance equipment; and black boxes for buses and trains. Customers include AT&T, Lucent, Agere and Emerson, and most business is domestic, with less than 1 percent of their sales going to Canada, Mexico and the Philippines.

Business grew with customer confidence. Sales soared from \$3.26 million in 1992-93 to \$41 million for 2001. Rado hopes to sail the company to \$125 million in sales within five years.

Along with business growth came new and expanded facilities. After 12 years in Morgantown, Pa., World moved to a 44,000-square-foot plant in Reading in 1999; a 40,000-square-foot addition was scheduled for completion early this year.

The firm also added a manufacturing plant in Indiana, Pa., employing 16, in 1995.

The bright, open facility in Reading includes a high-tech "clean room" where electronic components can be manufactured free of dust and dirt. The polished floor looks cleaner than many restaurant tables. An epoxy finish with electronic discharge keeps static from destroying circuit boards. Robotic arms build the boards while technicians monitor computer screens and check for faults.

No one enters the facility without admission by a receptionist or swiping an ID badge at the door. Employees need to feel safe, Rado explains.

He believes employees also need to be fit. An in-house fitness center with locker rooms is open much of the day and on weekends. A personal trainer is contracted to work with employees. About half participate, Rado notes. This former coach comes in for a cardiovascular workout three times a week.

Rado's office includes a spacious, U-shaped cherry desk and leather chairs. He navigates a 19-inch flat-screen computer with ease. Family photos line a windowsill nearly the length of the room, while paintings of golf scenes decorate the wall behind him.

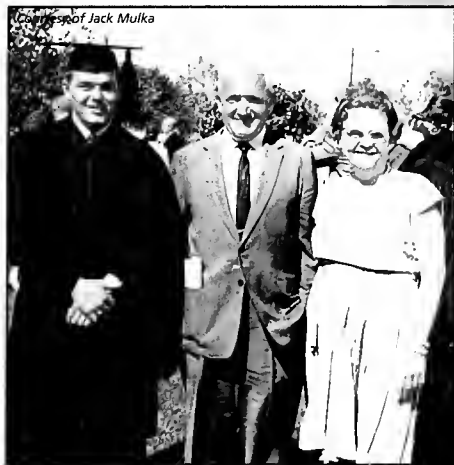
"My social life revolves around golf. My personal life revolves around my family and friends," notes this grandfather of four.

A small water fountain gurgles on a table by the window, flanked by a small statue of "The Thinker" and a chunk of rock about 18 inches across and weighing about 50 pounds. That's a 400-million-year-old fossil containing squids, a gift from employees, he explains.

A door in the far end of the office opens to his personal "think tank," a small room with leather recliner and television. A glass door opens directly outdoors—"an escape hatch where I can get outta here quick and go play golf."

Of his success, he explains: "We took the chance... I think other companies like World have to do the same thing. Everything is about money, about selling. So you make a good product and sell it—and have fun doing it."

*Kim Bower-Spence is a freelance journalist from Berwick, Pa.*



Courtesy of Jack Mulka  
Clockwise: Mulka stands with his parents following commencement in 1966.

Today, Mulka's office is located in the remodeled Mitchell House.

Each autumn while he was a Bloomsburg student, Mulka could be found on the football field.

# Bloomin' DEVOTION

By Susan C. Brook

Some people bloom where they are planted. That has been the experience of John S. "Jack" Mulka '66, special assistant for university advancement and director of corporate and major gifts at Bloomsburg University.

"Bloomsburg is a place people come, thinking they will stay a short time. So many find it a wonderful place, and they stay," he says.

Mulka, now 57, was a small town kid from the coal community of Taylor, Pa., when he arrived in Bloomsburg as a

freshman. He believed he was headed for a career as a public school teacher.

He played football for four years, became a resident adviser and got involved in student government. His mentors—football coach Walter Blair, the late Elton Hunsinger, dean of students, and John Hoch, dean of instruction—thought he had a future as a college administrator.

After earning a master's degree in student personnel administration, higher education, at Ohio University in 1967, Mulka started his first job at Clarion



Courtesy: Jack Mulka

Through Jack Mulka's involvement with the Celebrity Artists Series, he and Kathy have met, top photo, Bishop Desmond Tutu, second from left, and his wife, Leah, and bottom photo, actress Loretta Swit. Tutu's efforts to resolve apartheid in South Africa were recognized with the Nobel Peace Prize in 1984. Swit, best known for her role in the TV show, 'M\*A\*S\*H,' told Mulka, 'Of all the places I've been, I'll remember Bloomsburg.'



Marilyn R. Wagner

When she graduated from Bloomsburg, Kathy Mulka instantly transformed from college student to faculty wife.



Bloomsburg University File Photo

University. But he'd barely been there one semester when Bloomsburg administrators started recruiting him for a 12-month position as director of student activities.

"I questioned it because I would still know two classes of students and I was still dating my college sweetheart (Katherine, now his wife). She graduated in May and immediately went from being a college student to faculty wife" when the two married, he recalls.

The Mulkas both enjoy Bloomsburg University. Katherine, known as "Kathy," works in the admissions office. They have two daughters: Meredith, a Bloomsburg alumna, and Megan, who graduated from Pennsylvania State University.

"One reason I'm able to stay fresh," says Jack Mulka, who's worked for eight Bloomsburg presidents, "is because my job changed at different intervals. It's given me opportunities to learn different fields."

Mulka has witnessed change at Bloomsburg as both a student and an administrator.

He agreed with the transformation from parental-style rules to policies that placed more trust in the students. "I vividly remember how students fought

for visitation in the residence halls. It was a discussion, a debate, that went on for years," he says.

He recalls turning 21 during a campus demonstration with fellow students who took time out from the protest to sing "Happy Birthday" to him. At the time, campus regulations permitted coed visitation only at Homecoming and Parents' Weekend.

"...and we had to leave doors open," he remembers. "It was policed by the dean of students' staff, and they maintained the 'two feet on the floor' rule."

One of his greatest professional challenges occurred in 1986 when former president Harry Ausprich asked him to develop the university's Celebrity Artist Series. Ausprich gave him the assignment after seeing his success in improving Bloomsburg's inter-scholastic athletics programs.

Mulka recalls, "I laughed. I said, 'Dr. Ausprich, what I know about the arts you could put in a thimble!' But he said, 'I'll teach you.'"

With Tony Ianiero, former vice president for advancement, Mulka helped raise a \$400,000 endowment for the arts. The experience changed his life.

"I can't imagine going through life without the arts...without being moved by theater or the poetry of dance," he says.

He learned to trust his own instincts when hosting celebrity guests. Actress Loretta Swit's agent said the "M\*A\*S\*H." star was a modest soul, happy in inexpensive motels.

"They said rent her some old movies and she'll be happy. I thought, 'This is not right,' so we put her up at The Inn at Turkey Hill with a reception to follow (her Celebrity Artist Series performance).

"Her agent told us she wouldn't stay long at the reception. Well, I said to myself, 'I'm her host. I'll be glad to comply with her wishes.' Well, she outlasted all our guests and about 1 a.m. when I said good-bye, she said, 'I don't understand this. When I go to major cities they put me up in scroungy hotels and give me old videos to watch. This has been wonderful. Of all the places I've been, I'll remember Bloomsburg.'"

Today, Mulka crisscrosses the country, meeting with alumni. "I tell them of our continuing successes, keep them informed, even spend time reminiscing," he says. He's helping raise the final \$1.5 million of a \$15 million campaign.

# LIFELINES



Bloomsburg University File Photo

Mulka was the first of his family to attend college, fulfilling the longtime dream of hard-working parents who left school to help support their families. His story is typical of many Bloomsburg University students, and he believes that shared background helps him understand others.

To Mulka, this common background adds to the value students place on their education.

"Students in many cases couldn't afford other schools," Mulka says. "(At the state universities) they grow and mature. They go into the professional world and become successful.

"It's great to see students I worked with become CEOs, lawyers, superintendents of schools. It makes me appreciate the time and energy I was able to devote on so many weekends and evenings. It's not just an 8 to 5 position; it's whatever it takes," he says.

**Communication—on the phone and in person—has been a big part of Mulka's Bloomsburg career, including his tenure as dean of student development in 1983.**

Wayne Whitaker '79 was a high school student from the Bronx when he first rode a bus to Bloomsburg. He went home that day, but he came back as a university student...and then he stayed, making a career in admissions at Bloomsburg University.

Whitaker's job as assistant director of admissions and coordinator of minority recruitment involves lots of travel to southeast Pennsylvania, where he contacts prospective students. He finds recruits close to home, too, like his son, his youngest brother and a cousin, all of whom enrolled at Bloomsburg.

"We've got to walk the walk, not just talk the talk," he says. "Bloomsburg has been wonderful to me; it's supported me in all sorts of ways."

The university has changed a lot, particularly in strengthening support for minority students, since the days when he was one of just 100 students of color, he says.

Whitaker, a psychology graduate who also earned a master's degree in instructional technology, is not alone in this fondness for Bloomsburg University as a career choice. Close to 40 alumni currently teach or work on campus, and many say their own memories of student life help them in their work.

Debbie Scanlon Kresch completed her studies for a bachelor's degree in business administration/management in August 1984. For the last four years, she has worked as an administrative assistant in the student activities office.

"I think I can relate to students very well," Kresch says. "I have been where they are now."

Kresch, originally from Plymouth Meeting, Pa. found the rural atmosphere refreshing, but a big contrast to home, when she first arrived in Bloomsburg. Now a resident of Buckhorn, she tells students that the area has become more sophisticated over the years, pointing to the mall near her home that didn't exist when she was a student.

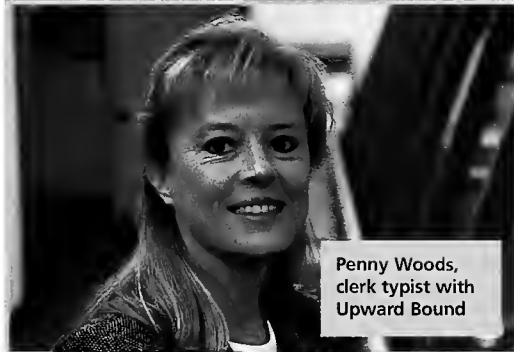
"I just fell in love with (the area), but I can remember feeling a little isolated, too," she says.

Debbie's husband, Tom, class of 1981, says the pure enjoyment of his student days turned him from a Bloomsburg history major into a

# Alumni



**Debbie Kresch,**  
administrative  
assistant in the  
student life office,  
and Tom Kresch,  
associate director  
of residence life



**Penny Woods,**  
clerk typist with  
Upward Bound



**Wayne Whitaker,**  
assistant director  
of admissions



**Tom Zalewski,**  
assistant  
professor of  
audiology and  
speech pathology

graduate student concentrating in higher education administration at Ohio University. He came back to Bloomsburg as an employee in 1984, after earning his master's degree.

"It's funny," says Kresch. "Every once in a while, I'll be walking on the campus, and I guess it can be the time of day or maybe it's the way the sun is shining, but it will bring me back, and I'll remember my experiences as a student. Good ones, certainly."

Tom, associate director of residence life, has never lost his fondness for the bustling nature of his career. "My office is in a dorm, on the ground floor of Elwell," he says.

He also has fond memories of living in a residence hall. "I guess I liked 309 Montour the best," he says. "Part of it was the guys living there... I had a great roommate. We are still close and in contact."

Penny Woods never had that residence hall experience at Bloomsburg. She was a non-traditional student and mother of a son when she transferred her associate degree credits to Bloomsburg five years ago.

Woods, who earned a bachelor's degree in business administration/office information systems and, last year, started working toward a master's degree in instructional technology, had put in one semester when she landed a temporary job, then a permanent one, in April 1997.

She believes the campus contacts she made as a student and her varied experiences carry over to her work as a clerk typist with Upward Bound and her service on the university's Continuous Improvement Steering Committee.

"It's nice to know staff and faculty, and the job gives me an opportunity to know students. That's a real plus," she

says. "I not only see things from a staff point of view but from a student point of view."

What happens when a former student comes back as a faculty member? It takes a little getting used to, says Tom Zalewski '87, assistant professor of audiology and speech pathology, who graduated from the same department where he now teaches.

"It was strange because many faculty who taught me are now colleagues," he says.

As a student, Zalewski says he felt a deference; now they are equals.

"It's hard, to get used to saying 'Hello Rich, Hello Dianne,' instead of 'Dr.' and the professors' last name," he says, referring to faculty members Richard and Dianne Angelo.

A Shamokin native, Zalewski earned a master's degree from Bloomsburg in 1988, went on to further graduate work at Columbia University and earned a doctoral degree from New York University.

He started teaching at Bloomsburg in fall 1999. His first job was a clinical position in the Lehigh Valley, where he discovered his love of teaching through a part-time adjunct position at Kutztown University.

The associate professor says his history as a Bloomsburg student helps him understand what students are up against.

"If they tell me they might have to miss class when it snows and they are from Shamokin or Mount Carmel, well, I know the area and I say 'Don't risk your life to get to my class.' On the other hand, if I know they are on campus, gee, it's only a five-minute walk."

*Susan C. Brook is a freelance writer who lives in Bloomsburg.*

# Off The Top Rope

By Michael T. Burkhart



'Queen Brandi' is flanked by the only two 'sharks' on the North American wrestling scene —Mark 'The Shark' Shrader, left, and Shark Boy.

At a time when other girls were buying Tiger Beat or Teen, Brandi Mankiewicz would spend her weekly allowance on a wrestling magazine at the local supermarket.

That magazine helped fuel Mankiewicz's youthful fantasies, the fantasies that are now part of her everyday reality as the managing editor for the sole remaining chain of independent professional wrestling magazines in North America.

Growing up in the hills of Pennsylvania's anthracite region, Mankiewicz could be found helping her grandparents on the farm, hanging out with her father at the local firehouse or playing with the neighborhood boys. She'd

do anything except paint her nails or put curlers in her hair.

"I knew I wanted to be a writer since I was born," Mankiewicz says. "And I knew I wanted to do something with sports. Wrestling was just something that fascinated me."

Mankiewicz started college at California University of Pennsylvania, transferring to Bloomsburg University after her freshman year. She graduated in 1994 and was named the university's outstanding journalism graduate.

She credits her work at Spectrum Magazine, produced by Bloomsburg's mass communications students, with giving her many of the skills necessary to edit a big

publication, including budgets and layouts. Some of the half-dozen titles have circulations totaling 200,000 copies.

"It was good practice," she says, "and I learned the value of deadlines."

But her experience in publishing dates back to her youth, when her father, Alfred, worked for a business products company that provided printing services. Her dad taught her how to spot pages that were out of register, or not lined up properly on the press. She learned about halftones, signatures and typefaces, information she uses today.

In October 1994, Mankiewicz landed her dream job with Kappa Publishing, parent company to numerous wrestling



and boxing magazines. The world of pro wrestling—even writing about it—is

dominated by men, and Mankiewicz remains the only female editor of wrestling publications.

“It’s like a female joining a male fraternity,” says Mankiewicz. “It’s a strange thing. You have to pay your dues. You just have to push and make sure you’re not turned away.”

Mankiewicz has paid her dues over the past seven years while working for the company based in the Philadelphia suburb of Ambler. At first, she says, the enormous wrestlers would give her odd looks when she walked into the locker rooms. Now she fits right in, and she has photos to prove it, including snapshots of herself with The Rock and with the legendary Hulk Hogan.



The evening before The Rock debuted in the World Wrestling Federation, he and Mankiewicz met at the WWF Hall of Fame banquet in Manhattan. At that time, The Rock was known as Rocky Maivia.

A New Jersey promoter who’s been in the business for 34 years says Mankiewicz “knows her stuff.”

“She’s very good at what she does,” says Jim Kettner of the East Coast Wrestling Association. “She brings a different perspective to wrestling and it’s not the feminine side. She’s just got a good feel for the wrestling business. It’s a perspective from outside of being a fan. She is a true journalist.”

All wrestlers have big egos, Kettner says, but Mankiewicz separates herself from that side. She has the same respect for both well-known wrestlers and amateurs.

It may be only coincidental that Mankiewicz’s office is laid out like a wrestling ring with desks and computers on the sidelines and a huge open space in the middle. Lining the walls near her desk are photographs of wrestlers, Dilbert cartoons and a thick schedule of deadlines, with the most important ones highlighted in orange marker.

Mankiewicz does more than edit copy and check pages for titles like Pro Wrestling Illustrated, Wrestle America, Inside Wrestling and The Wrestler, all slick, glossy publications with plenty of color photos. When a columnist didn’t show up for work one day, she took over his writing duties, too. She never did find out what happened to him, but his absence was just the push she needed to remind her how much she enjoyed writing. She pens responses to letters from fans, and her

*‘It’s like a female joining a male fraternity. It’s a strange thing. You have to pay your dues. You just have to push and make sure you’re not turned away.’*



Mankiewicz seldom poses with wrestlers, but she made an exception for Hulk Hogan at the Nassau Coliseum in New York.



best-known work appears in the Pro Wrestling Illustrated column, "Off the Top Rope."

Part of pro wrestling's allure is the elaborate story lines created by "good guys" and "bad guys" who team up against each other in the ring, as well as on television and in print. Mankiewicz, known to wrestling fans as "Queen Brandi," is one of the bad guys, constantly picking on the other side in her responses to fans. In return, those fans add to her title descriptors like "Almighty" and "Ruler of the Wrestling World."

Take this example: A fan sends an e-mail message wondering when World Championship Wrestling is going to be on television. The short letter contains numerous grammatical errors, but the man correctly spells Mankiewicz's name.

Queen Brandi's response: "I am amazed that you could correctly copy my last name from a (Pro Wrestling Illustrated) magazine, yet once you're writing on your own, you get lost. You have all the qualities of a good follower who will only get as far in life as the person in front of him."

Mankiewicz says, although she occasionally receives hate mail, her responses are all in good fun. And she's sure growing up in the coal region gave her plenty of fodder for her columns.

"I can make fun of a lot of the stuff because I've been there," she says. "I just try to be as creative as possible."

Her job also involves traveling to wrestling matches in East Coast cities like Philadelphia, New York and Hershey where she takes photos at ringside. Last October, she spent a week at the World Wrestling Federation training camp in Cincinnati, meeting all the big names and

rising personalities. She went through workouts with the big boys.

"It is a lot of show, but it is also very real," she says. "Everything they do hurts. I can prove it by the bruises on my legs from training camp."

Mankiewicz spends at least 40 hours a week in the office and sometimes tallies as many as 80, counting time spent watching wrestling programs on TV and traveling to shows.

Once a year, she produces a special

me," she says. "On a human level, we all eat. We all make mistakes and have our own little idiosyncrasies. I've always been taught to respect people."

Mankiewicz says she learned that respect for people from her mom and dad. Always close to her parents, who still live in Shenandoah Heights, Pa., she often can be found at the farm on weekends or hanging out in the fire station, where she is a fourth-generation volunteer firefighter. She always carries her turnout gear in the back of her black Jeep Cherokee.

Mankiewicz doesn't remember the first wrestling magazine she bought at the supermarket, but she does remember the first program she watched on television. Among her videotape collection of classic matches, she has one that features that 1984 WWF tag-team event between Mike Rotundo and Barry Windham, famous wrestlers in the mid-1980s. The match was for the title and Rotundo won, only after his manager rubbed a cigar in Windham's eye so he couldn't see his opponent.

Mankiewicz's view of her career isn't the least bit obstructed. "I can see myself doing this forever," she says.



In what could be described as an occupational hazard, Mankiewicz's friend, wrestler Devon Storm, picks her up and tosses her when she attempts to photograph him ringside.

publication, Pro Wrestling Illustrated 500, which ranks the best in the business. That's a tough job, she says, because she must explain her decisions to the wrestlers who aren't included.

"It's really intense," she says. "It deals with people from all over the world."

Mankiewicz says she doesn't get starry-eyed or giddy over the wrestlers. To her, they're just regular people.

"I never see anyone as different from

*Table of Contents Photo: Mankiewicz is seen with 7-foot-tall wrestler Kevin Nash, who weighs in at 365 pounds.*

*Michael T. Burkhart is a reporter for the Courier-Post in Cherry Hill, N.J.*



# Making His *Mark*

By Bonnie Martin

You're struck with one immediate question when you meet Mark Schweiker: How did this "regular guy" end up in the governor's chair?

The literal answer has been in the news since last September. Under Pennsylvania's constitution, the lieutenant governor—or "L.G." as Schweiker calls it—is promoted automatically if the sitting governor leaves office during the term. For Schweiker, the step up the ladder came when

President George W. Bush selected his predecessor Tom Ridge to direct the Office of Homeland Security.

A 1975 graduate of Bloomsburg, Schweiker was sworn in Oct. 5, 2001, as the state's 44th governor. He promises that he will serve the remaining months of Ridge's term... and no more...but assuming the office even for a short time places his name in state government annals. Schweiker is the third of the state's

lieutenant governors to spend more than six months as governor. And, he is the first alumnus of one of the modern universities within the State System of Higher Education to become the Keystone State's chief executive. A graduate of Mansfield Normal School, William Alexis Stone, served as governor from 1899 to 1903.

Schweiker admits that his new role requires a delicate balance of personal



Gov. Mark Schweiker '75 and his family are shown in an official portrait. In the photo below, the governor takes the oath of office last October from state Supreme Court Chief Justice John P. Flaherty Jr.



time and public commitments, but he relishes the chance to improve the lives of Pennsylvania's citizens

"When I first presented myself as a candidate for (Middletown Township) supervisor, I never thought it would lead to this kind of opportunity," he says. "A few years after I held office for the first time, I concluded that I like it. It drew the best out of me. At that point, I saw office-holding, over and above part-time, as part of the future."

The main priorities he carries from the lieutenant governor's office to that of governor focus on two areas: workforce development and education.

"As the economy slows, it is incumbent upon the state's government to take those who lost jobs and get them back into paycheck-generating jobs," he says. "We need to be quicker at that ...and we need to provide real world training for real world jobs."

Schweiker points to the success of CareerLink, a program sponsored by the Department of Labor and Industry, which aggressively provides assistance to those suddenly unemployed. He speaks of relevant job training programs that prepare potential employees for existing openings and the creation of new opportunities to "grow ideas," such as biotechnology greenhouses where research will lead to medical innovations and improved quality of life

The governor also speaks with great respect about the important role of teachers

"Look at my schedule," he says. "Any number of my days begin just 'talking shop' with teachers - (finding out) what they think Pennsylvania ought to do to support schools and nurture growth. I have the opportunity as the state's governor to highlight the nobility of that profession, the importance of that profession."

Much of Schweiker's effort in the early days on his tenure centered on improving the Philadelphia public schools

"It breaks your heart to stand in a first-grade classroom and know that half the kids won't make it to their senior year," he says. "And it's more than a remark about academic quality and the achievement of kids and graduation rates. You really hamstring the economy because the skill

sets to which you give rise in K to 12 education dictate whether or not someone can earn their way in a digital economy. And when you flub on any of those counts, you hurt the economic performance of the state."

As a strong supporter of education across the state—and someone who once considered a career as a teacher—Schweiker believes students' needs differ based on their geographic location.

"There is one point on which there's universal agreement. That we who lead and we who teach all have the assignment of creating a sense of wonder and promise about Pennsylvania for kids: city, suburban or rural."

At his swearing-in ceremony last October, Schweiker mentioned a third priority—enhancing Pennsylvania's safety and security—and followed up by placing National Guard troops in airports and

additional security officers at the state's nuclear power facilities. He says other measures will be introduced as needed.

Schweiker's goals are ambitious for his short tenure as governor, a tenure he limited to allow more time with his family—wife Kathy, sons Brett and Eric and daughter Kara.

But while he is in office, he accepts the concept that "to some extent, your life is not your own as the state's governor."

## THE POWER OF POSITIVE ENERGY



Always a supporter of Bloomsburg athletics, Schweiker shakes hands with Syheer Brinks '96, after a game during the 1994 season (above) and talks with field hockey coach Jan Hutchinson during a visit to campus five years ago (below).



Gov. Mark Schweiker doesn't hide his love for his alma mater. "It is a privilege to be able to advance the Bloomsburg University cause here in the Capitol," he says. "Some of my more exciting moments have been to return with a pledge of financial assistance from the Commonwealth treasury, to know I am given the opportunity to apply a direct hand in the improvement of the college experience there."

Schweiker's "direct hand" includes construction of the "new" Andruss Library, renovation of Centennial Hall, the release of \$6.5 million for a major addition to Hartline Science Center and planning for an upcoming renovation of Navy Hall.

"But with all the change on campus, its ambiance is still striking," Schweiker says, admitting he's always been in awe of the campus' physical beauty.

As a college freshman, "I was coming from the suburban area in Bucks County and going up to this rural gem called Bloomsburg. It was an eye-opener not only because it was a physically different environment, but also because it was brought to life by good caring people.

"When you come out of the upper campus at dusk and the lights are coming on below...just gorgeous," he says. "I felt pretty smart when I was 17 turning 18 that I chose it, after being there for a few weeks."

Regarding his educational experiences at Bloomsburg, Schweiker says he was "absolutely prepared" for his life's work.

"I don't recall one prof or instructor that I felt left me high and dry. There was a positive energy about all of the adults with whom I had contact that I found to be supportive, a memorable dynamic."

Schweiker says he's sung the university's praises over the years with at least 50 potential students. "I've never had to pull my punches. (I tell them) Bloomsburg is a wonderful, supportive place with some of the best training and instruction and friends that last through life in a beautiful setting."

And, he's proud his name is a permanent part of the university.

"I like walking into the library foyer with our kids and saying, 'What's that say? The Mark S. Schweiker Room.' I get a kick out of that."

"As someone who has the title of 'governor,' I have to fill the shoes of a very important institutional role. Sometimes, it does cut down on accessibility. That's troubling to me," he admits.

"We in Pennsylvania value officeholders who don't offer pretence and don't stay confined to an office but, instead, are out in the community and remain accessible. It's a balancing act. I do question officeholders who think they've become

some kind of governmental royalty. That's not my M.O."

For now, he rushes home for dinner whenever possible and combines family outings with public appearances. After January 2003, he expects to be back in the business world with more time to call his own, but he can't look that far ahead at the moment.

"Right now, my hands are full guiding the ship of state," he says.

*Bonnie Martin is co-editor of Bloomsburg magazine.*

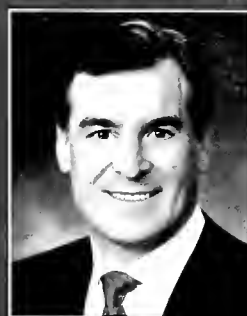
## 'He's pretty much moved right to the top of the list.'

—Sophomore band member Megan Reppert of Coatesville commenting on Schweiker's place among prominent Bloomsburg University alumni (*The Patriot-News, Harrisburg, Pa., Oct. 6, 2001*)



Gov. Mark Schweiker '75 addresses the gathering at the Capitol after taking the oath of office last October.

## The Honorable Mark S. Schweiker



**Born:** Jan. 31, 1953

**Hometown:** Levittown, Bucks County

**Spouse:** Katherine Schweiker

**Family:** Married; three children

**Term Expires:** January 2003

**Education:** Bishop Egan High School, 1970; Bachelor of Science, Bloomsburg University, 1975; Master in Administration, Rider University, 1983

**Employment:** Merrill Lynch, McGraw Hill, own management-consulting firm

**Government Offices:** Middletown Township Supervisor, Lower Bucks County, elected 1979; Bucks County Commissioner, elected 1987; Pennsylvania Lieutenant Governor, elected 1994 and 1998; Pennsylvania Governor, sworn in Oct. 5, 2001

**Accomplishments:** Pennsylvania's PRIME initiative generating more than \$600 million in savings in government spending; Pennsylvania Weed and Seed, a crime-fighting partnership between law enforcement and citizens and the first state-sponsored program of its kind

**Honors:** Bloomsburg University, 1990 Alumnus of the Year; Pennsylvania branch of the Nature Conservancy for Outstanding Service to Conservation, 1993; Technology Council of Central Pennsylvania's Technology Advocate of the Year, 1996; Citizens Against Government Waste, Outstanding Achievement Award for Putting Taxpayers First, 1997; Pennsylvania Economy League Commitment to Excellence in Local Government Award, 1998; Pennsylvania League of Cities and Municipalities' Outstanding Public Service Award, 1999; Speech Communication Association of Pennsylvania, Speaker of the Year, 2000

From Pennsylvania's Official Web Site,  
[www.state.pa.us](http://www.state.pa.us)

# MISSION POSSIBLE: CASE CLOSED.

By Laurie Creasy



**At 4 a.m. on the coldest day of the year, they're investigating a fire. Later, they're making recommendations to a judge about sentencing or arranging counseling for a juvenile offender.**

"They" are Bloomsburg University graduates who make law enforcement their life. They may have a few complaints, but they're in for the long haul. They don't talk about liking their jobs; to them, it is something more.

"You get great satisfaction out of seeing these things through and solving cases, bringing people to justice," says Bob Mull '69. "I spent 30 years with the Pennsylvania State Police, but looking back, it doesn't seem that long."

Though he retired as a corporal and a criminal investigation supervisor, Mull says his greatest satisfaction came as an investigator.

"In 1993, I was assigned a homicide case. An elderly woman's house was broken into and burglarized, and she was killed. We solved the case and made an arrest in three days," he remembers.

"It's really not the amount of arrests," says Megan DeSarno '90, an acting juvenile officer in the Scranton (Pa.) Police Department. "It's how you help the kids."

DeSarno, who recently was promoted after 10 years on patrol, takes over where patrol officers leave off. If they're unable to make an arrest, their case goes to an officer like DeSarno, who interviews the victims and the suspects, talks to witnesses and makes arrests.

"Seeing kids 'turn around' is the most satisfying (part of my job)," she says.

"Success stories are few and far between, but it does make you feel good if you can make a difference."

Peter Avellino Jr. '73, an adult probation officer and supervisor in Northumberland County, Pa., seconds that.

"You want people to succeed," he says. "Some have come up the hard way—dysfunctional backgrounds, dysfunctional families. They've been in there for 25 years, and we're trying to turn them around within six months, a year.

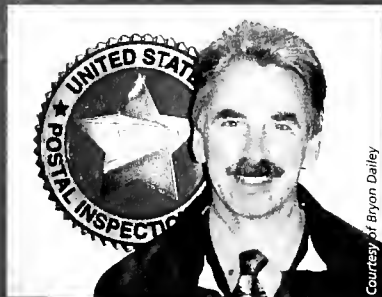
"And yet some pull themselves up, and they get on the right track. And then you say, 'Boy, I had a little bit to do with that success.'"

Recently, Avellino got a thank you call from a man who'd been through the judicial system. "He called to say, 'I'm going to Alcoholics Anonymous. I'm working.' When you hear things like that, it makes you feel good."

But what about the action, the danger, the shoot-outs—the glitz and glamour of Hollywood?



Bob Mull '69 retired from the Pennsylvania State Police as a criminal investigation supervisor.



Courtesy of Bryon Dailey

Bryon Dailey of the U.S. Postal Inspection Service

## Stamping Out Crime

"We're called the silent service," Bryon Dailey '76 says of the U.S. Postal Inspection Service. "I don't think people even know we exist."

The Postal Inspection Service not only exists, but is the oldest federal law enforcement agency, established shortly after the postal service to protect the sanctity of the mail. In the film, "Butch Cassidy and the Sundance Kid," it was postal inspectors who were hot on Butch's tail—because in those days, trains carried the mail.

To day, inspectors deal with everything from smashed mailboxes to theft by employees to possible anthrax contamination. They have the same authority to investigate offenses, carry firearms, serve subpoenas and warrants and make arrests as the FBI, Alcohol Tobacco and Firearms (ATF) and the Drug Enforcement Agency (DEA), but only they can open sealed mail.

There's very little theft by employees, Dailey says. "But when you have a workforce of over 700,000, even if you have 2 percent stealing mail, that's a large number." The service also deals with child pornography, illegal drugs moving through the mail, fraudulent schemes and Internet crime.

Last fall, other investigations were put on hold so they could deal with the mail box scans and contamination. More often, Dailey of Springfield, Mass., works on fraud cases like identity takeovers, where a criminal obtains credit cards but so no one else's name.

"In credit card fraud, the people don't offend, see money, but they do lose their

credit for a while," he says.

And, at the end of a successful investigation, the results are rewarding. "These are kind of nice—the individuals have their credit restored and the bad guys are arrested."

To keep the odds in their favor, postal inspectors usually arrest people early in the morning or very late at night. In one case, a man and a woman charged \$500,000 in false credit cards. When inspectors arrived early one morning, they arrested the woman, but the man took off.

"We had to catch him on the way out in his underwear," Dailey says. "He said he could have gotten away, if he'd had a little more sleep."

Dailey began his professional life as a caseworker in Reading. He later took the civil service test for the post office and started with the postal service as a clerk in 1930. He eventually went through the process to become an inspector.

He talks about the term "going postal," coined after several fatal shootings at mail facilities. Fewer incidents occur now, he says, because inspectors get involved at the first sign of trouble.

"A lot of times (our involvement) doesn't include arresting people, just disciplinary action or maybe removal. They're cases where you feel you did some good."

Just like other areas of law enforcement, paperwork is necessary here, too. Sometimes several years pass before cases go to trial. "If you don't have the paperwork, you're embarrassed on the stand," he says. "Maybe they should arm us with pens, rather than guns."



Mark R. Wagner

Peter Avellino Jr. '73 says the mounds of required paperwork can be overwhelming in his career as an adult probation officer.

"It's not like TV, that's for sure," Mull says. In 30 years with the state police, no one ever shot at him and he never had to fire his weapon.

"You're probably at more risk stepping out into traffic or pursuing a criminal too fast," he says. "But situations can come up in a minute, and there's no book to go through."

That means law enforcement officers need to rely on their training—and it's extensive. Their first priority is to keep everyone, including themselves, from being injured.

"We just don't start shooting," Avellino says. "All of our tactics are used defensively. Safety is the number one issue for us, for the family or children or anyone who's there."

Mull agrees. "You're the last line of defense. You can't depend on someone else, so you have to put yourself in a precarious position and try to resolve the incident without anybody getting hurt."

No one knows what circumstances officers might confront in the field. A suspect might be using drugs or alcohol,





suffer from mental illness or have an arsenal of firearms.

Until 1989, probation officers in Northumberland County were armed only with handcuffs, Avellino recalls. That changed as the number of drug cases increased and, suddenly, officers were facing people with automatic weapons. Now they carry firearms, pepper mace and handcuffs, and must pass training in the use of each.

Officers also are expected to have a higher level of formal education.

"Standards are rising," Mull says. When he joined the state police, only four or five people in his class had college degrees. Now applicants must have at least two years of college or military service.

Then there's the paperwork. Mull, DeSarno and Avellino agree that compiling and completing paperwork is their least favorite task.

"There's a lot of paperwork involved, more than you see on police shows," Mull says, adding that one officer may handle 30 cases at one time.

And a lot of investigation work is time-consuming and slow.

"You think of all the possibilities that can occur, you think of different avenues, try to determine if there are any technical services that can help you," Mull says. But, the cooperation of co-workers makes investigations move more smoothly, he adds.

The probation officers in Northumberland County write as many as 700 pre-sentencing reports for the court each year. For each report, the officers gather as much information as possible regarding the person's personal life, work history and financial background. The report also includes details about the arrest and the victim's perception of the incident.

The catch? The defense attorney can challenge the information, so Avellino spends part of his time documenting everything. "It doesn't happen too often that the attorney questions it," he adds.

A side of law enforcement outsiders seldom see is the sadness.

For Mull, telling parents their son or daughter died was difficult. "It's a very unpleasant task, and there's nobody else to do it," he says.

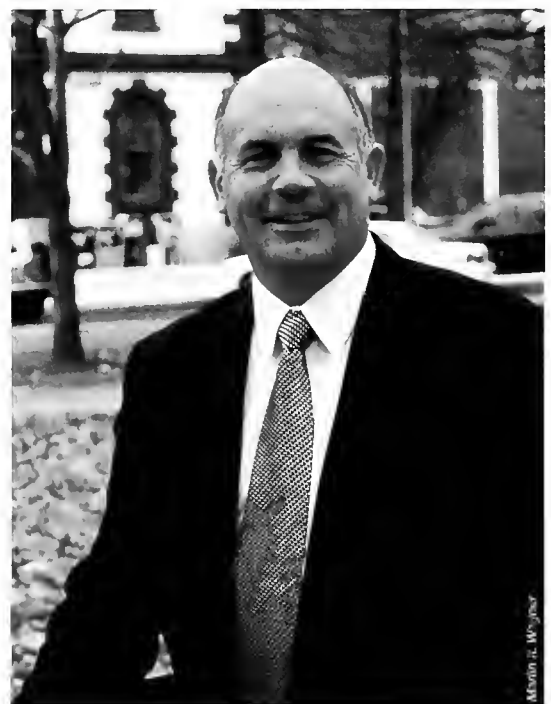
He's worked on his share of child abuse cases, rape cases and other grisly crimes. "It's not fun to do them, and then try to go home to your family and get back into a normal mode. But you learn to deal with the unpleasant parts."

DeSarno finds the sex cases with young victims very disturbing, especially now that she's married and has children of her own. "It's disheartening," she says.

"You wear a lot of hats: sociologist, psychologist, doctor, parent, brother, sister, whatever to these people," Avellino says.

The public seldom sees the one-on-one time probation officers put in with their clients. "Sometimes we're the only relationship they have on the outside," he says. He speaks of the frustration of

**Today, Bob Mull conducts background investigations and security checks for the Federal Office of Personnel Management.**



helping clients get counseling for addictions and other problems, and then watching them slip back into addiction again. "You think, 'Maybe I didn't do everything I could, because this person is back.'"

If the career isn't as glamorous as it appears on TV and officers are faced with those mountains of paperwork, why did they go into law enforcement?

Avellino stumbled into it. He was working for Northumberland County when his job was cut in the mid-1980s, and he applied for the probation officer position.

But for DeSarno and Mull, police work was the culmination of a long-held dream.

"It was something I always wanted to do throughout high school," DeSarno says. She earned a bachelor's degree in

economics, then took the civil service exam, but had to wait a year and a half to get called for a position.

Mull knew a couple state troopers in his neighborhood. "I was just impressed by those people, and I thought, 'I want to do that.' It turned out to be a good decision."

*Laure Creasy is a freelance writer who lives in Catawissa, Pa.*

## Reading, Writing... and Arresting

"We don't go by the adage, 'If it ain't broke, don't fix it,'" Neil Slone, associate professor of sociology, social work and criminal justice, says of the university's criminal justice major. His colleague, professor Leo Barrile, agrees.

When he came to work at the university in 1983, Barrile expanded the number of criminal justice courses offered. About three years ago, he and Slone got the coursework approved as a major, and they're still tinkering with the curriculum, constantly improving it and making it more competitive with larger programs.

The department offers internships with agencies from the obvious—such as the U.S. Marshals Service and other federal agencies, state and local police, correctional institutions, county courts and victim-witness assistance programs—to the more obscure, like law offices, summer youth programs, insurance claims investigations and women's centers.

In a survey of graduates, Barrile and Slone learned that parole and probation work is the most popular field, with regular police work coming in a strong second. Graduates also like working with juveniles. "They're young, and I think they just connect," says Barrile.

One of five new courses debuting this spring focuses on political crimes. Barrile says many crimes have political antecedents—and he's not just talking about terrorism. Crimes committed by

militias and ethnic and religious hate groups, as well as state-sponsored terrorism, have their roots in politics.

"Students have to be keenly aware of their political antecedents," he says.

In conversation, Barrile and Slone are like members of a tag-team relay. They finish each other's sentences, bounce ideas off one another and have similar ideas about what makes a good program.

"We're not a tech program," Slone says. "Our curriculum is broadly rooted in the liberal arts." Agencies often prefer to train their own students in technical areas, like forensics, he adds, but they're looking for students with writing

ability who are ethical, dependable and motivated.

To that end, both men require lots of reading and writing in their classes, but they don't use textbooks. They prefer examples of real cases.

"They stick with the students," Barrile says.

"They're sort of used as a reference point. Students will come back and say, 'Remember that case?'"

"It's like a good movie. You're immersed in it, you're part of the scene," Slone adds. "It's the same way with a good book."

Right now, students in the juvenile delinquency class are reading a book about a British case from the 1970s—a 13-year-old who killed two younger children. "My goal as a teacher," Barrile says, "is to help them learn to enjoy reading so they become lifelong learners and seek out books in their fields. If they stop reading, they stop learning."

Leo Barrile, left, and Neil Slone make constant improvements to the university's criminal justice major.



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The Mount Olympus townhouse complex offers premium housing for students.

## Movin' on Up

New apartments home to 246 students

The end result of Bloomsburg University's \$6.8 million project to create additional campus housing is drawing rave reviews from students and their parents.

Located on the upper campus, the Mount Olympus townhouse complex is home to 246 of Bloomsburg's approximately 3,500 residential students. Construction began in October 2000 for the six-person units that feature air conditioning and single bedrooms, with the safety of sprinkler systems and handicap accessibility.

Students have been moving into the apartments since last fall as sections were completed.

Ed Valovage, assistant director for operations, says the new townhouses offer premium housing for students.

"The townhouses will hopefully encourage students to remain on campus. There is also the sense of security from living on campus," says Valovage.

Senior Andrea Ritter, an elementary education major from Middleburg, Pa., says on-campus living comes with a bonus.

"The university will take care of us, and you don't have to deal with landlords," she says.

Other students praise the apartments for combining the safety, security and convenience of living on campus with the independence of apartment living.

The new townhouses also give students a sense of "home up here on campus," says senior accounting major Deanna Pensyl from Mount Carmel, Pa.

Parents believe the additional campus housing is not only safe and convenient for their students, but it also eases parental worries.

Lewisburg resident Thomas Thompson, who retired after 37 years as a coach at a private university, says the townhouses compare favorably with those he's seen at institutions across the state. His daughter, Jennifer, a senior psychology major, moved in last fall.

With the addition of the Mount Olympus Apartments, Bloomsburg University now houses 46 percent of its full-time undergraduate students on campus, above the State System average.

## A Global Perspective

Campus becomes home to Model UN program

"We're not alone in the world."

That's the lesson Diana Zoelle, associate professor of political science, hopes high school students take away with them after they come to campus later this month for a regional Model United Nations program.

Zoelle's research in international human rights sparked her interest in bringing a Model UN program to Bloomsburg to serve nearby high school students. The simulation gives students the opportunity to research and represent a foreign country in a mock assembly, expressing the views of the country on a wide range of international matters.

"Understanding other peoples and their cultures is just as important as knowing your own community in this new era of globalization," says Zoelle, "especially now as the world community struggles against terrorism. We must realize that our country is not separate or better, but part of the world community."



Diana Zoelle



Trisha Pittman

## An Eye for the Highway

### Alumna takes top honors for traffic reporting

Traffic. The bane of commuters everywhere. Pittsburgh area drivers have an ally in Trisha Pittman, who's made a career of reporting on it—and being the best.

Pittman '99 is on the Pittsburgh airwaves weekday mornings from 5 to 9 for KDKA-TV and radio, and again on the radio only from 3 to 6 in the afternoon. Her reportage has earned her an Achievement in Radio Award (AIR) from the March of Dimes and given her notoriety as one of "Pittsburgh's 50 Finest" in Pittsburgh Magazine.

She earned the kudos by hardnosed-reporting and putting listeners' needs first. "My listeners don't want to know that there's an accident on the Parkway West," says Pittman. "They want to know that there's an accident inbound at the Greentree off-ramp involving three vehicles, one of which is overturned. More than that, they want to know when it will be cleared."

To get the information she needs, Pittman reports from PennDOT's Traffic Management Center outfitted with a wall of 19 monitors. The monitors show real-time images from more than 50 cameras on all major roads leading in and out of Pittsburgh. Then she follows up with calls to police.

"I have to know what they know," says Pittman. "When I call the police or dispatchers, I'm pleasant, to the point and won't take no for an answer."

The tenacity is appreciated. "I love when a fan calls and says, 'You really helped me out of a jam this morning,' or 'You never let me down, your reports are right on.'"

But she says the best part is the way she can use her celebrity for charitable causes, the Cystic Fibrosis Foundation in particular. "I can convince a company that wouldn't part with a dime to contribute a couple hundred. It's kinda sneaky," she admits, "but the bottom line is all good."

## They Mean Business

### Alumni return to recruit

It isn't Homecoming or Alumni Weekend that brings some grads back to campus. Instead, it is the annual Career/Internship Expo.

Recruiters with that Bloomsburg connection say they return to the campus because they are searching for the best possible interns and employees. And, they know where to find them.

"We know the caliber of students Bloomsburg produces," says Michelena "Miki" Smith '00, human resources representative with Commerce Bank. Smith attended the expo with co-worker David Marcolla '00.

Their employer recruits Bloomsburg graduates for its management development program headed by Susan Snyder Gatti '93, a program Marcolla recently completed on his way to becoming branch manager. Another Bloomsburg alumnus, Cecil James '77, serves as regional vice president of Bucks County, Pa., operations.

Mark Hornak '90, systems analyst with Siemens, says, "We do heavy recruitment in the Bloomsburg area. The quality of the students is fabulous, and they are ready to



David Marcolla '00 represents his employer, Commerce Bank, at last fall's Career/Internship Expo.

go to work on day one."

Hornak says his department employs eight or nine Bloomsburg alumni, including Tim Williams '00 and Jessica Scholl '94, who accompanied him to the career expo.

Erica Keiper '98, recruiting supervisor for Enterprise-Rent-A-Car, was looking for interns.

"We attend because we have Bloomsburg graduates that are currently in our trainee program and management

positions, as well as a group rental manager. We have had success with Bloomsburg students in the past and wish to continue to recruit and hire Bloom grads year after year."

About 40 alumni took part in the career expo, sponsored by several campus organizations including the Academic Internships office, where 60 firms recruited for interns and employees.

As Hornak said, "Bloomsburg opens doors."

## Heads...and Hands...for Art

Alumni work behind the scenes at National Gallery

Ask Douglas Jackson and Lehua Fisher the names of the people they work with and the regulars will turn up—Smith, Jones, Miller. Then you'll find da Vinci, Van Gogh and Picasso.

Jackson and Fisher, art history grads from the class of '96, work with these artistic giants first hand, literally, at the National Gallery of Art in Washington, D.C. But for these professionals, every piece is pampered, not just those most familiar to the public.

"Nothing I work on can be damaged," says Fisher, a paper conservation technician at the museum. "You make sure your hands are always clean, and you prevent creases."

Gloves are rarely used by the staff in the paper conservation department because the loss of sensitivity in touch

could increase the chance of damage to the works.

"What really matters are the physical and environmental conditions. For one thing, light is very damaging," says Fisher, who often checks to make sure light levels in the galleries aren't too high.

Jackson, an art services specialist, handles, installs, packs and often travels with art objects. "Every step has to be done by an expert," he says. "A lot of it is problem solving, such as how do you hang a 300-pound picture on the wall?"

Sculpture, in particular, can be a technical challenge. In a recent exhibition of Henry Moore's work, Jackson had to position bronze pieces that weigh 6,000 pounds.

"Its own weight can break an object," says Jackson, who knows strapping,

supports and lifts as well as he knows artwork. "We have to keep both the object and the people installing it safe."

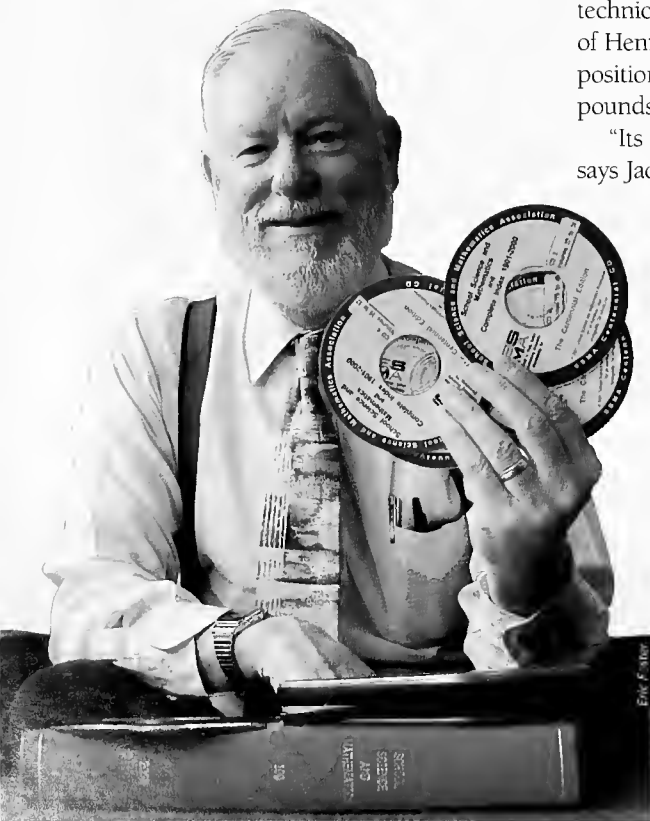
For both Jackson and Fisher, seeing artwork in such a personal way gives them a new appreciation of it.

"For me, it's about handling the object," says Jackson. "It's thrilling. Particularly for what I do, the behind-the-scenes work."

"Even if I don't like an object," says Fisher, "I can appreciate it for something else, the history or the quality of workmanship."



Douglas Jackson and Lehua Fisher, both 1996 graduates, take a hands-on approach to art.



Donald Pratt

## A Century's Work on CD

Pratt compiles, indexes journal articles for association

A three-year project by Donald Pratt, associate professor of secondary education and educational studies, placed 100 years of journal articles at the fingertips of math and science teachers.

Pratt, former executive secretary for the School Science and Mathematics Association, indexed articles that appeared in the association's journals over the past 50 years. He then added his work to the index of the first half-century of journals created by a fellow association member.

The resulting seven-CD set features a searchable database of more than 12,000 full-text articles published since 1901 by the School Science and Mathematics Association. The CD set is available to the 3,000 libraries that subscribe to the journal, as well as association members.

Pratt received the association's George G. Mallinson Distinguished Service Award at its centennial celebration last fall in recognition of the indexing project.



Joseph Ziegler

## Ready to Work

Grad named state's top intern for work at software firm

When Joseph Ziegler began his internship at a software firm last summer, his supervisors expected that he would take the summer to learn how to use their computer software and report on a project at the end.

Instead, the Bloomsburg University marketing major learned the customer relationship management (CRM) software in a week. He then turned his attention to making it work better for the company, Bentley Systems Inc. of Exton, Pa.

For his drive and work ethic, Ziegler, a December 2001 graduate from Downingtown, Pa., was named the Pennsylvania Association for Internships and Cooperative Education's 2001 Student of the Year in a non-technical field.

At Bentley Systems, a firm that creates computer aided design software, Zeigler was a member of a six-person team responsible for generating \$15 million in service contracts.

"He had taken responsibility for reporting on and presenting an analysis of our sales opportunities," says his supervisor Erika Linsalata, director of customer relationship marketing at Bentley. "Each week, he tracked the opportunities identified in our CRM system and tracked the changes from the previous week. He defined the scope and requirements for this report and it proved to be so beneficial to our progress that the project team had him include it in the weekly progress report delivered to the international executive team at Bentley Systems."

"In class, Joseph shows signs of being a person that his peers looked to for leadership," says marketing professor Robert Watts, his faculty supervisor. "He is highly motivated and willing to go beyond the minimum of what is expected."

## Volumes of Knowledge

### History profs publish three books

Professors Nancy Gentile Ford and Jeanette Keith have added three books to the world's body of history knowledge.

Ford, who focuses on 20th-century political, ethnic and military history, published "Americans All! Foreign-Born Soldiers in World War I" and "Issues of War and Peace."

"Americans All" looks at how the military "Americanized" foreign-born soldiers while acknowledging and respecting their religious and cultural traditions.

"Issues of War and Peace" is a collection of essays about military controversies, including the use of atomic bombs in Japan during World War II.

Keith couldn't find appropriate textbooks for her class on the history of the South, so she solved the problem with her fourth book, "The South, a Concise History." The two-volume set incorporates race and gender issues, literature, historical essays and documents from before, during and after the Civil War.



Nancy Gentile Ford



Jeanette Keith

### Putting people before technology

Mention computer software and Karl Kapp, associate professor of instructional technology, thinks about people first, computers second.

That humanistic approach is apparent in, "Integrated Learning for ERP Success: A Learning Requirements Planning Approach," which Kapp coauthored with William F. Latham and Hester Ford-Latham.

ERP, which stands for Enterprise Resource Planning, is a software system that serves an organization from order entry, to inventory management to final shipping of the product.



Karl Kapp



Walter Brasch

### Sharing the joy

Walter Brasch, mass communications professor, recently published his 14th book, "The Joy of Sax: America During the Bill Clinton Era."

Most of Brasch's books focus on the fusion of historical and contemporary social issues, such as "Brer Rabbit, Uncle Remus, and the Cornfield Journalist," published in 2000. In contrast, "The Joy of Sax" grew from his syndicated column that appears in 43 newspapers and several on-line and national publications.

Brasch, who has been honored most recently by the National Society of Newspaper Columnists, Society of Professional Journalists and Pennsylvania Press Club, is former president of the Keystone State professional chapter of the Society of Professional Journalists.

## Among the Best

U.S. News touts Bloomsburg University quality

Bloomsburg University is featured, once again, in U.S. News and World Report's listing of America's best colleges.

In its annual survey, the national news magazine lists Bloomsburg alphabetically in the second tier of Best Universities—Master's (By Region) for 2002. The second tier includes universities ranked 39 through 77.

Best Universities—Master's ranks institutions that offer a full range of undergraduate degrees and some master's degree programs but few, if any, doctoral degrees. Each category is subdivided by geographic area: north, south, midwest and west.

## Double Duty

Addition doubles size of Alumni House



The Fenstemaker Alumni House doubled in size with the completion of a 2,700-square-foot addition. Featuring a great room named in honor of the late Curtis R. English, former university president, the addition was dedicated during Homecoming Weekend. Funded by the Alumni Association and Bloomsburg University Foundation Inc., the \$480,000 project includes two accessible restrooms, a kitchen, coatroom and storage area. The Fenstemaker Alumni House, shown from the parking area, has been home to the Alumni Association since 1985.

## Giving a Lift

Bloomsburg students raise funds to purchase special van

A disabled Bloomsburg resident can once again travel in the community, thanks to the efforts of university students.

Bill Herrity, who lives adjacent to the campus, has cerebral palsy and relies on a wheelchair to get around his home. For trips in the community, the 22-year-old and his family used a specially equipped van until it was destroyed by a hit-and-run driver in December 1999.

The university's Student Council of Exceptional Children spent a year raising \$20,000 to purchase a replacement van for the Herrity family. The 1996 Dodge Caravan, equipped with two lifts, was delivered last fall.

Junior special education majors Melanie Gates of Rhinebeck, N.Y., and Rebecca



Students Rebecca Clark, left, and Melanie Gates, right, help Bill Herrity enter his specially equipped van.

Clark of Emmaus, Pa., led the project. For her efforts, Gates received the George O'Neill Service Award from the Pennsylvania Federation of the Council for Exceptional Children, along with a \$1,000 scholarship.

## Willing Donors

Tradition continues for more than three decades

Long before a national tragedy, Bloomsburg students, faculty and staff were giving the gift of life.

Four times each year, for at least 35 years, members of the campus community have donated blood to the American Red Cross. Last fall's two-day bloodmobile visit, co-sponsored by the university's food service provider Aramark, the Community Government Association (CGA) and Army ROTC, resulted in 414 pints of blood.

"With the (size of the) student population and many of the students willing to donate blood, it only seemed logical that the university be the primary location for the blood drive in Bloomsburg," says John Trathen '68, who served as blood drive coordinator before retiring from the university's Student Life Office. Debbie Kresch of the Student Activities Office currently serves as blood drive coordinator.



# Spring 2002

## CALENDAR OF EVENTS

### Academic Calendar

#### Spring 2002

##### Mid-Term

Tuesday, March 5

##### Spring Break Begins

Saturday, March 9, noon

##### Classes Resume

Monday, March 18, 8 a.m.

##### Spring Weekend Begins

Thursday, March 28, 10 p.m.

##### Classes Resume

Monday, April 1, 6 p.m.

##### Classes End

Saturday, May 4

##### Reading Day

Sunday, May 5

##### Finals Begin

Monday, May 6

##### Graduate Commencement

Friday, May 10

##### Finals End

Saturday, May 11

##### Undergraduate Commencement

Saturday, May 11

#### Fall 2002

##### Electronic Registration

Aug. 20 to 26

##### Classes Begin

Monday, Aug. 26, 8 a.m.

##### Labor Day

Monday, Sept. 2, no classes

##### Reading Day

Friday, Oct. 11, no classes

##### Mid-Term

Tuesday, Oct. 15

##### Thanksgiving Recess

Tuesday, Nov. 26, 10 p.m.

##### Classes Resume

Monday, Dec. 2, 8 a.m.

##### Classes End

Saturday, Dec. 7, 10 p.m.

##### Reading Day

Sunday, Dec. 8

##### Finals Begin

Monday, Dec. 9

##### Graduate Commencement

Friday, Dec. 13

##### Finals End

Saturday, Dec. 14

##### Undergraduate Commencement

Saturday, Dec. 14

### Celebrity Artist Series

#### "Funny Girl,"

Saturday, March 23, 7:30 p.m., Haas Center for the Arts, Mitrani Hall. Tickets are \$25 and \$20.

For more information call the Mitrani Hall Box Office at (570) 389-4409.

### Concerts

*Concerts are free and open to the public.*

*For more information, call (570) 389-4284.*

#### Chamber Orchestra

Sunday, March 24, 2:30 p.m. Featuring Cheryl Humes, piano. First Presbyterian Church, 345 Market Street, Bloomsburg.

#### University-Community Orchestra Spring Concert

Sunday, April 7, 2:30 p.m., Haas Center for the Arts, Mitrani Hall. Works by Beethoven, Mozart and Tchaikovsky featuring Matthew Hare, bassist.

#### Women's Choral Ensemble and Husky Singers

Thursday, April 11, 7:30 p.m., Haas Center for the Arts, Mitrani Hall.

#### Chamber Singers Spring Concert

Saturday, April 13, 7:30 p.m., First Presbyterian Church, 345 Market Street, Bloomsburg.

#### University Concert Band Spring Concert

Sunday, April 21, 2:30 p.m., Haas Center for the Arts, Mitrani Hall. Featuring Robert Jager conducting his composition, "Third Suite."

#### Student Recital

Thursday, April 25, 7:30 p.m., Carver Hall, Kenneth S. Gross Auditorium.

#### Concert Choir Spring Concert

Friday, April 26, 7:30 p.m., First Presbyterian Church, 345 Market Street, Bloomsburg.

#### Jazz Festival

Saturday, April 27, Haas Center for the Arts, Mitrani Hall. High school bands perform all day. The Bloomsburg University Jazz Ensemble and guest artist, Salsamba, perform at noon.

#### Knoebel's Amusement Resort Pops Concert

Sunday, April 28. Concert Band, 2 p.m.; Jazz Ensemble, 5:30 p.m.

#### Orchestra Pops

Monday, April 29, 6:30 p.m., Columbia Mall, Bloomsburg.

#### Brass Menagerie

Wednesday, May 1, 7:30 p.m., Carver Hall, Kenneth S. Gross Auditorium. Brass quintet concert.

#### Catawissa Military Band

Monday, May 6, 7:30 p.m., Haas Center for the Arts, Mitrani Hall.

#### Seasoned Sounds

Sunday, June 2, 2:30 p.m. Haas Center for the Arts, Mitrani Hall. Big band concert.

#### River City Brass Band

Thursday, July 4, 6 p.m., Bloomsburg Town Park. Part of the Concerts @ Carver Series.

#### Boilermaker Jazz Band

Friday, July 5, 6 p.m., Bloomsburg Town Park. Part of the Concerts @ Carver Series.

### Theatre

#### "The Trojan Women"

Wednesday through Friday, April 17 to 19, 8 p.m.; Saturday, April 20, 3 p.m. and 8 p.m.; and Sunday, April 21, 3 p.m., Carver Hall, Kenneth S. Gross Auditorium. Tickets are \$6 and \$4 for students, senior citizens and children.

### Special Events

#### Health Sciences Symposium

Thursday and Friday, April 11 and 12. Featured speaker, Dr. Bob Arnot, chief medical correspondent for NBC News. Lecture, Thursday, 7:30 p.m.; workshop, Friday, 8:30 a.m., Kehr Union, Ballroom.

#### Siblings and Children's Weekend

April 26 to 28

#### Tammerlin

A folk duo performance, presented as part of the Concerts @ Carver Series. Wednesday, July 17, 7:30 p.m., Carver Hall, Kenneth S. Gross Auditorium. Admission, \$5. For tickets, call (570) 389-4409.

#### Simple Gifts

A program of early American and baroque music, presented as part of the Concerts @ Carver Series. Friday, July 26, 7:30 p.m., Carver Hall, Kenneth S. Gross Auditorium. Admission, \$5. For tickets, call (570) 389-4409.

#### Homecoming Weekend

Oct. 4 to 6

#### Parent's and Family Weekend

Oct. 25 to 27

**For the latest information on upcoming events, check the university Web site:  
www.bloomu.edu/today**

# THE LAST WORD

THE UNIVERSITY MAGAZINE

A defining moment. Each generation experiences at least one tragedy that brands itself on our collective memory in such a way that life is never quite the same.

We see the passage of time divided into two eras—before the event and after. Defining moments bring about emotions we can't explain and forever modify our perception of the world. And, we remember exactly where we were and what we were doing when we first heard the news.

It's easy to list defining moments from the past 60 years: The attack on Pearl Harbor on Dec. 7, 1941. The murders of Dr. Martin Luther King Jr. in April 1968 and Sen. Robert F. Kennedy two months later. The space shuttle Challenger's explosion in January 1986, the Oklahoma City bombing in April 1995 and the Columbine High School shootings in April 1999.

My generation's defining moment came on Nov. 22, 1963, when our young president, John F. Kennedy, was assassinated while riding in a Dallas motorcade. I was a college student.

The emotions of that day came rushing back to me on Sept. 11, 2001—a defining moment for this generation. Skies were clear over Bloomsburg on the day of the terrorist attacks in New York City and Washington, D.C., and the plane crash in western Pennsylvania. Students were settling into their fall routines. The day started like so many others.

As the events unfolded, we did not cancel classes, believing students were

safest here. But, mindful of all that was occurring, we quickly set up televisions tuned to national news coverage in the Kehr Union Ballroom and other locations across the campus. Staff updated our university Web site throughout the day.

It seemed everyone on campus sprang into action, collecting money for the Red Cross, toiletries for rescue workers, letters for New York City firefighters. So many students turned out for a bloodmobile visit at Bloomsburg's movie theaters that volunteers couldn't accommodate all of them.

During the first week following the tragedy, the campus was the site of a memorial service, a moment of remembrance accompanied by the chiming of the carillon and, as President Bush requested, a non-denominational prayer service. Community Government Association President Dave Conlan and Vice President Sarah Taby made very thoughtful comments on behalf of the student body. A candlelight vigil marking the one-week anniversary of the first attack was organized entirely by students led by junior Brenna Mancuso.

As we gathered to honor the victims, our hearts went out to everyone who was directly affected by this unprecedented attack upon our country. Word arrived that an alumnus, Edgar Emery '80, as

well as the father of a current student were among those missing at the World Trade Center.

The atmosphere at the university was, at first, quiet and subdued. Then, just as students seemed to be adjusting to the change in our world, an event occurred here that altered, in some small measure, our perception of Bloomsburg University.

On Oct. 9, exactly four weeks after the terrorist attack, the university received two bomb threats. On that Tuesday, I decided to close the university to allow a complete search of campus buildings.

Fortunately, nothing was found. Staff began to return to their offices two days after we received the threat, and classes resumed on Monday. Again, we moved forward.

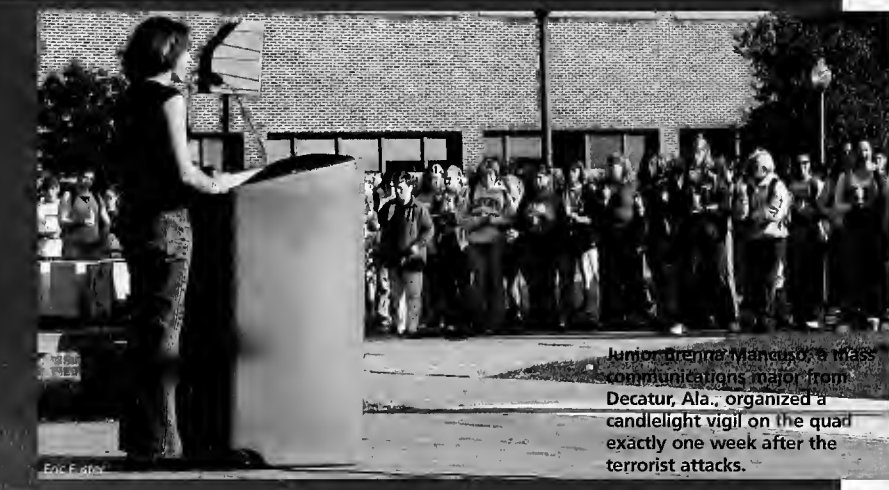
In all of these events, I was struck by how our students reacted. Dave, Brenna and Sarah took highly visible leadership roles. Across the campus, students acted out of concern for others and with great presence of mind and maturity.

Dr. Vannevar Bush, who is considered to be the father of hypertext, said many years ago, "Fear cannot be banished, but it can be calm and without panic; it can be mitigated by reason and evaluation."

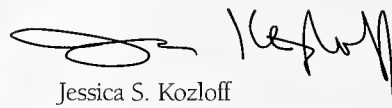
The memories of Sept. 11 and Oct. 9 are seared into our consciousness, but they won't deter us from our important task: preparing our students—and ourselves—for the challenges ahead.



President Jessica Kozloff, center, and Community Government Association President David Conlan, left, and Vice President Sarah Taby, were among the members of the campus community who participated in memorial services and other events following the Sept. 11 attacks.



Junior Brenna Mancuso, a mass communications major from Decatur, Ala., organized a candlelight vigil on the quad exactly one week after the terrorist attacks.

  
Jessica S. Kozloff  
President



# Campaign UPDATE

## A MESSAGE FROM THE CAMPAIGN CHAIR

*Dear Alumni and Friends:*

*It is very exciting to realize that we are within \$1 million or so of reaching – and potentially exceeding – the overall \$15 million goal for New Challenges, New Opportunities. With just a few months remaining, I am confident that, together, WE WILL BE SUCCESSFUL!!*

*The response from Bloomsburg's alumni, parents, and friends to our requests for campaign support has been most heartwarming – and rewarding.*

*The response from students is one of appreciation. They find the accessibility and utility of the Student Services Center to be a most welcome asset. And, scholarships, the number of which edges upward each year, are gratefully received.*

*The benefits of New Challenges, New Opportunities are far-reaching and touch every student. The closer we come to fulfilling remaining campaign priorities, the greater will be the effect of our collective efforts.*

*Space remains on the beautiful new donor wall for additional names. There is still time to have your name inscribed. I encourage you to consider the satisfaction gained by knowing that you have participated in this campaign. To those of you who have already given, I thank you sincerely.*

*In this UPDATE you will note both our remarkable achievements and our needs. The importance of education is clear, and Bloomsburg University's role is unmistakable. Your generosity and commitment are vital and stand as an inspiration to all.*

*Sincerely,*

*Barbara Hudock*

## COMPLETED CAMPAIGN PRIORITIES

Priorities	Goal	% of Goal
<i>Capital</i>		
University Store	\$1,000,000	146%
Upper Campus Recreation Facilities	\$600,000	114%
<i>Opportunities for Excellence</i>		
Sutliff Hall Refurbishment	\$150,000	101%
Magee Center Auditorium	\$130,000	100%
College of Business Scholarships	\$100,000	200%
Augmentative Communication Center	\$55,000	100%
Center for New & Emerging Technologies	\$50,000	101%
Wellness Center	\$45,000	112%
Physiology Lab Renovation	\$38,000	104%
Education Computer Lab	\$32,000	100%
<i>Scholarships</i>		
Honors Scholarship Endowment	\$1,000,000	101%
Presidential Leadership Endowment	\$600,000	104%
University-Wide Scholarships	\$1,500,000	110%



*Amanda Smith (l) and Carissa Borick, both freshmen music education majors, study in the Student Services Center for an exam.*

## \$15 MILLION GOAL WITHIN REACH

As the conclusion of *New Challenges, New Opportunities: The Campaign for Bloomsburg University* nears, the majority of campaign initiatives have been met or exceeded. Alumni, parents, friends, corporations, and foundations have been very supportive of the many projects. However, to complete the campaign successfully, approximately \$1.7 million is needed to meet fully each sub-goal.

### CAPITAL

Unmet Need: \$330,000

Student Services Center  
Pedestrian Mall

*In the Student Services Center lobby, students can find all the registration forms they need as well as have easy computer access to various campus resources.*

*Andrea Kitka '02, an elementary education major, explores sources for identifying internship opportunities.*

*Rodney Hosler '05, a secondary education-earth and space sciences major, and Cheryl Brown '05, an interpreter training major, relax in between classes in the Commuter Student Lounge in the Student Services Center.*

*Amy Ruiz '02 (seated) and Maritza Williams '03, both social work majors, are in the Act 101 computer lab discussing a class assignment.*

*Scott Crumm '03 (l) and Heather Billman '04 (c), both psychology majors, and Sarah McDaniel '05, a political science major, told the photographer that 'the Student Services Center is a wonderful place to hang out and study*

*as it is more relaxed than the library. It is appropriately named as the Student Services Center, and the coffee is good!' All three students are members of the ROTC program.*



## OPPORTUNITIES FOR EXCELLENCE

Unmet Need: \$700,000

Arts & Sciences Endowment  
Campus Climate Endowment  
College of Business Funds for Faculty Excellence  
College of Business Visiting Scholars Endowment

*College of Business Dean David Long (l) and John T. McCubbins, plant manager, Merck & Co., Danville, discuss the features of the newly renovated and technologically advanced classroom in Sutliff Hall. Merck provided funding for the project.*

*Jennifer Hart (l), a graduate student in communication disorders, works with Jerry Kotarski, an Augmentative Communication Center client.*

*John Touey '04 examines Brett Smee '04. These nursing majors are practicing on each other in the Centennial Hall Wellness Center.*

## SCHOLARSHIPS

Unmet Need: \$110,000

Mathematics, Science, & Technology Scholarship Endowment

*Christine Casamassima, '02, (center photo) a special education major, received the Rita M. Guerrieri Memorial Scholarship. Joining her are Arthur Guerrieri (r), Rita's father, and Edward and Doreen Lipsky.*

*Larissa Bench '02, an exercise science major, received the Veterans Memorial Scholarship. Dale Krotbe '60, representing BU veterans, is with her.*

*Christopher Polansky, '02, a mass communications major, received the Jeff Smith "Schmitty Dogs" DJ Award. Cheryl and John Motko provided this award in memory of Cheryl's son, Jeff.*

*The Victoria Smith Bundens Giger Memorial Scholarship was awarded to Stacy Hawk '02, an elementary education major. The scholarship is provided by Mrs. Giger's daughter, Barbara B. North.*

*During Parents' Weekend each fall, scholarship recipients and donors are recognized at the Scholarship Awards Ceremony.*

*The Jesse A. Bryan Scholarship was awarded to Eric Henderson '01, a mass communication major. Irvin Wright, director of the Act 101 program, represented Jesse Bryan, scholarship donor and the former program director.*

**THERE IS STILL TIME***To have your name etched in glass*

Cumulative totals of \$1,500 or greater for gifts and pledge commitments received between January 1, 1998 and June 30, 2002, qualify donors to have a personalized inscription on the beautiful glass donor wall located inside the main entrance to the Student Services Center. Pledge installments may extend through December 31, 2006. Matching gifts from employers can help donors qualify.

Call the Development Center at 570-389-4128 or e-mail [foun@bloomu.edu](mailto:foun@bloomu.edu) either to increase your commitment or to check on the total of your contributions.

To be included on the donor wall in the *New Challenges, New Opportunities* campaign, gifts and/or upgraded pledges must be made prior to June 30, 2002 and fulfilled by December 31, 2006.



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7. Husky stuffed animal ..... \$11.95
8. Diploma frame, Regency (shown)  
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9. Mesh shorts, maroon, gold, charcoal  
or navy, sizes S-XXL ..... \$22.99
10. White golf shirt with  
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sizes M-XXL ..... \$40.99
- 1A. Jansport zip-front hooded sweatshirt,  
sizes S-XXL ..... \$32.99
- 2A. Mesh shorts, maroon, gold, charcoal  
or navy, sizes S-XXL ..... \$22.99
- 3A. Girl bear ..... \$ 7.95
- 4A. Boy bear ..... \$ 7.95
- 5A. Gear alumni T-shirt, maroon  
or gray, sizes S-XXL ..... \$14.99
- 6A. Cotton Exchange paw-design T-shirt,  
white or gray, sizes S-XXL .... \$12.99



[HTTP://WWW.BLOOMU.EDU/STORE](http://www.bloomu.edu/store)

- 7A. Cotton Exchange stripe mesh short  
Men's sizes S-XXL ..... \$27.50  
Women's sizes S-XL ..... \$26.99
- 8A. Cotton Exchange arch design T-shirt,  
gold, maroon or white,  
sizes S-XXL ..... \$13.99
- 9A. Ahead maroon cap ..... \$18.50
- 10A. University Square cap,  
white or maroon ..... \$15.99
- 11A. Cotton Exchange gray athletic cut  
sweatshirt  
sizes S-XXL ..... \$37.50  
sizes 3X-4X ..... \$41.50
- 12A. Carver Hall afghan, 50"x72",  
cranberry, navy or green ..... \$39.95

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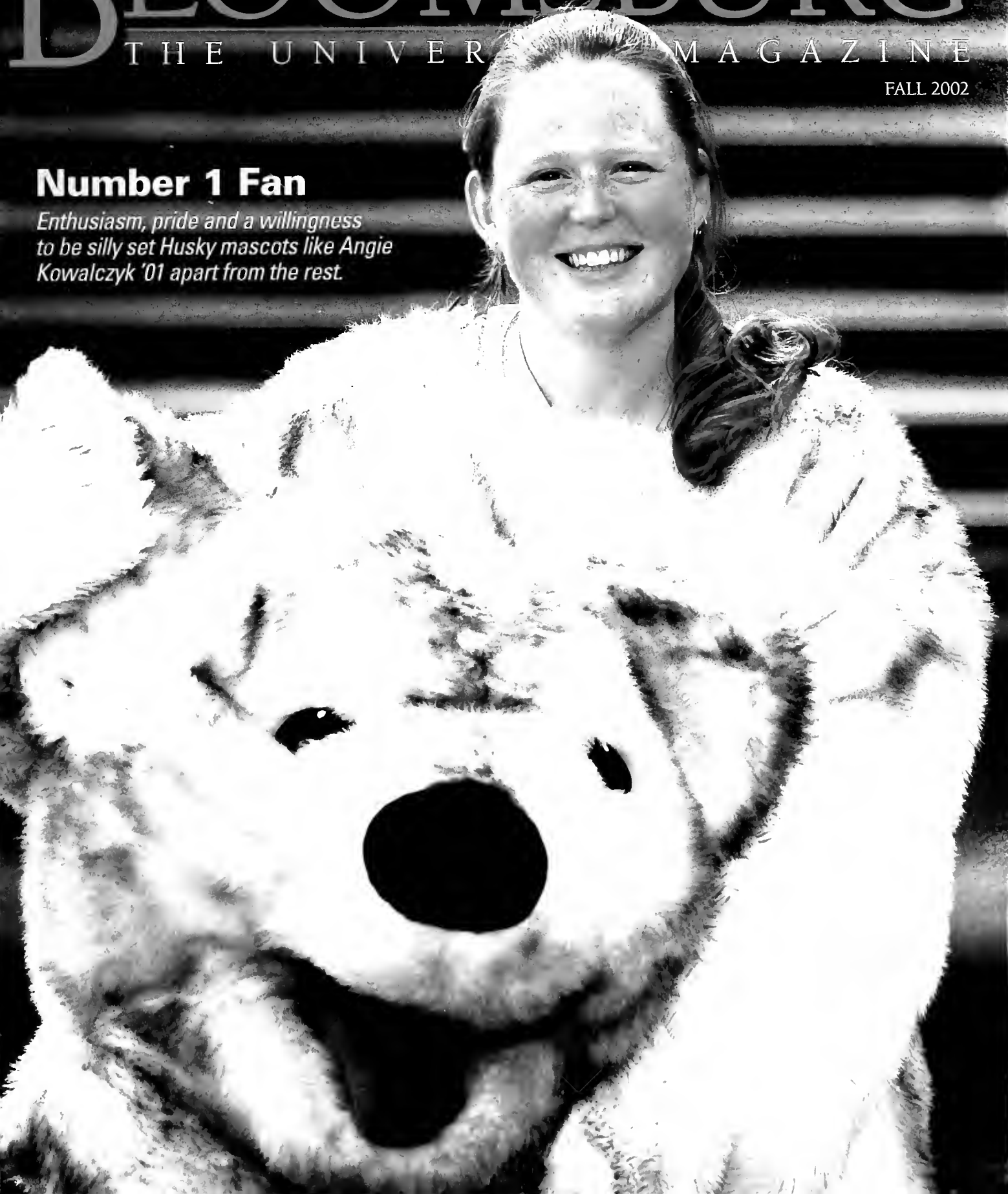
# BLOOMSBURG

THE UNIVERSITY MAGAZINE

FALL 2002

## Number 1 Fan

*Enthusiasm, pride and a willingness to be silly set Husky mascots like Angie Kowalczyk '01 apart from the rest.*



## Editor's View

---

Every time I sit down to share thoughts with you, the readers of our magazine, I find myself coming back to the same topic—people. To be specific, Bloomsburg people...not surprising given the name of our university and, for that matter, this publication.

Our magazine's goal is simple: To tell you about Bloomsburg "things"—the campus and its programs, accomplishments, events and milestones—and do it through the eyes of those most intimately involved.

Within university structure, our office recently returned to the university relations division. As we reintroduced ourselves and shared our goals for a new year with colleagues, we also looked again at defining our mission as a division. In the end, we concluded that, with everything we do, we "involve people in the life of Bloomsburg University." It works for our division allies in alumni affairs, development and continuing education and seems to be the perfect fit for our office and this magazine.

No one involves people in the life of this university more than our faculty. As a group—talented, knowledgeable, dedicated. As individuals—great stories. One way we're going to achieve our mission is by telling you more about how our faculty members involve people, most notably students, in the life of the university.

Psychology professor Brett Beck's enthusiasm and passion are contagious, and his dedication to students is inspiring. He and team-teaching mates Connie Schick and Eileen Astor-Stetson co-authored a book about coping with college life to help first-year students and their parents scale those natural bumps in the road. English professor Steve Agbaw heads a freshman activity that extends throughout that all-important first year to not only get students involved but, more importantly, to keep them involved. And John Grandzol, new to the College of Business, already has made a big impression by being nominated by his students and chosen by his peers as last year's "Outstanding Teacher."

You don't have to look very far on campus to find many more like Beck, Schick, Astor-Stetson, Agbaw and Grandzol. Past issues have featured George Agbango, Sue Jackson, Sam Slike, Walter Brasch, Jeannette Keith, Bob Gates, Judy Kipe-Nolt and the list goes on.

With their dedicated service to their students, our community and the world of knowledge, they "involve people in the life of Bloomsburg University." As we continue to tell you their stories and many, many more, our mission is identical.



With everything we do, we 'involve people in the life of Bloomsburg University.'

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*Bloomsburg: The University Magazine* is published each spring and fall for alumni, current students' families and friends of the university. A separate biannual publication, *Maroon and Gold*, highlights class notes and other alumni information. For details on *Maroon and Gold*, distributed to recent graduates, contributors and subscribers, contact the Alumni Affairs Office by phone, 570-389-4058; fax, 570-389-4060, or e-mail, [alum@bloomu.edu](mailto:alum@bloomu.edu).

# BLOOMSBURG

THE UNIVERSITY MAGAZINE

## 2 Main Street, Bloomsburg

Artsy. Sumptuous. Traditional. Refreshing. Stylish. These adjectives come to mind during a walk through the only (college) Town in Pennsylvania. Revisit Main Street, Bloomsburg, where students and local residents find old friends...and an eclectic shopping experience.

## 7 TechnoPsych

Video clips, current event discussions and abstract drawings pepper a typical day in General Psychology. For students ripe with questions about why people do what they do, this course is enhanced by visual pizzazz, humor and real-life examples.

## 10 Building the Hunger to Learn

In his lifetime, Frederick Douglass braved physical hunger to stave off ignorance and mediocrity. His namesake institute on campus endeavors to keep his legacy of learning and the quest for knowledge resounding in the hearts of new students.



## 13 Engaged in National Treasures

Because of her father's career in the National Park Service, Chesley Harris Moroz's childhood was spent in more than one Park Place. In her career, she's still involved with the historical sites and parks where world-changing events occurred.

## COVER STORY

## 16 One for the Team

Chased by cheerleaders and raucous fans, groovin' with the band and tallying push-ups with each new score is just a hint of the mascot's Saturday regimen. Since the 1970s, students have embodied Husky Pride by donning the furry costume and cavorting along the (Redman) field of dreams. A sleek new breed adds a modern chapter to the Husky tale.

## 22 Lots of Change

Try to find a route from Tunkhannock, Pa., to Philadelphia's financial district. Be sure to include a New York City detour. Gerald Frey's atypical career adventure has been filled with one exchange after the other.



26 ..... News Notes

31 ..... Calendar

32 ..... The Last Word

UPDATE *Special four-page section inside back cover:*  
New Challenges, New Opportunities: The Campaign for Bloomsburg University.



# MAIN STREET

Bloomsburg's Town Hall is dressed for the bicentennial beneath Carver Hall's approving eye.

---

STORY BY SUSAN C. BROOK  
PHOTOS BY MARLIN R. WAGNER

*Bloomsburg*



It's a hometown business district where shoppers can still find almost everything from mouse traps to mortgages and paper clips to diamond rings. Where Bloomsburg University students and townsfolk work, shop and dine side-by-side.

Mapped out by founder Ludwig Eyer in 1802, the "only town in Pennsylvania" celebrates its bicentennial this year. At first glance, downtown Bloomsburg seems to have changed little over the years: it's still a place where shoppers stroll from store to store along a tree-lined street intersected by narrow alleys...where the Square is home to a war memorial, a fountain and, during summer months, a farmer's market.

A closer look reveals a mix of new businesses and old standbys that introduce Bloomsburg to potential students and welcome alumni.

Bloomsburg's business district begins just one block from the campus, reached by traveling downhill, through the elegant College Hill area and across East Street. On a weekday morning, a trail of students is heading uphill to class from downtown apartments. The backpack is a nearly universal accessory.

Here is Berrigan's, still at 150 E. Main St. and, after 32 years, still dishing up hoagies from 11 a.m. to 11:30 p.m. seven days a week. The vintage green-striped walls and wood-grained Formica counters are unchanged. The rolls are still ultra-fresh.

Stephanie Severn, who has worked here 25 years, says alumni are so fond of the place they detour off Route 80 for sandwiches when passing through the area on summer vacations.

At 146 E. Main St., Tim Wagner '74 runs Wagner's Trophies and Engravables, selling team shirts and other sports regalia. And a few steps farther, Debra Heckel Baigis '75 has turned 144 E. Main St. into Que Pasa Boutique, a shop she has owned since graduation. Her store's natural fiber clothing appeals to faculty; students seek out the silver jewelry and journals she stocks.

A Neptune, N.J., native, Baigis fell in love with Bloomsburg on first sight. "I loved the downtown because you could walk everywhere. You could walk at 3 a.m. and feel safe," she says.

*Continued on next page*

# Bloomsburg, Pa.

Both Baigis and Wagner admit they've had the torch-passing experience of greeting the children of college friends as the next generation visits or enrolls at Bloomsburg University.

"A gentleman came in recently, and here it was, my 'little brother' from my fraternity bringing his daughter to look at the university," Wagner says of a recent surprise visit by Rocky O'Boyle.

Wagner thinks more on-campus services and more takeout food deliveries tend to cut into the student foot traffic important to many merchants. But he has found new ways to boost sales, like stocking fraternity and sorority logo clothing and collectibles.

Bloomsburg, like many small towns, has been deserted by Sears, J.C. Penney and Woolworth's—stores that once were every downtown's mainstays. The shuttered movie theater's marquee has become a billboard advertising what's available in other downtown stores. The movies themselves have moved on to a multiplex north of town on Route 11. The main street offers a more eclectic and sophisticated mix these days. It's destination shopping.

There's the Bloomsburg Theatre Ensemble, a professional theater company. Need an upscale bicycle? There's The Dutch Wheelman, 59 E. Main. An artist's cooperative shows fine art and crafts at Artspace, next to Magee's Main Street Inn. Two shops, Town Perk and Phillips Emporium, dispense fancy coffee drinks, luscious pastries and smoke-free, alcohol-free music offerings on weekends. The bars are still here—Hess' Tavern, Harry's and Russell's.



Michelle Ohl '02 helps a customer at Bloomin' Bagels.



Becky Ermisch '71 fashions and rents costumes downtown.



Stephanie Severn is a 25-year veteran of Berrigan's.



Duck into Phillip's Emporium for a Cocoa Deluxe (hot chocolate

Old and new neon signs dot Bloomsburg's Main Street.

with homemade whipped cream) and Bloomsburg University student Shelly Chapin, 23, who hails from Lock Haven, might be behind the counter. She works at the coffee shop and cultural center while pursuing a psychology degree. In two years' time, the downtown has become her second home.

"I just like the fact that there are so many unique shops, and when you walk down the street no one's afraid to say 'hello.' It's a very friendly town," Chapin says.

Next-door is Dollar General Store, 6 E. Main St., where students shop for the necessities.

"Oh, you've got shampoo, paper supplies, your big plastics like

crates and trash cans and cleaning products," says manager Chris Snyder, listing the items students buy most frequently. Weekday afternoons are the busiest time for student trade, she says, and there's always a flurry of activity during heat waves as students seek out electric fans.

So how does the downtown maintain its unique blend of offerings and its cordial demeanor?

The downtown division of the Bloomsburg Area Chamber of Commerce has its own mother hen, Kathy Thomas, the downtown manager. Thomas works with business prospects, helping them find the right retail space, and with property owners and existing merchants. Enjoyable events that promote the downtown are ongoing. From the Chamber's historic office on Market Street, Thomas co-chairs the Renaissance Jamboree street fair along with Jimmy Gilliland, the university's director of Student Activities. The tradition links town and gown to provide outdoor fun while promoting non-profit organizations.

"It makes a nice event for everybody, and it gets the students downtown for something fun," Thomas says.

Planning for new stores is part of Thomas' work, and she's mindful of the needs of university students and their



Terry VanDyke and Robyn Fuller create unique jewelry at VanDyke Goldsmith, 120 E. Main St.



Student Shelly Chapin, making coffee at Phillips Emporium, says the downtown has become her second home.

Folks have been trekking to Bloomsburg for 12,000 to 15,000 years, according to Anthropology and Archaeology Chair DeeAnne Wymer.

Wymer and her students excavated a site near the confluence of the Susquehanna River and Fishing Creek that shows the area was extensively used during that time period. Their 1996 findings are documented in a chapter Wymer wrote for "Discovering Bloomsburg: A Bicentennial History," edited by retired English professor William K. Baillie.

"I tried to almost do a walk-through for people, setting in their minds the way things

were here in the far distant past," Wymer says.

"I covered the end of the Ice Age when the very first people trickled in, 12,000 to 15,000 years ago, and brought us up to AD 1600. They fished. They had fire pits and small campsites where, in late summer, they were fishing, collecting clams and mussels.

"Then in the upper levels, in a layer from 4,000 to 5,000 years ago, we found net sinkers with notches that were used to weigh down fishing nets," she says.

The chapter is an example of continuing cooperation between the town's historical society and her department, Wymer says.

## UNCOVERING Bloomsburg

parents. "We're working hard to bring different things people enjoy and places to shop," Thomas says.

A focus for the bicentennial celebration is restoration of the town fountain, conspicuously absent this spring and summer from its proper place on Market Square. While being repaired, its basin is being enlarged to make room for the arcing water sprays that were a visual knockout when it was first installed in 1892.

A committee is working to raise \$35,000 and the town has put in \$50,000 to bring back the original water design.

Homecoming parades are a time-honored Main Street tradition, embellished this year by the town's bicentennial hoopla. The BU Homecoming Parade, the Bloomsburg Bicentennial Committee and the Bloomsburg Area High School's homecoming celebration have combined for a tripartite 200-year march on Saturday, Oct. 5, with floats and costumes on historical themes. Thomas planned her own costume back in April, and other town, university and school officials worked months ahead coordinating the details.

The downtown dresses up to make memories in all seasons: cherry trees, summer plants, autumn leaves, twinkling white holiday lights. Some think the downtown aesthetics are a recruiting tool for the university. Listen to BU senior Kate Gardner, 22, of Mechanicsburg, who rents a downtown apartment, and the claim holds up.

*Continued on next page*

"Probably one of the main reasons I chose Bloomsburg is the town, because it's really safe. I liked how small and clean it was. You feel as safe at 3 a.m. as at any time of day," Gardner says.

At Magee's Main Street Inn, today's students still enjoy dinners with friends or visiting parents at Harry's Grille. In warm weather, diners eat Parisian-style at sidewalk cafe tables, also a feature at Russell's Restaurant, 117 W. Main St., just below the Square.

Crossing the Square, turning right and heading uphill again, Carver Hall beckons in the distance. Bargain hunters stop in at the "Sal Val"—The Salvation Army store, 49 W. Main St.—and manager Janis Labour says she braces herself each year for the rush of students shopping for furniture for that first off-campus apartment.

"In August, they can wipe us out of furniture daily when they first come back. We sell a lot of clothing to students and, of course, there are theme parties—'50s, '60s and '70s! Or sometimes they have Hawaiian theme parties.

"At the beginning of the semester, it might be household goods, dishes, they look for books, too.... looking for bargains and unusual things," she says.

Ten years as a downtown retailer has taught Labour that there's a flow to stores opening and closing, so she doesn't worry about changes.



Chris Snyder, manager of Dollar General, says students prefer to shop on weekday afternoons.



Debra Heckel Baigis '75, right, owner of Que Pasa Boutique, discusses bicentennial events with Kathy Thomas, downtown manager. Baigis moved to Bloomsburg as a student...and stayed.



"I've seen it happen often enough that occasional empty storefronts don't

Outdoor dining is a warm-weather treat at Russell's Restaurant.

concern me because they get filled. Bloomsburg is one of the few towns that still has a business district, not just professional offices. It's a good mix of both," she says.

Two blocks farther, the windows of The Costume Shop display an elaborate women's gown and a soldier's uniform. Shop owner Becky Ermisch '71 has created and rented costumes downtown since the early 1980s. Students and faculty looking to perk up in-class

presentations, holiday celebrations or siblings weekends bring her trade, she says.

Shopping patterns have changed over time, but the downtown is still a good place for friends to gather, Ermisch says. "The nice thing about being on Main Street and never having left town...especially on alumni weekend...is people come through. We swap stories about people we know and phone numbers."

All this walking and talking has piqued the appetite, and just a few steps away at 63 E. Main



Tim Wagner '74 sells team shirts and sports regalia.

is Bloomin' Bagels, a spot for freshly baked New York style bagels, a favorite student pick-me-up. A little extra fuel for the uphill return trip. **B**

Susan C. Brook is a freelance writer who lives in Bloomsburg.



# TechnoPsych

STORY BY ERIC FOSTER

first clue that this is not a typical college lecture course.

It's a couple minutes till nine and students are still finding their seats. Psychology professor Brett Beck, an admitted pop music fan, cranes his head to watch the video. The video ends, students settle into their seats.



Psychology professors Eileen Astor-Stetson, Brett Beck and Connie Schick, left to right, form an academic tag-team, each lecturing on their areas of expertise.

The message—that psychology, the discipline, is constantly striving to improve—just as easily applies to the teaching of Beck and his colleagues, Eileen Astor-Stetson and Connie Schick. Their commitment to helping students succeed is reflected in the innovative way they team-teach Bloomsburg's General Psychology course and in the book they've co-authored to help students make a successful transition from high school to college, "Surviving College: A Real-World Experience."

General Psychology is a big class. But Bloomsburg has put the resources, both technical and human, into making the course a good one.

This lecture is lively. Anecdotes from Beck, formerly a psychologist in private practice, segue seamlessly as PowerPoint slides flash on the screen to reinforce his ideas.

The Nickelback video playing on the giant screen in the auditorium is the

And the real show begins.

Beck starts off the lecture with a bit of the history of psychology. Video clips of electroshock therapy from the 1950s play on the screen behind him. The grainy black-and-white images are graphic.

"It was all we had. And it did work sometimes," says Beck, empathizing with the students' discomfort. "And 50 years from now, this is how folks will look at the medications we're using today."

Behind the scenes, the trio of Astor-Stetson, Beck and Schick map out the unique way that they teach the course just as smoothly. Coming from three different backgrounds, they create an academic tag-team, dividing the course so each lectures on their areas of expertise.

"General psychology is just too broad for someone to be an expert in all areas," says Astor-Stetson, whose specialty is developmental and adolescent psychology. "For example, Brett can tell stories about abnormal psychology based on his experience."

The professors' passion for the material is something that Melissa Hurst '02 vividly recalls from her freshman General Psych course.

"I loved it. I came in as an undeclared student. I had never taken psych before and I didn't know what I wanted to do. But they make it something college kids can relate to. A lot of times, it was hilarious—but you were learning."



Psychology professor Eileen Astor-Stetson uses technology to make drawings that illustrate abstract concepts like depth perception. 'By making the drawing right there, I'm reinforcing the idea to the students that they should be making the drawing, too.'

By the start of her second semester, Hurst was hooked on psych. The pros aren't surprised.

"Students want to know why people do the things they do," says Schick. "We are constantly trying to figure out ourselves and other people. It's a driving force."

The course also teaches skills that can be applied to other courses. "We give a lot of tests, so they can do poorly on the first couple and still do OK in the course. By doing that, they're learning how to take college tests and prepare for them," Astor-Stetson adds.

Psychology professor Brett Beck truly believes a picture is worth the proverbial thousand words. He says, 'A lot of people comment that they remember these images years after they graduate.'



"I specifically wanted to show individual people with abnormal behaviors. I could not act this out. Showing someone with schizophrenia is worth a thousand words of my lecture. A lot of people comment that they remember these images years after they graduate."

For Beck, the biggest technological revolution in teaching might be the most commonplace—e-mail.

"It's a subtle thing, but because of it, internships have improved dramatically," says Beck, who supervises 12 interns each semester and 20 during the summer with colleague James Dalton. "They need the feedback when it's happening. It's not a substitute for a face-to-face meeting, but you can think about what you want to say. For many questions, it gives just the right level of intimacy."

### Technology Across the Curriculum

Across the university's departments—in art, business, humanities and, yes, even psychology—computer technology has come out of the computer science labs to become fully integrated into the curriculum.

Fifty classrooms on campus are now equipped with integrated media presentation stations, or IMPS for short, varying in their range of capabilities. Basic systems in computer labs simply project what's on the instructor's computer to a screen at the front of the class. Advanced systems can feature wireless controllers, multiple computers, VCR, telephone conferencing interface, slide projection, DVD and the ability to allow comparisons by showing four different images at the same time. The systems are used not only by professors to illustrate lectures, but also by their students to give presentations to their peers.

"I was probably the biggest whiner about getting the current presentation system," says psychology professor Brett Beck.

For all three professors, visuals are important. Their classroom in Haas Center for the Arts is equipped with a presentation system that can project a variety of media on screen. Beck often integrates video clips into class, Schick makes the best PowerPoint slides and Astor-Stetson is most likely to create drawings on the spot.

"I'm a visual learner," says Schick. "I find that the pictures, graphs and videos make it easier to learn the material and recall it. You're able to associate the material with something. Our environment is becoming more friendly to visual learners."

"There is never a shortage of things in the news, TV and movies that can be explained through psychological principles," adds Beck.

While Astor-Stetson disavows any artistic talent, her drawings have a serious purpose. "By making the drawing right there, I'm

reinforcing the idea to students that they should be making the drawing, too. Plus, they're kind of funny looking, which makes them more memorable."

**When freshmen see that a senior psych major can run a discussion group, they become mentors and models for freshmen showing that they can learn this stuff, too.**

reinforcing the idea to students that they should be making the drawing, too. Plus, they're kind of funny looking, which makes them more memorable."

But class time is just the tip of the iceberg for General Psychology. To supplement the lectures, the professors organize three small-group discussions at four different times each week, for a total of 12 sessions. They also create practice exams before each test. These extras give students additional personalized attention

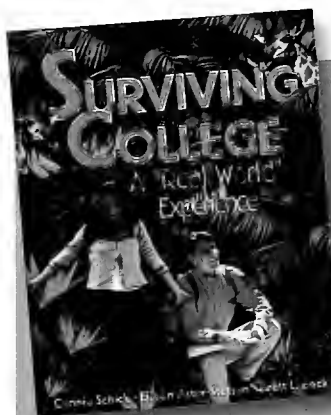
from both the professors and upperclassmen who know the ropes. For freshmen in particular, the time spent with upperclassmen can be very valuable, says Schick. "Research shows that undergraduates learn material not just from professors, but from other undergraduates. When freshmen see that a senior psych major can run a discussion group, they become mentors and models for freshmen showing that they can learn this stuff, too."

The professors' commitment to service extends to upperclassmen. Most of the department's classes are very small, and seminar courses enable students to undertake

research projects even at the undergraduate level.

"We've been doing research together for the last eight or nine years," Schick says of her colleagues. Along with other members of the department, they also work on research projects with one or two students each semester. The student researchers have the opportunity to present their research at regional conferences every spring.

For psych majors and non-majors alike, General Psych is



### Real World Advice

Decades of experience teaching thousands of college freshmen has taught psychology professors Connie Schick, Eileen Astor-Stetson and Brett Beck a thing or two. So they wrote a book, "Surviving College: A Real-World Experience."

Backed by psychological research on learning, beating stress and staying healthy, the book is designed to help students get the most from college—socially as well as academically.

The lessons are particularly helpful for freshmen making the transition to college life. "All of us are very dedicated to the freshmen orientation, which is why we ended up writing the book about succeeding in college," says Connie Schick.

For starters, there's a strong temptation for college students to sabotage their success through procrastination, lack of sleep or simply too much socializing.

"Students come us to and say, in high school the teacher goes over exactly what's going to be on the test right before the test. And we say, 'Do you think that's the way it's going to be all of your lives?'"

But Schick stresses that the guide can be useful for people of all ages. "Our book is unique because it's the only one that has a chapter for parents," she says. "And the things we discuss are not things that students just need as freshmen, but things they'll need in the future."

Published by Kendall/Hunt in fall 2001, the book is available at the University Store.

special—a rite of passage for most Bloomsburg students. "We see about 90 percent of the freshmen class," says Astor-Stetson.

Hurst, who currently is studying psychology on the graduate level at Temple University, still has fond recollections of how the class helped her establish relationships with fellow students in her first semester.

"Living in the dorms—it seemed everybody had the course. There were so many people on your floor who would have it. They're either complaining about it or studying for it or telling stories about it. It was a conversation maker." ■

*Eric Foster is co-editor of Bloomsburg Magazine.*

# Building a **Hunger to Learn**

STORY BY LAURIE CREASY



By every account, Frederick Douglass was a magnificent man—so hungry to learn that he swapped food for knowledge, steadfast in his fight for what was right. Born a slave, he endured great hardship and won great honors, finishing his

life as a consultant to presidents and as the United States ambassador to Haiti.

Through the Frederick Douglass Institute, begun in 1999, Douglass' life becomes a beacon for all Bloomsburg University freshmen. The program promotes

cooperation between departments, faculty and students; pushes for academic excellence; and provides the resources to help students make their way in the diverse college environment.

Its influence begins before freshmen enter the university. Each incoming student is given a copy of Douglass' autobiography to read. At orientation, the students listen to a speaker and then divide into groups to discuss Douglass' life.

"Freshmen students in general have no clue about the history of slavery," says Steven Ekema Agbaw, director of the institute. "Douglass' autobiography



## The Frederick Douglass Institute began at West Chester

University, where researchers found Douglass had given his last speech. The idea was taken to Pennsylvania's State System of Higher Education, which held a series of meetings to establish a partnership. The initiative was approved in summer 1999, and Bloomsburg University's program began Oct. 12, 1999.



Betina Entzminger

becomes an exposure to that. He's an underdog, and they identify with him."

"They see how he fits into the larger picture of American life," Jerry Wemple, assistant professor of English, adds. In Douglass' life, students see echoes of the experience all

Americans share, from

Benjamin Franklin to the immigrants who arrived early in the 20th century. "They all learned that education was the key," he says. "They had to take responsibility for their own education."

While students may not pick up that message right away, Preston Herring, vice president for Student Life, believes reading about Douglass sets the stage and the mind set for that understanding.

In addition, the Douglass Institute organizes field trips to such sites as the Eckley Miners' Village in Weatherly, Pa.; Ben Franklin's Philadelphia haunts; and Douglass' home in the Anacostia section of Washington, D.C. It also encourages



Preston Herring

faculty members to research and write cooperative papers on similar themes. These papers have been presented during symposiums at Bloomsburg and West Chester universities.

The institute's newest program, begun in the fall 2001, is a learning community made up of students from diverse ethnic and cultural backgrounds. The group takes many of the same classes together and lives together. Of the 34 students who began the program, only two left Bloomsburg—one because of personal problems and another to transfer to a different university. Neither was a minority student.

"They come here, they feel really isolated," Agbaw says of many college students. "You can see them putting on fronts." But for students in the learning community, a bond is established quickly.

"Everybody kind of unknowingly pushes the next person along," student Syreeta Ryals of Philadelphia says about her learning community experience. "For instance, my roommate or neighbor would ask if I had my work done. If I didn't and they did, it would encourage me to do what I am supposed to."

The idea of a learning community isn't new. In the past, students have developed learning communities within athletic and student organizations and fraternities. This community differs only in its focus on academic life.

University Provost Patrick Schloss sees the learning community not only as a benefit to students, but also as a recruiting tool. He believes, while attracting culturally diverse students to Bloomsburg, the institute and its learning community also will draw diverse faculty who will have fewer concerns about fitting in to social and community life.



Patrick Schloss

concerns about fitting in to social and community life.

"The more diverse we are," he points out, "the easier it is to become diverse."

Bloomsburg invests substantially in the recruitment of each student and, when one leaves before graduation, the investment is lost. Data shows that black and Hispanic students drop out at higher rates than the majority student population.

"That loss extends far beyond finance and into the heart of the university," Schloss says. "Great scholars could be lost."

He sees the retention of all but two students in the learning community as a remarkable achievement. "Historically, we've had great difficulty in retaining individuals currently targeted through the project. Dr. Agbaw is passionate about this cause and has led the initiative to do far more with far less than anyone envisioned."

For minority students, the campus can seem daunting, full of people who don't look like they do and can't comprehend their backgrounds. Given these

*Continued on next page*

**Students who become members** of the Frederick Douglass Learning Community fill out a form to indicate their commitment to learning and their desire to succeed at the university. Less motivated students, who may benefit from the encouragement of their peers, are also invited.

conditions, many put on emotional camouflage and simply disappear—sometimes literally.

The ones who disappear are usually the students no one knows, Wemple says. “Bloomsburg University has over 7,000 students. You can get lost if you want to. The community won’t let you do that. In this group, it’s harder to hide.”

Psychology professor Jim Dalton sees the institute’s learning community as a way for professors to connect with students.

“Students’ concerns about college—Do I belong here? Will I fit in?—can be magnified for students of color, especially when they come into a mostly white community,” says Dalton, who taught the learning

community students and serves on the institute’s advisory board.

Through the learning community, he is able to know each student’s strengths and needs. “It also makes it easier for a student to talk to me, out of class as well as in class, and that’s very useful to both of us.”

In fact, Schloss hopes the institute and its learning community will provide a chance for each student to gain three faculty members as best friends, a goal Herring applauds.

“It’s not a large step,” Herring says. “It just requires putting faculty and students together so

they can have that opportunity.”

Agbaw plans on making those opportunities more frequent and less formal. This year, he plans to establish a lunch conversation series—weekly meetings where faculty members and upperclassmen share their own college experiences with the learning community students over lunch. “We want to give them an opportunity to interact informally with the faculty as much as possible,” says Agbaw, “to make it easy to approach the faculty.”



Agbaw attends the institute’s group sessions with students and other members of the campus learning community. He not only leads Bloomsburg’s Frederick Douglass programs, but the English professor also serves as interim director of the State System of Higher Education’s Douglass Institute Collaborative.

When students and faculty members know each other better, students are more comfortable in the college community.

“Being a freshman, I needed a lot of assistance,” says learning community member Chontal Delaney of Philadelphia. “My professors and fellow Bloomsburg students were always willing to lend a helping hand.”

Natalie Heckman of York Haven, Pa., says that being in the learning community taught her a lot about herself. “It gave me a chance to interact with people of different races and ethnicities,” something she didn’t have in high school. “It was a learning experience all in itself. I am very blessed to have been given this chance.”

With the first-year results in, the institute’s learning community appears to be an unqualified success. Only three students had grade-point averages below 2.0. Most earned GPAs between 2.5 and 3.5, and two were included on the dean’s list.

By the 2005-2006 academic year, the university hopes to recruit and retain 700 minority students, roughly double the number from fall 2000.

Those involved with the Frederick Douglass Institute see it as a way to ensure that students stay at Bloomsburg and earn their degrees—because allowing any student with the potential of Frederick Douglass to stumble and fall impoverishes us all. ■

*Laurie Creasy is a freelance writer who lives in Catawissa, Pa.*



Sophomore Mirella Deleon, Milton, right, presented research on a hometown church—St. Paul’s AME—during the Frederick Douglass Undergraduate Scholarship Conference. Jerry Wemple, assistant professor of English and chair of the scholars’ committee, served as project adviser.

Old City Hall  
 Second Bank of the U.S.  
 Liberty Bell  
 Independence Mall  
 Franklin Square  
 Athenaeum of Phila.  
 Washington Square  
 Unknown Soldier's Tomb  
 WALKER HEADQUARTERS



Chesley Harris Moroz '81 visits the site of her pet project, Independence Hall.

# Engaged

in

# National

# Treasures

STORY BY BONNIE MARTIN

Quick! Name the first national park or historic site that pops into your mind.

Was it Yellowstone...or the Grand Canyon...or, maybe, the Gettysburg National Military Park? How about the Maggie L. Walker National Historic Site or Sagamore Hill?

If you don't know those, Chesley Harris Moroz '81 will forgive your oversight but, to her, sites both large and small are equally important.

"These are truly wonderful places," says Moroz. "The world changed because of the things that happened there."

*Continued on next page*



Maggie Walker National Historic Site



Sagamore Hill

Moroz gains her perspective from a career with Eastern National that began during an internship between her junior and senior years at Bloomsburg. Based in Fort Washington, Pa., Eastern National is a non-profit organization that provides educational products and services to national parks and historic sites and aids the National Park Service with income from the sales. Today, Moroz is president of Eastern National, the association's fifth president since its founding in 1947 and the first woman to serve in that capacity.

"We keep the stories and lessons alive and keep visitors engaged in the story," Moroz explains. "I believe education can bring preservation and support of resources."

Moroz's personal story was tied in with the national parks from the day she was born. Her dad, Chet Harris, was a park ranger and her first home was in Estes Park, Colo., a village referred to as the "gateway to Rocky Mountain National Park."

"I grew up in Washington, D.C., and every weekend we went to museums and parks. If we saw any park, we had to stop. I didn't appreciate them as a kid.

"But because of my dad's career, while in Washington I met every president since 1965. The White House is one of the National Capital Parks and, when I went there recently for a visit with my daughter, I saw evidence of my dad everywhere. The tour mobile, the tape...my dad did that."

Moroz moved to Doylestown as a teen-ager when her dad was assigned to the National Park Service's Philadelphia regional office. She discovered Bloomsburg University while on her way to visit another college, and she earned a degree in mass communications. Upon graduation, she had two employment offers—one from Club Med, springing from her student job in the Kehr Union Travel Center; the other, from Eastern National, stemming from her internship.

Long before her husband Francis Moroz '79 won a Club Med trip, she was convinced she made the right choice. After 21 years, she still is. "I love the parks and what the parks represent," she says. "I'm just in awe of these places."

Moroz worked her way up through Eastern National. "We were very small, just a six-person office. I was in the right place at the right time," she says. "I came in as product development and publications coordinator. The organization grew and now there are six people just in product development."

She moved on to purchasing, working with the 30,000 products acquired each year from around the world. Three people now make up that department.

And, then, to field operations, supervising the managers in the field. Fourteen regional managers now report to an operations manager...who reports to the president.

Along the way she gained an intimate knowledge of the processes, products and services.

Eastern National's products are sold at park sites from Maine to the Caribbean and as far west as Nebraska.

With the goal of enhancing each visitor's understanding and enjoyment, the product line includes publications, posters, prints, children's items, reproductions of museum collections and, sometimes, items created onsite by interpreters. The organization produces 100 publications a year, ranging from trail guides to biographies and serious research studies, and 20 percent of each year's sales is derived from new products. An American heritage line of furniture, to be sold through retail stores, is in the early manufacturing stages.

Items are geared to each park's theme. "At Gettysburg, visitors find scholarly works and regimental histories, broad-based books about the aftermath of the battle... and coloring books," she says. "But visitors won't find books about the Revolutionary War."

Most parks concentrate on the "reason they were formed," she says, sometimes helping to preserve the surrounding community and indigenous crafts.

"There are little, tiny parks and those that are more well-known. Eastern National was founded on the sharing philosophy," she says. "To support the vast number of small parks under our care, we need larger parks to help provide financial support. There are 64 organizations like ours, and some large, individual parks, like Yellowstone, have their own associations."

Although the National Park Service is Eastern National's primary partner, Moroz says the organization also works with city and state parks. Recent efforts have expanded internationally to include the Sagarmatha National Park in Nepal, the Gulag Museum in Russia and sites in Italy.

"Every single park has its own treasure," Moroz says. "In many, it looks like the original owner just got up and



Gale Norton, secretary of the Department of the Interior, left, is shown with Chesley Harris Moroz.



## Hiking the Same Trail

Patricia Loughin '82 and Barbara Elfman Bell '83 didn't know each other or Chesley Harris Moroz before they became colleagues at Eastern National, although they were involved in related organizations, lived near each other and had common friends at Bloomsburg.

Loughin, purchasing manager, has been with the organization three years. She works with vendors and visits trade shows, toy fairs and book expos to find the perfect products.

Patricia Loughin '82, left, and Barbara Elfman Bell '83 followed career paths from BU to Eastern National, just like Chesley Harris Moroz.



A "perfect product," she says, is "anything that fits into the theme of the parks... anything that fits into anything we do." Those themes range from wars to women's rights and the Victorian era to turtles.

Bell, the human resources manager who, like Moroz, hails from Doylestown, was climbing the corporate ladder before joining Eastern National six years ago. The "perks" became evident almost immediately.

Assigned to conduct a field audit at Cape Lookout National Seashore, near Harkers Island, N.C., Bell arrived dressed in her corporate blue suit and high heels, not the appropriate attire for boarding a small boat to reach her destination. Sizing up the situation, she removed her pantyhose, borrowed sandals from an Italian exchange student



Bell's work-related journey to the Cape Lookout National Seashore made her realize how much she enjoys the unique aspects of her career.

and pulled on a life jacket. And, she stepped off the boat to find baby flounder swimming at her feet.

"I thought to myself, 'I used to work at One Liberty Place in Center City Philadelphia,'" she says. "Now I have experiences I wouldn't have anywhere else."

left the room, like Teddy Roosevelt's summer home at Sagamore Hill and the home of Maggie Walker, the first African-American woman bank president."

Every park also needs increased revenue and that's where Eastern National comes in. Government funds often cover salaries and little else, putting a strain on maintenance and facilities budgets and services for visitors.

"We provide money through donations that supports children's materials, programs, handouts, maps. What we fund is the benefit of what we do to make each visitor's experience really exceptional."

Half of the profit is returned to the parks in the form of Eastern National purchase orders, Moroz explains. Proceeds also support the efforts of volunteers, including Boy Scouts and Girls Scouts, and fund grants to finance research and produce new publications.

A recent project funded by an Eastern National research grant, for example, provided a new interpretive focus for Fort Donelson in Dover, Tenn.

It was rumored that the park had been a stop on the Underground Railroad, the north-south escape route traveled by slaves, but no one had concrete proof. Research funded by Eastern National's Robert M. Utley Grant provided the documentation that not only added the fort to the Underground Railroad Network of Freedom Program, but added another facet to Fort Donelson's identity.

Moroz sees three challenges facing the national parks and historic sites today: security, visitation and funding.

To protect the parks' environment, she believes visitors must be willing to leave their cars behind in favor of other modes of transportation, such as a shuttle

bus system. And, to safeguard themselves, they must be willing to submit to security screenings and to handle minor inconveniences, like the removal of trash cans where explosive devices could be hidden.

Eastern National helps to surmount the third challenge: insufficient funding. A current focus is a capital campaign—Moroz calls it her "pride and joy"—to provide educational programs for youth at Independence National Historical Park, home of the Liberty Bell, through the Independence Park Institute.

"We enjoy what we do," Moroz says of her colleagues at Eastern National. "We try to make stories interesting and appropriate for different audiences."

Two generations of the Harris family embraced this goal as a lifelong love of national parks flowed from father to daughter... and back again. Now retired, Chet Harris remains involved with the parks and the organization his daughter leads as a volunteer on the staff of Arrowhead, a newsletter for National Park Service employees and retirees, housed in Eastern National's offices.

"It keeps him in the loop," Moroz says. "It's very rewarding having him here." ■

Bonnie Martin is co-editor of Bloomsburg Magazine.



Moroz inherited her love of national parks from her father, Chet Harris, who now volunteers in her office.





Gordon F. Wenzel/Impressions

# One for the Team

STORY BY DON AINES

It wasn't the sideline perspective or the reality of working in a heavy and often uncomfortable costume that gave a former Bloomsburg University Husky a greater appreciation of football. It was something that hit a little closer to home.

As the official Husky mascot, Angie Kowalczyk '01 was at University of California, Davis during Bloomsburg's run at the Division II national championship in 2000. She remembers the game and the excitement of the win...but she doesn't remember much about the victory celebration after the semifinal game. And, with good reason.

Angie Kowalczyk '01 says enthusiasm is the primary qualification for the Husky.

The Huskies scored 29 unanswered points in the final quarter to defeat UC Davis on their opponent's home field, 58-48. "I was on my way to the middle of the field to celebrate. I was actually knocked out before I hit the ground," Kowalczyk recalls.

She went face-first into the turf and came to surrounded by cheerleaders, players and team doctors.

"I took one for the team," she says. "Obviously, I now have more respect for football players." Luckily, she was only shook up by the blindside hit.

The UC Davis fan who delivered the cheap shot was never identified, but Kowalczyk of Coatesville,

*Continued on next page*

Pa., says there are no hard feelings. Besides, it gives her a good story to tell for the rest of her life, something she has in common with those who have donned the Husky head and costume to cheer on Bloomsburg's teams.

"You can get away with anything. You're not a person. You're a mascot," says Paul Clifford '96. Like others who have played Husky over the years, he took advantage of the anonymity of the costume to get wild.



Paul Clifford '96 proves 'once a Husky, always a Husky' as he poses with the mascot of the University of Connecticut where he's director of outreach for the alumni association.

A former high school mascot for the West Hazleton, Pa., Wildcats, Clifford transferred to Bloomsburg from Seton Hall after his freshman year. A place kicker, he rode the bench for a year before volunteering to become the Husky. He found the experience to be liberating.

"I used to love stealing the opponents' flags during games—especially Millersville's," he says. Down by eight points in the final quarter against that nem-

esis, he stole the Millersville banner and was chased around the field by its cheerleading squad.

The Huskies came back to tie the game, but "I think my friend Glen had more to do with it. He threw the touchdown pass," says Clifford, now the director of outreach for the University of Connecticut Alumni Association, referring to Glen McNamee '97.

Against Kutztown, Clifford led the team onto the field during a downpour, all but the head of his costume covered in a yellow rain suit. This time the Kutztown Golden Bear stole the banner from him, and Clifford tackled the opponent's mascot on the field to get it back.

"That week I was one of the nominees for the Hammer Award for the biggest hit of the game," he says.

Like Clifford, Stephanie McCauley had previous experience as a high school mascot, in her case for the Jersey Shore, Pa., Bulldogs. "I was a dog then. I'm a dog now," she jokes.

As a freshman, McCauley was one of about five people who tried out, and she was selected to be the basketball team mascot for the following season, her sophomore year. She was one of two students who tried out the next year and was picked for basketball again.

"It worked out really well because the other girl really wanted football, and I wanted basketball," she explains. Now in her senior year as a finance and accounting major, McCauley says she's available to fill in as Husky, but plans to concentrate on her studies.

"There used to be two suits, but someone stole the head off of one," McCauley says. So, since she was a bit small for the remaining suit, her mother made a cushioned collar that not only helped hold up the head but made it easier for her to see through the mouth.

Kowalczyk knows why she took the hit at the UC Davis game. "You have no peripheral vision," she says. "I guess that's why I didn't see that guy coming."

She admits that she wanted to be the Husky long before she stepped onto Bloomsburg's campus as a student. Her older sister graduated in 1999, and Kowalczyk remembers telling her family that she wanted to attend Bloomsburg and be the mascot "for at least one year."

Like the others who've portrayed the Husky, Kowalczyk says enthusiasm is the primary qualification for



'Real' huskies—most named Roongo—served as mascots from the 1930s through the 1950s.



Art professor and wild animal trainer George Keller started the Husky tradition at Bloomsburg.

the role. The only instructions she got during tryouts at Nelson Field House were: "Give it all you've got. Show us what you'd do as the mascot."

Mascot comes from the French, *mascotte* or "little witch," meaning a person or thing thought to bring good fortune. How the Husky became the cherished emblem of Bloomsburg University is, in itself, an interesting tale.

Roongo, a full-blooded North Greenland husky, started the tradition in 1933, according to university archivist Robert Dunkelberger. George Keller, a university art professor who was also a wild animal trainer, introduced Roongo to the job.

Roongo died in 1935 and was succeeded by Garou, a Labrador husky, in spring 1936. Another dog, dubbed Roongo II, took over in the fall of that year.

For homecoming 1937, two dogs raced each other for the job; the winner, Metik, was informally renamed Roongo III. A full-blooded Siberian malamute, also named Roongo III, was tapped for the job in 1950 and held it for most of the decade. Then fraternities and the children of Bloomsburg University presidents offered up their dogs as unofficial mascots, Dunkelberger adds.

The first human mascot was Mike Wasielec '82, who debuted at the homecoming parade Oct. 6, 1979. For Wasielec, that came about by happenstance.

Wasielec, who now works for UPS in its information technology group, knew a student who wanted the job, but the man was married with children

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## Husky Makeover

A bolder Bloomsburg University Husky sports logo is making its debut this year, and thousands of people played a role in choosing the new look.

Students and parents, faculty and staff, donors and townspeople were solicited for their opinions during the eight-month redesign process, according to Jim Hollister, director of media relations and marketing.

"I personally received over 1,030 e-mails with opinions...and I read every one of them," Hollister says. He figures three times that many people took part in the process through presentations to various groups on and off campus.

"We looked at all the university identifiers and determined that a couple of them weren't being used a lot," Hollister explains. "One of those pieces was our mascot logo."

The Husky has been the emblem of Bloomsburg athletics for nearly 70 years but the old design "was such a detailed line drawing that, from a distance, it was difficult to determine exactly what it was," he says. "This is simpler. It's more defined."

Athletic director Mary Gardner looks forward to phasing in new team uniforms with the new Husky logo.

"I think it will be great to have some uniformity in the presentation of the logo. When we purchase new uniforms, we'll certainly factor in the new logo," she says, adding that uniforms for the 18 intercollegiate athletic programs are purchased on a three- or four-year cycle.

And the new logo is more than just a picture of a dog.

"More and more, universities are putting out logo packages," says Hollister. That includes wording, lettering in different fonts and variations on the logo. "In this case, one size does not fit all."

The university contracted with a design firm that eventually produced four logo packages for consideration.

In the feedback he received, Hollister says, "Close to 64 percent of the

responses were for the package we eventually adopted."

The new package is gradually being incorporated into the university Web site, media outlets and a line of gifts and clothing for the University Store. That includes key tags, glassware, T-shirts, sweatshirts and other items, according to Eric Deeter, the store's merchandise manager.

"The Husky head, in particular, will be on a lot of items," says Deeter. "We're going to put it on things not just for students, but for alumni, as well."

Hollister says Bloomsburg doesn't have the licensing concerns of a Notre Dame or Penn State. "We're not looking for it to produce money. We're looking for it to produce pride."





Changes in the Husky's appearance transform the mascot from human-sized to larger-than-life. *The Voice* even referred to a variation that lasted just one season as the 'Golden Weasel.'

and backed out because of those commitments. Wasielczyk volunteered to take his place and was measured for the first Husky costume, made by a seamstress at a downtown men's clothing store.

"I never did anything like that. I was pretty much an introverted person, but I guess the showman in me came out," he says. The Philadelphian drew on the legendary Phillie Phanatic and the Nittany Lion for inspiration. The lion did push-ups to match the point total after each touchdown or field goal, but Wasielczyk decided he'd do a lap around the track after each score.

"It was fortunate for me the team didn't score too often," he laughs.

Kowalczyk says she did push-ups to celebrate touchdowns during her two seasons cheering on the Huskies. During that UC Davis game, she did more than 250 reps.

Opposing crowds sometimes focus their antipathy for Bloomsburg on the mascot. Wasielczyk recalls one game against Kutztown when he spent the second half in a team van because the crowd was so intimidating.

During his reign as Husky, basketball was the big sport, Wasielczyk remembers. Doing formations with cheerleaders and leading cheers can be physically demanding, more so if you're wearing a fur coat and headgear in a hot, crowded gym.

"It was pretty hot in that suit. I would usually go into the locker room at intermission and take the

head off. The lining would be soaked in perspiration," he says.

Like the Cowardly Lion suit Bert Lahr wore in "The Wizard of Oz," the tail of the Husky suit was suspended in mid-air by attaching it to the head with a length of fishing line. During one basketball game, the line broke and Wasielczyk spent the remainder of the game "with my proverbial tail tucked between my legs."

McCauley recalls climbing to the top of a cheerleader pyramid in one game, only to have the head fall off. A cheerleader handed it back and the show went on.

The life of a mascot is more than games and parades. Wasielczyk, Kowalczyk and McCauley recall meeting with local elementary school students, a big thrill for many of the kids. Wasielczyk's experiences even strayed into university politics when he and the student government president led a rally to protest a tuition hike.

For all the Huskies, their days in the suit are fondly remembered, although it was sometimes hard for friends to understand.



Angie Kowalczyk

"Angie, you're the Husky. You sweat yourself out there. How is that fun?" Kowalczyk recalls one friend asking.

"I was able to create so many memories," says Kowalczyk. "It was an awesome experience." ■

*Don Aines is a staff reporter with The Record Herald, Waynesboro, Pa.*



# Legacy Society Member

## Evelyn M. Kilpatrick '57

HAS EXPRESSED HER CONFIDENCE IN THE WORK OF BLOOMSBURG UNIVERSITY  
WITH A CHARITABLE REMAINDER UNITRUST.

*Are you feeling a warm spot in your heart for Bloomsburg?  
Would you like to participate today in building Bloomsburg's tomorrow?*

If your response is YES to either of these questions, we can help you achieve your personal objectives for the future while providing for generations of Bloomsburg students.

Charitable Remainder Unitrusts provide income for the lifetime of one or more beneficiaries, or for a term of 20 years or less. When payments are finished, the trust's assets are transferred to one or more charities. The income paid is equal to a fixed percentage of the trust assets. Evaluated annually, the income paid must be at least five percent of the trust assets. Unitrusts offer an immediate income-tax deduction and the avoidance of capital gains.

Sample variations of a one-life, Charitable Remainder Unitrust appear below.

(Primary factors that determine the charitable deduction and the first-year and subsequent years' income include: the age of the donor/beneficiaries when the unitrust is established; when payments begin; the amount donated to establish the unitrust; the cost basis for the amount donated; annual growth/decline of the unitrust principle; and the payout rate.)

### Sample Chart

*\$50,000 One-Life Charitable Remainder Unitrust funded at age 72*

PRINCIPLE DONATED	COST BASIS	PAYOUT RATE	CHARITABLE DEDUCTION	FIRST-YEAR INCOME
\$75,000	\$50,000	6%	\$38,517	\$4,500
\$75,000	\$50,000	5%	\$42,630	\$3,750
\$50,000	\$50,000	6%	\$25,678	\$3,000
\$50,000	\$50,000	5%	\$28,420	\$2,500



*Legacy Society*

Bloomsburg University Foundation

For information without obligation contact:  
**Manager of Development Operations**  
**Bloomsburg University Development Center**  
 400 East Second Street • Bloomsburg, PA 17815-1301  
 Phone: 570-389-4128 • Fax: 570-389-4945  
 foun@bloomu.edu • www.bloomu.edu/giving





STORY BY MIKE FEELEY '87

There are times when you reach a crossroads. Go left and your career, your life, heads in one direction. Go right, and you're off on an entirely different course.

For many, these intersections come at the end of college. For others, it's when that first child comes along. For Gerald S. "Jerry" Frey, it came in 1980 inside a bar in Tunkhannock, Pa., where he would drink beer and chitchat with a friend-of-a-friend who was making it big in the New York world of high finance.

That's when he was given the choice. Stay in his current job with a construction firm, transfer to Minnesota and life would pretty much take a safe course. Or take a risk, drop everything and move to New York to try a new career.

Frey realizes, without a doubt, that he made the right call. But for a man who still prefers flannel shirts to suits and ties, small town to metropolis, it was one of those palm-sweating, life-changing calls.



Downtown Tunkhannock is a marked contrast to the view of Philadelphia Frey sees from his office window.

# Lots of Change

"I said, 'I think I'll go to New York,'" Frey recalls now, 22 years later. "So, I picked up everything and I went."

Today Frey, a 1971 Bloomsburg graduate, is managing director, chief investment officer of growth investing for Delaware Investments in Philadelphia. That's a fancy way to say he handles people's money. Lots of money. When you combine all the mutual funds and pension plans he oversees, Frey is responsible for \$6 billion.

That means Frey, 56, can easily earn or lose more money in a day than most people will see in a lifetime. Wall Street analysts tout his funds as solid investments even in these uncertain financial times, and he was the subject of a 2000 book

*Continued on next page*

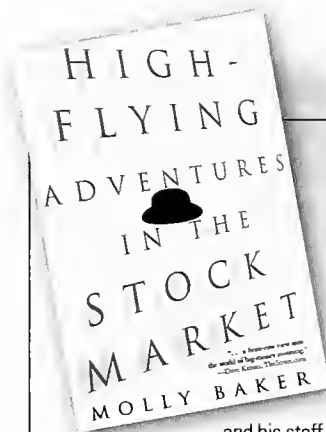
called "High Flying Adventures in the Stock Market." Still, friends say, he has maintained that small-town heart. Married to his hometown sweetheart, he still puts family and friends first.

"Jerry does things his own way," says Stan Kucharski '68, a friend who now teaches and coaches in the Wallenpaupack (Pa.) Area School District. "He took chances in life ... took that opportunity and ran with it. He proves that life is full of opportunities and if you grab the right one at the right time, who knows?"

"He's one of the most down-to-earth people I met in college" says Richard "Rich" Lichtel '68, a teacher and coach in the Mechanicsburg (Pa.) Area School District.

If Frey's life seems pretty settled, it wasn't always that way. He started college in 1964 and didn't finish until 1971, dropping out a few times to work. He eventually graduated with a degree in economics.

"I think he was kind of crazy at times," Lichtel recalls. "I remember he decided to drop out of college



## Flying High

As tell-all books go, the one about Jerry Frey isn't going to top the list of shocking reads. Instead, "High-Flying Adventures in the Stock Market" offers readers a glimpse into the world of high finance.

Frey agreed to give an author full access to himself and his staff so readers could get a taste of what his team at Delaware Investments goes through daily. It wasn't Frey's first time in the media spotlight. His financial decisions and the success of his funds have been the subject of articles throughout his career, but this was different. For more than a year, author Molly Baker followed his every decision during the normal ups and down of the fickle stock market.

"It was an interesting experience," recalls Frey. "When someone writes a book about you, you're curious about how accurate it will be. It never really depicts all of what I do."

The book was written more for the layman than his peers, Frey says. It was based on 1998, but came out in 2000, when the stock market was flying high and just about everyone was dabbling in Wall Street.

"It's not 'War and Peace,'" Frey says. "It won't go down as one of the great novels of all time that will impact humanity... but it was fun."

Baker, a freelance author, has worked as a reporter with the Wall Street Journal and NBC News. In the book's preface, she points to the passion investors have for their job.

"He had done what he had set out to do," Baker writes in the book's epilogue. "He beat the competition, he made money for his shareholders, he beat the indexes, and he made money for the firm."

All in all, not a bad ending.

once to move to Alabama because he liked their football team. So he dropped out for two weeks and came back.

"I think he was confused at first about what he wanted to do and what he wanted to be," Lichtel says. "Jerry is his own person. And that's probably one of the best ways to describe him."

Frey agrees he was confused about his future after college. He worked in the construction field in his hometown of Tunkhannock for years before meeting Bob Kern, who was with Chase Investors in New York. The two met through a mutual friend and got to know each other over beers at that local bar when Kern would come to visit. It was at this bar where they talked about sports, work and Frey's future.

"Jerry had potential I knew he wasn't utilizing," says Kern, now

president and CEO of Kern Capital Management in New York City. "And if he wanted to utilize it, he certainly couldn't in that part of the country."

So when an opening came at his firm, Kern asked Frey to join him.

Friends, Kern among them, took bets on how long Frey would last in New York. A week. Two weeks. The longest was about a month. But Frey stayed, first with Kern at Chase, where he was vice president from 1980 to around 1986, and then with Morgan Grenfell Capital Management in New York where, as senior director, he managed technology stocks. He began his current job with Delaware Investments in 1996.

"New York is a fairly intimidating place," says Kern, who is from Factoryville, Pa., and lives in north-eastern Pennsylvania. "Our roots are very similar. I told him that



For Jerry Frey's funds, a 1 percent change in the market can be the difference of \$60 million.

once you make the transition, like I did, you could have the best of both worlds.”

Frey agrees that he needed some sort of kick to get him going.

“I would probably classify myself as a great underachiever at Bloomsburg,” he says. “I have very fond feelings from the school. The people I met there, I’ve known for decades.

“But it’s what you put into it. Because now I work with people who have graduated from Penn, Duke, other colleges people view as more prestigious than Bloomsburg, but I’m right there with them,” Frey says.

Frey worked hard after college. Even while working in Tunkhannock, he went to night school to further his education in finance.

At Delaware Investments, Frey has a staff of 23 people and oversees funds like the Growth Opportunities Fund, the Select Growth Fund and more. He’s considered the “growth team” leader where his areas of research expertise include the technology and health care sectors. He lives in Bryn Mawr with his wife, Kelly, a doctor, and their children Sam, 13; Jonah, 9; and Alec, 5.

Frey’s had a strong run in many of his funds, even in the recent volatile stock market. His \$1.4 billion Delaware Trend Fund, for example, has a return rate of more than 11 percent in the past year, as of March 31, 2002, while the average for similar funds has been about -2.3 percent.

His \$1 billion Delaware Select Growth Fund hasn’t been as profitable, with a return of -0.92 percent in the last year, also as of March 31, 2002. However, similar funds’ averages have been about -8.3 percent over the same time.

That’s the kind of market investors have been seeing the past few years. Frey says when you deal in the kinds of numbers he does, you just “move the decimal points and think small.” Thinking small would be a challenge to most considering, in his funds, a loss of 1 percent translates to a loss of \$60 million.

“At first, the magnitude of the absolute amount of money you’re working with overwhelms you,” Frey says. “If someone just told you that you had lost \$60 million, you’d probably have a heart attack. But a 1 percent move on any particular day is not uncommon.”

Frey says his staff provides him with research and information, but he makes the call on funds. The biggest portion of his day is managing the flow of information he receives from his staff and outside sources.

There’s not much about the job Frey dislikes. However, since the market boom of the 1990s, when everyone was getting into the stock market via 401(k) plans at work, IRAs at home or dabbling with stocks themselves, his job has become much more public.

That’s not just because there’s a book about him. He says he found that experience fun. But there’s cable channel CNBC televising stock and business news all day, and newspapers such as *Investors Business Daily* that chart all fund numbers, as well.

“It’s a business that in some ways is a lot like baseball. They’re putting your batting average up every day,” he says. “Television and the scrutiny mean this has become less of a white-glove investment environment and more of a rock show.”

Kern says he’s proud of Frey’s success and happy Jerry made the right call back in 1980. He says his is an unusual business where competitors—as they are now—can remain your best friends.

“I created the opportunity but, basically, it was up to him and Jerry certainly did it,” Kern says. “When

he says, ‘Thanks for the opportunity,’ I tell him, ‘You did the work.’”

Looking back at that crossroads 22 years ago, Frey can chuckle a little now. And the thought of Minnesota in the middle of winter makes him

laugh heartily. Kern believes if a transfer hadn’t been in Frey’s future, he might still be working at that construction firm in Tunkhannock.

“Everyone goes through a point in their career or life when you look at how you’ve been impacted by certain decisions you’ve made,” Frey says. “People who do well have made some pretty good decisions along the way. Minnesota or New York? I would say that was one of the better decisions I made.” ■



Wall Street analysts refer to the funds Frey manages as solid investments.

*Mike Feeley is assistant city editor for The Patriot-News in Harrisburg.*

# News Notes

## In the Cards

### ID system controls access, enables future conveniences

A greater sense of security and convenience is in the cards for students, faculty and staff with the new one-card system.

Staff of the Residence Life Office and campus volunteers photographed students, faculty and staff last spring for new ID cards. The event introduced the one-card system, designed to control building access and increase convenience.

The new ID cards initially provide controlled entry to residence halls and high-usage buildings and serve as the meal card for resident students. In the future, the card will enable a variety of on-campus services and financial conveniences.

According to Jim McCormack, assistant director of the Residence Life Office, staff members started investigating a one-card system eight years ago.

"The new card immediately makes campus security stronger and eventually will increase convenience for students, faculty and staff," McCormack says. "When everything is in place, the card will allow users to make purchases, check out library books, carry out banking transactions and complete student-related processes without carrying cash."

## Academic Lottery

*Lauren Madak receives full scholarship to University of Chicago*

Lauren Madak of Newtown, Pa., has been awarded a full-tuition scholarship to the University of Chicago where she is studying toward a master's degree in history and anthropology.



Lauren Madak discusses her research at Bloomsburg's annual student poster sessions.

Madak, who graduated in May with bachelor's degrees in history and anthropology, spent a semester studying at Cambridge University in England and undertook a research project comparing American and British systems of anthropology and professional preparation. Her research was supported by a Kozloff Undergraduate Research Award.

"A scholarship of this magnitude at one of the elite institutions of higher learning in the world is like winning the academic lottery," says history department chairperson William V. Hudon, "except that a lottery requires luck, whereas this requires intelligence, commitment and incredible work."

The University of Chicago scholarship is valued at nearly \$30,000.

## Researcher at the Helm

*Matta named dean for graduate studies and research*



James Matta

A nationally known scholar in the field of entomology—the study of insects—recently was named assistant vice president and dean for graduate studies and research.

James Matta, a researcher whose collection of beetle specimens is housed at the Smithsonian Institution, served two years as Bloomsburg's interim dean for graduate studies. He directed the office of research and sponsored programs starting in 1992, increasing the university's grant funding from \$1.4 million to \$2.8 million during the decade.

As dean for graduate studies, Matta is responsible for overseeing Bloomsburg's 18 graduate programs, which enroll nearly 800 students, and all university-sponsored research and grant activities.

"Dr. Matta has extraordinary academic credentials, and he's a leader in his discipline, as shown by his record of research and publication," says Patrick Schloss, provost and vice president of academic affairs. "He also has an entrepreneurial spirit that will serve our graduate and off-campus programs well."

Matta's academic research has been supported by grants and contracts totaling more than \$300,000. In addition to his many publications on water insects, he has been a co-author of studies in such diverse areas as marine algae, viruses and in vitro fertilization.

## Best in the Nation

*Jeanette Keith wins award for top history article*

A Bloomsburg professor took the title for last year's best scholarly article on American history.

History professor Jeanette Keith won the 2002 Binkley-Stephenson Award for her article, "The Politics of Southern Draft Resistance, 1917-1918: Class, Race, and Conscription in the Rural South," which appeared in the March 2001 edition of the *Journal of American History*.

Each year, the Binkley-Stephenson Award recognizes the top article from the *Journal of American History*.

## Petite Programming

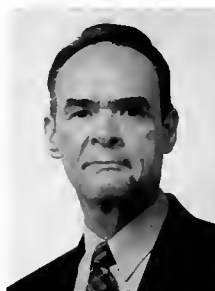
*Student creates applications for Palm Pilots*

Senior computer science major Shaun O'Brien of Macungie is into programming on a small scale. Working with adviser Steve Kokoska, professor of mathematics, computer science and statistics, O'Brien is creating statistical programs for Palm Pilots and pocket PCs to replicate programs available for graphing calculators.

The programs for pocket-sized platforms were demonstrated at the Compaq Higher Education Forum in Houston, Texas. The Bloomsburg University Foundation and Compaq, which provided a pocket PC, supported the project.



Computer science student Shaun O'Brien, left, meets with adviser Steve Kokoska.



## Outreach Leader

**Vavrek named vice president for university relations**

G. Michael Vavrek was named vice president for Bloomsburg's university relations division. In this position, he oversees the university's government relations, development, alumni, communications and continuing education functions.

Vavrek joined BU in 1989 as dean of extended programs and summer sessions. He previously held continuing education positions at East Tennessee State University, Western Michigan State University and the University of Miami.

He served in the Army from 1967 to 1970 with tours of duty in Germany and Vietnam. He attained the rank of captain.

Vavrek, who also serves as executive director of the Bloomsburg University Foundation, is a member of the board of directors of the Columbia County United Way and founding president for the Bloomsburg Telecommunications Consortium for Columbia County and Region. He has been the university's representative to the Central Pennsylvania Forum for the Future since 1991.

## Quality in the Classroom

*Students select outstanding teacher*



John Grandzol uses real-life examples in class.

Before he became a teacher, John Grandzol had 20 years of real-life experience helping the U.S. Navy adopt total quality management. "Total quality" is not only how students describe his teaching style, it also is the component that earned the associate professor of management the Outstanding Teacher Award from Bloomsburg's Teaching and Learning Enhancement Center. The award is supported by the Bloomsburg University Foundation.

Grandzol was nominated by students who earned master's and bachelor's degrees last May. In their nominations, students say they appreciate his high expectations, classroom etiquette, teaching format and structure and varied uses of technology. But, they say, he's no pushover.

"His classes are designed to follow the traditional format of three hours of studying for one hour of class to receive an A," writes one student.

In addition to running a tight classroom, Grandzol continues his research in total quality management, the subject of his doctoral dissertation.

# News Notes

## Adding to Success

*Math department receives grant for calculus conference*

Pennsylvania's public school students are being challenged with new tests to assess their math skills, and Bloomsburg University is helping them make the grade.

The university is holding a conference on Oct. 11 that focuses on preparing students for the mathematics portion of the Pennsylvania System of School Assessment test, given to students in fifth, eighth and 11th grades. More than 200 teachers are expected to attend the conference, funded by a \$13,542 grant from the Calculus Consortium for Higher Education.

"This is the next generation of standardized tests. It asks students to reply to open-ended questions with explanations in order to receive credit," says Elizabeth Mauch, conference organizer and assistant professor of mathematics, computer science and statistics. "We owe it to the students to help them acquire these skills. This conference will do just that."



Elizabeth Mauch

## Making the "Gold" Standard

**Melinda Hill wins science accolades**

Senior chemistry major Melinda Hill of Bloomsburg recently won a prestigious award for science.

Hill, who begins doctoral studies in chemistry at Virginia Tech in January, was awarded a Barry M. Goldwater Scholarship for 2002-2003.

Nationally, 309 science, mathematics and engineering students were selected for the one- and two-year Goldwater scholarships that cover tuition, fees, books and room

and board, up to a maximum of \$7,500 per year. Hill is working on a research project that investigates synthesizing compounds to make Light Emitting Diodes.



Eric Foster

Melinda Hill, left, is shown with her adviser Cindy Kepler.

## New Approach

*Reading program now part of practicum*

Graduate assistants work closely with undergraduate education majors in Bloomsburg's new approach to America Reads, a tutoring program designed to help struggling readers in first through sixth grades.

Previously a volunteer program, America Reads now is part of a 3-credit practicum supervised by Charles Starkey, assistant professor of early childhood and elementary education.

Chris Cherrington, director of the graduate reading program, says the cooperative effort between the School of Education and the Reading Center increases the program's value to students, mostly juniors, by offering a practical application of the concepts they learn in the classroom.

"This program helps prepare education majors for student teaching," Cherrington



Eric Foster

Graduate assistant Stephanie Ruel of Bloomsburg, N.J., left, and Carolyn Johnson, an elementary education major from Muncy, Pa., work together last spring on classroom materials for America Reads.

says. "They know they are primarily responsible for providing high-quality literacy instruction that must correlate

with state standards, and the graduate assistants are there to help and offer guidance."

## Playing Fair

### Philosophy prof pays debt to Bert and Ernie

Scott Lowe knows Bert and Ernie...well.

The philosophy professor and father of four has seen many episodes of "Sesame Street" and reckoned he needed to repay the puppets and their life-sized friends for the role they played in his children's early education. But he did more than pick up the phone during the annual pledge drive; he wrote a scholarly paper.

The result, "Fair Play and Social Obligation: Paying My Debt to Bert and Ernie," was presented at a philosophy conference in Slovenia and published in *Public Affairs Quarterly*. The philosopher argues that supporting community resources one uses, such as PBS, a neighborhood watch or a town playground, is more than just a matter of simple fairness.

"You just can't be a loner in society and think you don't owe somebody," Lowe says. "If you don't back the services you value, you're taking advantage of the other people who voluntarily give up something to support these efforts."



Philosophy professor Scott Lowe has a good friend in Ernie.

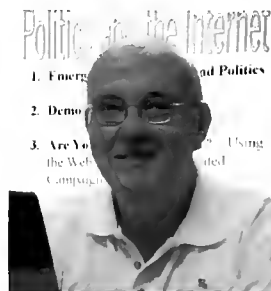
## Speaking of Technology

*\$200,000 grant brings high-tech tools to public speaking*

The communication studies program is using a \$201,000 Pennsylvania Link-to-Learn grant to bring PowerPoint to all of the university's public speaking classes.

"Today PowerPoint is used in nearly all presentations in business as well as most other professional fields," says grant writer James Tomlinson, professor of communication studies and theatre arts.

"This will ensure that our



James Tomlinson

students are learning to use the same tools in class that they will use in their professional careers."

The grant funded a technology classroom and a computer lab outfitted with the software and equipment specific to the needs of communication studies students. The technology classroom provides a wireless laptop computer for every student and enables students to project PowerPoint presentations from their laptop. The grant also supports faculty training in handheld computing.

Five hundred students, including many of the department's 180 communication studies majors, will use the new technology in their public speaking courses each year. The university is contributing \$70,000 toward project costs.

This year, Pennsylvania awarded a total of \$4.1 million to 23 public and private universities and colleges through the Link-to-Learn program.

# News Notes

## Stamp of Approval

*NCATE reaccredits College of Professional Studies*

Bloomsburg University's commitment to high-quality teacher education was reaffirmed when the National Council for Accreditation of Teacher Education (NCATE) reaccredited the College of Professional Studies.

The continuing accreditation certifies that Bloomsburg's School of Education, part of the College of Professional Studies, meets NCATE's stringent performance-oriented standards. The standards cover a variety of areas involving teacher preparation and related university performance.

NCATE accredits 525 institutions that produce two-thirds of the nation's new teachers each year. Recognized by the U.S. Department of Education as the professional accrediting body for schools, departments and colleges of education, NCATE revises its standards every five years to reflect current best practice and research. Bloomsburg's next NCATE accreditation visit is scheduled for spring 2006.



Kristin Ianiero

## Jet Setter

*Kristin Ianiero kicks off sports info career*

Long-time sports fan and 2001 mass communications graduate Kristin Ianiero doesn't don a helmet and shoulder pads but, just the same, she's part of a professional football team, the New York Jets.

Ianiero began a sports information career with the team in April. In her position, she has regular contact with major newspapers and television networks, writes Jets news releases, organizes press conferences, authorizes press credentials and makes sure player bios and statistics, team depth charts and photo libraries are up-to-date. On game day, she also manages the press box, supervising a staff of 20.

Ianiero got a head start on her sports information career. As an undergraduate, she worked in Bloomsburg University's sports information office before landing an internship with the Jets that turned into a full-time spot on their team.

## Husky Greats

*Five join athletic hall of fame*

Five alumni will become part of the Bloomsburg University Athletic Hall of Fame when the 21st class is inducted Friday, Oct. 6, during Homecoming Weekend.

Inductees are: softball and field hockey star Laurie Snyder '84, track and field star Jim Davis '72, baseball and basketball great Don Butler '53, women's swimming star Beth Roeder-Zimmerman '88 and football and baseball standout Linc Welles '75. The induction of these graduates brings the number of members in the Bloomsburg Athletic Hall of Fame to 93.

## Sold on Success

**AMA earns three awards at national conference**

Bloomsburg University's chapter of the American Marketing Association earned national recognition at the association's collegiate conference last spring.

Students won national awards for outstanding communication and outstanding membership activities, while adviser William Neese, associate professor of marketing, was recognized with one of the two outstanding adviser honors. Neese recently completed his first year as the group's adviser.



William Neese

The chapter also received one of 11 community service project grants from the Sheth Foundation and the AMA Foundation. Bloomsburg's project aims to generate awareness of a program offered by Allied Services, a nonprofit government agency that provides housing for low-income citizens, age 55 and older with disabilities.



# Calendar of Events

## Fall 2002

### Academic Calendar Fall 2002

**Reading Day**

Friday, Oct. 11  
no classes

**Thanksgiving Recess  
Begins**

Tuesday, Nov. 26

**Classes Resume**

Monday, Dec. 2

**Classes End**

Saturday, Dec. 7

**Reading Day**

Sunday, Dec. 8

**Final Exams Begin**

Monday, Dec. 9

**Graduate Commencement**

Friday, Dec. 13

**Final Exams End**

Saturday, Dec. 14

**Undergraduate  
Commencement**

Saturday, Dec. 14

### Spring 2003

**Electronic Registration**

Jan. 7 to 14

**Classes Begin**

Monday, Jan. 13, 8 a.m.

**Martin Luther King Jr. Day**

Monday, Jan. 20  
no classes

**Monday Classes Meet**

Friday, Jan. 24

**Mid-Term**

Tuesday, March 4

**Spring Break Begins**

Saturday, March 8, noon

**Classes Resume**

Monday, March 17, 8 a.m.

**Spring Weekend Begins**

Thursday, April 17, 10 p.m.

**Classes Resume**

Monday, April 21, 6 p.m.

**Classes End**

Saturday, May 3

**Reading Day**

Sunday, May 4

**Final Exams Begin**

Monday, May 5

**Graduate Commencement**

Friday, May 9

**Finals End**

Saturday, May 10

**Undergrad  
Commencement**

Saturday, May 10

### Special Events

**Homecoming Weekend**

Friday, Oct. 4, to Sunday,  
Oct. 6

**Husky Club Golf Outing**

Thursday, Oct. 10, Frosty  
Valley Country Club, Danville.  
For information, call  
(570) 389-4128.

**Parents and Family  
Weekend**

Friday, Oct. 25, to Sunday,  
Oct. 27

**University-Community  
Orchestra Concert**

Sunday, Nov. 17, 2:30 p.m.,  
Haas Center for the Arts,  
Mitrani Hall. Admission  
is free.

**Poinsettia Pops Concert,  
featuring the University-  
Community Orchestra and  
Chamber Singers**

Friday, Dec. 6, 7:30 p.m.,  
Kehr Union, Ballroom. Doors  
open at 7:15 p.m. Tickets  
required. For information,  
call (570) 389-4128.

### Celebrity Artist Series

*Performances are presented  
in Haas Center for the Arts,  
Mitrani Hall. For information,  
call the series box office at  
(570) 389-4409 or check the  
Celebrity Artist Series Web  
site at [www.bloomu.edu/  
tickets/CAS/CAS.htm](http://www.bloomu.edu/tickets/CAS/CAS.htm).*

**"State Fair"**

Saturday, Oct. 5, 8 p.m.  
Tickets are \$25 and \$28.

**Deborah Henson-Conant,  
Electric Harpist**

Sunday, Nov. 10, 8 p.m.  
Tickets are \$18 and \$22.

**Peter, Paul and Mary**

Saturday, Nov. 16, 8 p.m.  
Tickets are \$30 for subscrib-  
ers, \$35 in advance and \$38  
at the door. This performance  
is a one-time event. It is not  
included in the Celebrity  
Artist Series subscription and  
tickets must be purchased  
individually.

**London City Opera's  
"Madame Butterfly"**

Saturday, Feb. 8, 2003,  
7:30 p.m. Tickets are \$25  
and \$28.

**Hungarian National  
Philharmonic**

Sunday, March 2, 2003,  
3 p.m. Tickets are \$25  
and \$28.

**Philadanco**

Saturday, May 3, 2003, 8 p.m.  
Tickets are \$20 and \$25.

### Art Exhibits

*All exhibits are displayed  
in the Haas Center for the  
Arts, Art Gallery. Gallery  
hours are Monday through  
Friday, 9 a.m. to 4 p.m.  
For information, contact  
the art department at  
(570) 389-4646.*

**Paintings by  
Bruce Erikson**

Oct. 7 to 31. Gallery  
reception, Thursday, Oct. 31,  
11:30 a.m. to 2 p.m.

**Installation by  
Billie Grace Lynn**

Nov. 11 to Dec. 5. Gallery  
reception, Thursday, Nov. 21,  
11:30 a.m. to 2 p.m.

**Prints and Paintings by  
Marina Mangubi**

Jan. 27 to March 2, 2003.  
Gallery reception, TBA

**Sculpture by Craig Kraft**

April 3 to May 2, 2003.  
Gallery reception, Thursday,  
May 2, 11:30 a.m. to 2 p.m.

*For the latest information on  
upcoming events, check the university  
Web site: [www.bloomu.edu/today](http://www.bloomu.edu/today)*

# The Last Word

History is a pact between the dead,  
the living and the yet unborn.

— EDMUND BURKE, ENGLISH STATESMAN  
AND ORATOR

Students from Professor Nancy Gentile Ford's history classes demonstrated last spring how two generations of undergraduates can reach out to each other. Life is very different for the groups—one from May 1919 and the other from May 2002—but they share the goal of honoring 16 alumni who died in World War I.

Bloomsburg State Normal School's Class of 1919 gathered that May to honor those of their generation who made the ultimate sacrifice. With their class gift, a flagpole surrounded by 16 trees planted in the shape of a six-pointed star, they remembered the 15 servicemen and a nurse who died in The Great War.

## The 1919 War Memorial Pinery remembers the following alumni:

- Gabriel Adams '13 from Herndon
- Harry Andres '06 from Bloomsburg
- Reese Davis '12 from Forest City
- John Hodder, 1915-17, from Wilkes-Barre
- Howard Krumm '15 from Danville
- John Ray Kunkle '11 from Catawissa
- William Montgomery '15 from Orangeville
- George Neuberger, Class of 1900, from Freeland
- Hawley Olmstead, 1908-11, from Taylor
- Walter Page, 1915-17, from Mount Pleasant Mills
- Meryl Phillips, 1909-11, from Muncy Valley
- Earl Robbins '15 from Evers Grove
- Max Straub, 1911-15, from Herndon
- Thomas Turner '06 from Bloomsburg
- Karl West, 1904-09 (elementary model school), from Danville
- David Williams, Class of 1900 and a resident graduate student during 1900-01, from Scranton

The classes of 1922 and 1924 added a stone and a bronze plaque to the memorial, located along Penn Street near Carver Hall. Their efforts formed the very respectful and impressive War Memorial Pinery.

Time passed, and other alumni died in other wars. Six trees were removed to make way for Schuylkill Residence Hall. A diseased tree was felled, the flagpole rusted and playground equipment vied for space with the remaining trees and the boulder. The memorial was all but forgotten.

It resurfaced years

later as geography and geosciences Professor Sandi Kehoe-Forutan and others researched campus historical sites for the facilities master plan. Dr. Kehoe-Forutan, Korean War veteran Dale Krothe '60 and members of



President Jessica Kozloff, standing at left, is shown with the students who rededicated the Pinery. They are, left to right, kneeling: Keith Munley, Jessica Adams, Beth Pennebacker and Pauline Steinman; and standing: Kozloff, John Lawrence, Fred Ackerman, Chris Conroy, Keith Long and Nathan Pesavento.

the Alumni Association's Veterans Committee worked to save the Pinery.

Plans were made to move the memorial to the Alumni House in order to restore its rightful prominence, but before the move could take place, the history students rediscovered the Pinery. They asked the Alumni Board whether the monument could be restored in its original location and pledged to raise the needed \$6,000 to \$8,000.

The Alumni Board was convinced, as was I. Perhaps the mood of the times prompts all of us to look more closely at our past. Or, perhaps it is the hope that the Class of 2002's gift in remembrance of the victims of September 11 will withstand the test of time. Regardless, I'd like to share the words student John Lawrence spoke less than two weeks before graduating last May:

"If we allow this monument to further deteriorate, it would besmirch the memory of the dead it seeks to honor. Their names and their sacrifice have been forgotten save for this testament to their youth and spirit. It is with that in mind that we must take the necessary steps to revitalize this long-forgotten memorial. By doing that, we not only honor the long dead, but we pass their lessons to future generations, allowing them to live the lives they never could."

I'm so very proud of these young people for saving a campus landmark ... and for honoring the pact between the present, the past and the future.

Jessica S. Kozloff  
President



# UPDATE

## A MESSAGE FROM THE CAMPAIGN CHAIR

*Dear Alumni and Friends:*

*New Challenges, New Opportunities: The Campaign for Bloomsburg University is complete. was a huge success and exceeded all expectations--\$17,443,645!! Not only did we reach our goal, we surpassed it—because of the generosity of alumni, parents, friends, employees, businesses and corporations that support Bloomsburg.*

*When this campaign began five years ago, the original \$11 million goal appeared to be insurmountable. By July 1999, this goal was already surpassed, with many alumni and friends coming forth in support of Bloomsburg University. It was then that the goal was redefined to \$15 million—another enormous challenge. In retrospect however, the success of this campaign seemed inevitable. The results of this challenge are now ensuring Bloomsburg's future by enhancing educational opportunities for the next generation.*

*Those who supported New Challenges, New Opportunities have allowed the continued growth and success of both the university, and its students. Bloomsburg students are already enjoying the convenience and benefits of the Student Services Center. The positive effects of the services located in this facility are far-reaching and touch every student during their years at Bloomsburg.*

*The number of scholarships continues to grow, opening the door for more students to enjoy a Bloomsburg University education. The university strives to make higher education affordable and attractive to motivated and qualified students. New Challenges, New Opportunities has helped to make this goal a reality by assisting more students and by building the permanent scholarship endowment.*

*My sincere thanks to everyone who made a commitment to support New Challenges, New Opportunities. In this UPDATE you will note all of the wonderful programs and initiatives that have been made possible because of this campaign. The generosity of our contributors has not only created and enhanced opportunities for current and future Bloomsburg students, but has provided a fine example for us all.*

*Sincerely,*

*Barbara Hudock*

## \$15 MILLION GOAL EXCEEDED

*New Challenges, New Opportunities: The Campaign for Bloomsburg University concluded on June 30, 2002. Thanks to alumni, parents, friends, employees, corporations and foundations, a total of \$17,443,645 was raised. This amount includes gifts, pledges, gifts in-kind, and face value of life insurance and deferred gifts. The majority of campaign initiatives were either met or exceeded. Campaign priorities fully funded are highlighted beginning on the next page.*



## CAPITAL

Total Raised: \$4,294,448

Beyond the classroom-learning environment, every university provides areas where students spend their out-of-class time.

Donors of \$10,000 or more:

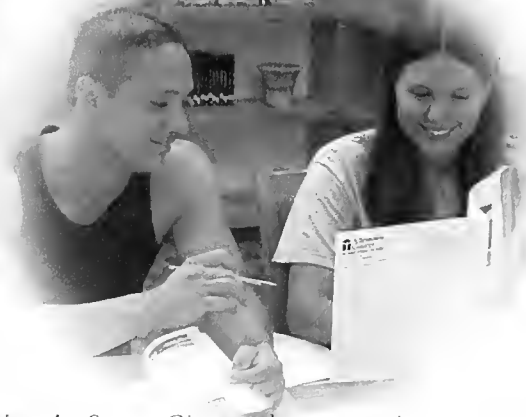
ARAMARK, Student Services Center, Roongo's Cafe



*Student Services Center*—Accommodates the needs of students and their families by consolidating admissions, student life and academic support services in one area.



*Upper Campus Recreation Facilities*—Offer increased opportunities for students to participate in intramural athletic events.



*University Store*—Gives students convenient access to books, school supplies, and an array of merchandise.

## SCHOLARSHIPS

Total Raised: \$4,741,483

Everyone should have the opportunity to improve their chances for success through higher education. Scholarships help the university attract and retain the best, most qualified students, by easing their financial burdens.

Donors of \$10,000 or more:

Bloomsburg Hospital—Baby Bloomer Scholarships

Gerald S. Frey '71, Bryn Mawr, PA—John Devlin

Memorial Scholarship

Estate of Wilhelmina I. Lipfert, Canal Winchester, OH—

Mathematics, Science, and Technology Scholarship

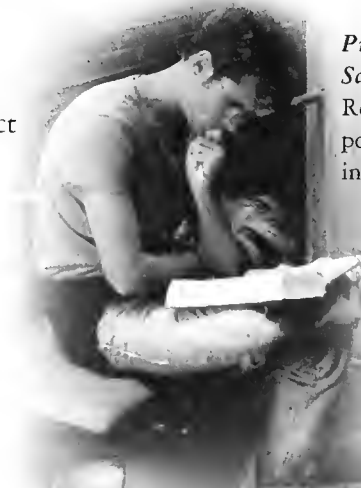
BU Wrestling Team—Floyd "Shorty" Hitchcock Scholarship

Estate of Mary E. McNinch '23—Mary E. McNinch

Alumni Scholarship

*Mathematics, Science & Technology Scholarship*

*Endowment*—Assists with recruitment of students into these areas of study.



*Presidential Leadership Scholarship Endowment*—

Recognizes students with leadership potential and promotes community involvement.

*Honors Scholarship*

*Endowment*—Engages students in serious research through enrichment courses, while working closely with faculty.



*University-Wide Scholarship Endowment*—

Recognizes students in many disciplines for their academic achievement.

## A MESSAGE FROM THE PRESIDENT

*What an exciting time to be associated with Bloomsburg University! I'm proud to announce that our university's first comprehensive campaign, New Challenges, New Opportunities, is a rousing success, exceeding our \$15 million goal by more than \$2 million.*

*How can we ever thank more than 17,000 individuals, organizations and businesses that demonstrated support of Bloomsburg University through donations at all levels? Perhaps by showing how students, faculty and staff are benefiting from your generosity.*

*The most visible benefit is the Student Services Center that opened last fall in the former Andruss Library. Students tell me they like the convenience this facility offers, pulling together the academic and student support services they need. Donations also funded much-needed improvements to classrooms and labs in our business building, Sutliff Hall; the Hartline Science Center; and the Magee Center, home to the university's continuing education office. And, funds raised through New Challenges, New Opportunities more than doubled our scholarship endowment, allowing us to provide more scholarship opportunities for a greater number of students.*

*On behalf of our students, I personally thank all of you who feel so positively about the educational opportunities we offer at Bloomsburg—alumni, parents, friends, faculty and staff, businesses and corporations. Your generosity allows Bloomsburg University to continue providing superior educational experiences for current and future students.*

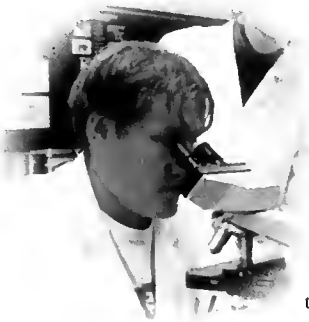


Jessica S. Kozloff  
President

## OPPORTUNITIES FOR EXCELLENCE

Total Raised: \$927,659

More than buildings, the academic world is founded upon the sharing of ideas and information.



**Wellness Center**—Offers quality health education for children and adults that is provided by nursing majors who use the latest presentation technologies and teaching exhibits.

**Education Computer Lab**—Enables teacher education majors, both undergraduate and graduate, to integrate the most current technology into teaching and learning.

**Campus Climate Endowment**—Promotes an inclusive campus climate that provides culturally inclusive programs.



**College of Business Scholarships**—Provides an added incentive for qualified students to choose Bloomsburg University.



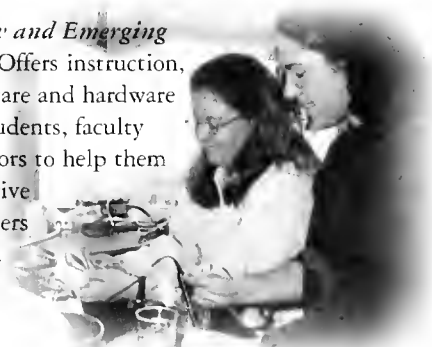
### **Alternative Communication and Evaluation**

**Treatment Centers**—Serves individuals with severe communication disorders and provides a hands-on learning environment for students.

**Physiology Lab Renovation**—Facilitates the collection and analysis of computerized data.

**Sutliff Hall Refurbishment**—Accommodates the modern instructional methods that introduce students to the latest business practices.

**Center for New and Emerging Technologies**—Offers instruction, materials, software and hardware for advanced students, faculty and area educators to help them become innovative technology leaders in their schools.



**Magee Center Auditorium**—Embraces distance education technology and community outreach programs.

ANNUAL FUND ————— Total Raised: \$6,371,317  
& OTHER GIFTS ————— Total Raised: \$1,108,738

These contributions provide flexible funding for programs that enhance the educational mission of the university, such as the Bloomsburg University Alumni Association, athletics, scholarships, special programs, speakers, and more.

Donors of \$10,000 or more:  
*BU Community Government Association*  
*Class of 2002*  
*Estate of Mildred Levitt '42, Cridersville, OH*



### CAMPAIGN STEERING COMMITTEE

*Jessica S. Kozloff*  
*President*  
*Bloomsburg University*

*G. Michael Vavrek*  
*Executive Director*  
*Bloomsburg University Foundation*

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*Carl F. Stuebrk*  
*Retired, AT&T*

*Robert "Doc" Warren '95(H)*  
*Faculty Emeritus*  
*Bloomsburg University*

For more information, please contact us at:

The Bloomsburg University Foundation, Inc.  
400 East Second Street • Bloomsburg, PA 17815-1301  
Call: 570-389-4128 or 1-800-526-0254  
E-mail: [foun@bloomu.edu](mailto:foun@bloomu.edu) • Web Site: [www.bloomu.edu/giving](http://www.bloomu.edu/giving)

# Gifts Galore

from the University Store



1. Carver Hall afghan, 50"x72", cranberry, navy or hunter green .....\$39.95
2. BU seal twist ornament, silver or gold .....\$8.99
3. Round porcelain ornament with Carver Hall medallion.....\$12.99
4. Hand-painted snowman ornament, maroon or gold.....\$13.50
5. Hand-painted snow couple ornament, maroon or gold.....\$13.50
6. Porcelain Carver Hall ornament..... \$14.95
7. Round glass paperweight with pewter medallion .....\$18.99
8. Golf towel with husky, black .....\$14.95
9. Bradford Basket Co. hand-woven custom serviette basket, first edition .....\$44.99
10. Carver Hall woodblock, gift box included.....\$19.99
11. Stadium blanket, 47"x59", maroon.....\$29.95
12. Colonial tankard with pewter medallion .....\$14.99
13. Rosewood pen and pencil set, laser engraved.....\$26.99
14. BU cheerleader bear.....\$36.99
15. BU varsity jacket bear .....\$43.99
16. Medallion diploma frame with seal.....\$83.95



17. The Game twill cap, maroon.....\$15.95
18. Cotton Exchange hooded sweatshirt, sizes S-XXL...\$39.99
19. Cotton Exchange mesh shorts, maroon, gold, navy or charcoal, sizes S-XXL .....\$22.99
20. The Game relaxed-fit khaki twill cap .....\$16.50
21. Jansport embroidered sweatshirt, oxford or maroon, sizes S-XXL .....\$29.99
22. University Square Huskies cap, maroon or white ....\$13.99
23. Cotton Exchange athletic-cut gray sweatshirt, sizes S-XXL.....\$37.50  
sizes 3XL-4XL .....\$41.50
24. Husky stuffed animal with BU scarf, 9" .....\$12.99
25. College Kids toddler sweatshirt, sizes 2T, 4T, 5/6...\$18.99
26. Cotton Exchange arch design T-shirt, maroon, gold or white, sizes S-XXL.....\$13.99
27. LAX mesh shorts with stripe, maroon, sizes S-XXL .....\$27.50
28. Jansport alumni sweatshirt, oxford or maroon, sizes S-XXL .....\$29.99
29. University Square alumni cap, maroon or white.....\$13.99
30. Hooded sweatshirt with paw on back (shown), Bloomsburg University on front, oxford or maroon, sizes S-XXL .....\$37.99
31. Jansport alumni T-shirt, oxford or maroon (not shown), sizes S-XXL .....\$13.99

Item #	Qty.	Description	Color	Size	Price	Total

(Attach separate sheet for additional items)

Check here if it is permissible to substitute a like item of equal or greater value.

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Folk music trio **Peter, Paul and Mary**

**Saturday,  
November 16, 8 p.m.**

**Mitrani Hall  
Haas Center for the Arts**

**Individual Tickets  
\$35 and \$38**

**Call (570) 389-4409  
for information**

Since their debut in Greenwich Village's Bitter End coffeehouse 40 years ago, Peter, Paul and Mary have given the gift of music to people all over the world. With many albums, Grammy awards and TV shows to their credit, they continue to draw attention to critical social issues and to embrace the family of folk music, singing new songs along with traditional ballads from the great folk heritage.



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