

BLOOMSBURG

THE UNIVERSITY MAGAZINE

SPRING 2003



Grateful Grad

Barbara Benner Hudson '81 says 'thanks' with eye to BU

Editor's View

Parades have themes...so do television shows. There are theme parks, restaurants and miniature golf courses.

And, some magazines follow themes for each issue. As the editorial board for this magazine, we discussed it, ultimately deciding themes would limit the flexibility of our semi-annual publication. Sometimes, however, a theme just seems to emerge.

With little stretch of the imagination, this could be our "time capsule issue," providing a glimpse of late 2002 and early 2003. This is where flexibility allows us to present good stories about Bloomsburg people and deal with current events simultaneously.

Take the safety of air travel, for example. Since the tragedy of September 11, 2001, airline security has remained in the news. Four graduates explain how the terrorist attacks continue to affect the way they perform at the controls of the jetliners...and how they cope with prevailing uncertainty.

Also in the headlines are reports of scandals that have eroded the public's trust in the accounting profession. Professor Michael Shapeero not only answers questions about the Enrons and Arthur Andersen's, but also gives his take on regaining the public's endorsement after questionable spreadsheets rocked the financial world.

Ethical and moral issues seemingly confront us each day as we struggle to define our personal values. A return to basics may be in order and that could be what President Jessica Kozloff and husband Steve had in mind when they gathered their family a few months ago for a formal portrait. In her column, Dr. Kozloff shares her belief that behind every successful college student is a supportive family. I'm sure most of the nearly 1,500 "new faces" on campus every year would agree.

Another kind of support—financial—is becoming increasingly vital to Bloomsburg. The old belief that "the state will take care of things" doesn't fly anymore, and no one is more convinced of this than Barbara Benner Hudock '75, a key player in the university's first-ever comprehensive campaign. The recently completed campaign raised 158 percent of its original goal...cause to celebrate and join in!

And finally, back inside the academy, we spotlight Pete Bohling and Chuck Laudermilch, teachers who *teach* and make students excited about learning. That's the theme everyday at Bloomsburg where it's education's job to confront issues, to help us come up with solutions, to make us understand. No better example exists than these two fine teachers...and gentlemen.



Eric Foster



Carver Hall's tower and dome undergo substantial renovation during summer and fall 2002, with reinforcements installed inside and copper sheathing applied to the outside.

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BLOOMSBURG

THE UNIVERSITY MAGAZINE

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Repeats, tempo runs, occasional cross training. The pace of marathon preparation is difficult to maintain. Step it up with faculty who believe consistent tutelage is the order of the day in offices where questions always are welcome. Meeting the readiness standards necessary to run, as well as to teach, requires dedication and connection.

5 Sharpening the Competitive Edge

For Pennsylvania's manufacturers to remain competitive in a global market, skills training for their employees can't end on the production floor. Communications, conflict resolution and goal setting are taught at a multitude of workforce levels, thanks to a state-sponsored initiative, WEDnetPA.

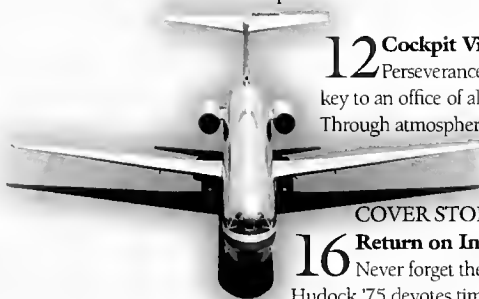


9 Accounts of a Profession

Corporate greed has dominated the headlines, tarnishing the public's view of accountants and auditors. First-hand experience with underhandedness and clients who try to tap dance through loopholes hasn't tainted Michael Shaper's belief that accounting remains an honorable profession.

12 Cockpit View

Perseverance, love of flying and military service gave four alumni the key to an office of altimeters, airspeed indicators and air data computers. Through atmospheric pressure and national tragedy, these pilots wouldn't trade a day in the sky to keep their feet on solid ground.



COVER STORY

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Never forget the process. No man (or woman) is an island. Barbara Benner Hudock '75 devotes time and talents to the university as a way of "giving something back." Most recently, Hudock chaired the steering committee for New Challenges, New Opportunities.

19 Challenges Met, Opportunities Ahead

With 17 million reasons to celebrate, The Campaign for Bloomsburg University far surpassed early expectations. Functional-yet-stylish structural renovations, the tripling of the scholarship endowment and the ripple effect of special programs involve everyone in the life of Bloomsburg University.



24 A Fair Interpretation

How do you say "deep-fried Twinkie" in sign language? Senior interpreting majors ask themselves questions like this before converging on the Bloomsburg Fair. These talented linguists sign at 4-H shows, concerts, even the demolition derby...immediately conveying words and phrases for the deaf and hard of hearing.

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STORY BY LAURIE CREASY

Sitting in Roongo's in the new Student Services Center, Pete Bohling rests his arms on the table by a forgotten cup of coffee, smiles and leans forward. He's talking about how widget making illustrates the law of diminishing returns, a subject known to induce yawns.

He starts by having one student make the widgets, each created from a piece of paper folded several times and stapled in one corner. Then a second student joins the process—but they share the stapler. By the time eight or nine students are making widgets while sharing one stapler, they have a vivid idea of production and labor problems.

He makes it sound so interesting that even an English major who can't add 2 plus 2 and reliably come up with 4 would follow him willingly into the realm of economics and statistics. "If you're not interested in the material," he asks, "why should the students be?"

That attitude has kept him at the top of his game since he began teaching at Bloomsburg University 25 years ago. It's an attitude he shares with his friend and running partner, Charles Laudermilch, who teaches social work.

Laudermilch sees students as consumers. "I really want the students to do well," he says. "I want them to learn. I feel obligated to give them my best."

Tale of Two Teachers

Their students believe they've done the job. In 2000, they nominated Bohling and Laudermilch for the university's first Outstanding Teacher Award, sponsored by the Teaching and Learning Enhancement Center. Bohling describes the honor as "heady," the students' way of saying, "Hey, we appreciate what you've been doing."

"I think anyone would get a positive feeling from that," Laudermilch says. "All of us need some affirmation along the way."

Bohling's the man you'd follow into the fire. But if you somehow got lost, you'd trust the soft-spoken Laudermilch to lead you out—which he'd do by building on your strengths, encouraging you to find your own path.

Though he's less intense than Bohling, he's equally enthusiastic. "We want to give the students as much confidence as possible," he says. "The more we get them to problem solve on their own, the more ready they are for the next step."

Problem solving is the name of the game for both men, though Bohling's problems involve numbers and Laudermilch's involve people. So how do they draw in young students who may be more interested in concerts, dates and parties?

Continued on next page

Alison F. Pappalardo

"It's the classic 'what's in it for me?' question," Bohling says. "You have to show how the discipline relates to them day to day—their cars, their student loans. You can't talk about wheat, even though sometimes wheat would be the perfect example."

Good teaching, he believes, involves keeping the complicated things simple, giving clear explanations and showing the students how the discipline of economics relates to them.

A scarce resource on campus, for example, is parking. In Bohling's class, students examine the issue and learn how economics demonstrates possible solutions to the parking dilemma. After they've seen how it affects them, they can extrapolate their findings to regional or national problems. That, Bohling says, gives him a chance to poke gentle fun at governments at every level. "I say, 'See? If they had just taken this course in economics, they'd know.'"

In Laudermilch's upper-level social work courses, the emphasis is less on concepts and more on readiness. "I don't think I'm perceived as easy," he says, "but I think I'm perceived as fair and appropriately demanding." His students will work in an environment where they must solve serious problems on their own, so the classes involve lots of reading and writing, skills the students will need in the workplace.

He also spends much of his class time splitting students into small groups to discuss issues. "The feedback from students is that they like that," he says. "They connect with the instructor more."

Their concern encompasses the students' education as well as their understanding of economics and



Economics professor Pete Bohling, left, and Charles Laudermilch, associate professor of sociology, social work and criminal justice, received the university's first Outstanding Teaching Award in 2000.

sociology. Because they believe connection matters, both men stay available to their students. Go into Laudermilch's office, and you might find him on the phone arranging a time to meet a student who needs to talk, even if the only available time is after he's finished teaching a night class. "I enjoy working one-on-one with them, advising them as well as working through issues."

He may be grading papers at 4 in the morning but, for him, the students come first. "My office door is never closed," Bohling says. "I'm almost never in the office by myself. I have students with me constantly. That's my favorite part of the job."

When they're finished for the day, neither goes home, puts his feet up and turns into a couch potato. Instead, since the beginning of 2002, they've been training together to run a marathon.

"There's a lot of heart disease in my family, so I run out of fear. Pete and I connected through running from the very beginning," Laudermilch recalls.

The two men met while running near Bloomsburg's Town Park. Both started teaching at the university the same year, and Bohling remembers that Laudermilch was the first person he knew at the campus.

Laudermilch ran a half-marathon in Philadelphia four days after the terrorist attacks in September 2001. He found it so inspirational that he decided to run a full course, another of his goals. "I'm excited and thankful

I can do it with someone," he says. "It's an opportunity to take on a challenge."

Though Laudermilch denies any correlation between teaching and running, the similarities are there: He puts pressure on himself for each class, checking his readiness, organization and plans. For the marathon, he's followed the training schedule to the letter to make sure he's similarly prepared.

In an average week, the two may run 50 miles. "We've pushed each other along," Laudermilch says. "It's helped both of us get over difficult times."

Of course, running that much means they have a lot of time to talk. While they talk about almost everything, the conversation usually returns to teaching. "I talk to him about how he structures his classes," Laudermilch says. "It's an opportunity for me to brainstorm."

"We talk about how we're going to teach, how we're going to improve the classroom," Bohling says.

But what both men really want, Laudermilch says, is someone who'll say, "It's time to retire, guys," when they're not teaching as well as they used to. "We want to retire at the top of our game."

Still, retirement may not come anytime soon. Smiling again, Bohling says, "I think I have one of the best jobs in the world. It's not hard because it's so much fun." **B**

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

Sharpening the Competitive

EDGE

STORY BY KIM BOWER-SPENCE



Bloomsburg's Magee Rieter Automotive Systems is an undisputed industry leader, one of only three firms worldwide to be honored 10 years running with General Motors' prestigious Supplier of the Year Award.

And, when Magee Rieter wanted communications training for its salaried

personnel, the firm turned to the Workforce and Economic Development Network of Pennsylvania (WEDnetPA).

As Pennsylvania manufacturers jockey to not only compete but to lead in global markets, training becomes crucial in everything from

from 1961 to 1985, the WEDnet program from the Magee Rieter family also founded Magee Rieter Automotive Systems. Magee Rieter past chairman of WEDnetPA, a commitment to training for salaried personnel.



General Motors' Supplier of the Year award, a testament to the quality of the products used in WEDnetPA's training program.

'... a wide latitude of choices.'

Recognizing the need to upgrade employee skills, the state created WEDnetPA in 1999. Guaranteed free training, an integral part of WEDnet, provides companies with grants to cover areas ranging from teamwork and problem solving to welding and computer programming. In 2001-02, the program paid \$18.5 million to train 75,000 employees of 1,200 companies.

The training network comprises Pennsylvania's State System of Higher Education—including

Magee Rieter, whose founding family donated the mansion that houses the university's continuing education office, is one beneficiary. The company employs about 700 workers to manufacture carpet for automobiles and competes with much larger, more metropolitan firms from around the world, notes training coordinator Dani Crossley.

WEDnetPA, Crossley says, helps keep Magee Rieter ahead of the pack. "We need to bring ourselves right into the 21st century with everyone else, and this is a big contribution," she says.

Magee Rieter got involved with WEDnet in September 2001 when program funding paid for the Bloomsburg University Corporate Institute staff to train supervisors in communications topics like goal setting and dealing with difficult people. The group included managers, supervisors, clerks and secretaries. Enthusiasm ran so high the company opted to put its entire salaried workforce—about 150 people—through the program.

Crossley believes the program proved especially valuable for foremen, who usually rise to their positions without formal management training.

"Everybody realized the difficult position our foremen were in," Crossley explains. "I think this has helped them deal with some of the issues" they confront as they balance demands from both their former co-workers and management.

It's a situation often found in industry, observes Corporate Institute Director Roy Smith. Companies usually promote people to supervisory positions based on their job skills. An accountant who rises to management, for instance, probably excels in accounting. That doesn't necessarily mean that the individual accumulated people skills in delegating, conflict resolution and leadership along the way.

"But if you're a supervisor, you're in the people business," Smith says. "Your success will depend on your skills in working with people."

While Crossley can't precisely measure the benefits of improved communications skills, she believes work-related situations may be handled better after training, ultimately resulting in fewer union grievances. "If nothing else, it has raised an awareness level," she says.



Alison Stone and Roy Smith, associate director and director of Bloomsburg's Corporate Institute, respectively, stress communication and conflict resolution skills as starting points in their workforce training programs.

Bloomsburg University—as well as community colleges and technical institutions. These partners administer the program in their regions.

John Abell, director of continuing education,

oversees WEDnetPA at Bloomsburg.

Simple forms and streamlined processing, coupled with commitment and resources, make it worth a company's effort to pursue WEDnet training, Abell believes.

"The beauty is that the company has such a wide latitude of choice," he points out. "WEDnet works well, and it's administered well. Companies are often surprised that this is so simple."

He cites "phenomenal" flexibility, with a simple application process, fast turnaround and little bureaucracy—"a very well-greased program."



Cornell Iron Works recently brought its 230-member workforce together from two buildings into one new facility in Mountaintop, Pa.

Workers who trained together are more likely to think twice when an issue arises, she explains and, pulling from what they learned, realize they might have reacted more appropriately. Technical training also results in less downtime, since workers know more about the systems they oversee.

"We probably would have done something for foremen," she notes, but training would not have been extended to so

many employees without WEDnet. "Technology training is a must to keep the plant up-to-date and competitive."

Crossley found the program easy to navigate, with little paperwork and reasonable qualifications. "They really wanted to help," she reports, "and you could see that in the flexibility."

Cornell Iron Works in Mountaintop, Pa., recently combined its 230-member workforce from two buildings into one new facility. Managers anticipated some challenges as they brought together workers who formerly had little contact, according to Vicki Clark, human resources manager.

"We really saw a need to look at our communications skills and conflict resolution skills, kind of as a preventive," she says.

Continued on next page

Bloomsburg University joined WEDnetPA, a training program geared to the needs of manufacturing and high-tech enterprises, in 2001.

For 2002-03, the university received \$225,000 each for basic skills and information technology training. Local companies participating include Bloomsburg Mills, Girton Manufacturing, Heinz Pet Products, Kleerdex Co. and Magee Rieter. Bloomsburg's funds will train nearly 600 workers.

Companies may select from an array of trainers, including the university's Corporate Institute. The institute, in conjunction with BU's College of Business, provides coaching and workshops to corporate clients. Participants can get a high-quality product at little or no cost.

"So everybody wins," notes John Abell, director of continuing education.

Abell is responsible for inviting area companies to participate, learning the type of training they desire and helping them apply. BU's continuing education office earns an administrative commission based on the money it dispenses through the program. The division also can provide some training; for instance, it already offers safety courses, covered in WEDnet's basic skills track.

Companies select which employees to train, the type of training and trainer. They can work with the university, another partner institution, in-house trainers or a third party, depending on their needs and qualifications. Training is even available online. Companies must pay for in-house or third-party training up front. Then Abell helps confirm its completion and arranges reimbursement.

Basic skills include communications and teamwork, applied mathematics and measurement, workplace health and safety, problem solving, business operations, computers and workplace behavior skills. Also covered are manufacturing fundamentals like blueprint reading, welding and soldering, tooling, grinding and machine setup and maintenance. Grants provide up to \$450 per employee, and employers may apply for as much as \$100,000 per fiscal year.

Information technology training can include applied manufacturing technology, e-business or e-commerce, technology support, database development, software engineering, computer programming, network administration, systems analysis, information security, management information systems and Web site design and development. This funding can reach up to \$700 per employee and a total of \$50,000 per fiscal year.

Both employers and employees must meet eligibility criteria.

Employers must be based in Pennsylvania or have significant presence in the state, with less than 50 percent employee turnover.

Employees must reside in Pennsylvania and earn at least 150 percent of minimum wage. Jobs must be permanent and full-time, with employees remaining for the company at least 180 days after training.

Reasons Abell: "If we can get all of them together into one unit, then we've packaged a university, a very highly successful company and a training provider. To bring all those three elements together, it's an unbeatable combination."

Communication, Cooperation, Coordination

She contacted Alison Stone, associate director of the Corporate Institute, who had coached Cornell employees earlier. Stone told her about WEDnetPA.

Without WEDnetPA, Cornell couldn't have offered as much training, Clark says. But, thanks to the program, 20 production employees, including several supervisors, took part in four workshops on communications and

conflict resolution.

"The employees really bought into it on their own," Clark notes.

And they quickly put it to work.

Clark explains that various departments simultaneously create different components of a door. When two departments disagreed on whether they could do a particular job, several employees recalled the "three

Cs" they'd learned from Stone and Smith: communication, cooperation and coordination. The departments got together, talked through the problem and coordinated a plan to accomplish what they thought would be an impossible task.

"This was implemented by the associates on their level without management involvement," Clark notes. "It ended up going very well."

"Our guys bought right into it," confirms Cornell department head Rich Hart, who oversees a four-member team that welds and fabricates metal. The workers made a big sign emblazoned with the "three Cs" and hung it as a reminder.

"The conflict resolution seminar was the first step in implementing the 'three Cs' and, in turn, it makes us produce a product in a more smooth, accurate and timely manner," he says.



Twenty Cornell Iron Works employees made a sign to remind themselves of the importance of the '3Cs.'

With their new emphasis on communicating, department heads now discuss which jobs to work on each day so they complete a project together. "It makes the whole job go more smoothly, right down the line," Hart notes.

Clark adds that effective communications skills are extremely important as Cornell Iron Works prepares to enter global markets.

"It just gives us a good competitive edge," she says. "The more training you can give people, the more competitive you're going to be."

The Corporate Institute workshops were "outstanding, very well done," Clark says. "It was done in a way that employees could enjoy the training, enjoy the process."

The benefits of learning to listen better, resolve conflict and deal with angry people can extend beyond the work team and business world, Smith of the Corporate Institute adds. "It makes them more

effective in their personal lives. A lot of the things we teach, you can take home to your family." ■

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



Cornell Iron Works Human Resource Manager Vicki Clark says the company couldn't have offered as much employee training without WedNET.




Alison Stone of the Corporate Institute worked with Magee Rieter foremen, who are considered a vital link between line employees and management.

Accounts of a Profession

AN INTERVIEW BY ERIC FOSTER

Michael Shapeero's accounting courses are filled with examples gleaned from the front page of the local newspaper: Cash is missing at a local pizza joint... A secretary writes company checks to herself... An official embezzles from a non-profit agency. And then there are the examples drawn from his own stint as a certified public accountant and auditor working in California.

Early in an interview about the state of the stock market and glut of record-breaking scandals, the accounting professor emerges as a natural storyteller, recalling the first time he came face-to-face with fraud...



Shapeero: It was my boss, a partner in the CPA firm. He stole about a quarter million dollars from our clients. He had possession of the checkbook, and he wrote checks to himself. That's why segregation of duties is critical. No one person should have custody of an asset and account for that asset because then they can both steal and conceal.

Continued on next page

Bloomsburg: *What did you learn from the experience?*

Shapeero: At 25, I learned that, given enough motivation and desperation, just about anybody could steal.

Bloomsburg: *Put a name on what the economy is going through now.*

Shapeero: It's like multiple personalities. If you look at the underlying statistics, interest rates are low, unemployment is relatively low, inflation is low, and productivity is up. That's the good stuff.

ing with Enron and WorldCom and Tyco and Global Crossings. People are saying: "How can it be honest when WorldCom has \$7 billion in expenses that should have been on the income statement but instead those expenditures were capitalized as assets on the balance sheet?"

Those financial statements were bogus. Where were all those mechanisms that were supposed to make sure that didn't happen—the auditors and the Securities and Exchange Commission? You can't overestimate the importance of high-quality

revenues came from consulting. So a \$100,000 audit client was a good-sized client. Now 50 percent or more of some CPA firms' revenues are coming from consulting. Arthur Andersen made \$52 million from Enron: \$25 million from auditing and \$27 million from consulting. If you're Arthur Andersen's Enron audit partner and you say, "This needs to be cleaned up," the client may say to you, "We're not going to do that. And, if you draw a hard line, we're going to fire you guys." So, now you're not going to lose a \$25 million



The bad stuff is people are feeling uncomfortable. Certain sectors of the economy have lost jobs. That makes people uneasy so they don't buy a lot of big-ticket items. Seeing that, businesses don't invest in inventory or technology. It becomes a self-fulfilling prophecy.

Bloomsburg: *What is an accountant's role in this?*

Shapeero: We have the best economy in the world mainly because we have fairly efficient capital markets. People with money make it available to businesses, allowing businesses to expand and do research and development.

It was perceived to be an honest game, but that perception is chang-

information in making people comfortable in investing their money.

Bloomsburg: *Who is responsible for these corporate scandals?*

Shapeero: The problem is stockholders who demand profits go up every quarter. This places a lot of pressure on companies and then management manipulates the financial statements to keep the owners...stockholders...happy. And the problem is auditors who, rather than protect the public interest, are too flexible with questionable accounting methods in order to keep management happy.

When I started practicing in 1979, 5 percent of my firm's

audit; you're going to lose a \$2 million client. Do you want to be known around your firm as the guy who lost a big client? Is that desire to keep your clients happy compatible with the toughness an auditor needs?

Bloomsburg: *What would you do? What did you do?*

Shapeero: I've had clients come in during tax season who said things like, "I have a business that I started in my garage. I made \$3,000 last year. Do I have to put this on my tax return?" And I said, "Yes, of course. I know about it and, because you told me, I can't do a tax return and omit it."

If they said, "I don't want to do it," I told them, "Here's your file. It's been nice knowing you."

‘We have to convince people that the game is not crooked. That means that management is honest and that auditors have subjected the statements to a rigorous and independent review.’

I don't have any single client who is worth going to prison for or losing my certificate for. And, the punch line is: I never had a single client leave. What I found is that people are looking for permission to do something they know is wrong.

Bloomsburg: *Are you angry?*

Shapeero: I'm not happy when I look at the mutual funds in my retirement account. I'm disappointed in the profession—in some people in the profession. I'm disappointed that we did not regulate



ourselves better. We're taking a hit now because of the behavior of the large firms. Once I get past a couple of offices at these large firms, I look at the remaining people. Most of the people at public accounting firms do good work.

Bloomsburg: *Is the worst over?*

Shapeero: I think the most abusive scandals are out. Now it's a question of regaining trust. How many times can you say that Enron paid \$25 million for the audit and \$27 million for consulting until the public says, "You're not really independent"?

We have to convince people that the game is not crooked. That means that management is honest and that auditors have subjected

the statements to a rigorous and independent review. Recent legislation passed by Congress is a step in the right direction.

Now it's up to us to do our part. We belong to an honorable profession. Some people have lost their way, but the overwhelming majority are still honorable people.

Bloomsburg: *Different professions have different ways of looking at things. Is there a nugget of accounting wisdom that anybody can use?*

Shapeero: You can't take everything at face value. You have to use your own judgment, you have to use your own abilities, and you have to verify. That's professional skepticism.

When management tells me something, they have an incentive to be optimistic. I trust them. If I didn't trust them, they wouldn't be my clients. But that's not persuasive. I'm going to go out on my own and use other ways to verify what they've told me. The cause of many audit failures is the failure of the auditors to aggressively pursue the truth.

Bloomsburg: *Do you have a favorite auditing war story?*

Shapeero: In Sacramento, I was doing an audit of an agency that received a federal grant. One of the questions you ask is, "Do you require two signatures on every check?" If I have the checkbook and I can write checks, I can steal. But if I have to sign and you have to sign, we have to steal. It's tougher.

They said, "We use a check-signing machine. To operate it, you have put two keys in. There's a locked drawer underneath where we keep the signature plate and

blank checks." That's pretty decent internal control.

Lunchtime comes, and the office clears out. I'm just walking around, and I wander over to the check-signing machine. What do you suppose I find? Both keys are in, the signature plate is in, and the machine's ready to go. The drawer is unlocked. There are the blank checks. So I put one in the machine and write a check for zero.

The bottom line: Just because you're told something, doesn't mean it's happening. Trust, but verify. There wasn't anything fraudulent about this case. But it was one of my first experiences with people who said, "This is what we do," and I discovered that it wasn't.

Bloomsburg: *Tell me one of the most important things students need to know.*

Shapeero: If you don't trust management, don't take on the client. Management's going to be there 365 days a year. They can override the internal controls and manipulate the financial statements. If you have any doubts about management integrity, don't take them on. There's enough good work to be had elsewhere.

Bloomsburg: *What's the best part of being a teacher?*

Shapeero: To help people realize their dreams. We enable people to find great jobs that they like and find interesting.

I love finals week. Students come up to me and ask, "Will you be at graduation?" They want me to be part of it. That's as cool as it gets. ■

Eric Foster is co-editor of Bloomsburg Magazine.

Cockpit



Like many pilots, James Grimes III '81 began his flying career in the military. Today, the former Marine pilot flies trans-Atlantic routes for Delta.

Depending on the day, James F. Grimes III has an office view of the Matterhorn in the Swiss Alps, the rugged shores of Newfoundland or, for his commute home, the skyline of Atlanta, Ga. Of course, the office is an 8-foot wide cabin in the nose of a Boeing 767 flying at 35,000 feet above sea level.

"The beauty of the world never ceases to amaze you," says Grimes, a 1981 Bloomsburg graduate and former Marine transport pilot.

Like more than a dozen Bloomsburg graduates, Grimes is an airline pilot. And while the airline industry has been rocked by the terrorist attacks of two Septembers ago and an economic downturn, Grimes and fellow pilots Jerry Walborn '71, Michael Lynch '81 and Randall Spence '82 are still confident of the industry they've chosen for their career.

So, is it exciting to fly a 200-foot airplane with its dozens of dials, gauges and switches at 35,000 feet?

"In a normal situation, it's boring," says Spence, who pilots a 727 on North American routes. "But, when the weather is bad, it's fascinating."

If Spence sounds calm about flying in challenging conditions, it's because he and his fellow pilots are prepared. "We spend so much time training—a week in the simulator every six months for 20 years. You

can't tell the difference between the simulator and the real plane. But in the simulator, something always goes wrong. There's always an engine failure or a fire in the cockpit.

"As long as I'm fine, the passengers are going to be fine," says Spence. "For the most part, I'm trying to save my butt and, in the process, I'm going to save theirs."

Along with their airline training, military service might be a factor in all four pilots' cool, "can-do" attitude.

Walborn's father and paternal grandfather were Navy veterans, so it wasn't outside the realm of possibilities that he would join, too. But first, he tried his hand at elementary education.

"I wasn't that good," the Montgomery, Pa., native says of his initial stint at student teaching 30 years ago. "I thought instead of becoming a teacher I was going to be a structural steelworker like my dad."

Walborn's course toward his future took an abrupt turn when he met a Navy recruiter in the student union, the site of today's University Store. "The year was 1971, so you can imagine the recruiter wasn't all that popular," he says, referring to the turbulent times during the Vietnam Conflict.

Continued on next page

Instead of standing in front of a class of youngsters, Walborn became a student, ending up in Officer Candidate School in Florida, where his military career took off.

Grimes' transition from Bloomsburg University to the military was much like Walborn's. He talked with recruiters on campus and was impressed with what he heard. "Next thing I knew, my hand was in the air, and I was sworn in to go to the Marine Corps," he says.

Flight school in Florida was followed by stints in Texas, North Carolina, Japan and California. "I didn't know the first thing about flying," Grimes recalls. "I just hung in there. The hard part for me was the books. The actual flying came easy."

Spence, on the other hand, got a taste of flying before leaving campus. He joined BU's ROTC program and began taking flying lessons at the Bloomsburg Municipal Airport. Then, on to the Air Force for an eight-year hitch.

What set the hook in him was a flight to the NCAA swimming and diving championships at Marquette University in Milwaukee, Wis., during his freshman year.

"I started talking to some pilots," the Silver Spring, Md., native explains. To learn to fly "they told me I probably had to join the military."

Conversely, Lynch left Bloomsburg and went into the "real world" to ply his trade: accounting. But after working in a bank, he knew that career didn't add up for him. "That just didn't fit my personality," he says, "so I went looking for options."

A friend pointed him toward the Navy, where he remained for eight and a half years, serving in

places like Texas, Maine, Iceland and Spain and, at one point, tracking Soviet submarines

during the Cold War. When he came out of the Navy in 1991, American Airlines hired him. Currently a first officer or "co-pilot," he flies the newer version of the DC-9, a "Super 80," on domestic routes, including Canada and Mexico.

Of the four, Spence was the only one in the air on Sept. 11, 2001. He vividly recalls getting the order to "get your passengers off and park your plane anywhere you can."

"We were kind of looking over our shoulder wondering, 'Am I going to see my family again?'" he recalls, adding that he was in no hurry to get back in the air several days later.

Spence believes increased cockpit safety is "a real simple fix."

"The biggest disappointment to me," he says, "is that politics prevents pilots from carrying guns."

Walborn and Grimes agree... to a point. But both admit to having questions about the logistics of arming pilots.

"I feel it has to be very tightly regulated," says Walborn. "On the surface, I'm not particularly for it, but I haven't seen the training they'd put us through."

He also wonders whether he'd be permitted to tote a gun back and forth between his home in Pennsylvania and his home terminal in New Jersey. Currently on reserve status for Continental Airlines, Walborn fills in for pilots on sick leave or flies last-minute charters and, when he's not in the air, serves as a substitute teacher in East Stroudsburg, Pa.



© Jeffery Lynch '82

Randall Spence '82 got his first taste of flying through Bloomsburg's Air Force ROTC program and pilot lessons at the Bloomsburg Municipal Airport.



© Jeffery Lynch '82

Jerry Walborn '71 was an education major, but decided to earn his pilot's wings in the Navy, following in the footsteps of his father and grandfather.

Grimes recalls meeting the eyes of passengers on his first flight after the terrorists struck. "There was an unspoken understanding that said, 'Don't worry, we got your back,' " he remembers.



Generally, Grimes says, his fellow pilots support the idea of carrying firearms. But, like Walborn, he has questions. "Where do you keep the gun?" he wonders. "How's it stored?"

Passenger safety always must be a pilot's priority, says Grimes, who was hired by Delta in November 1988 when he completed service with the Marines.

Delta's training was similar to the Marine experience "except we had to be concerned with 200 people in the back," he says.

He still thinks about that aspect of his profession. "You never really take it for granted. You're always very concerned, especially in this new environment."

Flying international routes out of Atlanta, Grimes has a new perspective of his own plane. "Now I take a walk through the cabin before we leave, take a look around to see who's there and make my presence felt, kind of put the people at ease."

Grimes recalls meeting the eyes of passengers on his first flight after the terrorists struck. "There was an unspoken understanding that said, 'Don't worry, we got your back,' " he remembers. "I was actually looking forward to that first flight. I was so angry about what happened. I felt like I almost wanted to face somebody who was trying to do something."

Before Sept. 11, airline procedures called for cooperating with hijackers and doing what they wanted. "That's no longer the case," Grimes says.

"I'm strongly in favor of (guns in cockpits)," says Lynch, a Mifflinburg, Pa., native. "I would feel much better if I had a weapon to protect that cockpit if somebody who's not supposed to be there comes through the door."

With flights set as much as three months in advance, Lynch can continue to live in central Pennsylvania while flying out of New York City. "The farther you live from New York the better. All my family's here and my wife's family," he says, mentioning his wife Melissa, daughter Meagan and sons Adam and Nathan. His schedule also allows this former BU wrestler to coach Mifflinburg High School's varsity team.

Lynch says he's happy with his career choices... even that stint in the bank. "I wouldn't change a thing. Going in the Navy was one of 'those things'—you're glad you did it, but you're glad it's over."

For the Walborn family, the military experience continues. Since he came from a long line of midshipmen, it should be no surprise that Walborn's 31-year-

old son served in the Navy and his 22-year-old son plans to continue the family tradition.

Originally hired by Continental Airlines in 1979, Walborn found international events conspiring against him a year later. During the Iranian hostage crisis and tough economic times, he was part of Continental layoffs. He was hired by Eastern Airlines, a career move that allowed him to return east, flew for various domestic and international airlines and was rehired by Continental in 1997.

"I would have liked to have a more traditional timeline in my career, but other than that, I'm a real lucky guy," he says.

Grimes, a native of suburban Philadelphia, loved the small-town feel of Bloomsburg, where he was a marketing major. Now he travels to places like Milan, Paris, Munich, Madrid and Zurich and he's seen the Vatican and the Coliseum.

"You don't get into a routine," he explains. "The days you fly and the places you go change every month."

Like Lynch, Spence is a first officer. He's content to keep that rank, since his seniority with Delta allows him to choose a schedule that keeps him close to his Atlanta-area home and his wife and three young children.

And while the office is small, being an airline pilot has certain intangible rewards.

Spence says, "I've seen the space shuttle take off while flying an airplane. And when you land in the Caribbean, you see all the shades of blue in the water. The water is so clear, as it gets deeper, the blue gets darker.

"It sure beats a cubicle." ■

Troy Sellers reports on court and legal issues for the Williamsport (Pa.) Sun-Gazette



Michael Lynch '81 lives in central Pennsylvania while flying out of New York City for American Airlines. Schedules set months in advance allow him to enjoy small-town life with his family.



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Return on Investment

STORY BY MIKE FEELEY '87

Barbara Benner Hudock spent just a little more than two years earning her degree at Bloomsburg University. But the Southern transplant has since formed a decades-long relationship with her alma mater and become an important part of Bloomsburg's future.

Hudock's generosity toward Bloomsburg is easily documented. The Steinway piano she and her husband donated and the major contribution toward the Student Services Center that resulted in an auditorium carrying their names are just the most visible of a series of contributions to the university.

But it's her time spent helping to secure Bloomsburg's financial future that has been her most important donation. Hudock worked countless hours chairing the steering committee for the university's recent \$17.4 million capital campaign. Not bad for an effort that started out with a goal of \$11 million.

"I really can't take credit for it," says Hudock '75, whose nearly 30 years in Williamsport, Pa., haven't completely erased her warm North Carolina accent. She quickly throws credit to a number of university officials and other volunteers. "I'm just very grateful to Bloomsburg for what it gave me. I've just wanted to give something back."

In the end, more than 17,000 people, businesses and organizations contributed to the New Challenges, New

'I'm just very grateful to Bloomsburg for what it gave me.'

Opportunities campaign. The money is going toward scholarships, specialized classrooms, building renovations and other campus needs.

"The story of this campaign is truly remarkable," university President Jessica Kozloff says. "Although we originally were told that we might be able to raise \$8 million, the Council of Trustees and the Bloomsburg University Foundation Board decided to set our sights higher, at \$11 million. When we met our first goal, they extended it to \$15 million, and here we are today, at more than \$17 million."

Hudock's dedication to the university is demonstrated in the way she joined the Foundation Board. While still at Merrill Lynch in 1991, Hudock approached the university, asking to handle the investments of money raised through the Foundation—a pretty sizable account for the company. Then

Continued on next page

‘One of my deepest beliefs is that you give back to whatever got you to where you are.’

she immediately agreed to join the Foundation Board, creating a conflict of interest that required her to drop the Bloomsburg account...immediately.

“One of my deepest beliefs is that you give back to whatever got you to where you are,” Hudock says. “I want to help make a difference.”

Hudock is managing principal of Hudock Moyer Financial Advisors in Williamsport, associated with Wachovia Securities Financial Network. She started her

gold wall clock are the only signs left of old-style money management. The glass offices, computers and photos of Wall Street and its famous bull indicate the employees here are dealing in high finance. The 10-foot-high steel vault holds client files—not money.

“Even though the market has been horrendous, we’re happy,” says Hudock, who adds that she left Merrill Lynch because she was unhappy with the direction the firm was taking. “There is a totally different sense here. People are happy.

“After 26 years with Merrill Lynch, pouring my heart and soul into the company, I felt a little guilty about leaving. It’s taken us a year to get our feet grounded, but I am so pleased and so proud of this company,” Hudock continues.

Hudock grew up in Charlotte, N.C., and was attending college near home when her husband, Mike, was offered a coaching job in Williamsport. They moved to Pennsylvania, and Hudock transferred to Lock Haven University to study education. She says she soon

learned that teaching wasn’t in her future.

“My professor saw my handwriting and told me to leave and to not come back,” she recalls, laughing.

So Hudock transferred to Bloomsburg in 1973 to finish her college education, this time as a business major. She wasn’t your typical college student. Already

married, she had a 2-year-old daughter, Kim. So this wife-mother-student juggled home, work and parenting—coupled with an hour-or-so daily commute.

“We didn’t have a lot of money,” she recalls. “We used pretzel cans for chairs in the kitchen, but we thought they were great.”

“I had to pay for a full-time babysitter and gas for the commute,” she adds. “And at that time, gasoline had jumped to about \$1 a gallon because of the oil embargo. If I had sat down and planned this, it probably wouldn’t have worked out.”

But she pushed on. She left for Bloomsburg at 7 a.m. and returned between 4 and 5 p.m., after attending classes, studying and working in a work study program. Through it all, she says, she was grateful Bloomsburg gave her every opportunity available.

“Bloomsburg gave me work study. They gave me grants,” she says. “I think I have formed this bond with Bloomsburg because this is where I finished school. If I hadn’t been given the opportunity and the help, I wouldn’t be where I am today.”

After all that, Hudock didn’t want a career; she simply wanted a 9-to-5 job so she would have time to be a wife, a mother. She started as a secretary at Merrill Lynch in Williamsport, but after her son’s birth five years later, decided to get her license to begin her financial career. She worked her way up the corporate ladder to become first vice president, investments, in the Williamsport office before launching her own business—just three years before she was eligible to retire from Merrill Lynch.



Barbara Hudock '75, left, consults with registered service manager Dee Gephart in the offices of Hudock Moyer Financial Advisors.

business in November 2001 after more than 26 years with Merrill Lynch.

Her office is located inside a renovated bank where the 30-foot ceilings, massive vault and large

"Our motto here is, 'If you aren't living on the edge, you're taking up too much space,'" she says. "But starting this business was like the time I bungee jumped. You do it and don't look back."

Hudock isn't one to pat herself on the back for her work with Bloomsburg University. She talks about loyalty and giving back. That hasn't stopped the university and State System of Higher Education from honoring her.

Bloomsburg in 1997 named her as the Young Alumna of the Year, and she recently received the Eberly Medal from the Pennsylvania State System of Higher Education's Fund for Advancement, recognizing her volunteer work on behalf of Bloomsburg.

Hudock and others who earned the award "deserve much of the credit for the ongoing success of our universities, giving freely of their time and resources," says Kim E. Lyttle, vice chair of the State System's Board of Governors and chair of the advancement fund.

Hudock said she realizes her path through Bloomsburg isn't the normal four-year, on-campus life. She said that also might contribute to her love affair with the university.

"I went to Bloomsburg to get a degree, not to party," she says. "Now, it seems the more time I spend at Bloomsburg the more of a bond I establish with the university. My husband and I contribute to other groups, other nonprofits, but helping Bloomsburg helps me fulfill my desire to pay back those who have helped me along the way." ■

Mike Feeley is assistant city editor for The Patriot-News in Harrisburg.

Occasion to Serve

Elbem "Ed" Alkire never set out to have a long relationship with Bloomsburg University.

After all, he's not a graduate. Alkire earned degrees in chemical engineering from Lafayette College in Easton, Pa., and Rensselaer Polytechnic Institute in Troy, N.Y., and attended the executive program at the University of Michigan College of Business, Ann Arbor.

But, as chair of the Bloomsburg University Foundation Board since 1996 and a member since 1992, Alkire has provided much of the behind-the-scenes leadership that resulted in the successful \$17.4 million comprehensive campaign. Pennsylvania's State System of Higher Education recog-

nized his leadership with an Eberly Medal for Volunteerism in 1998 while Bloomsburg honored him as an honorary alumnus in 1995.

A quality process expert who's testified before Congress, Alkire joined Bloomsburg's family in 1975 while serving on a task force to examine the Department of Education and the 14 state-owned colleges. The executive for Air Products and Chemicals Inc. of Allentown was assigned to study Bloomsburg and, consequently, he met James McCormick, the president of Bloomsburg and the future chancellor of the State System of Higher Education.

"You come in for one reason, and you make a connection to people," recalls Alkire. "The next thing you know, there's an occasion to serve, encouraged by your company because they're taxpayers, too. Once you get involved and enjoy what's going on, you realize there are real opportunities to make a difference."

And make a difference he has. As an early member and chair of the College of Business Advisory Board, he was involved with a fund-raising campaign in the 1980s. He served on the Council of Trustees from 1985 to 1991, helping guide the university in its first years as part of the State System of Higher Education. And he had an impact as a member of that state task force for then-Gov. Milton Shapp.

"One of the recommendations was to join the universities together with one leader...to make the universities stronger as a system than as a independent entities," says Alkire. "We recommended the creation of something that eventually became the State System."

By Eric Foster



Challenges Met,



Peter, Paul and Mary entertain the audience with classics, like 'Puff, the Magic Dragon,' and introduce new numbers at a special campaign finale concert in Haas Center for the Arts, Mitrani Hall.



Noel Paul Stookey of Peter, Paul and Mary, shares stories of the life of a musician at an after-concert reception for campaign contributors in the Magee Center.



President Jessica Kozloff chats with history professor emeritus Robert 'Doc' Warren, of Danville, Pa., who endowed a scholarship with the proceeds from the sale of land.

Opportunities Ahead

STORY BY SUSAN C. BROOK



Robert McCoy, president and chief executive officer of First Columbia Bank in Bloomsburg, right, believes a thriving university has an impact throughout the community. At the campaign finale, he shares his thoughts with Bloomsburg Area Chamber of Commerce President Ed Edwards.

Donors and fund-raisers for New Challenges, New Opportunities: The Campaign for Bloomsburg University aimed high, succeeded beyond their dreams and then paused one evening last fall for celebration, against a musical backdrop provided by folk singers Peter, Paul and Mary.

And there were plenty of reasons to celebrate the university's first comprehensive campaign—a \$17 million success—at the Nov. 16, 2002, gala: donations from more than 17,000 alumni, parents and friends; more scholarships; and a renovated Student Services Center, to name just a few.

During the five-year effort, the scholarship endowment grew from \$2.5 million to \$6.4 million. The increased endowment allowed scholarship disbursements to increase from a total of \$444,228 for 397 students in 1998 to \$617,233 for 561 recipients in June 2002.

And the Student Services Center now gathers departments such as admissions, counseling and financial aid under one roof inside the former Andruss Library.

The campaign's original scenario set a goal of \$11 million, but the early results were so promising that the drive was extended in September 2000, with a new goal of

\$15 million. Steering committee member Rod Keller, regional community relations director with PPL Electric Utilities, recalls the effort's early going.

"We were all pleasantly surprised we were able to increase the campaign goal because of the tremendous response, not only from alumni but also from private donors who wanted to support the university," Keller says.

"Really, it's a sign the university is a leader in the State System," says Keller, whose employer, PPL, donated \$25,000 toward the SSC renovation. "We at PPL were happy to help because money raised through the campaign is going to ensure the future of Bloomsburg University."

At First Columbia Bank in Bloomsburg, president and chief executive officer Robert McCoy was an early supporter and, like Keller, a member of the campaign steering committee. First Columbia's \$50,000 donation, used for the Student Services Center, is recognized with a room in the facility that carries the bank's name.

McCoy believes a thriving university has a ripple effect throughout the local community and region. "We think the university is an enormously important institution for this whole area, so it's easy for us to support," he

Continued on next page

During the five-year effort, the scholarship endowment grew from \$2.5 million to \$6.4 million allowing scholarship disbursements to increase from \$444,228 for 397 students to \$617,233 for 561 students.

says. "It's important for educational opportunities for people who live here, for opportunities in the arts for the whole community and for its economic importance to the area."

Another important element of the campaign assists special programs, such as each spring's Health Sciences Symposium. The Berwick Wellness Foundation's \$100,000 grant is furthering the symposium's service to community health education, says Eric DeWald, the foundation's executive director.

DeWald says the Berwick Wellness Foundation values the opportunity to support the symposium, which has run successfully for a decade. The mission of the 3-year-old foundation, formed when Berwick Hospital was sold, is to further health, mental health and recreation in the community.

Strengthening the symposium, now renamed in recognition of the foundation's sponsorship, was a logical and economically sensible decision for the foundation, DeWald says. "With the caliber of the people already speaking at the symposium, it was a good way to fulfill our health education goal," he says.

The campaign was a large umbrella, with room for many different philanthropic interests. Some donors, like retired faculty members Jesse and Virgie Bryan, prefer to see their money help students directly.



Senior history major Antoni Fobbs of Levittown, left, is benefiting from a scholarship established by Virgie Bryan, right, and her husband Jesse Bryan, former director of Bloomsburg's ACT 101/EOP program and chair of the department of developmental instruction.

The couple established two innovative scholarships—the Dr. Jesse Bryan and Virgie Bryan Scholarship and a scholarship honoring Felix and Laney Bryan, Jesse's parents—after Jesse Bryan recognized some minority students had unmet needs.

Geared to black and Latino male students, one scholarship provides a significant bookstore credit and the other is a cash award to a senior at graduation. "It was to be start-up money" for a work wardrobe or travel to an interview, Virgie Bryan says.

Professor emeritus Robert "Doc" Warren, who retired in January 1984 after a 20-year career as a history professor and department chair, also likes helping directly.

"My contributions have been for scholarships. My personal preference has been in that area, rather than buildings...so many kids are struggling as far as being able to afford college," says Warren, who continues to advise Sigma Iota Omega, the university's first social fraternity.

Warren's gift to the Presidential Leadership Program was unusual because he donated a 100-acre property adjacent to his own home; the donated land was sold for housing plots, with the proceeds benefiting the campaign. He retained his home, a barn and the surrounding 2.64 acres.

"Some people say, 'Ooh, you are going to have people around now,' but I don't mind that," he says because, in his perspective, development is progress.

Another donor to scholarships, Mildred Muller '34 of Verona, N.J., remembers well the struggles of the Great Depression. With a strong foundation in business education, Bloomsburg sent her on the way to her first job as a high school



Mildred Muller '34 met with the six scholarship recipients and their parents at a campus reception last fall. Muller endowed a continuous scholarship for business students.

teacher and, at the urging of the late Harvey Andruss, Bloomsburg's former president, she earned a master's degree from New York University in 1942. Muller later worked in research for Merck & Co., retiring at the age of 51 when she married.

Now her \$100,000 contribution is helping today's College of Business students as a progressive scholarship she helped design. "When I was able to set up the scholarship, I decided I wanted it to be continuous," she says. Recipients are granted \$1,000 the first year, with \$500 increments increasing the assistance annually as long as the students earn a 3.5 grade point average.

Muller, now 89, attended an October 2002 reception for the six students she has helped. "Oh, I was so satisfied to see these six and I met their parents," she says. The first students to receive the Muller Scholarship will graduate this May.

Long before donors gathered to celebrate and Peter, Paul and Mary stepped onto the Mitrani Hall stage, The New Challenges, New Opportunities Campaign dollars were already at work—providing scholarships, sponsoring educational opportunities and offering services for students in the renovated Student Services Center. ■

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

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A Fair Interpretation

Mark Jackowski and Janine Cooper can be understood above the rear of engines and collisions at the Bloomsburg Fair's demolition derby.

STORY BY BONNIE MARTIN

The ambiance of a demolition derby could be lost to those who cannot hear the crunch of steel striking steel. Bloomsburg University interpreting students made sure deaf and hard of hearing patrons at the 148th Bloomsburg Fair last fall didn't miss out on the total experience of the demolition derby and 40 other events and shows, just as they had for the past four years.

Sixteen seniors got the first opportunity to use their interpreting skills last fall at the Bloomsburg Fairgrounds. According to Kierstin Stager-Muroski, coordinator of the university's instructional interpretation program, students interpreted events ranging from shows by major and regional entertainers to livestock judging, a bull-riding competition and the demolition derby.

"It's a nice platform where they can practice. They stand on stage before hundreds or thousands of people and quickly get over their stage fright," Stager-Muroski says. "It's good for us, and it helps the fair comply with the American with Disabilities Act. We're thankful to the fair for working with us."

Early each fall semester, students sign up to interpret events throughout fair week in September and begin to prepare.

Interpreting for musical entertainers can be the easiest assignment... or the most difficult, Stager-Muroski says. Students study song lyrics to learn the words and listen to recordings to pick up the rhythm and beat. But, she says, an entertainer may try to pull the interpreter into the act, detracting from the student's ability to do the job, or use the fair as a venue to try out a new and unfamiliar song.

"They have to interpret, move to the beat allowing for a slight lag in time and convey the concept while trying to rhyme in sign," she says.

For other events, the homework is more technical as the students learn the terminology the event announcer may use.

Students Janine Cooper of Paxinos, Pa., and Mark Jackowski of Moosic, Pa., interpreted the demolition derby. To prepare, Cooper asked her husband, Wade, a mechanic, "What could possibly fly off a car?"

"I tried to familiarize myself with the names of car parts and what could go wrong," she says. "And I had a list of who was driving and the sponsors' names."

Although she and her husband are demolition derby fans, "you can't get caught up in the moment. The most important thing when you're interpreting is to keep processing the information to get the proper message across to the public."

Jackowski, who isn't a fan, conducted research online. "I also asked around to see if others have experienced the demolition derby, so I knew what kinds of words to expect throughout the interpretation."

Jennifer Megahan from Erial, N.J., interpreted eight events, including the concert by country music artist Travis Tritt. She chose Tritt's show because she recognized his name; she chose the other events because they

fit around her class schedule.

"I bought his greatest hits CD to get a feel for the music. I listened, practiced in the car and learned the words and music of his songs," she says. Megahan's

interpreting partner for the Tritt concert, Tanya Paukovits, is a country music fan from Coplay, Pa., who looked forward to her chance to "express his music through

sign" and, perhaps, meet the entertainer. Paukovits also interpreted bullride mania, the polka music of John Stanky and the Coal Miners and "oldies" by The Mudflaps.

"My mom's into polka... and my mom and dad listen to 'oldies' sometimes," Paukovits says. "I interpreted the beat through facial expressions and body movements. You can get into the feeling of the music, so the deaf

people can feel the same emotions we hearing people feel when we hear a song."

Jackowski, who interpreted for country group Diamond Rio and Beatles' cover band The Mahoney Brothers, said he prepared by "looking up words and listening to both groups' popular songs."

On the day of the

event, Stager-Muroski says, students arrive early to check in and find a practical... and in some cases, safe... place to stand. Using American Sign Language (ASL), students work in pairs to avoid mental and physical fatigue, interpreting for about 20 minutes before switching off. Required to wear solid-colored clothing that contrasts with their skin tone, the student interpreters don T-shirts with the message "Staff Interpreter" on the back.

"They've had some sticky situations when people were not expecting them, but they used the experience to educate others about interpreters," she says. "They learn how to introduce themselves, to explain their role and not to be in the way."

By the time students interpret at the fair, they have completed six ASL courses and are learning to sign as words are spoken, referred to as "simultaneous interpreting." A summer internship completes their training and often leads to employment opportunities, Stager-Muroski says.

"By interpreting at the fair, the students can gain confidence in a safe environment while providing services worth thousands of dollars," says Stager-Muroski.

"Ms. Stager-Muroski has built this event up as a special privilege to seniors, so the excitement builds through the underclass ranks," Cooper says. "We heard stories from the seniors who went before... the challenges they faced. It's how you pull it all together when you're under pressure that really counts.

"Signing is a beautiful language," she says. "I hope people who watch may even pick up a sign or two." ■

Bonnie Martin is co-editor of Bloomsburg Magazine.

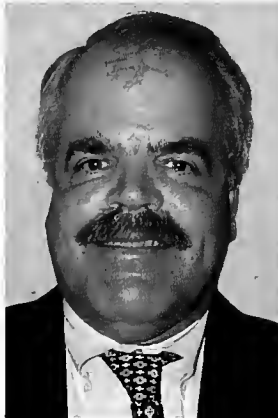


Jennifer Megahan makes sure that songs from yesterday reach everyone at a concert by a Beatles tribute band.



Senior Katy Griebble of Schnecksville conveys the announcer's request for silence while teams of massive draft horses pull 8,000 pounds.

News Notes



Richard Rugen

New VP

Rugen heads administration division

A former administrator at Thiel College, Greenville, Pa., is Bloomsburg's new vice president of administration and finance.

Richard Rugen, formerly Thiel's vice president for administrative services, has more than 24 years' experience in higher education administration, including institutional research, strategic planning and budgeting.

At Thiel, Rugen managed a \$16 million budget, supervised a 90-person staff and was responsible for administrative support functions for finance, human resources, maintenance and physical facilities, information technology, business services, public safety, food services and the bookstore. From 1985 to 1995, he was as an assistant to the president at Kutztown University of Pennsylvania, serving as interim vice president for administration and finance in 1995.



Rendell stops at Bloomsburg

Bloomsburg was on Gov. Ed Rendell's map last fall when he made a campus stop along the campaign trail. The former mayor of Philadelphia spoke to a group of students, discussing his plans to stimulate the state's economy.



A. William Kelly

an adjunct faculty member for 10 years, teaching speech and mass communications courses, and was recognized as Bloomsburg's "Young Alumnus of the Year" in 1988. He was appointed to the Council of Trustees in 1995.

The Council of Trustees is made up of 11 governor-appointed members, including one student representative. Each of the 14 State System universities, including Bloomsburg, has a Council of Trustees that meets quarterly to review and approve rules and regulations, student fees, academic programs, spending, construction projects and other matters that have an impact on the university.

Top Trustee

Kelly is Council of Trustees chair

A. William Kelly '71 of Kingston, Pa., is serving as chairperson of Bloomsburg University's Council of Trustees, succeeding Dr. Joseph Mowad. Robert J. Gibble '68 of Sinking Spring, Pa., is vice chairperson, and Steven B. Barth of Lewisburg, Pa., is secretary.

Kelly, president of public broadcasting stations WVIA-TV and WVIA-FM, produces and hosts the Emmy-nominated television program, "State of Pennsylvania," spotlighting government, civic and business leaders and other newsmakers. A long-time Bloomsburg University advocate and volunteer, he served as an

Alumni Association

Revision of Constitution

Bloomsburg University Alumni Association Board of Directors is in the process of revising the association's constitution. Alumni who would like to review the revision draft may request a copy at 570-389-4058, 800-526-0254 or alum@bloomu.edu. Written comments must be received by March 20, 2003. Alumni will vote on the revision on Alumni Day, April 26, 2003.

Post-season Play

Basketball coach Charlie Chronister retires

Coach Charlie Chronister retired after 31 years guiding the men's basketball team to a record of 559-288. Former assistant coach Rich Mills took over head coaching duties.

During Chronister's tenure, Bloomsburg had nine seasons with 20 or more wins and averaged 18 wins per season. Twice, Chronister's teams reached the national quarterfinals.

Chronister posted the most wins of any men's basketball coach in Pennsylvania State Athletic Conference (PSAC) history, and is one of just 25 Division II coaches to reach the 500-win plateau. He finished his career 13th all-time on the Division II list for career wins.

Hired following the 1970-71 season to replace Earl Voss, Chronister has taken his teams to 20 post-season tournaments, including seven NCAA championships. Chronister also coached the Huskies to one overall PSAC championship and eight Eastern Division titles.

Chronister has coached three All-Americans. Center John Willis, the school's third all-time leading rebounder and sixth best scorer; Jerry Radocha, the Huskies' second all-time leading scorer; and Jon Bardsley, the school's career assist leader and 10th leading scorer, all earned the top honor while helping the team into the national tournament. Sixteen of his former players are coaching at the high school or college level, including Art Luptowski at American International and Terry Conrad at Lycoming.



Charlie Chronister

Trouble Shooters

Student consultants keep Bloomsburg computing at full speed

Installing software or stopping those annoying error messages can be a nightmare for many people. When these nightmares become realities for Bloomsburg University's faculty and staff, students often come to the rescue.

Bloomsburg's Department of Technology Support Services employs students who are dedicated to solving the problems most computer users fear. Building consultants, as they are called, are students who are assigned to handle the computing problems for faculty and staff in specific buildings.

"It's important to understand how computers are being used," says student consultant Miranda Heater of Watson-



Miranda Heater and Greg Thomas

town, Pa. "I often surprise the people who I'm helping. They usually end up realizing how simple a fix their problem is and learn something from it, as well."

"I really enjoy how challenging the work is," adds Greg Thomas of Lightstreet, Pa. "Everyday, I'm faced with problems I have never seen before, and I have to use my skills to troubleshoot and problem solve them."

"The consultants' first priority is to university faculty and staff," says PC systems analyst Kim

Schmitz, who oversees student consultants. "With students solving their computer problems, faculty and staff have more time to devote to university students."

News Notes

Jolly Good Fellow

Alma mater honors Gates

Robert Gates, professor and chairperson of the Department of Educational Studies and Secondary Education, was named the University of Louisville's College of Education and Human Development Alumni Fellow for 2002.

Gates visited his alma mater to attend the awards presentation and reception and visit classes, schools and other groups.

A Bloomsburg University faculty member since 1993, Gates earned a master's degree in secondary education and a doctoral degree in educational administration from the University of Louisville.



Robert Gates

Student Leader

Junior serves on Council of Trustees

As the student representative to BU's Council of Trustees, Kendra Branchick is forging her own path to a career in political public relations.

"I believe this position will teach me more about a formal political environment and help me develop the kind of communication skills that are necessary for a career in government," says Branchick, a junior mass communications and political science major from Elizabethville, Pa.



Kendra Branchick

Branchick served as an intern for the Dauphin County Department of Community and Economic Development last summer and has worked in BU's communications office for more than two years. A member of the Political Science Student Association and the Alpha Phi Omega service fraternity, she is a former Community Government Association (CGA) senator.

As student trustee, Branchick believes she must ensure that the Council is aware of the issues important to students. By working with CGA and other student groups, she hopes to remain attentive to the needs of BU students.

Researching Dean

NSF grant brings equipment to labs

Robert Marande, dean of the College of Science and Technology, is not just an academic administrator, he's also an active researcher. Marande and co-investigators Wayne Anderson of the chemistry department, and Penn State Fayette chemist Nathan Viswanathan, were awarded a \$123,852



Wayne Anderson and Robert Marande

National Science Foundation equipment grant. The grant is being used to purchase a spectrometer, cryogenic system and electro magnet for Bloomsburg science labs to research liquid crystal polymers. Research with these polymers may lead to improved displays for electronic devices, such as handheld computers.

State-Level Appointment

Trustee serves on Board of Governors



Marie Conley Lammando

Marie Conley Lammando '94 of Harrisburg, a member of Bloomsburg University's Council of Trustees, was appointed to the Pennsylvania State System of Higher Education's Board of Governors by former Gov. Mark Schweiker.

Conley Lammando, a consultant for fund raising and event planning, has served on the Council of Trustees since May 2001. For 17 months, she was finance director for the Fisher for Governor campaign. A former finance director for the Republican State Committee, Conley Lammando served Gov. Tom Ridge's administration in a range of capacities, including staff assistant, scheduler, deputy director of the southeast regional office and director of the 1999 inaugural ball. She also directed activities for the Pennsylvania delegation to the 2000 Republican National Convention in Philadelphia.

The 20-member Board of Governors is responsible for planning and coordinating development and operation of the State System of Higher Education. The governor appoints board members to four-year terms.



A Perfect Season

Field hockey wins national championship

Bloomsburg's field hockey team capped a perfect season with a near-perfect game, beating the Bentley College Falcons 5-0 for the NCAA Division II Field Hockey Championship—the 10th national title for the Huskies and coach Jan Hutchinson.

"It's been a great group of kids," says Hutchinson, whose team last captured the title in 1999. "They have been so close and they've just had so much fun together. It's a great finish. I'm very happy for them... they've worked so hard to get it."

Bloomsburg finished the year with a perfect record of 21-0 to become Hutchinson's third undefeated, untied team in her 25-year career with the Huskies. The championship match was the Huskies' 30th consecutive win.

Giving Back

Warren, Hudock honored for service

Faculty emeritus Robert D. Warren of Danville, Pa., and Barbara Benner Hudock '75 of Williamsport, Pa., were among more than 30 individuals, corporations and foundations that received Eberly Medals from the Pennsylvania State System of Higher Education's Fund for Advancement. The awards are given in honor of outstanding philanthropic and volunteer contributions to the State System's 14 universities.

Recognized for philanthropy, Warren taught history at BU from 1964 to 1983 and received honorary alumnus status in 1995. He recently endowed 25 Presidential Leadership Program scholarships that were renamed in his honor. Hudock, honored for volunteerism, has more than 25 years' experience in financial services (see related story on page 16). A member of the BU Foundation Board of Directors since 1991, she chaired the steering committee for the university's \$17.4 million New Challenges, New Opportunities campaign.



Patrick McAndrew

New Alumni Leader

30-year educator named Alumni Association president

Patrick McAndrew '70 of Laflin, Pa., a science teacher and coordinator at Wilkes-Barre's G.A.R. High School for the past 31 years, has succeeded Nancy Fehrer

Edwards as president of BU's Alumni Association.

"There's nothing seriously out of whack that needs to be fixed," says McAndrew, who sees the Alumni Association undertaking both high-tech and low-tech initiatives during his tenure. For high-tech, the association plans to expand its use of the Internet and e-mail to keep in touch; for low-tech, the association expects to offer more informal opportunities for alumni to meet.

McAndrew can relate to both initiatives. The teacher became active in the Alumni Association more than a decade ago after being invited to a Wyoming Valley Chapter meeting. And he's no stranger to technology; he helped to chart G.A.R.'s implementation of technology in science classrooms.

McAndrew, a retired sergeant major in the Pennsylvania National Guard 28th Division Artillery, is married to the former Sandra Smith '70.

News Notes

Family Talk

Communication majors take top state honors

Research papers by four communication studies majors won awards from the Speech Communication Association of Pennsylvania, the first time Bloomsburg University students have won the state awards.

Kimberly Hyde '02 of Selinsgrove, Pa., and Alyssa Boyer '02 of Macungie, Pa., won first place with their student paper "Amount of Open Communication in Step Families Compared to Nuclear Families." Seniors Nicole Giantomaso of Abington, Pa., and Heather Deal of Morton, Pa., won second place for "The Use of Humor in Family Communication."

Their papers were competitively selected in an annual writing competition for all communication studies majors in the state.



State provides \$1 million for Regional Technology Center

Former Pennsylvania Gov. Mark Schweiker, Karl Kapp, assistant director of Bloomsburg University's Institute for Interactive Technologies (IIT); Tim Phillips, director of the IIT; and state Rep. John Gordner, left to right, celebrate a planned technology center in downtown Bloomsburg. The state recently provided \$1 million to the Columbia County Alliance for Economic Growth to develop the Bloomsburg Regional Technology Center. The funds are being used to convert the former Elks building into a technology center that will house at least five technology-based businesses with a total of about 150 employees. Many of the businesses are expected to be an outgrowth of the IIT.

A Head for Business

Student places second in national business competition



Kion Williams

Recent graduate Kion Williams placed second out of 80 management competitors from around the country at the National Leadership Conference in Nashville, Tenn.

A native of Champs Fleu, Trinidad, who earned a bachelor's degree in business last December, Williams was a member of Phi Beta Lambda, which is affiliated with Future Business Leaders of America (FBLA). FBLA and businesses sponsor the National Leadership Conference competition each year, allowing students from across

the country to test their knowledge in specific areas. Two students are selected from each focus area per state to attend the national competition.

"I was able to review some sample tests and study a bit before the competition," says Williams. "But, basically the competition really draws on knowledge you've picked up through schooling and experiences.

"I'm proud to have been so successful in something that challenged me against students from across the country," he adds.

Calendar of Events Spring 2003

Academic Calendar

Spring 2003

Spring Break Begins
Saturday, March 8, noon

Classes Resume
Monday, March 17

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

Final Exams End
Saturday, May 10

**Undergraduate
Commencement**
Saturday, May 10

Summer 2003

Session I
Tuesday, May 27, to
Thursday, July 3

Session II
Monday, June 16,
to Friday, July 25

Session III
Monday, July 7,
to Friday, Aug. 15

Session IV
Tuesday, May 27,
to Friday, June 13

Session V
Monday, June 16, to
Thursday, July 3

Session VI
Monday, July 7,
to Friday, July 25

Session VII
Monday, June 16,
to Friday, Aug. 15

Session VII
Tuesday, May 27,
to Friday, Aug. 15

Fall 2003

Electronic Registration
Aug. 19 to 25

Classes Begin
Monday, Aug. 25

Labor Day
Monday, Sept. 1, no classes

Reading Day
Friday, Oct. 10, no classes

Mid-Term
Tuesday, Oct. 14

**Thanksgiving Recess
Begins**
Tuesday, Nov. 25, 10 p.m.

Classes Resume
Monday, Dec. 1, 8 a.m.

Classes End
Saturday, Dec. 6

Reading Day
Sunday, Dec. 7

Final Exams Begin
Monday, Dec. 8

Graduate Commencement
Friday, Dec. 12

Final Exams End
Saturday, Dec. 13

**Undergraduate
Commencement**
Saturday, Dec. 13

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).*

Hungarian Philharmonic
Sunday, March 2, 3 p.m.
Tickets are \$25 and \$28.

Philadanco
Saturday, May 3, 8 p.m.
Tickets are \$20 and \$25.

Concerts

*All music department
concerts are free and
open to the public.*

Chamber Orchestra
Sunday, March 23, 2:30 p.m.
St. Matthew Lutheran
Church, 123 Market St.,
Bloomsburg.

**University-Community
Orchestra**
Sunday, March 30, 2:30 p.m.
Haas Center for the Arts,
Mitrani Hall.

**Women's Choral
Ensemble and
Husky Singers**
Thursday, April 3, 7:30 p.m.
Haas Center for the Arts,
Mitrani Hall.

Chamber Singers
Saturday, April 5, 7:30 p.m.
First Presbyterian Church, 345
Market St., Bloomsburg.

Concert Band
Sunday, April 6, 2:30 p.m.
Haas Center for the Arts,
Mitrani Hall.

Jazz Festival
Saturday, April 26, all day
Haas Center for the Arts,
Mitrani Hall.

**Knoebel's Amusement
Resort Pops Concert**
Sunday, April 27, Knoebel's
Amusement Resort, Elysburg.
Featuring the Concert Band at
2 p.m. and Jazz Ensemble at
5:30 p.m.

Concert Choir
Friday, May 2, 7:30 p.m.
First Presbyterian Church,
345 Market St., Bloomsburg.

Special Events

**Health Sciences
Symposium**
Thursday and Friday, April 3
and 4. Featuring Steve Allen
Jr., a family physician
who promotes humor as a
healing tool.

**Siblings and
Children's Weekend**
April 25 to 27

Alumni Day
Saturday, April 26. For
information, call the alumni
office at 1-800-526-0254.

Renaissance Jamboree
Saturday, April 26, all day
Main Street, Bloomsburg.

Homecoming Weekend
Oct. 18 and 19

**Parent's and Family
Weekend**
Nov. 7 to 9

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

The Last Word

Family. On this page, you see mine: My husband Steve, our children Rebecca and Kyle, their spouses and our two adorable grandsons. This photograph may look like a typical family portrait, but it marked a momentous occasion in the life of the Kozloffs. As our daughter and her family live in Arizona and our son and his family make their home in Manhattan, this documents the first opportunity to gather our children, their spouses, their children...and, of course, our dog Annie...for a photo here in Bloomsburg at the president's residence.

The meaning of the word "family" may not seem as clear-cut today as it did a half-century ago, but I believe it's still fair to say that our family relationships complete us. The arrival of grandchildren certainly added a special dimension to my life, and I readily admit to the pride that I feel watching my own children become good parents.

As president of Bloomsburg University, I've gained another level of understanding and respect for families and the part they play in each student's college experience. It's evident on move-in day, when parents bring their high school graduates here, full of dreams, ambitions and a bit of separation anxiety. And, I see it at campus events where we honor our students. On every occasion, proud family members turn out in full force—cameras in abundance—to share their student's accomplishments. And, well they should because, I'm convinced, no student earns his or her degree alone.

Today, 10 percent of our enrollment is made up of "nontraditional" students—those who aren't recent high school graduates between the ages of 18 and 22—so students' families encompass more than Mom and Dad, grandparents and siblings. Some of our students are married...some have children, even grandchildren.

But, all families are involved in the student's quest for a degree. Parents forego vacations to pay tuition. Siblings help first-year students move into the residence halls. Grandparents visit during Parents



The Kozloff family are, left to right, front: Cameron Kozloff, President Kozloff holding Annie and Dr. Steve Kozloff holding Ethan Collins; and back: Emme and Kyle Kozloff and Rebecca and Jeff Collins.

and Families Weekend. Spouses handle child-rearing duties to allow time for studying before exams. And children look with pride at their parents' pursuit of higher education and are inspired to follow in their footsteps.

The family's supporting role is perhaps most apparent at commencement. Each May and December, I see how these graduates represent the hopes and dreams of their families, and I am always touched by their pride in seeing these dreams fulfilled.

You can see it, too...in their family photos.

Jessica S. Kozloff
President

Gifts Galore from the University Store



- 1. Cotton Exchange sweatshirt fleece blanket with BU imprint \$26.99
 - 2. The Game Huskies Athletics cap \$14.99
 - 3. Cotton Exchange athletic-cut sweatshirt, gray sizes S-XXL \$37.50 sizes 3X-4X \$41.50
 - 4. Mesh shorts, maroon, gold, charcoal or navy, sizes S-XXL \$22.99
 - 5. Jansport hooded sweatshirt with paw on back (shown), Bloomsburg University on front, maroon or oxford, sizes S-XXL \$37.99
 - 6. The Game khaki cap with paw design front, Huskies sandwich brim and back strap \$15.99
 - 7. Cotton Exchange arch design T-shirt white, maroon or gold, sizes S-XXL \$13.99 oxford heavyweight T-shirt, sizes S-XXL \$15.99
 - 8. Cotton Exchange stripe mesh shorts men's sizes S-XXL \$27.50 women's sizes S-L \$26.99
- Not shown:** Jansport alumni T-shirt, oxford or maroon, sizes S-XXL \$13.99



- 9. New Husky flag \$29.99
- 10. Cotton Exchange T-shirt with new Husky logo, white or gray, sizes S-XXL \$14.99
- 11. Russell dazzle shorts with new Husky logo, maroon, gold or black, sizes S-XXL \$19.99
- 12. Gear golf shirt with embroidered left chest, yellow or maroon, sizes M-XXL \$35.50
- 13. New Husky decal \$2.50
- 14. Golf set, including three balls, towel and tees, with new Husky logo \$24.95
- 15. Golf balls with new Husky logo \$8.99
- 16. New Husky pennant \$14.99
- 17. Denim shirt with new Husky logo above pocket, sizes S-XXL \$41.99

- 18. Diploma frame, gallery style, maroon with gold mat.... \$73.95
- 19. Carver Hall lithograph in Williamsburg frame \$69.99
- 20. Muhleck stein with pewter lid \$36.99
- 21. Quart salt crock with cranberry accent \$25.99
- 22. Carver Hall woodblock, in gift box \$19.99
- 23. Glass paperweight with university seal \$7.99
- 24. Gold-rimmed glass with university seal \$5.99



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Session V

Monday, June 16, to Thursday, July 3

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Monday, July 7, to Friday, July 25

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Monday, June 16, to Friday, August 15

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Tuesday, May 27, to Friday, August 15

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BLOOMSBURG

THE UNIVERSITY MAGAZINE

FALL 2003



Maturing Curriculum

BU's new doctor of clinical audiology program trains professionals to meet hearing needs at each of life's stages.

Editor's View

I'll bet when you were young your parents told you, to get the most out of anything, you had to participate.

Well, the same holds true as we get older. In college, you have to participate in classroom discussions to learn all that you can. As a responsible citizen, you have to participate in the election process to get the representation you want. As a parent, you have to participate in your kids' activities to make sure they grow up to be healthy, well-adjusted adults. And, to be happy, you quite simply have to participate in life.

In my new role leading Bloomsburg's development function, I'm looking for participation of another kind: Your participation in supporting our university. Charitable foundations often consider participation as one factor for awarding grants. They want to know that we have your support before they agree to give us theirs. I'm proud to say we gain more support each year from all our constituents—alumni, parents, faculty/staff and friends, both personal and corporate. This past year alone, 1,000 new donors joined our efforts.

Another way you can participate is by reconnecting with your university. Come out to an alumni event, come back for homecoming or catch up with your classmates through Alumni Affairs' new online community, www.bloomu.edu/alumni. You'll find out about the exciting things happening here and in the lives of your classmates.

And you can participate in this magazine. Contact me at holl@bloomu.edu with your comments and story suggestions. We're always looking for compelling stories about interesting alums, like those you'll meet in this issue: a U.S. congressman, a retired FBI agent, three young entrepreneurs and award-winning teachers.

You'll also meet Richard Angelo, a talented faculty member who leads the audiology and speech pathology department. Through his involvement—participation, if you like—we provide screening services to the community and now offer our first doctoral degree.

And we'll introduce you to students who participate on a very basic level. They provide the pleasant voices you hear when you answer a phonathon call. I expect they'll continue to participate in Bloomsburg University long after they graduate.



Marlin R. Wagner

Joe Hudrick of Folcroft, Pa., a senior business administration major, records a grad's pledge during the phonathon.

Bloomsburg University of Pennsylvania is a member of the State System of Higher Education

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On the Cover
Richard Angelo, chair of the audiology and speech pathology department, holds Riley Elizabeth Cavanagh, daughter of Kevin and Kerry Cavanagh of Hughesville, in Bloomsburg Hospital's nursery.

Address comments and questions to: Bloomsburg: The University Magazine
Waller Administration Building
400 East Second Street
Bloomsburg, PA 17815-1301
E-mail address: holl@bloomu.edu
Visit Bloomsburg University on the Web at http://www.bloomu.edu

Bloomsburg: The University Magazine is published each spring and fall for alumni, current students' families and friends of the university. Class notes and other alumni information appear at the BU alumni global network site, www.bloomualumni.com, and in a year-in-review issue of Mamon and Gold published each January. For information, contact the Alumni Affairs Office by phone, 570-389-4058, fax, 570-389-4060; or e-mail, alum@bloomu.edu.

BLOOMSBURG THE UNIVERSITY MAGAZINE

2 For the Love of the Sport
Scrum. Sixty women who know the meaning of the word come together to form the immensely popular rugby club. Club volleyball creates an enjoyable 'side-out' from studies, club archery keeps scholars 'on target' and the equestrian club promotes a 'clean round' in scholarship. Pick a beloved pastime; chances are BU's got a club for it.



6 Tough Odds
U.S. Rep. Tim Holden's family tree is full of public servants pushing for the rights of the people. A fierce congressional battle cleared the way for this determined Democrat to prove his mettle to the constituency of Pennsylvania's redrawn 17th District.



9 E-Grads!
The alumni behind Get Thinking use their collective noodle to educate employees of corporations such as Olive Garden through tailor-made computer programs. Diversity among the grads, a shared joy of creation and fun in the workplace blend to give this company its strength in a specialized and competitive market.

12 Agent, Investigator, Witness
Not every education alum has the opportunity to teach Tibetan guerrillas and Central and South American police officers the finer points—often clandestine points—of criminal investigation. Not every education alum finds himself in the Deep South as Mississippi 'burns.' And, on the 40th anniversary of JFK's assassination, not every education alum can deflate conspiracy theories based on his own investigation.



COVER STORY
16 To the Highest Degree
Today's technology and medical innovations require clinical audiologists to possess a higher level of skill and broader scope of knowledge. To meet students' needs...and those of aging baby boomers...Bloomsburg now offers its first doctoral degree, the doctor of clinical audiology.

21 That's Us
Pioneers on a Conestoga wagon. Lords and ladies of the Renaissance. Imaginative, innovative teachers of the 21st century: At Lewisburg's award-winning Donald H. Eichhorn Middle School, 'That's us.' Just as murals adorn the walls, BU alumni enrich the classrooms with talent and creativity to make lessons memorable for their young students.

24 Developing Connections
The dedicated students working the annual phonathon experience a different type of 'click' when they reach Bloomsburg alumni. The BU bond is renewed, real-life advice is offered and, at both ends of the wire, the desire to support Bloomsburg sounds.

- 26 News Notes
31 Calendar
32 The Last Word

For the **love**
of the **sport**



McClure, Wagner

STORY BY ERIC FOSTER

The projected blaze of the 1,000-watt field lights delineates an outdoor arena on the grass, walled only by a misty night.

This playing area on the upper campus has an intimacy all of its own, bringing together a community of students, alumni and players who crowd its 100-yard-long sideline. Drawn mostly by word-of-mouth, these fans have gathered on Homecoming Friday to see a group of Bloomsburg men battling on the pitch with LaSalle.

Like many universities in the United States, Bloomsburg does not have an intercollegiate rugby team. Instead, the university has rugby clubs for men and women. And, "official" team or not, the players, the fans and the excitement are real.

Welcome to the world of collegiate club sports, where there are no scholarships, coaching is strictly a volunteer affair and practices are organized by the players themselves.

While the structure of club sports is considerably looser than the university's 18 NCAA-sanctioned sports, these athletes do share something with their more "official" brethren: Love of the sport.

Take women's volleyball club co-captain Megan Hoppes, who started playing because it was "the only sport offered to sixth-graders" in her school district. Hoppes chose Bloomsburg three years ago for its well-known education program—but she wanted to keep playing volleyball despite the fact that the university didn't offer it as an intercollegiate sport.

So Hoppes, now a senior mathematics and secondary education major from West Chester, started a club. "I've played lacrosse and basketball, but I didn't have the love for them that I have for volleyball," says Hoppes, who describes her role as "president, founder, captain and coach."

Bloomsburg has nearly a dozen athletic and sports-oriented clubs—ranging from equestrian and bowling to volleyball for both men and women—and their 300 members compete with club teams from other universities.

Another thousand students participate in intramural sports in a typical year—competing generally with teams of other Bloomsburg students and, occasionally, with teams from other schools. Intramurals includes many familiar sports, such as softball, flag football and basketball, and require a commitment of several weeks of a semester.

Continued on next page

Bloomsburg University has nearly a dozen athletic and sports-oriented clubs—ranging from equestrian and bowling to volleyball for both men and women.



The men's rugby club plays under the lights on the upper campus recreation fields. The women's volleyball club hosts a tournament in the Student Recreation Center last spring (inset).

Club sports are more likely to be either a bit unconventional or sports that are gaining popularity among today's college students, like roller hockey, men's lacrosse, archery. While less than members of the university's official teams, the players' time commitment can be considerable—with some clubs having practices and matches several times a week during both fall and spring semesters.

Carl Hinkle, director of intramurals and assistant professor of exercise science, describes Bloomsburg's intramural and club sports programs in terms of their potential for lifelong impact for students.

"It's what we want to encourage in the future," says Hinkle, an avid golfer and racquetball player. "Activity as part of their lifestyle."

Hoppes has seen firsthand the skill of athletes who have long graduated from college. "Our first season three years ago, we played in a league against women in their 40s. They had so much more experience and we were kind of a pick-up team."

The men's rugby club, with 30 to 50 members depending on the semester, had a similar experience



playing the Lehigh Valley Rugby Club and losing 46 to 12. Though the Lehigh players were older, averaging about 30, their superior tactics and technique carried the field.

Beyond the joy of playing, club sports members have found other, more unexpected rewards—experience in leadership, organization and communication.

"It teaches you a lot of responsibility," says equestrian club president Katie Ferentz, a junior nursing major from Horsham. Ferentz, who has been riding since she was 7, helps coordinate practices and shows for the club's dozen members and cares for a horse, as well.

Riding well is as much a matter of communication as it is athleticism, Ferentz says. "I ride more as a partner with the horse. I see it as a uniform effort. It's not about dominating. It's a mutual understanding."

Rugby demands strength and toughness. During throw-ins players hoist teammates into the air to snag the ball.



Equestrian club members put horses through their paces during practice at Hidden Hollow Farms in Benton, about a 30-minute drive from Bloomsburg.

"You learn how to deal with people in hockey," says roller hockey captain Chris Nase, a chemistry major from Medford, N.J., who graduated in May. "It's about teamwork and friendship."

Still, there's no denying the physicality of many sports.

"A good hockey player has to have a little bit of everything. You've got to be committed physically—quick, strong and tough," adds Nase. "We were always sort of an underdog team, but we've won a tournament where we weren't supposed to have a chance."



With approximately 60 members, the women's rugby club is one of the most popular on campus. Captain Erin Goode says that the rough physical nature of the sport is a key to its attraction.

Erin Goode of Landisburg, Pa., co-captain of the women's rugby club, echoes the importance of communication and commitment. "You need to work as a team because if you're not, nothing gets done on the field."

With approximately 60 members, the women's rugby club is one of the most popular club sports. For Goode, a senior anthropology major, forging the players into a cohesive community is the greatest reward of belonging to the club.

"As an anthropology major, I recognize a lot of the things we do as a team are rituals to bring us closer together," says Goode, who graduates in December. "We've climbed the wall on upper campus, took a building course with Quest, gone to movies and haunted hayrides. Before a match, we have a pasta party, just to make sure everybody gets enough carbs."

"There aren't really any other sports that women can be full contact in. That's what attracted me," adds Goode. "Once you play, you can't get enough. I think it has a lot to do with the bonds you form with the other girls because it is a rough sport."

While club sports athletes may gather together for the love of the sport, sportsmanship often keeps them together long after the final point is scored.

"Rugby is a sport of tradition," says Goode. "After each game, the two teams will hang out, sing rugby songs and share stories about the bruises that you have." ■

Eric Foster is co-editor of Bloomsburg Magazine.

Bull's-eye

Imagine shooting an arrow at a penny-sized ring 70 yards away. And hitting it. Then imagine doing it again.

That's just what Sarah Douglass, a junior mass communications major from Shermansdale, Pa., does when she competes with Bloomsburg's archery club. Douglass founded the club after transferring from another college where she competed in archery on the varsity level.

Though the coed club is small with about five serious members, Douglass has already made it a success. Last spring she earned first place in the U.S. Eastern Regionals, earning 559 and 555 points of a possible 600 points in the two days of shooting.

But dispel any images of Robin Hood and his bow hewn from a tree. While archery is thousands of years old, in its modern conception the sport can be strikingly high-tech. Aluminum bows with pulleys and magnifying sights are custom-made for each archer.

Tradition meets technology for today's competitive archers. Sarah Douglass' bow is made of aluminum and features a magnifying sight and a forward rod that acts as a counterweight to provide better balance.

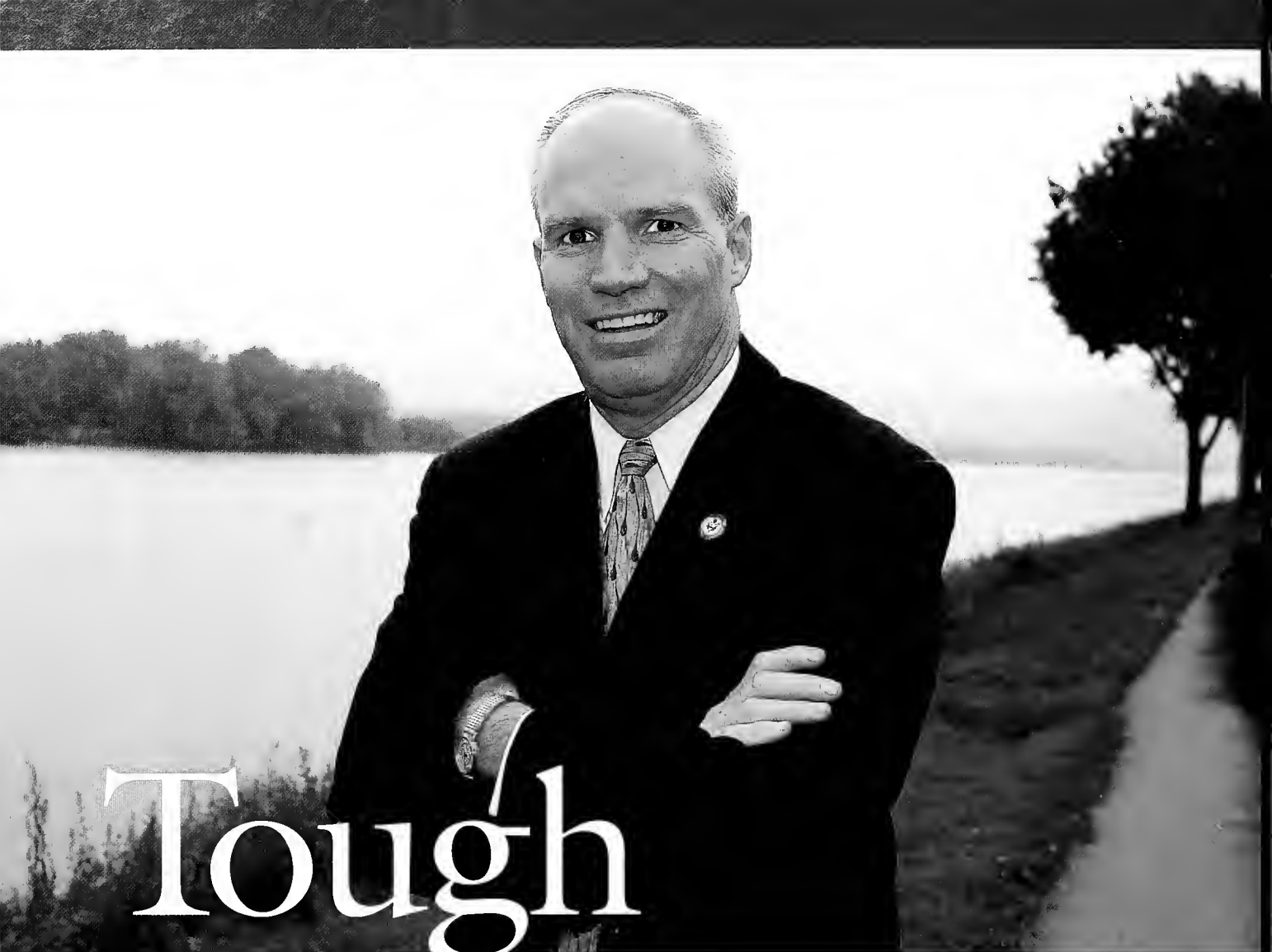
Club Sports

Archery	Roller Hockey
Bicycle	Men's Rugby
Bowling	Men's Volleyball
Equestrian	Women's Rugby
Fencing	Women's Volleyball
Men's Lacrosse	Water Polo

Intramural Sports

Five on Five Basketball (men's and women's)
Racquetball (men's, women's and coed)
Indoor Soccer (men only)
Three on Three Basketball (men's and women's)
Tennis (men's, women's and coed)
Field Hockey (women only)
Six on Six Volleyball (coed)
Softball (coed)





Tough Odds

STORY BY JACK SHERZER

Spend some time with Tim Holden and a word that comes easily to mind is *focused*.

Not that the Central Pennsylvania congressman has much choice if he's to survive politically.

A Democrat in predominately Republican territory, Holden beat the odds last year and won re-election to the newly reconfigured 17th District, which GOP lawmakers had drawn with the intention of giving their party the edge.

It wasn't the first time the 1980 Bloomsburg University graduate faced tough odds. In one of the most closely watched—and expensive—congressional races, he bested 20-year incumbent Republican George W. Gekas.

"I was reading everything the legislature was saying and everything that was being printed, and it was like reading your political obituary," says Holden, with a dry laugh.

"Initially, I thought 'I'm done, boy, I can't win this seat. Look what they're saying,'" he says. "Then I thought, 'Well it's not exactly the way I'd draw it, but I'm used to running in conservative-leaning districts. I'll take a shot at this.'"

These days, as he's done since first being elected to Congress in 1992, Holden comes home every weekend and presses the flesh. While he still represents his home county of Schuylkill and retained parts of Berks, he's working to become better known in Dauphin, Lebanon and parts of Perry counties.

As he meets and greets, Holden knows the storm clouds are gathering. Congressmen run for re-election every two years and the dust hardly settled from this last campaign before the GOP leadership made it known Holden's seat was a prime target.

"Yes, some people have said if I make it through the next race, I'll be safe," Holden says, shaking his head. "But I don't think you can ever assume that you won't have a fight."

Public service—and fighting, as a Democrat, to do that service—is a Holden family tradition.

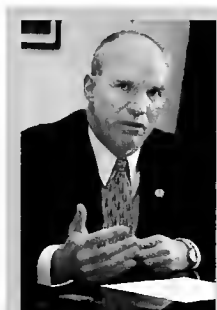
His father, Joseph "Sox" Holden, was a catcher for the Philadelphia Phillies, who then went on to be a four-term Schuylkill County commissioner.

Growing up in St. Clair, where he still lives with his wife, Gwen, Holden recalls not only seeing first-hand how his father worked to help constituents, but also hearing stories of service going back to his great-grandfather, John Siney.

Siney was founder and original president of the Workingman's Benevolent Association, representing coal miners. The organization eventually became the United Mine Workers of America.

"He died in the 1870s, broke and thinking he was a failure because the coal companies broke the union. But he and his colleagues in that effort set the stage for the United Mine Workers to come in around 20 years later and really be a powerful labor movement," Holden says.

"So, basically, politics has always been a part of our family," he says, adding that his grandfather, John J.



"Initially, I thought: I'm done, boy, I can't win this seat. Look what they're saying."

Holden, was a borough councilman in St. Clair. "We've always been taught that public service was a noble calling and that you should try to be involved."

Though Holden, 46, said he always thought he'd stay in Schuylkill County and go into politics, it wasn't an immediate path.

Initially, he went to the University of Richmond on a football scholarship, playing as a linebacker. But in his sophomore year, he contracted tuberculosis.

"It was the freakiest thing in the world," he says. "Obviously, I was around someone that had it. I have no idea who it could have been and it ended up that I couldn't play football any longer."

After taking a semester off to recuperate, Holden enrolled at Bloomsburg University.

Bloomsburg is also something of a family tradition: His brother Joseph enrolled after he got out of the Army and graduated in 1965 and his other brother, John, earned his degree in 1970.

Holden didn't involve himself in student politics at Bloomsburg. As he pursued his degree he commuted to campus and worked in the family's independent insurance and real estate business.

Bloomsburg didn't have a criminal justice major at that time—it came along three years after Holden graduated—so he pursued a degree in sociology, graduating in 1980.

After college, Holden worked as a juvenile probation officer in Schuylkill County and continued working part-time in the family business as a licensed insurance broker and real estate agent. He also served as sergeant-at-arms for the Pennsylvania House of Representatives.

Then, in 1985, the Schuylkill County sheriff was appointed commissioner. Armed with his

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"I've always been taught that public service was a noble calling and that you should try to be involved."

knowledge of the courthouse politics and his recognizable family name, Holden decided to run for sheriff and won. He was re-elected in 1989.

At the time, Holden says, he figured his next move would be to run for the statehouse after E.J. Lucyk, the Democratic representative from Mahanoy City, retired. "He stayed on longer than I thought he would," Holden says, pointing out that his friend retired just last year.

Instead, another opening developed. "In 1992 Gus Yatron announced, at least unexpectedly to me, that he was going to retire (from Congress)," Holden said. Yatron, a Democrat from Reading, had represented Schuylkill and Berks counties for nearly 30 years. "I decided to take a shot at it."

Holden won a tough three-way primary and then went on to beat the favored Republican candidate who outspent him, just as Gekas did in last year's race.

Holden's winning strategy? Number one is meeting the people.

"You try to have as much personal contact as possible," Holden says. "I like 'retail politics,' you know, go around and speak to senior groups, go around and speak to Lions Clubs, Kiwanis Clubs, any service club that will have you."

Bringing back the bacon is the other key.

Holden talks unabashedly about how his senior seat on the House's Agriculture Committee and his position with the Transportation and Infrastructure Committee allows him to bring money back to his area.



"You try to have as much personal contact as possible... I like 'retail politics,' you know, go around and speak to senior groups, go around and speak to Lions Clubs, Kiwanis Clubs, any service club that will have you."

During the last campaign, Gekas tried to gain traction by accusing Holden of not pursuing broader legislative goals. Holden shot back by saying Gekas was out of touch with the needs and people of his district.

"What I try to do in my district is help with economic development, bring back projects," Holden says, citing an example that was important to his rural constituents.

"I'm the only Pennsylvanian and the only lawmaker from the northeast on the agriculture committee," he says. "The last farm bill, we were able to get a guaranteed safety net for our dairy farmers, which the wheat, rice and cotton producers have had since the Roosevelt administration."

Despite his strong Democrat ties, the GOP leadership tried to get Holden to switch parties earlier this year.

"I think they were trying to save themselves another \$7 million," Holden says, referring to the amount the GOP spent on the Gekas campaign. Holden spent \$3.24 million.

"Oh yeah, it was serious," he says of the Republican overtures. "I never considered it for a second, but they were serious that I would not have a Republican primary and they would welcome me into the party. I just respectfully declined."

While he's proud to be a Democrat, don't call him a liberal. Holden, who has taken positions against gun control and abortion rights, says he views himself as both a fiscal and social conservative.

To Holden, being a Democrat means helping the average person.

"The Democratic Party and organized labor built the middle class in this country—the efforts for an eight-hour workday, 40-hour workweek, the safety in the workplace, all of that was done with organized labor working closely with the Democratic Party," Holden says.

"All the things that have helped create a better quality of life for families in this country, the Democratic Party was involved with," he says. "It's the tradition and values that I was raised with." **B**

Jack Sherzer is a professional writer and Pennsylvania native. He currently lives in Harrisburg.

E-Grads!



STORY BY AMY CAHOON

At first glance, Bloomsburg grads and Get Thinking Inc. executives Audrey Kuna, Chad Hostetler and Suzane Pitsch seem unlikely partners. Quiet and introspective, Kuna hails from tiny Carbondale, Pa., where she grew up reading books and playing basketball at school. Analytical and poised, Hostetler was raised in Somerset, where he was a master at building with Lego blocks and took advantage of every chance to ski. Charismatic and outgoing, Pitsch traveled all the way from cosmopolitan Rio de Janeiro, Brazil, to attend Bloomsburg University.

In talking to the business partners and friends, however, one thing is evident: Despite their varied backgrounds and different personalities, these entrepreneurs share a passion for creatively blending technology with learning . . . and that passion has shaped their grad school dream into a successful business venture.

The trio met as graduate students in Bloomsburg University's Institute for Instructional Technology (IIT) and became fast friends during around-the-clock work sessions, long nights in the lab, tubing trips down Fishing Creek and countless Ricc Krispy Treat breakfasts. They often discussed starting their own e-learning company together.

When it came time to graduate in 1995, they went their separate ways, but always stayed in touch, keeping alive the dream of having their own business.

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Partners Suzane Pitsch, Audrey Kuna and Chad Hostetler, left to right, forged a partnership at Bloomsburg that grew into their own e-learning company, Get Thinking Inc.





Bright color combinations, custom-created graphics and animated navigation systems are hallmarks of Get Thinking Web design, qualities that are embodied on the firm's own Web site. Clients include firms such as Olive Garden and Red Lobster restaurants, Lucent Technologies, GE Capital, Accenture, The Provident and Merck and Co.

Forging a Partnership

Part of what made their bond so special was the trio's ability to share their different perspectives on life, based on varied experiences. "Well, that and the all-nighters!" Hostetler says.

Hostetler received a bachelor of science degree in communication media from Indiana University of Pennsylvania and joined BU's IIT fresh out of school. While the all-night study sessions at the IIT may not have fazed Hostetler, they were certainly a change in schedule for Kuna.

Kuna graduated from the University of Dayton in 1980 with a master of arts degree in cognitive psychology, but she didn't meet Hostetler until after she'd gained some work experience. Kuna worked in human performance engineering and human-computer interface design for 13 years, first at New York Telephone Co. and then as a consultant to AT&T Bell Labs and UNIX Systems Laboratories, before going on to pursue another master's degree, this time from BU.

While Kuna needed to adjust to an around-the-clock schedule, Pitsch was becoming acclimated to a new country. She was working as the director of art at PixelTech Informatica in Brazil when she attended a workshop given by Hank Bailey, former BU professor and founder of the IIT program. Bailey described a multi-media approach to instruction, incorporating many different learning styles—learning

by hearing, by seeing and by doing—into a comprehensive training program. Drawn by that concept, Pitsch applied for the IIT program at Bloomsburg.

The trio's varied backgrounds led their lives in different directions upon graduation. Kuna, Pitsch and Hostetler traveled across the nation to work for Fortune 500 companies. As they developed e-training solutions for large corporations, they gained insight into the corporate training industry—and the need for custom, creative and effective e-learning programs.

In 1996, Kuna and Pitsch launched Audrey Kuna & Co. in Clinton, N.J., starting the business all three had dreamed of during their time at BU. As they began to develop their own formula for custom e-learning programs, they remained close to Hostetler, whose career led him to Florida.

Hostetler joined them three years later and, together, they changed the name and corporate identity of the company to better reflect its signature in the instructional technology industry—a supplier of creative, custom online training solutions. The new company, with branches in New Jersey and Florida, was named "Get Thinking."

In 2000—after years of braving New Jersey winters and traveling between the two offices—Kuna and Pitsch relocated, joining Hostetler in the Orlando, Fla., office.



Courtesy of Get Thinking, Inc.

Get Thinking sells itself in real space as well as cyberspace. The firm was named the Best First-Time Exhibitor at an International Foodservice Technology Exhibition in 2002.

Giving Back

Coming from Brazil, the way the people at Bloomsburg embraced me was really special," recalls Pitsch.

"I remember traveling with the department to a SALT (Society for Applied Learning Technology) conference in Washington, D.C., as soon as I arrived at Bloomsburg. My hotel roommate, June Trudnak, who was a professor, woke me up at 5 one morning with a cheerful smile. I pulled my covers over my face and groaned, 'I don't really wake up before I've had coffee.' The next morning, she brought me coffee when she woke me up. Her thoughtfulness and help was representative of the way my classmates and new friends treated me the rest of my time at the IIT."

A special bond with their alma mater encourages Kuna, Hostetler and Pitsch to give back in every way that they can. They are active in the IIT's Corporate Advisory Council (CAC), helping institute staff ensure that the instructional technology program is continuously updated

and that students have an opportunity to work with professionals.

"Chad, Audrey and Suzane are extremely talented," says Karl Kapp, assistant director of the Institute for Instructional Technology. "Their market niche is high-end custom development, and they do that by pushing the limits of the software. They take it to another level on their own."

Hostetler has even contributed a case study to Kapp's book, "Winning E-Learning Proposals: The Art of Development and Delivery," co-published by the IIT. The case study is used in teaching a class at the IIT.

"Get Thinking is a company that likes to have fun," says Kapp. "They produce extremely high-quality work. When my students visit their Web site and view their samples, they see a goal to strive for. As Bloomsburg grads themselves, Get Thinking is an inspiration to our students."

Working for Success

The e-learning tutorials Get Thinking creates are touted for their creativity and interactive nature. In one tutorial, an animated chef dances to the beat of the rhythmic music that pulses from the computer speakers as a conveyor

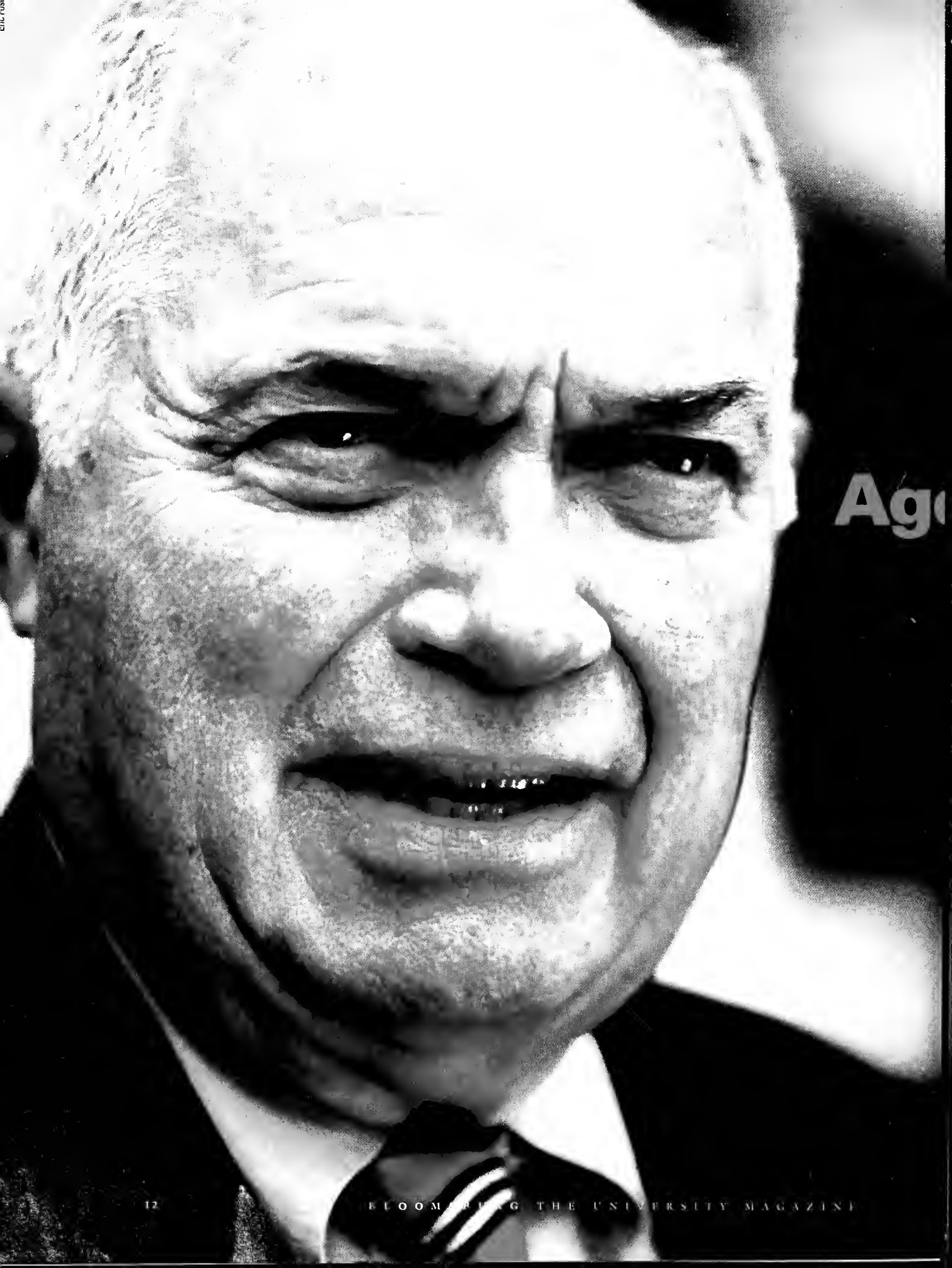
belt rolls with different types of food. By clicking on one of the selections at the bottom of the screen, the food drops into its appropriate container. Or does it? "Errr," growls the animated chef, frowning in disappointment that the food is stored improperly.

These kinds of animations dance and sing throughout the program, accompanied by sound effects accenting the most important information. Something is learned in every engaging—and often humorous—detail of the programs Get Thinking creates.

Perhaps the best indication of Get Thinking's success is its clientele. Some of the nation's largest and most respected corporations—such as the Darden family of restaurants, including Red Lobster and Olive Garden, and Pennsylvania's own Armstrong World Industries—continue to come to Get Thinking for their training needs.

"I think the key to our success is our people. We are all driven and creative, and we work carefully to ensure that all of our programs are truly custom-tailored to the client. We look for the right solutions, not the easy solutions, and we are all committed to customer service," says Kuna. "Those long hours in the lab at Bloomsburg taught us that when you work really hard on a project and give it all you've got, the end result is something you're going to be proud of."

Amy Cahoon is a writer with WordWise Inc. in Orlando, Fla.



Age

FBI agent Don Cesare

Forty years ago, President John F. Kennedy was assassinated in Dallas. Less than a year later, three young men were killed while registering voters in Mississippi. Both times, FBI agent Don Cesare was assigned to investigate the case and became a witness to history.



Courtesy of Don Cesare

nt, Investigator, Witness

STORY BY DON AINES

Don Cesare was driving through west Texas on Nov. 22, 1963, when he heard news of President John F. Kennedy's assassination on the car radio. Within a matter of hours, the special agent with the FBI's Dallas bureau found himself back in that city and intimately involved in an investigation that would stir public conjecture for decades.

"I worked on the case several weeks, but primarily focused on the surveillance of Marina Oswald," Cesare '52 recalls. And, as agents watched the wife of assassin Lee Harvey Oswald, who also was the daughter of a Soviet KGB colonel, they worked additional leads with a specific goal. "We were trying to find out," he says, "if there was a conspiracy."

Legions of conspiracy theorists have made avocations out of criticizing the Warren Commission's report, but Cesare remains convinced that the assassination was the act of one man.

"Oswald was a loser...and an ex-Marine, I'm ashamed to say. Dishonorably discharged," Cesare says. That stings because Cesare, too, served in the corps, hitchhiking to Wilkes-Barre to enlist the day he graduated from Bloomsburg State Teachers College.

The education degree he earned at Bloomsburg would serve him well during a varied career that took him from the Marines to cloak-and-dagger work with the CIA, the investigation of major cases with the FBI

and consulting work in the years after his retirement from the bureau.

"I never really intended to teach...but I got into the Marine Corps and did a lot of teaching," Cesare says. By the time he left the corps as a captain and company commander in 1955, he had applied the skills learned at Bloomsburg to the job of instructing Marines in tactics, small arms and other arts of war.

He found himself teaching again when he moved on to the CIA, this time Tibetan guerrillas fighting the communist Chinese takeover of their country. The classes included "clandestine trade crafts," such as sabotage, demolition, caching weapons and ordnance and guerrilla tactics.

In the FBI, he became a general police instructor, teaching officers and agents the intricacies of investigating extortion, kidnapping and other crimes. Following his retirement from the bureau in 1985, Cesare participated in the International Criminal Investigative Training and Assistance Program, teaching Central and South American police agencies criminal investigation techniques.

The journey that took Cesare around the world began in Old Forge, Pa., where his father was the chief of police. "I kind of thought I came from a law enforcement type of family," he says.

Continued on next page



President John F. Kennedy

Hands reach out to greet President and Mrs. John F. Kennedy upon their arrival at the airport in Dallas, Texas, on Nov. 22, 1963. The president was assassinated just hours later. After the shooting, FBI agent Don Cesare '52 kept gunman Lee Harvey Oswald's wife Marina under surveillance.

At Bloomsburg, he played on both the offensive and defensive lines for the Huskies football team under Coach Bob Redman. Gridiron behemoths of 300 pounds or more are not unusual now, but for that era, Cesare was a solid block on the line of scrimmage at more than 200 pounds.

"I take a great deal of pride in that. We were undefeated my senior year," Cesare recalls of that championship team, the first squad inducted into the university's Hall of Champions.

"Beyond Bloomsburg, I guess I was looking at going on to law school," says Cesare. His ultimate goal, after a childhood spent reading magazines and listening to radio programs about the FBI, was to become an agent, a career that required a degree in law or accounting.

The Marines proved to be his unexpected introduction to the FBI. Marine officers and FBI agents both trained at Quantico, Va. At the base, Cesare discovered a great kinship between the corps and the bureau.

"I came into contact with a fellow who had done a lot of business with the OSS (Office of Strategic Services)," the precursor of the Central Intelligence Agency, Cesare explains. His status as a Marine reservist proved useful, because he could engage in "company" business, both in and out of uniform.

During the height of the Cold War, the CIA used the high-flying U-2 spy plane for overflights of the Soviet Union from bases in Turkey, Pakistan and Japan. Cesare served as a security officer at those bases and as a courier, transported top-secret photos from missions. The CIA was also keeping an eye on the People's Republic of China, which was seeking to expand its empire into Tibet. In late 1959, Cesare became a paramilitary officer with the agency.

Assigned to Fort Hale, Colo., and the "Tibetan Show," Cesare put his Bloomsburg degree to work again, training partisans from that Himalayan land to conduct a guerilla war against the occupying Chinese. After training them in the necessary skills, he accompanied them to a secret airbase in Thailand. From there, the guerrillas were flown in C-130 Hercules transports to parachute back into their native land.

In the end, there were too many logistical problems and too many Chinese forces for the program to succeed. "But, we cost them a lot of men and materiel," Cesare recalls.

Cesare left the agency in 1962 and was recruited into his dream job. "When I got into the FBI on Feb. 25, 1963, I believed I had achieved my goal," says Cesare. His first assignment was the Dallas office.

"The atmosphere in Dallas was such that there was a great deal of political unrest and an inordinate amount of publicity" in the weeks leading up to Kennedy's visit, a fence-mending trip to shore up the Lone Star State's support in the 1964 election. A few months before Kennedy's murder, there was an attempted assassination of a right-wing figure, retired Gen. Edwin Walker. That crime was later attributed to Oswald.

In 1963, there was no federal law covering the murder of a federal elected official, so the Kennedy assassination was initially handled as a local homicide. "We investigated the assassination under an 1874 law, from the aspect that it was a violation of the president's civil rights," Cesare says.

"We were directed by LBJ (President Lyndon Baines Johnson) to enter the investigation," he says. "The tragedy really expanded the jurisdiction of the FBI."

Many Americans still believe Oswald could not have acted alone, despite the Warren Commission's conclusion that the assassination was the work of a lone gunman. Two subsequent congressional investigations failed to prove a conspiracy,

“People just don’t want to believe that this one person, acting by himself, could destroy this active, charismatic president.”

“People just don’t want to believe that this one person, acting by himself, could destroy this active, charismatic president,” Cesare says.

Cesare’s career took him to the investigation of another high-profile murder, the deaths of three young Freedom Riders. In June 1964, civil rights workers Michael Schwerner, Andrew Goodman and James Chaney disappeared, and their bodies were found that August, buried in an earthen dam near Philadelphia, Miss. The FBI entered the case, taking on the knights of the Ku Klux Klan.

Twenty-one people were arrested that December in connection with the murders, including Neshoba County Sheriff Lawrence Rainey, chief deputy sheriff Cecil Price and Ku Klux Klan Imperial Wizard Sam Bowers. But, a U.S. commissioner refused to hold the accused based on evidence presented at their arraignment, and the case went to a grand jury. All-white local juries failed to convict the defendants of murdering the young men; seven, including Price and Bowers, were found guilty of conspiracy in 1967 and given relatively light sentences.

In January 1965, Cesare reported to the newly created FBI office in Jackson, Miss., and was sent to Neshoba County to assist in the investigation that ran for a couple years. During that time, Cesare developed a relationship with a key informant, Klansman Delmar Dennis, through a series of clandestine meetings.

“We kind of waved the flag at him and got him on our side,” Cesare says. The FBI not only appealed to Dennis’ sense of patriotism, they also paid him \$250,000 over four years.

“Sam Bowers called all the shots and ran the Klan for all of Mississippi” with Dennis as his right-hand man, Cesare says. So, when Bowers was indicted in connection with the murders of the civil rights workers, he was confident he would be found innocent.

Cesare remembers that Bowers praised his assistant shortly before going to trial. “There’s only one person I trust in the state of Mississippi and that’s Delmar Dennis,” he said. But Bowers’ trust was violated when Dennis, a minister, cited chapter and verse of Bowers’ and the Klan’s involvement during his testimony.

“He broke the back of the Klan,” Cesare says of Dennis. “He was a phenomenal informant with a great memory.”

The investigation was struggling when Cesare was assigned to Neshoba, and his success resulted in his choice of assignments. He chose the Denver division in the home state of his wife Janice, whom he married in 1963. They moved to Colorado, where they raised their son and daughter, in 1971.

Looking back on his career, Cesare is loyal to the memory of J. Edgar Hoover, and discounts bizarre rumors of the FBI chief’s personal life. “He was married to the bureau...that was his passion,” Cesare says. “He was the father of modern law enforcement.”

Cesare retired from the FBI in 1985 but today, at age 73, says his education degree continues to serve him well.

“I’m still doing consulting work with the Department of Defense and the Colorado Department of Corrections,” Cesare says. Some of that work involves “integrity interviews” and background checks. “They figure nobody could lie to a former FBI agent.” ■

Don Aines is a reporter for The Morning Herald, Hagerstown, Md.



Delmar Dennis

The Rev. Delmar Dennis, a Ku Klux Klan informer, holds the hood he wore as a member of the White Knights of the KKK. FBI agent Don Cesare '52 recruited Dennis as an informer. This photo was taken in New Orleans Oct. 12, 1967.



To the Highest Degree

STORY BY KIM BOWER-SPENCE

A woman's voice flows from the speakers. "Here's what a normally hearing person hears," student audiologist Stephanie Barrett explains to a white-haired husband as the two gaze into a computer screen. Then Barrett types in his wife's hearing test results, taps a key and adds, "Here's what your wife hears."

The sound plunges to a barely audible mumble. The man's eyebrows rise and a look of understanding sweeps his face. "So, that's why the television is always so loud," he chuckles to his wife.

Visible Speech is one of more than a dozen pieces of sophisticated equipment Bloomsburg University's Speech, Language and Hearing Clinic uses to diagnose, counsel and rehabilitate people with hearing loss. Technological advances, plus an aging baby boomer population, are spiking a need for more

audiologists, and the skills needed to practice audiology now require more training than fits into the current two-year graduate curriculum.

That's why Bloomsburg University now offers a doctorate in clinical audiology, its first doctoral program. About 15 students are in the program, accredited by the American Speech-Language-Hearing Association and presented in conjunction with Indiana University of Pennsylvania.

You visit an eye doctor for vision problems, notes Deborah John, staff audiologist for the clinic. Now, you'll visit a "hearing doctor" for hearing or balance troubles.

"As the standards and the scope of practice for audiology change, we were forced to make our curriculum mirror those changes," explains Richard Angelo, who chairs the department of audiology and





Barclay Winzler

speech pathology. "We could no longer fit the curriculum into a two-year graduate degree, so we had to move it to a four-year graduate degree."



While the sensors may look imposing, hearing screenings don't bother infants a bit. The newborns sleep through the test.

Bloomsburg's program is one of only three audiology doctoral programs in Pennsylvania, Pennsylvania College of Optometry and the University of Pittsburgh offer the other two. At BU, the course of study stems from 1930s studies in speech problems and correction. The

Staff from Bloomsburg University's Speech, Language and Hearing Clinic screen newborns for hearing loss within 24 hours of birth at Bloomsburg Hospital. Shown from left are graduate student Stephanie Barrett, staff audiologist Deborah John and Richard Angelo, chairperson of the department of audiology and speech pathology.

university has graduated about 70 audiologists with master's degrees.

The clinical audiology doctoral program emphasizes clinical training and practical application of research, theory and technology. The first two years of instruction and laboratory class work combine theory, practice and emerging technology. The final two years blend theory and clinical learning, with students taking on a full-year externship during the fourth year.

Continued on next page

Bloomsburg University's program is one of only three audiology doctoral programs in Pennsylvania.

Among the new dimensions of the four-year doctoral program is a segment on medical audiology taught by an ear, nose and throat specialist. Students also learn to diagnose and rehabilitate vestibular, or balance, problems with equipment such as a rotational chair and a technique called posturography.

They also explore new techniques to treat tinnitus, often called "ringing in the ears."

"Some people have that so bad that they begin to have psychological problems," Angelo explains.

The Speech, Language and Hearing Clinic has served the community and provided students with hands-on learning opportunities for more than 20 years. It provides diagnostic, therapeutic and counseling services for children and adults on an outpatient basis.

"We involve graduate students so they can blend the theory and the practicality," Angelo explains. "What we do is build skills and knowledge for those students to make the transition, so in their third year they won't work here. They'll go off into a work or hospital setting.

On campus, detailed hearing tests are conducted in a soundproof booth. Faculty member Thomas Zalewski demonstrates how a subject is prepared for the tests.

"Audiology is a field that can service people from birth to death," he notes. Clinic staff works with Bloomsburg Hospital to screen newborns for hearing loss within 24 hours of birth. On the other end, hearing loss, dizziness and balance problems are part of the aging process baby boomers face. As folks in that demographic approach their golden years, boomers will seek more audiological services.

Practitioners may work in private practice, in schools or hospitals or in conjunction with ear, nose



and throat specialists. "We've got a lot of training and a lot of information to give our students so they can work in these varied fields," explains Angelo, who holds doctorates in neurophysiology and education. "As technology expands our scope of practice, there's so much more we can do."

As an example, he cites digital hearing aids. "We program the computer chips to perform the way we want them to perform," he says. "We put in all the parameters as to how the hearing aid will perform."

At one time, John explains, audiologists simply adjusted

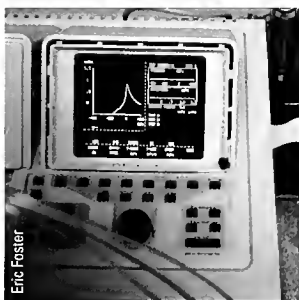


Nearly 700 individuals visit Bloomsburg's Speech Language and Hearing Clinic for audiological services each year. A quarter of those clients are children.

hearing aids for high and low frequencies. Now, she can regulate each pitch. Computer software drives the hearing aids, making it more complicated to learn and fine-tune each feature.

"We have so many more options to give our clients," notes John, clinical supervisor at BU for more than a year. "We can specifically meet the client's needs." Variables include the desired size of the hearing aid, the client's willingness to make adjustments, the type of environments he or she encounters and price.

Such detailed work requires a detail-oriented person. In recruiting students, Angelo looks for the most organized and disciplined. "I want people who have a vision of themselves. They're focused, and they're serious about being in this program," he says. "We have a very cohesive group of individuals that are willing to help each other."



Clinic instrumentation allows graduate students to see real-time charts of how subjects react to tests.

John, who earned her master's in audiology from Bloomsburg in 1995, enjoys the results-oriented nature of the field. "You get almost immediate results. You identify a problem and you can go in and fix it."

A doctorate will give graduates more practical experience in a variety of settings, preparing them to enter private

practice upon graduation if they wish, adds John, who is working on her own doctorate through Pennsylvania College of Optometry's distance learning program.

Barrett of Milford, N.J., completed two years of undergraduate studies at Bloomsburg before entering the doctoral program. "The professors were great, you really feel welcome as soon as you step on campus," she says. She also likes the concrete nature of audiology, diagnosing physical problems and devising solutions.

"I love anatomy, I love seeing how things work," explains student Courtney Hummel of North Syracuse, N.Y., who did her undergraduate work in her home state. Citing Bloomsburg's modern laboratory, she notes that audiologists get to work with "all these fun pieces of equipment that do phenomenal things."

Demand Booms

Audiologists numbered just 13,000 across the country in 2000, according to the U.S. Bureau of Labor Statistics, but that number is expected to leap over the next decade. The agency lists audiology among the decade's fastest growing occupations, estimating the number of practitioners to jump by 6,000, or 45 percent, from 2000 to 2010.

For 2000, the latest data available, the American Speech-Language-Hearing Association cites a median annual salary of \$48,000 for full-time audiologists working 11 or 12 months, and \$45,000 for those working nine or 10 months. Doctoral-level audiologists who work 11 or 12 months annually reached \$70,000.

The field encompasses much more than hearing aids, says Richard Angelo, chair of Bloomsburg University's audiology and speech pathology department. It includes:

- Industrial noise abatement, educating and testing employees in noisy work environments, assessing noise levels in manufacturing plants and helping companies find ways to lower the volume.
- Interoperative monitoring, where they assist and advise surgeons in tumor removal and facial operations that may impact nerves.
- Diagnosing pathologies, such as central auditory processing disorder, which prohibits children from integrating or separating words from other noise.

"As technology grows, as the population ages, so will the demand for audiologists," Angelo says.

Among them: an audiometer to test hearing, an electronystagmography machine to evaluate balance and a new rotary chair to test balance function.

Working at the Buffalo (N.Y.) School for the Deaf attracted student Danielle Caiola of Williamsville, N.Y., to audiology. The Bloomsburg faculty, she says, care about her particular interest in cochlear implants. "That just drew me to this place."

Hearing loss, dizziness and balance problems are part of the aging process baby boomers face.

With increased educational requirements, audiologists anticipate greater professionalism and increased respect from medical colleagues. "The profession of audiology deserves to be raised to a doctoral level," contends Denise Prislupski, who recently earned her doctor of audiology degree

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Profound Help

"Does Nathaniel hear or doesn't he?" Marian and Allen Zimmerman of Lewisburg asked themselves repeatedly as their young son grew into a toddler.

A hearing test when Nathaniel was nearly 2 confirmed the fears of the Old Order Mennonite couple. He suffered severe to profound hearing loss in one ear and moderate to severe loss in the other. Nathaniel couldn't hear his parents or two older sisters speak.

More than 10 months after being fitted with programmable hearing aids, the boy uttered his first word: "horse." It took months for him to absorb language and connect objects with sounds. "Once he started learning, he learned fast," Marian Zimmerman explains.

The youngster, who turns 6 in November, also uses sign language and lip reading. "He can talk fairly well, and he can understand us in situations where there's not a lot of background noise and we're looking right at him," his mother says.

The Zimmermans didn't hesitate when Nathaniel's brother Roy was born in June 2001. He passed an infant screening but, by about 6 months of age, he didn't always seem to respond to sound. They brought him to Bloomsburg University's Speech, Language and Hearing Clinic for an auditory brainstem response test and confirmed mild to moderate hearing loss in both ears. Because he passed the infant screening, audiologists believe the loss is progressive.

Fitted with his first hearing aid at 10 months old, Roy made much quicker progress than his older brother. "(Roy) can hear more than Nathaniel, and he's far more advanced than Nathaniel was at that age," his mother says. By 2 years old, he already knew nearly 50 words in both speaking and signing.

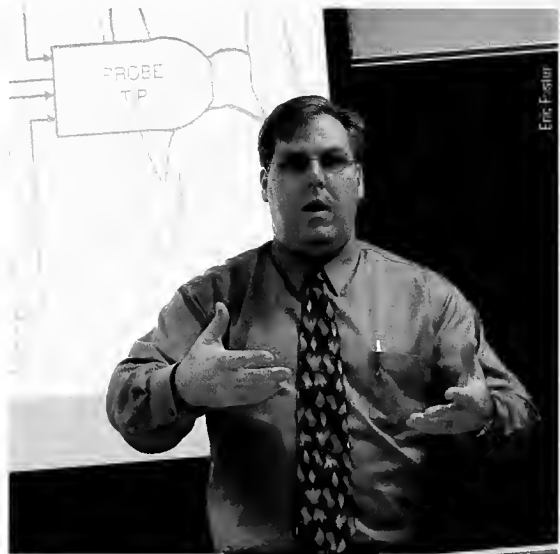
The Zimmermans travel to the Bloomsburg clinic about four times a year. Marian Zimmerman notes that audiologists at BU have more experience working with children's hearing loss than their local doctors. And testing and hearing aids cost less.

The Zimmermans' three daughters enjoy normal hearing, leading audiologists to suspect a genetic link in the boys. A third son, Lynn, born in May, was to be tested in spring.

"The earlier you get those hearing aids on, the better it is for the children," she emphasizes. "They can develop language, and they're not as delayed."

from Pennsylvania College of Optometry's distance learning program. "There's just a lot more information out there in the field. It needs to be addressed and presented thoroughly so when you do get out there in the field, you know what you're doing."

In practice for 22 years, she received her master's in audiology from Bloomsburg University and now practices at the Audiology and Hearing Aid Center of Scranton. Her additional training boosted her knowledge base in areas like otoacoustic emission testing—a battery of tests used to detect hearing loss—electrocochleography and pharmacology. "New material is constantly coming out," she says.



Modern audiological practice entails more than just hearing. Faculty like Thomas Zalewski, above, also focus on tinnitus and balance disorders.

Jim Shaffer owns York, Pa.-based Audiologic Consultants Inc., which provides audiology services for pediatric to geriatric clients. With 11 certified audiologists on staff, it's the largest practice in Central Pennsylvania. Shaffer employs two Bloomsburg graduates and has hosted interns.

With the new doctorate, audiologists will follow the model of optometrists, Shaffer asserts. Currently, he says, hearing aid dealers often hire audiologists, but he sees that trend reversing as audiologists broaden their scope of practice.

"When I started in 1983, there was only one level of technology," relates Shaffer, who is working toward his own doctor of audiology degree through University of Arizona. He hopes the program will better train audiologists for dealing with balance problems and give graduates a stronger understanding of hearing aids. He also thinks audiologists need more training in counseling. "Hopefully, the Au.D. will fill in a lot of those gaps." ■

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



STORY BY LAURIE CREASY

In the Great Hall, laughter and conversation echo off the rafters as knights and their ladies enjoy their feasting. It's not a time travel machine that brings this occasion to life; these knights sport armor made of aluminum foil and their ladies wear sheer nylon veils. Instead, this is the Donald H. Eichhorn Middle School in Lewisburg, Pa., where sixth-graders are studying how the Renaissance affected everything from health and science to language arts.

"We've found that the best link to long-term memory is experience itself, rather than memorizing facts and spitting them back," says principal Floyd Walters '64/M'80.

In the seventh grade's Oregon Trail unit, for example, the students climb into the school's Conestoga wagon and take a ride around the

field, pulled by Belgian draft horses. "They can't wait to get in," Walters says, "and after their ride, they can't wait to get out because there are no springs. They begin to understand why people walked across the United States, and it stays with them forever."

The middle school's entire staff embraces a strong belief that "hands-on" learning is the best approach to long-term memory. "Kids, quite simply, learn from other kids," Walters says.

Devotion to this philosophy has won top honors for the school in both the state and the nation, including 2000's Donald H. Eichhorn Award from the Pennsylvania Middle School Association as the best middle school in Pennsyl-

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BU alumni who are faculty members at the award-winning Donald H. Eichhorn Middle School include, left to right: front row—Nancy Genth Duttlinger '89, social emotional support; Marguerite Morris Smith '72, gifted and Title I; Linda Ricco '90, sixth-grade reading; Sara Stahley '02, seventh-grade social studies; Brenda Crispell Zack '86, guidance; Kathleen Hughes Pennington '94, seventh-grade French; Kim Creveling-Kohler '00, seventh-grade reading; and Richard Kirkpatrick '76, eighth-grade science; and back row—Sandy Doeblor Newcomer '70, eighth-grade math; Lu Ann Penles Foster '76, eighth-grade reading; Kim Robbins '90, resource teacher; Judy Ryan '95, resource teacher; Mark Berg '78, sixth-grade science; Jodi Jarrett M'83, sixth-grade social studies; Floyd Walters '64/M'80, principal; and Tris West '94, technology instructor.



Experience itself is the best link to long-term memory, says Floyd Walters '64/M'80, principal of the Lewisburg Middle School.

Donald H. Eichhorn

vania. The award is given to only one school per year, and Lewisburg was the 12th to receive it.

The principal believes that one of the key ingredients to the school's success is the faculty's similar background and training. The faculty includes teachers and counselors who have earned a total of 14 bachelor's degrees and 15 master's degrees from Bloomsburg University.

In Walters' office, decorated to reflect his love of the Chesapeake Bay and crabbing along Maryland's Eastern Shore, the principal pulls out the documentation needed for the award. The book is at least



When he's not teaching students to use computers, Rich Kirkpatrick '76 is adviser to the school chess club.

4-inches thick, containing every possible statistic, chart, graph and an explanation of procedures.

It's no coincidence that the award and the school have the same name. Eichhorn, who earned an international reputation as one of the founders of the middle school movement, served as district superintendent from 1979 to 1989 and helped develop Lewisburg's



The entire school takes a student-centered approach says, Marguerite Smith '72, a reading specialist who works with gifted students and advises the student council.

middle school. Still, the school's name didn't give it an advantage in the competition. Walters' school applied for the award in vain six times before achieving success.

"One of the proudest days of my life was when Dr. Eichhorn flew home from vacation to present the award to me personally," Walters recalls.

In 1999, the school applied for the U.S. Department of Education's Blue Ribbon Award. It was rejected—missing by a heartbreaking two points—but was recognized as a Middle School of Excellence in Pennsylvania. Last year, the school again submitted 50 single-spaced pages of information about its work, philosophy and programs. This time it won, gaining recognition as one of the best middle schools in the nation in 2002.

"The purpose of the school is not for teachers, not for parents, but to make the students successful and productive," says Marguerite Smith '72. Smith serves as the reading specialist, works with gifted students and advises the student council.

One example of this philosophy, says Rich Kirkpatrick '76, is the scheduling of activity periods in the middle of the day. The activities schedule changes four times a year to give the students the greatest number of experiences possible.

Kirkpatrick, a science teacher, advises the chess club. "It's almost like another preparation for teachers," he says, "like another class. There can be as many as a hundred kids."

Staff members talk with pride about their work and the school's team environment.

"I love what I'm doing now," says Judith Ryan who, as a nontraditional student, received her bachelor of science degree in special education in 1995.

As the learning support teacher, she works with special needs children. "My goal is to make them feel as much like their peers as possible," she says. "Some kids have a really hard time accepting support because, more than anything at this age, they want to be like everyone else."

She talks with eighth-graders about their learning disabilities and strategies to overcome them. Sometimes it's as simple as helping them to get organized with agendas and binders. "If left on their own," she adds, "they would struggle and might give up and drop out of school."

"You can still believe they can all be successful," says Smith. "By high school, some students have decided they don't want to achieve. At this age, they haven't yet chosen that other side."

So, each staff member concentrates on keeping students from choosing "that other side," whether

Award Blue Ribbon Award

it's Kirkpatrick using pendulums for a hands-on experience with the laws of motion, Smith helping gifted children make the most of their creativity or Ryan working with children who didn't understand a concept the first time. What Ryan likes best is seeing the children be successful in a regular classroom. "Sometimes I have to re-teach the material, but they can learn."

On a tour of the building, Walters shows off the murals that hang in the hallways, made by each eighth-grade class. He stops by one mural featuring active students with mirrors for faces. On the arch over the nearby hallway door are brightly colored handprints signed by the student artists. "It was their idea," he says. "They thought it needed it."

He pauses before the mural made by the eighth-grade class of 2001-02, which outlines the skyline of New York City, complete with ghostly World Trade Center towers and an American flag sky. "It moves me every time I see it," he says.

"The students decide what they

want to do, and it takes them all year to design, copy and complete the mural. Years from now, the students from each graduating class will be given the mural for the backdrop of their 25-year high school reunion." A new mural will then go up in its place.

Events in the outside world aren't the only things that can overwhelm the students. The students navigate rough psychological waters during their three-year stay at the middle school.

"What these kids are going through is developing an identity," says school guidance counselor Brenda Crispell Zack '86. "When they come here in sixth grade, they're young children. By the time they leave here in eighth grade, they've grown and matured."

Zack particularly enjoys the counseling aspect of the job. "The past two years, I've brought our family pet, a chocolate Labrador retriever named Kodiak, to work with students. He's a registered therapy dog, and it's amazing how many students warm up to him and will confide in me when Kodiak's here."

In another area of the school, students wander into The Listening Post, lunch trays in hand. Staffed by students from Bucknell



Guidance counselor Brenda Crispell Zack '86 advises students in a peer mediation group, which gives students a means to resolve differences themselves—and gain experience and maturity while doing it.

University, the post offers a confidential outlet for kids to blow off steam about things that are bothering them. The only exceptions to the confidentiality rule are serious matters, such as suicide threats or drug or alcohol abuse.

Learning-by-doing is the thread that runs through every experience at Eichhorn Middle School, culminating in the footprint each class leaves behind—the mural.

Walters stops just inside the main doors. "They're all good," he says, "but this is my favorite."

On the mural, a crowd of teachers and students in many shapes, sizes, nationalities and styles of dress, stands in front of the school waiting for the school bus. "That's us." He smiles. "That's what it's all about." ■

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



Judith Ryan '95 received her degree in special education from Bloomsburg as a non-traditional student. Today, she works with children who need a little help outside the traditional classroom.



Student development officers call thousands of alumni from cubicles in the basement of Elwell Residence Hall.

Develop Connect

STORY BY BONNIE MARTIN

The random distribution of yellow donor sheets pairs Katy Peters with an alumna whose professional interests mirror hers. “She taught in a deaf school...that’s my major...when they didn’t need to know sign language,” says Peters, a junior from Hazleton.

The call doesn’t result in a donation during the annual alumni phonathon, but it does forge a strong connection between Bloomsburg University’s current students and those who came before.

“I like to talk to people,” says Peters, one of 33 students and two student supervisors who conducted last spring’s phonathon. “I talked to someone who graduated in 1954 when women had to wear skirts to dinner. Another lived in my dorm the year it opened.”

Students place thousands of phone calls each spring during the two months they work Sunday through Thursday evenings. From tiny cubicles in Elwell Residence Hall’s basement, they update mailing lists, promote the university’s alumni Web site, www.bloomualumni.com, and ask for donations to the University Fund. The “ask” in spring 2003 resulted in a

total of \$91,474 for scholarships and special university projects...and some free career advice.

One alumnus, for example, told junior Kimmy Kleinberg, a sociology major from Emmaus, that she should consider a law career.

“He suggested forming an alumni group, sort of a mentor program, to advise graduates,” she says. “He had a lot of advice and made sure I had his phone number in case I want to talk again. He told me what he had done in his career in sales...and then he made a donation.”

Others have questions. They ask about social activities and changes in the community and on campus. “They ask about the Student Services Center...they want to know if the library is nice,” says Alison Poff, a junior secondary education/French major from York. “And, they ask if professors they had for class are still working here.”

Friendly conversations break up the student development officers’ three-hour shifts. At times, the noise is overwhelming, as each caller seems to make a

questions about the campus and community.

successful connection simultaneously. Conversely, silence takes over as they dial or write personal thank-you notes.

Tony Hipszer, a sophomore chemistry major, finds a hometown connection makes alumni more receptive to the calls, though not necessarily more likely to give. The Williamsport Area High School graduate whose family now lives in Washington Township, N.J., says the hardest part of making the calls is finding people at home, an element that comes into play more often as spring weather arrives in Pennsylvania.

Hipszer received his largest pledge—\$300—one warm April evening after making calls for more than an hour and a half without success.

Enthusiasm and sincerity are important, says Kleinberg. “Sometimes I just want to talk to someone, but I know when I need to make it quick,” she says. “With others, I see that they have past donations so, if they say ‘no,’ I ask another time.”

Apparently, her system works. Kleinberg received the most pledges in this year’s phonathon, 107, totaling \$5,042.

Other students have spoken to generous alumni who pledge single gifts up to \$500. Matching gifts from employers can substantially increase the end result, says Elena Lockard, phonathon coordinator.

“Each year, student callers ask alumni to contribute to the Bloomsburg University Foundation’s fund-raising campaign which supports programs and services for students, faculty, staff and alumni,” Lockard says. “Their main responsibility is to increase giving and participation, but the students also establish a rapport with alumni and serve as a source of information.”

The phonathon “also gives these students work experience that looks good on a resume,” she adds.

The students enjoy the work, which leaves weekends free and offers the

possibility of earning bonus points. Bonus points, based on the number of pledges and matching gifts received, translate into dollars at the University Store.

They all learn to just brush off the inevitable rejection. Some of those they call can be “mean” or “rude,” they say. Some may claim to be dead or in jail; others simply hang up.

Jessica Keiser, who spent one year as a phonathon caller, was one of two student supervisors last spring. Responsible for student scheduling—the other student supervisor, Danielle Cicchetti, a junior communication studies major from Mine Hill, N.J., compiled payroll and bonus point information—the junior psychology major from Lehigh, Pa., has a simple philosophy about dealing with rejection. “You gotta learn it’s just your job...it’s their loss,” she says.

Poff, who raised the most money, \$5,455, and the most matching gifts, 16, says, “I’ve done the same thing to telemarketers so I realize they may have just come home from a hard day at work.”

Success, she adds, stems from luck of the draw as those yellow sheets are being distributed...and a bit more. “If you are considerate and listen to what they have to say, alumni are more likely to make a donation,” she says. ■

Bonnie Martin is co-editor of Bloomsburg Magazine.

ons



Alison Poff (left), and Kimmy Kleinberg were top callers for last spring’s phonathon. Kleinberg received the most pledges; Poff raised the most money.

Drawn to Specs

Campus construction improves classroom, dining and recreation facilities

Campus will be bustling with construction over the next year and a half as a new dining facility is built on the upper campus, Hartline Science Center and the Student Recreation Center gain major additions and Navy Hall is renovated.

Monty's

Construction of a new building for Monty's eatery on the upper campus is expected to begin this semester. The \$4 million project, funded by the university, will replace the current 3,300-square-foot delicatessen with a 16,000-square-foot facility that will include a much larger dining room, adaptable for meeting use. During construction, carryout food service is provided at an interim site on upper campus. Opening in fall 2004, the new facility will include eat-in seating for 300 people, a centralized apartment complex office, mailroom, main lounge and meeting spaces. Sidewalks will connect the eatery to the Mount Olympus Apartments.



Monty's rendering



Former Monty's

Hartline Science Center

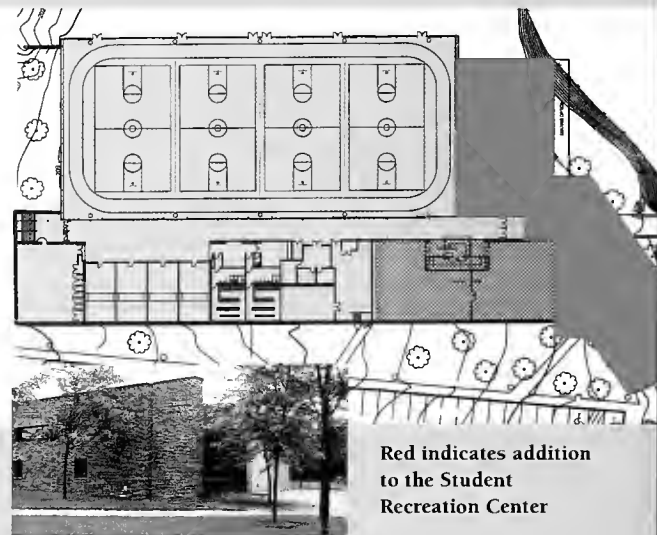
Construction of a 50,000-square-foot addition to Hartline Science Center is expected to begin this fall. The \$8.8 million project will take more than a year to complete. The current 71,000-square-foot facility, constructed in 1968, will grow in size by nearly 70 percent—adding 17 teaching and research labs. Over the past 15 years, the number of science majors has grown from fewer than 300 students to more than 500. The project is being funded through both the state and university.



Hartline Science Center rendering

Student Recreation Center

Architectural planning is underway for a 15,000-square-foot addition to the Student Recreation Center. While final plans are not complete, the addition will add one multipurpose court to the existing four, double the size of the weight and exercise rooms and provide a more prominent entrance. Also planned is a dedicated area for an indoor climbing wall. The \$2.3 million project is expected to begin next summer and take a year to complete. The Community Government Center owns the Rec Center, and student fees are funding the project.



Existing Student Recreation Center

Red indicates addition to the Student Recreation Center

Navy Hall

Navy Hall, home of Bloomsburg's department of exceptionality programs, will undergo an extensive interior renovation in 2004. The \$3.3 million, state-funded project will divide the building's interior into new spaces for offices, classrooms and labs, while retaining the oak-walled offices at the building's entrance.

New Landlord

CGA purchases Sesame Street Apartments

Bloomsburg University's Community Government Association (CGA) has purchased Sesame Street Apartments near campus.

"The CGA officers have been concerned for many years about the safety of off-campus housing and wanted to take steps to improve the campus and the surrounding area," CGA comptroller David Hill says. "This purchase gives CGA the opportunity to use their resources responsibly to further the quality of student life."

CGA is BU's student government association. An incorporated non-profit entity, the association is responsible for overseeing Kehr Union, the University Store and the Student Recreation Center.

Funded through student fees, CGA oversees an annual budget of about \$1 million that is distributed to more than 200 student organizations.

According to Hill, CGA has not reached any decision on long-term use of the property. Lease agreements are being honored for approximately 50 students who reserved spots for 2003-04. The remaining buildings were razed this summer.

A Challenging TALE

Students honor Samson and Shapeero



Michael Shapeero and Yvette Samson

Yvette Samson and Michael Shapeero may teach in different departments—Samson in sociology, social work and criminal justice and Shapeero in accounting—but they share

the belief that students love to be challenged. Graduating students responded by nominating them for Outstanding Teacher awards from the TALE (Teaching and Learning Enhancement) Center. Honored during May commencement, Samson and Shapeero were lauded for their enthusiasm, encouragement, professionalism and, most of all, for being challenging.

"He managed to fit two courses worth of work into a single semester," wrote a student of Shapeero. Of Samson, a student wrote, "Her classes were very difficult, but they are the ones I will most remember."

Student Scholarship

Mapping growth

How has Columbia County, home of Bloomsburg University, grown? Ask Christopher Yergey, a May graduate in computer and information science from Martztown, Pa.



Christopher Yergey

Yergey mapped and analyzed the county's population changes from 1900 through 2000. Working with geography and geosciences faculty member Jerry Mitchell,

Yergey found that while initial growth in the county was along the river, residential growth has shifted to rural areas. He predicts a huge increase in population for Hemlock Township, home to the Columbia Mall. The research, containing maps, data and written analysis, has been produced on interactive CDs that are available at the Andruss Library, Columbia County Historical Society and department of geography and geosciences.

Counting the ways

Megan Holben of Bethlehem, Pa., a senior majoring in mathematics and secondary education, spent eight weeks last summer studying new ways of counting in a specialized branch of mathematics called combinatorics. Holben was one of eight students in the National Science Foundation's Research Experience for Undergraduates summer program at California State San Bernardino.



Megan Holben

Looking at industry

Jason Dermes of Hummelstown, Pa., who earned a bachelor's degree in history last May, received the Best Paper in Pennsylvania History award during the Phi Alpha Theta History honor society conference at Mansfield University. His paper, "Metamorphosis of Bloomsburg Industry During World War II," explores how area businesses, such as Magee and the Bloomsburg Silk Mills, have changed and contributed to the area workforce and industry.



Jason Dermes

Over the Hurdle

Exercise science earns accreditation

Bloomsburg's undergraduate exercise science major became the fifth program in the nation to earn accreditation from the American Society of Exercise Physiologists. Founded in 1997, the association sets standards for exercise physiologists and curricula for the colleges and universities that train them.

"The student-faculty collaborative scholarship is excellent. The quality and quantity of the published manuscripts in peer-reviewed scientific journals are outstanding," wrote reviewer Dr. Thomas Boone, past president of the society. Boone also praised the program for its focus on wellness and lifetime fitness and the range of laboratory equipment available for student use.

Bloomsburg's undergraduate program has 130 majors. The graduate program in exercise science, which is expected to earn accreditation soon, has 26 majors.

Learning Online

Instructional Technology offers certificate program over the Web

Corporate and business professionals may deliver training on the World Wide Web with skills learned in Bloomsburg University's E-Learning Developer Certificate program.

The program consists of four graduate-level courses—E-Learning Concepts, E-Training Strategies, Introduction to Interactive Technologies and Multimedia Productions—and students can earn the certificate entirely through online learning.

Dedicated to Discovery

Researcher in residence brings hands-on experience

Physicist and pollution control expert Charles Noll '70 is sharing his expertise in a new Bloomsburg University physics lab.

Noll, vice president of technology for Avogadro Environmental Corp. of Nazareth and a founder of XiPro Technologies, is volunteering to guide a half dozen students in nearly a dozen research projects. To help outfit the new Electromechanics and Advanced Oxidation Technology Research Lab in Benjamin Franklin Hall, Noll arranged to have Avogadro donate equipment and materials.

"Because this is externally funded, it doesn't draw resources or teaching faculty away from the classroom," says Noll. "The laboratory encourages students to consider environmental tech-



Charles Noll '70, left, and physics student Sean Purcell work with instruments in a new physics lab.

nology as integral components of industrial processes."

Robert Marande, dean of Bloomsburg's College of Science and Technology, calls the researcher-in-residence program a win for everyone, allowing Noll to test ideas while "our students get experience in electrostatics and tap his wisdom on doing research in a corporate setting."

Formula = Admissions Success

Program helps select freshmen with potential

Senior Stacey DeWaelche of Halifax, Pa., and May graduate Jennifer Bettine of Tresckow, Pa., created a computer model to help admissions staff select the students most likely to succeed at Bloomsburg.

During spring semester, the math majors created a formula to predict freshmen's first-year grade point average, using regression

analysis for each major based on five variables. The admissions office can use this predicted grade point average while considering which students to admit.

Admissions director Chris Keller says DeWaelche and Bettine's program works much better than commercially available software because formulas differ for each major.

According to Tim Phillips, chair of BU's department of instructional technology, each course will have approximately 20 students, allowing for plenty of interaction with faculty, who will communicate through e-mail and Web-based videoconferencing technology.

Each year, \$66 billion is spent on corporate training. This year, \$11.4 billion of that total will be spent on Web-based instruction.

Sweat Equity

Graduate researcher tests new way to measure workouts

How hard are you working out? It is critical for exercise physiologists to know the level of difficulty for various exercises and how hard subjects are working. It also is very cumbersome to measure accurately, requiring a \$50,000 instrument.

So, when exercise science graduate student Phil Cole '03 saw an armband that promised to do the job, he was intrigued. Cole, of England, volunteered to test the new device, the Sensewear Pro Armband from Bodymedia, to validate its measurements against the metabolic cart, an unwieldy instrument that measures oxygen consumption to determine the number of calories burned. The Sensewear Armband works very differently, sensing horizontal and vertical motion and measuring perspiration. Costing approximately \$1,000, the wireless armband weighs just a few ounces and can store data up to five days for later downloading into a computer.

Working with Geisinger Medical Center in Danville, Cole tested both apparatuses on 24 exercising subjects. He found that the Sensewear Armband performed well, but not flawlessly, measuring exercises like the arm ergo meter and treadmill walking very accurately, but measuring others like rowing much less accurately. In all cases, Cole discovered the armband underestimated the energy expended.



Phil Cole, left, and fellow exercise science graduate student Matt Lawhead of Hanover, Pa., show the difference between the Sensewear Pro Armband and metabolic cart.

Veterans Remembered

World War I Memorial rededicated

A group of history students, history professor Nancy Gentile Ford and library archivist Robert Dunkelberger brought new life to Bloomsburg University's World War I Pinery Memorial, located behind Schuylkill Hall, near Carver.

The memorial, first dedicated in 1919, originally included 16 Eastern White Pine trees, planted in the shape of a six-pointed star. After a year of planning, missing trees have been replaced and name plaques and benches added. In addition, students designed a new paved area in the shape of a star to complement the trees.

During the rededication, veterans from the university and community stood at each tree to re-enact the original dedication ceremony. Shown from left are student and faculty planners: Keith Long, Maria Bertconcini, Dunkelberger, Fred Ackerman, Ford, Beth Pennebacker, Janelle Hose, Brian Campbell, Ryan Quinn, Sara Nogle and Erin Norbury.



Husky Greats

Five graduates join Athletic Hall of Fame

Five graduates will be inducted into the Bloomsburg University Athletic Hall of Fame this fall.

This year's Hall of Fame inductees are:

- Charles Skiptunas '56, a multi-sport standout in football, basketball and track who helped Bloomsburg win a football championship his senior year.
- Justine Landis '85, a women's tennis champion who helped the Huskies win the 1985 PSAC championship. She was the first Bloomsburg women's tennis player to qualify for the NCAA championships.
- Matt Karchner '89, a power-hitting third baseman who went on to pitch for the Chicago Cubs and White Sox over a 12-year



professional career. He is one of the few players to play on both Chicago teams.

- Mark Billone '89, a tennis player who won the NCAA Division II National Tennis Championship in 1989, Bloomsburg's first and only national tennis champion.
- Carla Shearer Christian '88, a basketball and field hockey player who helped the Huskies to two NCAA championships and two second-place finishes in field hockey and finished 13th on the all-time scoring list in basketball.

The induction will be held Friday, Oct 17, during homecoming weekend. For tickets to the induction banquet, call the Husky Club office at (570) 389-4128.

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Minimum funding amounts for annuities or charitable trusts begin at \$10,000.

Calendar of Events

Fall 2003

Academic Calendar

Fall 2003

Reading Day

Friday, Oct. 10
no classes

Mid-Term

Tuesday, Oct. 14

Thanksgiving Recess Begins

Tuesday, Nov. 25, 10 p.m.

Classes Resume

Monday, Dec. 1, 8 a.m.

Classes End

Saturday, Dec. 6, 10 p.m.

Reading Day

Sunday, Dec. 7

Finals Begin

Monday, Dec. 8

Graduate Commencement

Friday, Dec. 12

Finals End

Saturday, Dec. 13

Undergraduate Commencement

Saturday, Dec. 13

Spring 2004

Electronic Registration

Jan. 6 to 12

Classes Begin

Monday, Jan. 12, 8 a.m.

Martin Luther King Jr. Day

Monday, Jan. 19
no classes

Monday Classes Meet

Friday, Jan. 23

Mid-Term

Tuesday, March 2

Spring Break Begins

Saturday, March 6, noon

Classes Resume

Monday, March 15, 8 a.m.

Spring Weekend Begins

Thursday, April 8, 10 p.m.

Classes Resume

Monday, April 12, 6 p.m.

Classes End

Saturday, May 1

Reading Day

Sunday, May 2

Finals Begin

Monday, May 3

Graduate Commencement

Friday, May 7

Finals End

Saturday, May 8

Undergrad Commencement

Saturday, May 8

Celebrity Artist Series

For more information, call the series box office at (570) 389-4409 or check the Celebrity Artist Series Web Site at www.bloomu.edu/tickets/CAS.

Suzanne Farrell Ballet

Tuesday, Oct. 7, 7:30 p.m.,
Haas Center for the Arts,
Mitrani Hall, \$22.50 and \$25.

Preservation Hall Jazz Band

Thursday, October 16, 8 p.m.,
Haas Center for the Arts,
Mitrani Hall, \$22.50 and \$25.

"Rigoletto"

Sunday, Nov. 9, 3 p.m.,
Haas Center for the Arts,
Mitrani Hall, \$22.50 and \$25.

Rhythm and Brass

Thursday, Dec. 4, 7:30 p.m.,
Haas Center for the Arts,
Mitrani Hall, \$10 and \$15.

Moscow State Radio Symphony Orchestra and Chorus

Sunday, Feb. 8, 2004, 3 p.m.,
Haas Center for the Arts,
Mitrani Hall, \$30 and \$35.

Ahn Trio

Friday, April 16, 2004, 8 p.m.,
Haas Center for the Arts,
Mitrani Hall, \$20 and \$22.50.

Jane Monheit

Sunday, April 25, 2004, 3 p.m.,
Haas Center for the Arts,
Mitrani Hall, \$20 and \$22.50.

Celebrity Artist Piano Series

Cristiana Pegoraro

Monday, Oct. 13, 7 p.m., Carver Hall, K.S. Gross Auditorium, \$2 and \$5.

Tony Caramia

Wednesday, Jan. 21, 2004, 7 p.m., Carver Hall, K.S. Gross Auditorium, \$2 and \$5.

Beverly Smoker

Wednesday, March 3, 2004, 7 p.m., Carver Hall, K.S. Gross Auditorium, \$2 and \$5.

Clipper Erickson

Thursday, April 1, 2004, 7 p.m., Carver Hall, K.S. Gross Auditorium, \$2 and \$5.

Celebrity Artist Concerts @ Carver

"The Man Who Would Be King"

Sunday, Nov. 16, 7:30 p.m.,
Carver Hall, K.S. Gross Auditorium, \$10 and \$15.

"A Couple of Blaguards"

Saturday, March 20, 2004, 7:30 p.m., Carver Hall, K.S. Gross Auditorium, \$10 and \$15.

Special Events

Athletic Hall of Fame Banquet

Friday, Oct. 17, 6 p.m., Kehr Union, Ballroom. Tickets are \$25 for adults and \$15 for children ages 6 to 12. For tickets, call the Alumni Office at (570) 389-4047.

Homecoming Weekend

Friday through Sunday, Oct. 17 through 19.

Parents and Family Weekend

Friday through Sunday, Nov. 7 to 9.

Poinsettia Pops Concert

Friday, Dec. 5, 7:15 p.m., Kehr Union, Ballroom. For tickets, call (570) 389-4128.

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

The Last Word

I was charmed the first time I drove through the Town of Bloomsburg toward the university. In my mind, Bloomsburg just *looked* like a college town: small shops along an inviting Main Street, Victorian architecture, Carver Hall's dome and, of course, an abundance of young people. I felt at home right away.

There's something special about a college town, an energy that simply doesn't exist anywhere else. And, I'm not the only one who feels it. Just ask Bloomsburg's business owners or alumni who became permanent residents when they simply couldn't tear themselves away.

I recently came across an interview with Joseph Lubow, the author of "Choose a College Town for Retirement." Mr. Lubow points out the features that make a college town attractive for retirees. A college town must:

- Be a distinct, beautiful community.
- Have at least one college or university.
- Have a hospital or medical center.
- Have a cultural center, which may be the college.
- Have parks or open space and recreational areas.
- Have a senior center or programs for seniors.
- Have educational opportunities for adults, offered by the college.
- Have events that bring the community together.
- Have a cultural life.

When they all come together as a collaboration of the university and its hometown, as they do in Bloomsburg, these qualities also make a college town attractive for students, long-time residents and newcomers.

In dollars and cents, an independent study five years ago showed that Bloomsburg University adds \$76 million to Columbia County's economy each year. But it is impossible to place a monetary value on the services we provide to the community...or the community provides to us.



Bloomsburg Mayor Charles 'Chip' Coffin and BU President Jessica Kozloff share common concerns about issues that affect the town's residents and the university's students.


The Town of Bloomsburg, for example, gives us Bloomsburg Hospital, Town Park, Bloomsburg Theatre Ensemble, ArtSpace, the Renaissance Jamboree, the Children's Museum and, of course, the Bloomsburg Fair. Town officials enforce ordinances to keep our students safe and merchants stock the necessities of college life.

In return, our university offers educational opportunities, the expertise of talented faculty and staff, cultural performances, art exhibits and sports competitions. Our students enhance learning opportunities for local public school students, and faculty, staff and students volunteer their time and provide financial support to community efforts.

And, that's just the tip of the iceberg...on both sides of College Hill.

Mr. Lubow sees great college towns as "intellectual, cultural and economic hubs that balance tradition with new business growth and mix urban amenities with small-town charm."

To me, that's Bloomsburg.


Jessica S. Kozloff
President



Homecoming Weekend 2003



Friday through Sunday, October 17 to 19

Friday

Athletic Hall of Fame Induction, Kehr Union, 6 p.m.

Saturday

Parade through the Town of Bloomsburg, 10 a.m.
Alumni Picnic, Nelson Field House, 11 a.m. to 2 p.m.
Women's Soccer vs. Indiana University of
Pennsylvania, Upper Campus Soccer Field, noon.
Football vs. Kutztown College Bears, Rodman
Stadium, 1:30 p.m.
Men's Soccer vs. Bloomsburg College, Upper
Campus Soccer Field, 2 p.m.

Sunday

Choir Concert, Heas Center for the Arts, 2:30 p.m.

**For details, additional events and
ticket prices, visit www.bloomu.edu or
www.bloomualumni.com.**

Patriotic floats dominated the homecoming parade during the Town of Bloomshire's bicentennial celebration in 2002. Even the Quest float combined rock climbing, river rafting, and Lady Liberty.



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