President’s Message

Alvernia is on the move. New buildings like the O’Pake Science Center and now the Upland Center. Significant enrollment growth, from 1,200 students a decade ago to almost 3,000 today (3,500 if you count those vibrant “life-long learners” in the Seniors College). The explosion of success in graduate education. The expansion of residential opportunities for our undergraduates. With our new strategic and campus master plans, the transformation of campus, and the quest for university status, we are poised for dramatic change.

Yet no college is stronger than its best programs. Alums frequently cite their liberal arts courses as memorable, life-changing experiences. We have a longstanding reputation for preparation of teachers and professionals in health care, law enforcement, and other fields. In this issue, we feature another strong part of our academic program with its own story of transformation and momentum—our Business Department.

Their story makes us proud. Last year, Alvernia became one of only 22 of 150 schools in Pennsylvania to achieve international accreditation for its undergraduate and MBA programs by the Association of Collegiate Business Schools and Programs (ACBSP). This milestone culminated years of hard work by our faculty, a good return on their investment in continuous improvement of their teaching, scholarship, and professional achievements. As a respected business journalist reported recently, “everyone knows Alvernia as a top-notch business school.”

How did this happen? The faculty sought expert advice. With feedback from an advisory board of business professionals, they developed market-responsive programs such as a fraud examination concentration, which makes our graduates more employable in a range of industries from human resources management to insurance. They infused experiential learning into every business concentration so our students’ academic experience is relevant in today’s workforce.

They also built on a traditional strength that distinguishes Alvernia from larger, public institutions which also offer strong business programs. They recommitted themselves to the education of their students personally. The Business faculty is as purposeful about their engagement with students outside the classroom as they are about expecting the best of them in their course work. Our Business Department models the high ideals included in our revised mission statement: “to be a rigorous, caring, and inclusive learning community committed to academic excellence.”

From our Upland Center Renovation to the capstone course in the MBA program to our ambitious Berks Campaign to raise funds for our beloved Francis Hall, in every endeavor, Alvernia means business.

Cheers,

Thomas F. Flynn
President
Features

8 Experiencing business
Enabling future business leaders through experiential learning

13 Alvernia goes global
From the business world to a world of business

14 Where are they Now?
From local banks to the Federal Government Accountability office, Alvernia alumni are making an impact in the real world.

Departments

2 Campus News
6 Mission Moment
17 Graduate and Continuing Studies
18 Institutional Advancement
20 Faculty and Staff
23 Alvernia in the News
27 Sports
29 Alumni Class Notes
32 A Moment in Time
34 Calendar of Events
Seniors College offers enrichment and fun for senior citizens

More than 22 enrichment classes and mini-courses (from creative writing, to Islam in American media, to ancient Chinese practices that nourish the body, to examining the value systems of candidates running for our nation’s highest offices) are available to seniors age 55 and over through Alvernia’s Seniors College. Classes are taught by experts in the field, including many Alvernia professors, are affordably priced, and are just for seniors.

“Different classes are offered each weekday, run for three to seven weeks, and range in price from $25 to $50 for the entire session,” explained Rabbi Alan Weitzman, director of the Seniors College. “We are also offering several mini-courses in driver education safety this fall.”

Most of the courses are taught at Alvernia College in the newly refurbished Upland Center at 540 Upland Avenue. Other sites include the Jewish Community Center and Phoebe-Berks Village.

The Alvernia Seniors College is a great place to learn about interesting topics or just catch up with friends. New members are always welcome.

Senior social work and nursing students contribute to community health practice

Student research and evidenced-based practice projects in the social work and nursing departments are contributing to regional health-care practices. In collaboration with social workers and nurses in practice, our students shaped research projects to meet needs of both the agency and their own educational learning outcomes.

Examples include measuring satisfaction of older adult services, comparison of HIV and AIDS among ethnic communities, developing evidenced-based protocol for Heparin prophylaxis, accurate measurement of temperature in the trauma patient, and exploring catheter-associated urinary tract infections.

What’s so special about community-based student projects? By collaborating with practicing professionals, our students identify what is meaningful in real life. Many of the results are being implemented by the institutions, meaning that our students have direct input into policy-making at the practice-level.

Alvernia volunteers host trick-or-treat night for area children

Ghosts, wizards, witches, and superheroes converged on Alvernia College residence halls on Wednesday, October 24, 2007. But don’t call ghost guru Charlie Adams. It’s only the seventh annual Trick or Treat Night at Alvernia College.

Families from Berks communities looking for a fun and safe place to celebrate Halloween visited Alvernia College again this year. Last year, more than 20 volunteers helped over 400 kindergarten to fourth graders navigate the campus for this annual event, complete with trick-or-treating, games and a haunted castle; and the event continues to grow. After checking-in and playing games in the Student Center, all trick-or-treaters and their parents were accompanied by an official Alvernia tour guide to visit residence halls and the haunted castle (Francis Hall).

In addition, volunteers from Reading and Alvernia College spent a few nights, earlier in the month, helping kids get ready for Halloween by making costumes and painting pumpkins at St. Peter’s church in Reading.

In anticipation of trick-or-treat night, each year Alvernia students gather candy and decorate their residence halls for the young trick-or-treaters. College hallways are decorated with unique themes and are voted on by visiting children after a completing a tour.
Thanks to the Center for Community Engagement (CCE), Alvernia's campus was again busy over the summer months. In June, Admissions and CCE welcomed thirty-five junior high students to campus from a young women’s leadership charter school in Philadelphia. The students learned a few things about Alvernia College and the college search process and had the opportunity to take a tour of campus.

Also in June, the CCE hosted their second annual Creativity Camp. The camp was extended to two weeks this year, and ran from 8:30-3:30 daily. With more than 30 registered campers, this year’s camp focused on wellness, fitness, healthy choices, and well-rounded life experiences. Many great on-campus activities were planned for the students, as well as exciting off-campus trips to Philadelphia, the Reading Phillies, Body Zone, Middle Creek Wildlife Area, the Jesuit Center, and Reading Public Museum. Dr. Tom Porrazzo (athletic training) was this year’s facility instructor, in charge of teaching the curriculum and leading the activities for the camp.

Before the summer was over, the CCE collaborated with Alvernia’s mission department and with the Bernardine Franciscan Sisters to host a week-long South Reading Youth Initiative Bible camp in August. Twenty-five children ranging in ages from six to ten were on campus every day from 9 a.m. to 3 p.m. The Bernardine Franciscan Sisters taught the campers stories of Noah, Jonah, Creation, and Zaccheus with many Alvernia students helping out. The week was also filled with crafts, games, singing and a visit to the Wyomissing Institute. Bible Camp concluded on Friday, August 10, with a field day in the morning and a closing program at the Hispanic Center Ballroom at 2 p.m.

**Homecoming and Family Weekend**

This year’s Homecoming and Family Weekend was packed with events. On Friday October 19, children’s author Rhonda Gowler Greene gave an educational discussion about getting published as a children’s author. Later in the day, Greene read books and signed them for listeners. Greene’s books *Firebears* and *Barnyard Song* are available at Amazon.com.

In the evening, alumni and parents got caught up in the excitement of the racetrack during the Night at the Races event on campus. The popular event involved cheering on “phony ponies” to win play money for real prizes. Damian the Hypnotist filled seats for his 10 p.m. program, and kept the audience “spellbound.”

Saturday, October 20, started out with an important parent session called, “Help us, help you, help them” where parents of current Alvernia College students asked questions about student life at the College. After the session, faculty, staff, current students, family, and alumni joined together for a picnic lunch in the Student Center Dining Hall.

Arts and crafts and several home athletic games drew crowds all afternoon.

In anticipation of the College’s upcoming 50th anniversary, alums visited the Upland Center for tours and to view a display of the growing archives collection.

Dr. Peggy Bowen and Professor Edgar Hartung, criminal justice, gave an informative and timely presentation entitled, “Who are Sexual Predators?” for parents. During the discussion, they provided helpful information about these criminals and how to keep families safe from them.

German band music of the Bavarians played as alumni, parents, and faculty caught up with old and new friends at Oktoberfest, and Comedian Pete Correale finished off the evening in style.

**CCE keeps campus vibrant over summer months**

Camps worked together in small groups for many projects.
Alvernia pursues university status

Alvernia College officially submitted an application to the State Department of Education to become a university.

“As we approach our 50th anniversary and in light of the growth and changes occurring at Alvernia,” James S. Boscov, chair of the Board of Trustees, said, “university status was a logical next step.”

Since its founding in 1958 as an undergraduate college preparing the Bernardine sisters to teach, Alvernia has grown to offer 50 academic programs at the undergraduate level, a graduate and continuing studies division, a doctoral program in leadership, and a Seniors College.

“Alvernia has undergone a dramatic story of transformation in a few short decades,” explained Dr. Thomas F. Flynn, president of Alvernia College. “Full-time undergraduate enrollment increased 84 percent in the last ten years. Total enrollment across divisions increased 134 percent since 1997.”

Having set strategic priorities toward strengthening our identity and increasing in residentiality, Alvernia is responding to the higher education marketplace and the prevailing research that shows two-thirds of Generation Y prospective college students want to enroll in a university, not a college. Universities are more highly regarded by employers and graduate schools and are credited with having better students, greater diversity, and more prestige.

Becoming Alvernia University is more than a name change. It is a formal request for a change in status and a detailed and labor-intensive process. A task force headed by Provost Shirley Williams spent several months preparing an application, which was forwarded to the State this past July.

A visit team from the State Department of Education will be on site this spring, talking with faculty, staff, and students as part of the evaluation process. After that visit the College will have a clear idea whether university status is forthcoming or whether any changes need to be made for the application to be accepted.

Alvernia College spirit night

The first annual Spirit Night was held on Saturday, October 13, at the flagpoles in the center of campus. More than 50 people came out to hear Ralph Thompson (from facilities) play with his band, The Rockers, or see the cheer team perform between sets. Lots of activities took place during the music, including a pie-eating contest (won by Ryan Richard), pumpkin decorating, and an abundance of different raffles. There was also plenty of food and drink to match the season, like caramel apples, pies, hot cider, and hot chocolate. Raffle prizes included: Philadelphia Soul, Kixx, and Wings tickets; six movie tickets; passes to LA Fitness; Sports memorabilia from Philadelphia Phillies, Flyers and Eagles; Alvernia sports apparel; and loads of valuable gift cards.

“I enjoyed the pie-eating contest the most because it most engaged the crowd,” said CIS Professor Polly Mathys. “I’m glad I went.”
Alvernia implements emergency notification system

Safety is a priority for everyone in the Alvernia community.

Therefore, the College has implemented an electronic warning system. In order to better notify the campus community in the event of an emergency, Alvernia College has begun using e2Campus as the campus notification system. This state-of-the-art system is capable of sending instant and simultaneous notifications to all registered mobile phones, BlackBerrys, wireless PDAs, smart phones, and email addresses.

In addition, the system will also post emergency notifications on the college website and send "pop-ups" to anyone using Google, Yahoo, or AOL as their home page.

The key to the success of this notification system is to have everyone registered, so if you’d like to be informed about emergencies on campus, PLEASE REGISTER by visiting the Alvernia homepage, and clicking on the e2campus logo.

Alvernia celebrates literature during annual festival

The Greater Reading Literary Festival came to Alvernia College with more than a dozen different world-renowned and regional authors, workshops, and seminars. The events were part of an annual two-week celebration of literature during October.

All of the enjoyable festival events at Alvernia were free and open to the public. This year’s theme, “A Sense of Place,” was felt throughout the county-wide Reading Reads program festival. In all, more than 60 events took place in over 20 different venues throughout the month. This year’s festival showcased storytelling, poetry, and photography as part of its overall mission.

“These events engage students on a level of sophistication that is surely one of the benefits of attending college,” said Beth Demeo.

Karen Cameron, occupational therapy, used a presentation on the relief efforts of Berks County residents for Hurricane Katrina victims (by Karin Mallett) for a classroom discussion examining disaster relief and the role the OT can have in triage, occupational reengagement, and mental health management. Other classes took part in one of two informative presentations about autism by Alvernia Ph.D. candidate Mary Barbera.

Alvernia students mingled with community members and professionals for many of this year’s literary festival events. Several television and newspaper journalists were also on hand.

“I took my ninth grader out of school to attend Dr. Lee McClain’s writing workshop,” said Susan Rehhausser (admissions). “My teenager loved it. She was so inspired that she requested (after chores and homework) alone time so she could write. She got on the computer, did some research, gathered her materials, and wrote all evening. My teenager thanked me.”

Arguably the highlight of the festival was internationally recognized expert in forensic science, Dr. Henry Lee, presenting, “Lessons Learned from High Profile Cases.” As an author of numerous books, criminal investigator, and DNA researcher, Lee focused on some of the legendary crimes of the century, including OJ Simpson, Jon Benet Ramsey, Laci Peterson, and JFK, with humor and insight.

If you missed this year’s free festival, be sure to catch the program next year. Planning is already underway for 2008.
As a Franciscan institution, Alvernia strongly supports the Assisi Pilgrimage Programs and the AFCU Study Abroad in Italy initiative as opportunities to connect with the historical roots of the Franciscan tradition and experience the cultural and spiritual riches of Assisi, the birthplace of the Franciscan movement. For the past five years, graduate and undergraduate students as well as faculty and staff have participated in these travel/study experiences with students from other AFCU institutions in the United States. In October 2007, Dr. Thomas Flynn, college president, and his wife Helen also participated in the Franciscan Leadership Pilgrimage, a unique program that provided administrators of Franciscan institutions the opportunity to be immersed in the spiritual and historical culture of Assisi and reflect on this experience as it impacts their work at Franciscan institutions.

In the 2007 spring semester, the Association of Franciscan Colleges and Universities offered member institutions the opportunity for students to enroll for a semester study abroad at the Umbra Institute in Perugia, Italy, in partnership with St. Bonaventure University. An Alvernia junior, Anthony Amadio, joined several students from AFCU institutions for this academic venture, and we are currently recruiting for spring of 2008. As part of a large international student community, Anthony and his peers shared an academic program that included travel, education, and immersion in the culture and art of Italy, with special emphasis on the Franciscan contribution to higher education and the significant sites and shrines that comprise our unique spiritual tradition.

Special moments of the trip included visits to Assisi, LaVerna, Florence, and the churches honoring St. Francis and St. Clare of Assisi, as well as the historical shrines, landmarks, and sites that chronicle the early events of the Franciscan order. A Franciscan Heritage course, “Francis, Clare and their Followers,” studied the lives of the earliest Franciscans, emphasizing their moral teaching in light of such current global issues as hunger, poverty, injustice, environment, and the nature of the human person. “The Franciscan Intellectual Tradition” provided an intellectual history of Franciscans from the earliest days to the present with emphasis on leading Franciscan thinkers like Bonaventure, Duns Scotus, and William of Ockham. These courses can be counted in the core curriculum as theology and philosophy, including the ethics requirement. Anthony also took courses in art history, food culture, and the science and history of gastronomy (how food relates to culture), Italian language, and early Christianity.

Anthony reported that he thought this experience was “incredible, very high quality, and worth the cost,” and he considers international travel and study abroad the “high point of his college experience.”
new international friends, and he was intrigued by the cultural differences that included new modes of travel (bikes), adjustments to food, weather, currency, eateries, music, and of course the challenge of language—easily overcome with a few smart Italian phrases, hand gestures, and the European ease in speaking English. He shared a furnished apartment provided by the Institute with five other students, and though money was tight, he survived on simple cooking, some meals with friends at the local pubs, and the generosity of family loans.

When asked about the high points of the trip, Anthony mentioned a visit to Cinque Terre—a region of five towns on a beach on the Normandy coast opposite Venice, only accessible by train. The natural beauty was amazing: “I could live here,” he remarked. Another high point was his visit to the Tomb of St. Francis—the holiest place on earth. Because of his student status with St. Bonaventure, he was able to visit the Basilica archives and studied artifacts preserved by the Franciscan Conventual friars in Assisi. During his time abroad, Anthony and his classmates also enjoyed a dinner meeting with Tom Cornell, of the Catholic Peace Fellowship; Father Adam Burnell OFM, Conv., a resident of the Sacro Convento at the Basilica of St. Francis; and Dr. Michael Chiariello, student mentor and director of the Franciscan Heritage program at St. Bonaventure.

Traveling abroad while pursuing undergraduate studies has become an important experience sought by many students who will become the future citizens of a global society. We encourage Alvernia students to consider this opportunity during their college years and to speak early with college advisers who can help them realize this dream. For information about the Study Abroad in Italy program sponsored by the Association of Franciscan Colleges and Universities in the United States or the AFCU Assisi Pilgrimage program, please contact Betsy Stiles in the Office of the Provost: betsy.stiles@alvernia.edu.

—Sister Rosemary Stets, OSF ’71

In 2005, I went with friends and faculty on a pilgrimage to Assisi and Rome, Italy. It was absolutely fantastic and made a true impact on my life. What makes a pilgrimage so special is that it is not solely about the final destination, but rather about the entire experience. As a pilgrim, I walked to virtually every destination and saw the most beautiful, breathtaking churches in the world. Walking in Francis’s footsteps made me think about how I was living my life and how he lived his. I certainly would go on Franciscan pilgrimage again in a heartbeat.

“Assisi truly emanated the peace of Saint Francis.”
—Susan Martz

Susan Martz is a 2005 Alvernia graduate and the College’s Director of Annual Giving.
Our country has moved through an industrial economy to a service economy to the new experience economy of today. So what does this mean? With so many choices in any given market, buyers want more than just a great end product. They are now interested in the whole experience of buying and using a product, too. What kind of product? Any kind. Even a college degree.

Business professors at Alvernia College have been a step ahead, using experiential learning to front run the competition for more than a decade. So what is experiential learning?

Around 450 BC, Confucius conjectured, “Tell me, and I will forget. Show me, and I may remember. Involve me, and I will understand.” Experiential learning is learning through action.

High school seniors are looking for a great college experience that they well remember long after they graduate. But experiential learning isn’t just about getting students to come to Alvernia. In fact, that’s more of a pleasant side effect. The real purpose is for graduates to be more prepared for their careers after college.

According to the Bureau of Labor Statistics, more than 20% of 18-24 year-olds couldn’t get jobs that paid a living wage in 1979. That number rose to 41% in 1994 and is still climbing. What does this mean? Employers are looking for more than just a job candidate holding a degree—they’re looking for real-job experience that can instantly translate into a career. Today’s employers want graduates who understand their world and are ready to confidently jump into the deep end of the business pool, instead of just wading in the shallow entry-level end.

In Alvernia business courses, students not only learn by actively...
participating in projects that have real, usable outcomes; they also gain social contacts to help them find a job or better their careers after graduation.

Because this process begins early on, students find it easier to connect coursework to real life and connect with potential employers in the business world. By the time they are upperclassmen, they have become accustomed to giving presentations to classmates, professors, administrators, and business owners on a variety of topics—from finance and accounting to strategic planning and marketing. Students can also obtain cooperative or internship positions in order to apply the skills they are learning, as well as to learn more about the business environment in general.

In a Federal Taxation class taught by Mary Ellen Wells, students learn the theory behind the complicated tax code and then complete problems and a comprehensive tax return by hand. “In recent years the class has grown to include a cumulative software problem, enabling students to complete a tax return using tax software representative of what is used in small businesses,” explains Wells. “Students need to have the theoretical understanding of the concepts but most times will actually be using tax preparer software to aid in completion of the returns. Our students will be competent, understanding and preparing individual tax returns by hand, as well as being better able to compete in the work force with the additional familiarity with tax software.”

Outside of the classroom, Alvernia students have been involved with the Reading Institute of Management Accountants (IMA) chapter for more than 20 years and with the Phi Beta Lambda (PBL) future business leaders chapter since 1988. “Our level of involvement and participation with both has increased consistently over the years,” says Professor Bryan Dreibelbis. “Active recent graduate, Steph Simmers ’07 (see page 15), is now a member of the local Reading IMA Board of Directors.” Dreibelbis has been a Reading IMA Board member since 1990 and served as State Chairman of Pennsylvania Phi Beta Lambda from 1996 to 2000. The Alvernia PBL chapter has brought home countless state and national championship trophies each year from 1989 to 2007, in many different areas such as accounting, financial analysis, and human resource management.

While trophies look nice in a case, the real reward is the skill and confidence students take away from competing against other top-notch students across the country.

Another award-winning business organization on campus is the Society for Human Resource Management (SHRM), the world’s largest association devoted to Human Resource Management. “Our student chapter is not only nationally recognized, but we are also sponsored by the Berks County Professional Chapter of SHRM,” says Professor Beth Berret. The professional chapter welcomes student participation at monthly meetings and ongoing events. This participation helps to connect Human Resources professionals in the region with Alvernia students. Berret says, “Often, a member of the professional chapter will be a guest speaker either at a meeting or in one of my HR classes. This association with professionals in the region has also been the leg-up for our students to get jobs in HR.”

The student chapter of SHRM is active at Alvernia. “We put together a resume book every year for distribution at SHRM meetings and at our Alvernia sponsored Job Fair,” says Berret. “The chapter also collects pet food and supplies for the Animal Rescue League each winter. This ‘Animals Need Food, Too’ campaign is great fun and also true to the College mission.”

Since achieving its national charter in 1995, the Alvernia SHRM chapter has won one Merit Award and eight (yes, eight) Superior Merit Awards. “The awards are not easy to achieve,” explains Berret. “Students must demonstrate professional acumen through affiliation with our sponsoring chapter, service to the community, service to the College, and service to the profession.” Alvernia has also been very generous to the student chapter. The Student Government Association supports sending students to the annual SHRM conference in the summer.

In the classroom, Berret has done a number of management simulation cases. “In all of our classes we constantly do current event updates because business is fluid. The Wall Street Journal is required in Strategic Management, Business Seminar, and Fed Tax,” she adds.
“We also frequently have guest speakers in our classes. John Dever, COO of Bill’s Khakis, was a guest speaker in my strategic management class last year and was fabulous.” One recent group in Berret’s MBA level strategic management class mailed their project off to Amazon and discovered that they had come up with exactly the same timely ideas as the top-paid executives at the company.

Like other business majors, sport management students get plenty of business theory and experiential casework in the classroom. In addition, they spend time working the lines in sport competitions so they can be comfortable with similar tasks outside of college. They visit large sport facilities (such as baseball stadiums and indoor arenas) to learn from the people working in real athletic positions and intern with other sport organizations for even more exposure and networking.

Sport management instructor Travis Berger explains, “Throughout the sport management curriculum, students are challenged to develop critical thinking, writing and problem solving skills needed in today’s workplaces. These important skills are then further developed through experiential learning opportunities provided by internships, cooperative class projects with local sport industry organizations, and participation in the Sport Management Association (SMA).”

Popularity of the active SMA is evident in its growth from only eight members to nearly 60 members in a little over a year.

“Street & Smith’s Sports Business Journal ranked Reading as the #5 market in the nation for minor league sports, and Alvernia has taken full advantage,” says Berger. Students from Alvernia have interned with all the professional teams in Reading, including the Railers, the Phillies, the Express, and the Royals.

The business program as a whole has become so integrated that area business owners and government officials have looked to Alvernia business students for project planning advice and comprehensive study results that can be used to better their bottom lines or streamline their organization.

The Reading Royals have an ongoing relationship with Alvernia marketing undergraduates that began when students conducted surveys of Royals’ fans. Their findings have provided valuable insight for the team’s management and were
used by the Royals to modify their marketing communication strategies. Jonathan Silver, marketing specialist of the business faculty notes the practical use of the project: “The hockey team has also used the students’ demographic findings to show business clients the value of advertising with their organization.” Gordon Kaye, the general manager of the Royals, has said he finds working with Alvernia students to be personally rewarding. He is now interested in the prospect of hiring Alvernia graduates. A new research project between Alvernia students and the Royals is again underway this semester.

Another current group project involves the Berks Visiting Nurses Association (Berks VNA). The group needs help to determine the scope of need for a VNA administered immunization clinic for low-income children. When the project is completed, the Association can use the students’ results to renew the support of their Board of Directors for the immunization program and to explore the need of a general health care clinic for the same target population. Silver points out, “This project will be especially relevant to our students who are interested in developing in healthcare related businesses.”

Other projects and capstone courses have included everything from developing a marketing plan to help the Bernardine Franciscan Sisters make good use of their new conference center to designing and building a company from the ground up.

In addition to these projects, students are required to gain additional skills through experiential events. Business Seminar (BUS 438) students participate in mock interviews, a business social, and a business dinner.

BUS 438 is different today then it was just five years ago, having been adjusted to accommodate the Association of Collegiate Business Schools and Programs (ACBSP) standards with regard to national testing and curriculum monitoring for quality. However, it transformed even more due to the feedback received from alumni. “Those who were in a position to influence hiring within their organizations would tell me that they knew our students had the technical competence (curriculum) for the job but had room for improvement in their social interaction skills,” says business professor Scott Ballantyne. “With this information, we added several components to simulate the business world. These ‘experiences’ provide our students with skills to boost their confidence and success. In addition, the social events are provided in conjunction with the alumni association because the link to our

A Moments with
Sam Harter ’92

As an active alumni member and Assistant Vice President of Essick & Barr Insurance (a part of Leesport Bank), Sam Harter ’92 knew since his days at Alvernia that he wanted a career in sales.

Upon graduation, Harter focused on obtaining a position in the sales field and landed one with a local firm specializing in the integration of computer networks and was later offered a job by the owner of Essick and Barr Insurance while volunteering for a youth baseball team. As a vice president, Sam now manages and oversees commercial accounts, including sales and service, and supervises account managers.

What was Alvernia like in 1992?
It was a traditional, private college for mostly local students. The environment of the College was that of a close-knit family. The College was definitely on the move though, growing its student body as well as its facilities. I watched the construction of the Physical Education Center, the Franco Library, and the on-campus baseball field. I chose Alvernia because of the smaller class sizes and the intimate atmosphere, where each professor knew you by name and cared about you inside and outside of the classroom.

Today, I hope the College still maintains that close family feel while its academic growth is flourishing. The implementation of the master’s programs and a doctoral program are what Alvernia truly needed to attract students and meet the educational needs of future alumni. With the move toward university status, the College is changing for the better.

Were there any certain professors or courses that had a memorable impact on you? Some of my most memorable professors are from the business department. They include: Drs. Lerch, Dreibelbis, and Williams. I feel that the combination of teaching styles helped prepare me for the many challenges I would face in the business world. Professor Bryan Dreibelbis made learning fun and interesting. His personality in the classroom is one I will never forget. Looking back, I appreciate their support more than ever.

As he continues his career in insurance, Sam just might get married and start a family. “I also like giving back to the community in every way I can. Whether it involves volunteering my time or donating monetarily, I feel that it is our social responsibility to give back to our community.”

Harter’s favorite quote from Abraham Lincoln tells his tale well, “And in the end, it’s not the years in your life that count. It’s the life in your years.”
The excellent connections created with alumni during these events help fuel the learning process of current students while fostering all-important business connections.

Included in the events is a career diversification presentation to help students understand the importance of a diversified skill set in the workplace. Typically, individuals of significant prominence come to campus to demonstrate this importance through their first hand experience.

The business social simulation (mimicking a Chamber of Commerce business mixer) is held off campus in a crowded establishment. The purpose of this event is to demonstrate a business-casual environment whereby students must introduce themselves to individuals (alumni) whom they don’t know. While talking to the alums, students try to get business cards, later spending time writing in journals about how that contact could help them in the future. “Doing this shows students that talking to people they don’t know is a skill that can be improved, and it teaches them to value individual relationships,” says Ballantyne.

Another event requires students to dress formally and dine with alumni at an area restaurant. Undergrads practice dining etiquette, eating with the appropriate utensils, and manners. “Choosing the right meal that can be eaten politely can be tough for some students,” says Ballantyne. The dinner setting also allows students to practice their social networking skills and gain valuable contacts.

Simulated interviews are a dynamic way for students to find out what kind of first impression they are making with potential employers. The business department, once again, invites alums back to act as recruiters. Undergraduates begin by reading the potential job opening list and choose which jobs they plan to apply for. Dressed professionally with resumes in hand, the students conduct live (mock) interviews with the recruiters after which they receive immediate feedback about what was good or bad in their interview. The students can then re-interview with other alums to try to improve their interview skills.

The process also allows students to gain position information from alums. “Education is best when we combine formal academic course work with practical experiences,” says Ballantyne. “These events take the skills students have learned in both their professional program courses and their liberal arts core courses and mesh them together to improve the value of their degree.”

While experiential learning is in the back pocket of every business class, professors use translational and transformational techniques to really bridge the gap between practice and the real world.

“Translational education is utilizing knowledge gained from coursework (evidence) and implementing it (practice),” says Ballantyne. Putting theory into real-life practice is most evident in the Masters in Business Administration (MBA) Executive Leadership course—a capstone program with a goal of converting evidence into practice through modeled plans.

The total integrated capstone project must be transformational, in that it must improve the community in a measurable way.

Graduate students were able to demonstrate all of the skills they gained in the MBA program through the development of strategic and marketing projects for the Bernardine Franciscan Sisters conference center. They showed that formal education, refined through practical experience, can become transformational in a community.

Consistent with the mission of the College and the founding sisters, Alvernia business professors expect graduates to utilize their gifts and talents to “change the world” and make it a better place. Ballantyne reveals, “I am reminded of our undergraduate and graduate programs when I read the quote by Woodrow Wilson, ‘You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand.’ For me—this describes our programs, our faculty, our staff, and most importantly our graduates. They are different, and we are proud of them.”
From the business world to a world of business

Young students heading into the business world today need all the skills they have always needed—foundational courses in business basics such as economics, finance, and accounting—and one more thing. They need preparation to work in a global economy. Today’s future accountants, human resource managers, and marketers are navigating a new learning environment, one whose focus not only includes the local economy but also the global economy.


“Regarding globalization, as world economies move forward, every large American business is eyeing China and India, looking at how to get in on the ground floor,” Silver said. “That’s where business is being created that’s going to shape the century,” adding that present demand from Asia is shaping what businesses produce, and that Americans will see more evidence of that as the Chinese economy develops.

Silver predicts there will be opportunities galore for college graduates who want to get in on the ground floor of major American expansions or into other parts of the world such as the Pacific Rim. Though English is still the language of business worldwide, Alvernia wants to give students more exposure to the world of business, not just the business world. Though it has exchange students from other countries and students from neighboring states, the majority of Alvernia’s students hail from within a sixty-mile radius. When it comes to thinking about where they would like to work after graduation, in Silver’s estimation, many of our students seem to be locally oriented.

Which is one reason why two of Silver’s colleagues, Dr. Scott Ballantyne and Dr. Beth Berret, will take a group of students to Italy and Spain during the winter break for the experiential travel course (See “Combining business with mission in the Mediterranean” at right), to give them a taste of other cultures, whetting their appetites for a job search that may include international companies.

Besides additions to the marketing curriculum, Silver feels part of his work preparing students for success in the business world includes covering interesting case studies of global companies’ marketing ventures, including the missteps of a premier champagne manufacturer Cristal. One of Cristal’s newest markets is rappers. But their heritage as a company is a privileged one, dating back to the czars of Russia. Not enamored with being the champagne of choice of the hip-hop culture, Cristal alienated their new market, talking publicly about their reluctance to be a favorite brand of rappers, an interesting posture, because at $350 a bottle, who but rap stars can afford to purchase it?

Walmart is another popular case study in Silver’s class. Though they had ambitious plans to capture the German market, Walmart had to withdraw from Germany. Despite all of their advertising, Germans didn’t like the concept of one-stop shopping in a big box store. They preferred boutique-style purchases, traveling from store to store, and Walmart never took hold.

Following a principle in commerce that the Japanese call “kaizen”, or constantly improving all the time, Silver continues to look at the marketing offerings in the business curriculum, benchmarking our offerings against other schools, to make sure Alvernia’s curriculum connects to what students need today for success in business.

Through a curriculum relevant to the marketplace that combines business basics with offerings that prepare students for the internationalization of business, Alvernia is meeting the needs of business students locally and globally.
Steve Koons, class of 2005, rising above the bell curve

The U.S. Government Accountability Office (GAO), in Washington, D.C., is the audit and investigative arm of the Congress. And since June 2006, the GAO has employed one of Alvernia’s most decorated business alums, Steve Koons ’05. As an financial auditor on the financial management and assurance team, Steve has worked on audits of the Department of Veterans Affairs, the Defense Contract Audit Agency (DCAA), and the Centers for Medicare and Medicaid (CMS), and is currently working on the fiscal year 2007 financial statement audit of the U.S. Securities and Exchange Commission (SEC).

According to Business Professor Bryan Dreibelbis, “Steve was an outstanding student. He put 100% effort into his education, not just for the grade, but to learn as much as he could. Steve’s one of those rare individuals who loves learning for learning’s sake. He’s also one of the most dependable, dedicated people I’ve ever known. As our Phi Beta Lambda president, he provided inspired leadership that enabled our chapter to flourish. It was a real pleasure to work with him.”

Transitioning to life as a CPA was enjoyable for Koons. “I believe my experience working on campus in the President’s Office and my various internships with the Department of the Treasury, Conec, Inc., and the Lehigh Valley Hospital and Health Network truly prepared me for the professional environment,” he says.

Were there any certain professors that had a memorable impact on you? The faculty member who stands out most is Professor Bryan Dreibelbis. Mr. D. integrated real-world examples into his lectures, making the study of accounting much more than just “bean counting.” Understanding that not all students are made from the same mold, he ensured that each student comprehended the matters in discussion. Mr. D. never turned away a student who was in need of extra assistance. Further, through Phi Beta Lambda, Mr. D. empowered us to be leaders among peers and always supported meetings, fundraisers, and competitive events at the state and national levels. Most importantly, Mr. D. was—and continues to be—a good friend. He is an active part of campus and the lives of each of his students. As students, we knew we could trust him to talk about any situation—even those outside the realm of academia. He truly exemplifies the Alvernia mission.

At Alvernia, there are the many opportunities for personal reflection and spiritual growth. The quiet moments on the front steps of Francis Hall, the contemplative experiences in the various chapels, or the fellowship among peers and mentors alike are a unifying force in helping students to establish spiritual priorities. At Alvernia, growth was not limited to academics and professional preparation. It extended to that much more sacred place in life. Such experiences, I have come to learn, are not as abundant in the world of work as they once were when Alvernia was a part of my daily life.”

— Steve Koons ’05

The ethics of e-commerce

Students at Alvernia are learning about increasing opportunities in e-commerce.

“Electronic space is extraordinarily measurable,” Marketing Professor Jonathan Silver said. “You can measure where consumers stop when they shop online and what they are purchasing.”

That kind of data, increases the ability to assess Marketing Return on Investment (MROI). “But ethical issues are emerging. All that marketing information collected online is sold. Now that marketers have it, how do we use it?”

It’s Silver’s contention that marketers should do no harm in their line of work, just like physicians. “That’s sometimes why I’ll ask students questions like, ‘If you got a great job offer working for a tobacco company, would you take it?’” Silver explained. “What obligation do we have to do good?”

He also cited several examples of marketing responding to consumer behavior, resulting in McDonald’s eliminating the super size option to their Value Meals and getting rid of the Styrofoam clamshell packaging, which had been railed against by environmentalists.

Students at Alvernia are introduced to ethics with their first course, Introduction to Business, to Auditing, to Principles of Management, which includes exploring “information ethics”.

Ethics is emphasized across the business curriculum because as President Thomas F. Flynn has observed, “Alvernia has always wanted graduates to do well and to do good.”

“Electronic space is extraordinarily measureable,” Marketing Professor Jonathan Silver said. “You can measure where consumers stop when they shop online and what they are purchasing.”

That kind of data, increases the ability to assess Marketing Return on Investment (MROI). “But ethical issues are emerging. All that marketing information collected online is sold. Now that marketers have it, how do we use it?”

It’s Silver’s contention that marketers should do no harm in their line of work, just like physicians. “That’s sometimes why I’ll ask students questions like, ‘If you got a great job offer working for a tobacco company, would you take it?’” Silver explained. “What obligation do we have to do good?”

He also cited several examples of marketing responding to consumer behavior, resulting in McDonald’s eliminating the super size option to their Value Meals and getting rid of the Styrofoam clamshell packaging, which had been railed against by environmentalists.

Students at Alvernia are introduced to ethics with their first course, Introduction to Business, to Auditing, to Principles of Management, which includes exploring “information ethics”.

Ethics is emphasized across the business curriculum because as President Thomas F. Flynn has observed, “Alvernia has always wanted graduates to do well and to do good.”

“Electronic space is extraordinarily measureable,” Marketing Professor Jonathan Silver said. “You can measure where consumers stop when they shop online and what they are purchasing.”

That kind of data, increases the ability to assess Marketing Return on Investment (MROI). “But ethical issues are emerging. All that marketing information collected online is sold. Now that marketers have it, how do we use it?”

It’s Silver’s contention that marketers should do no harm in their line of work, just like physicians. “That’s sometimes why I’ll ask students questions like, ‘If you got a great job offer working for a tobacco company, would you take it?’” Silver explained. “What obligation do we have to do good?”

He also cited several examples of marketing responding to consumer behavior, resulting in McDonald’s eliminating the super size option to their Value Meals and getting rid of the Styrofoam clamshell packaging, which had been railed against by environmentalists.

Students at Alvernia are introduced to ethics with their first course, Introduction to Business, to Auditing, to Principles of Management, which includes exploring “information ethics”.

Ethics is emphasized across the business curriculum because as President Thomas F. Flynn has observed, “Alvernia has always wanted graduates to do well and to do good.”

“Electronic space is extraordinarily measureable,” Marketing Professor Jonathan Silver said. “You can measure where consumers stop when they shop online and what they are purchasing.”

That kind of data, increases the ability to assess Marketing Return on Investment (MROI). “But ethical issues are emerging. All that marketing information collected online is sold. Now that marketers have it, how do we use it?”

It’s Silver’s contention that marketers should do no harm in their line of work, just like physicians. “That’s sometimes why I’ll ask students questions like, ‘If you got a great job offer working for a tobacco company, would you take it?’” Silver explained. “What obligation do we have to do good?”

He also cited several examples of marketing responding to consumer behavior, resulting in McDonald’s eliminating the super size option to their Value Meals and getting rid of the Styrofoam clamshell packaging, which had been railed against by environmentalists.

Students at Alvernia are introduced to ethics with their first course, Introduction to Business, to Auditing, to Principles of Management, which includes exploring “information ethics”.

Ethics is emphasized across the business curriculum because as President Thomas F. Flynn has observed, “Alvernia has always wanted graduates to do well and to do good.”

“Electronic space is extraordinarily measureable,” Marketing Professor Jonathan Silver said. “You can measure where consumers stop when they shop online and what they are purchasing.”

That kind of data, increases the ability to assess Marketing Return on Investment (MROI). “But ethical issues are emerging. All that marketing information collected online is sold. Now that marketers have it, how do we use it?”

It’s Silver’s contention that marketers should do no harm in their line of work, just like physicians. “That’s sometimes why I’ll ask students questions like, ‘If you got a great job offer working for a tobacco company, would you take it?’” Silver explained. “What obligation do we have to do good?”

He also cited several examples of marketing responding to consumer behavior, resulting in McDonald’s eliminating the super size option to their Value Meals and getting rid of the Styrofoam clamshell packaging, which had been railed against by environmentalists.

Students at Alvernia are introduced to ethics with their first course, Introduction to Business, to Auditing, to Principles of Management, which includes exploring “information ethics”.

Ethics is emphasized across the business curriculum because as President Thomas F. Flynn has observed, “Alvernia has always wanted graduates to do well and to do good.”
Catching up with Steph Simmers, class of 2007

Currently working for Exelon Corporation, a power supply company, as a risk analyst, Steph Simmers '07 settles all of the company's financials and works with future clearing members of the New York Mercantile and Intercontinental Exchanges to make certain Exelon's trades are accurate. She reports Exelon's generating statistics to governmental agencies like the Energy Information Administration.

“At Alvernia I interned with various companies, so moving to a new position was not as difficult as understanding the industry itself,” says Simmers. “In my role with Exelon, I monitor all gas and coal trades. These products are extremely different and have a lot of minute details. Considering that the industry is constantly changing, my learning curve will never cease completely.”

Simmers enjoys spending time with friends and family and runs or bikes on a daily basis. “I also love to travel,” she says. “As a matter of fact, I will be spending a portion of January in Italy and Spain with the business department.”

Were there any certain professors or courses that had a memorable impact on you? The entire business department was phenomenal. I truly miss seeing Dr. Tigiohlou in his “colorful” black and white outfits, and Mr. Dreibelbis “D” running to his class as quickly as possible because he’s a just a tad bit late. I also miss having Dr. Berret as an advisor and listening to Mrs. Wells socializing with just about every student that passed through Bernardine Hall. I miss the amount of academic pressure I received from Dr. Vigna and the encouragement I received from Drena Romberger.

I plan to be involved with the college as an alum as well as donate to the college for its continuous development. I am planning to attend the Business Seminar events (see page 8) this fall and am also looking at the travel opportunities through alumni affairs.

There’s no hiding from experience—John D. Wanner, class of 1982

John D. Wanner ’82 recounts entering one of his political science classes with Sr. Zygmunta. “I was the only student in the room. Sister told me typically they’d cancel a class if so few students signed up. But since she knew me, she still wanted to offer the class. I know I really benefited from the small class sizes at Alvernia. It gave me the opportunity to ask questions. With at most 20 students in classes—you couldn’t hide.” Wanner was the first political science major to graduate from Alvernia.

Wanner certainly can’t hide today either. As founder and president of Wanner Associates, Inc., in Harrisburg, John has many clients relying on him daily. His company is an association management firm, providing complete management services for a dozen types of associations, and also serves as the clients’ staff and headquarters. His group also provides a-la-carte services, including lobbying, to a number of other corporate clients. Simply put, Wanner is in the business of running businesses, particularly non-profits.

Wanner provides his not-for-profit clients with all services that are needed to run a business, most importantly—the staff. Wanner Associates handles publications, seminar planning, public relations, lobbying, membership services, and virtually everything a business needs to succeed. Most of his time is spent on government relations and lobbying. Wanner admits, “Lobbying can be emotionally draining because you get very invested in the issues.”

How did this political science major get into association management? During Wanner’s final semester at Alvernia he interned with the State Chamber in Harrisburg, where he gained the skills to become a lobbyist and perform government relations. After gaining valuable experience from his internship and as a government relations director in Harrisburg, he founded Wanner Associates in 1985. Alvernia prepared Wanner well.
Mark Mundell: class of 1990 and 2006, bringing values to Car Tech

After graduating twice from Alvernia, Mark Mundell ’90, M’06 has found his niche, working for Carpenter Technology, serving as a volunteer firefighter, and spending time with his family. Wait, who has time for all of that? Spend two minutes with Mundell, and it wouldn’t surprise anyone at all that this 25-year veteran firefighter can calmly handle a demanding job and still find time for his wife Kathy (of 12 years) and two children.

Mundell radiates the Franciscan values of kindness and a desire to serve others. One of the nicest alumni you will meet, this MBA grad is grateful for the well-rounded education he received in the business program, both as an undergrad and graduate student. “It prepared me for my career and also for life,” says Mundell.

Mundell has always wanted to work for Carpenter Technology after watching his father’s enjoyable 25-year career there. But he worked his way up through other companies (with responsibilities ranging from cost accountant to global financial analyst) until recently joining Carpenter Technology as the senior cost analyst for Specialty Alloy Operations. He explains, “I wanted to get in on my own good merits, not because of my dad.” Now he is responsible for monthly reporting and analysis of departmental variances and energy spending as well as assisting with business planning and forecasting.

Mundell most enjoys having the ability to utilize his experience and knowledge to improve the team functionality and to improve the credibility of the cost team at Carpenter Tech.

Sarah Tracy, class of 1999
Staying close to home in a world-wide company

“For me, Alvernia was a place where I could make an impact.” Sarah Tracy certainly made an impact when she was an Alvernia business student. She competed and traveled with PBL, served on the activities committee, and even helped start the tradition of Spring Fling on campus. Tracy’s student leadership served her well. Today she is the senior tax analyst for Nexans Inc., responsible for preparing corporate income taxes for Nexans North America.

Reflecting on her time as a student, Tracy said, “One of the things that was most memorable from Alvernia’s business program was my co-op experience with Dr. Gwen Williams. During our internship semester we met with her weekly, focusing on real life skills. It was really helpful to learn dining etiquette and how to dress appropriately for business.”

One of the things Tracy appreciates about her job is the vastness of the company. Nexan is known as a worldwide leader in the cable industry. Although the company has an industrial presence in more than 30 countries and commercial activities worldwide and made 7.5 billion euros last year, Tracy is able to work in New Holland, Pa., while her boss works out of the Nexans Canada office. She loves the independence and flexibility that the world-wide company offers her, like the time to have a family as well as a career. Sarah and her husband have an 18 month-old son, Gavin, and are soon expecting their second child.
When you hear “Alvernia in Schuylkill County,” do you automatically think of the Alvernia Schuylkill Center? If so, then you may be surprised to know that there’s another major Alvernia program up north. For three years, Kay Haffey has handled graduate educational offsite programs at the Schuylkill Community Education Council (SCEC), providing master’s degrees in education and graduate certifications.

Haffey also works to build and maintain other new offsite programs for educators. The idea is to make it convenient for teachers to fulfill their Act 48 requirements and earn master’s degrees and additional certifications. She adds, “Alvernia’s graduate education outreach goes in other directions, as well. We also have cohorts operating in Lancaster, Lehigh, Dauphin, Cumberland, and Northampton Counties, but none are as large as the program in Schuylkill.”

“The Alvernia community should be proud of the great programs we offer in Schuylkill County. I’m a firm believer that knowledge is indeed power. Alvernia’s programs in at our Schuylkill Center and at SCEC are empowering many people, and having a significant impact on quality of life there,” says Haffey. “I love to hear our students talk about how pleased they are with their Alvernia education. I get paid to help people achieve their personal and professional goals. That’s about as good as work gets.”

More information about Alvernia’s offsite education programs is available at (610) 796-8312.

Where did all the grad students go?

After a $1.5 million renovation, the Alvernia College Upland Center has begun welcoming new and returning graduate students with spacious new smart classrooms, comfortable lounge areas, and a new café with hot food, coffee, and more.

An open house was held on November 9 and 10, 2007, with special tours and free events, such as “Taming the Email Tiger” with Marsha Egan, and “The Poetry of Robert Frost” taught by Alvernia President Tom Flynn.

Adult learners with classes in Upland will be pleased to find that Graduate and Continuing Studies personnel have also moved into the new facility, making them even more accessible than before.

“The Upland Center’s new classrooms and seminar rooms are complete with state-of-the-art wireless technology and portable laptops,” explains Dean Joan Lewis. Colleague Beryll Ruth is happy to have a new home in Upland. “We are extremely excited about this new environment because it is attractive and physically supportive to our adult learners. Upland gives non-traditional students a much needed ‘home of their own’ and greater visibility.”
Berks campaign begins

Try to imagine Berks County without Alvernia or Alvernia without Berks County. The business relationship between Alvernia and Berks County is a complementary one. The people of Berks County depend on the College to offer outstanding programs to students of all ages, to be a regional cultural center, and to be a source for the next generation of community leaders. Conversely, Alvernia depends on Berks County and has asked residents to endorse and support the College’s mission and plans for the future, inspired by the bold vision of its pioneering foundresses, through gifts to Alvernia’s Berks County Campaign.

The Berks County Capital Campaign Review Board has approved Alvernia as one of the two area organizations designated to receive corporate support from the County. On November 13, under the leadership of Carl D. Herbein, Chair, and Al Weber, Vice Chair, Alvernia launched its Berks County Campaign. The Campaign is part of the comprehensive Values & Vision: The Alvernia 50th Anniversary Campaign. Alvernia hopes to raise $2 million from Berks County businesses from November to June 30, 2008.

Funds received from the Berks Campaign will be used to renovate and restore Francis Hall and create a more aesthetic entranceway to the College.

Ambassadors of the Mission

To Learn, To Love, To Serve. It is engrained in students at Alvernia from the first day on campus. We urge our students to become leaders and to serve others selflessly. One group of students does this on a daily basis—thriving on serving others—as role models for fellow students and the rest of us. These exceptional young men and women are the College’s ambassadors.

“To me, being an ambassador is about giving back to the College and representing Alvernia in a positive way,” said Melissa Masone ’09. Ambassadors certainly give back. Many are involved in several organizations on campus and serve on SGA, play multiple sports, hold campus jobs, participate in honor societies, and volunteer in the community. Melissa, a junior English and communications major, is a head Orientation Weekend Leader (OWL), Student Government Secretary, Vice President of Campus Activities Board, and works as a tour guide for prospective students. Eric Focht ’09, a secondary education science major, plays varsity baseball, is on the Student Athlete Committee, served as a head OWL, and works in Institutional Advancement.

Melissa and Eric enjoy being ambassadors because they get to meet and talk to new people. Eric said, “I really wanted to work the Schlager golf tournament. I love golfing.” Other than tournaments, some of our ambassadors’ favorite service events include graduations, open houses, Homecoming, and working with the Seniors College. Eric said, “Seniors College is a lot of fun. I am disappointed I have class this year during Seniors College because the seniors really appreciate our help, even if it is just teaching them how to turn on a computer.”

Whether our ambassadors are teaching computer basics, chatting with prospective students, or seating dinner guests, they are learning through their daily lives by serving others. This commitment to others and Alvernia will follow our student leaders even after their days as ambassadors.

What is the Ambassador Program?

The Ambassador Program is a group of 30 selected students who serve the College for campus and public events. Ambassadors serve as the public face of Alvernia to alumni, friends, prospective students, major donors, and the community. Each ambassador is required to complete 20 hours of service each semester, work open houses and graduation, hold a work study job, and maintain a positive professional demeanor as student leaders. As a reward for their service, ambassadors are awarded a $1,000 scholarship for the year.

The Ambassador Program began in the Alumni Office as the Student Alumni Association and later transitioned to Admissions. Currently, it is housed in the Advancement Office.
Alvernia awards highest honors during Homecoming Weekend 2007

The Caron organization and Judge Arthur and Louise Grim were this year’s recipients of the two highest annual awards conferred by Alvernia College on individuals and organizations with an exemplary record of service in the community, the Franciscan Award and the Pro Urbe Award.

The College also recognized two outstanding alumni Michael J. Heimbach, class of 1988, and Steven S. Kaiser, class of 1980, for their contributions to their professions and to their communities, awarding them the Ellen Frei Gruber Award, and the Distinguished Alumni Award.

Judge Arthur and Louise Grim of Reading received the 2007 Franciscan Award for exceptional service to the College, the community, and their individual professions. The Grims have distinguished themselves in the Greater Reading area as exemplars in their professions and as community leaders active in many local organizations. Mrs. Grim is professor emerita at Alvernia. Grim has been a distinguished jurist and currently presides as President Judge of the Berks County Court of Common Pleas. They are highly regarded for all their professional and volunteer endeavors but most notably for their commitment to causes of social justice.

The Caron organization, formerly the Caron Foundation, was awarded the 2007 Pro Urbe Award which recognizes a business or organization that performs significant community service and contributes to a higher standard of living in Berks County and the surrounding communities. The Caron organization, founded in 1957 by Reading industrialist and recovering alcoholic Richard Caron, provides comprehensive addiction treatment in a caring treatment community so that all those affected by alcoholism or other drug addiction may begin new lives in recovery.

Alumni honored this year were Steven S. Keiser of Mohnton, a real estate investment and management entrepreneur with a bachelor’s degree in social studies. He received the Ellen Frei Gruber award for excelling in his profession and for giving his time and talents to many local organizations including the Literacy Council, Berks Community Television, and Alvernia College where he chairs the Alumni Council and serves on the Board of Trustees. Heimbach, who received his degree from Alvernia in criminal justice, is a Special Agent in charge of the Counterterrorism Division of the Federal Bureau of Investigation and was recently promoted to Associate Director of National Intelligence.

See the Possibilities…

Give the Gift of Possibilities.

Thank you to all who made a gift this fall during our Franciscan Fund Phonathon. All gifts to the Fund make an immediate impact, and bring more possibilities to our students. The Franciscan Fund closes on June 30, 2008. To make a gift please call (610) 790-1901.
A MOMENT WITH
Spencer Stober

Dr. Spencer S. Stober directs the Ph.D. in Leadership program at Alvernia College. He is an associate professor of biology having taught biology for 30 years, including undergraduate genetics, botany, and environmental science. He holds an Ed.D. from Temple University, with a specialization in Educational Leadership and Policy Studies, and also teaches graduate courses in education and leadership. In 2005 he received Alvernia’s highest faculty award, the Christian R. & Mary F. Lindback Foundation Award for Excellence in Teaching. He has presented at national and international conferences, most recently in 2006 in Vietnam, and in 2007 in India, at the International Conference on Environmental, Cultural, Economic, and Social Sustainability. At a local level, Dr. Stober is engaged in land use and regional planning, where he serves as Vice President of the Adamstown Borough Council. Dr. Stober and Dr. Donna Yarri, theology, received a grant from the Elsi Project to do genome research. They just signed a contract for a book based on their research called God, Science, and Designer Genes, to be published in 2009.

What is your area of academic specialization? I’ve concentrated my research in two areas, the ethical and social implications of emerging genetic technologies and environmental sustainability. Simply put, that is preserving cultures and the environment for future generations.

Why is Alvernia offering this particular Ph.D.? We are uniquely qualified to offer a Ph.D. in Leadership in part because of the newly established Centers of Excellence—the Center for Ethics and Leadership; the Center for Community Engagement—and I intend to work closely with them. We are prepared to serve our many communities.

Is there a connection between your research forte and leadership? Leadership is the only way to drive the process to make our world more sustainable. While our Ph.D. program requires students to make significant contributions in scholarship, the multi-disciplinary nature of this program is unique. Efforts to make our community more sustainable require a multi-disciplinary approach with environmental, cultural, social, and economic aspects. When considered along with the three areas of concentration in our Ph.D. program—corporate, educational, and community—the concept of sustainability offers many areas for research that would benefit the community.

Can you give me an example of research one of our Ph.D. students would do in sustainability? A Ph.D. student in the corporate track might identify better ways to fund social services by researching economic development in a region. Someone in the educational track might research ways to engage young students in environmental education. A student in the community track could do an ethnographic study of a group in our region to help us better understand the needs in that community. The challenge is to ensure a sensitivity to how theory should inform practice since the Ph.D. student is involved in the scholarship of developing theory.

How has the Ph.D. program been received? It’s been quite successful. For each of the last two cohorts, we have had more qualified candidates than we can accept, which makes it a competitive academic program.
Bryan Dreibelbis, business, recently presented the Reading Institute of Management Accountants Outstanding Scholastic Achievement Award to Stephanie Simmers ’07, at the annual Institute of Management Accountants (IMA) awards dinner. Sophomore accounting major Justine Fronheiser also attended the event, which was held at The Inn at Moselem Springs. In addition, Dreibelbis received the annual “top five outstanding members” award from the Reading IMA Chapter. The award was presented to the five chapter members who accumulated the most points, based on their activities and service to the Reading chapter in 2006-2007.

COMMUNICATION

The PILOT presentation of a new television program hosted by Alvernia’s own Marc DiPaolo, English, and John Nelka, library services, called “Cinema Chat” debuted August 14, 2007 on Berks Community Television and will air monthly.

Jodi Radosh, communication & CCE, co-presented a workshop at the Society of Teachers in Family Medicine (STFM) in Chicago, with her husband Lee Radosh, M.D., a family physician at Reading Hospital. The presentation was about “How to use the media to your advantage: practical tips for family physicians.” They also gave the presentation at Grand Rounds at Lancaster General Hospital in December 2006, and were asked to go to Lehigh Valley Hospital this summer.

On August 12, Sister M. Pacelli, communication, gave a lecture at the Polish American heritage exhibit in the Goggleworks. The title was “The Polish Connection to Alvernia College” and explained the Polish heritage of the College from the foundress of the Bernardine Sisters, Mother Veronica, who came to the U.S. from Poland in 1894. Pacelli traced the growth of the College from this legacy. She also wrote an introduction for a book of poetry called Questions for a Tree and Selected Poems by Pascal J. Schaller, OFM Cap. The introduction followed a Forward by Sean Cardinal O’Malley, of Boston.

HUMANITIES

Adjunct professor Joseph Piscitelli was featured as a Reading Eagle “Person of the Week” on July 3. Joe and his wife Diane are heavily involved in the fight against cancer, coordinating a Relay for Life event, and the American Cancer Society’s annual fundraiser, Daffodil Days, at five different Pennsylvania colleges.

MATHEMATICS

John Rochowicz, math, served as Senior Division Judge in Mathematics and Computers at the Reading Berks Science and Engineering Fair held at Albright College on March 20, 2007, and served on the Berks County Mathematics Competition Committee for 2006-2007. He is currently a referee for Mathematics Teacher, the primary journal of the National Council of Teachers of Mathematics. In addition, he reviewed the textbook: Statistics (8th edition) by Gerald Keller for the Thomson Publishing Company and is the technology reviewer for the National Council of Teachers of Mathematics.

**NEW FACULTY**

Zaydan Hayja, Ph.D.  
Assistant Professor of Biology

Michael Kramer M.Ed.  
Instructor of Communications

Marian Maskulak, CPS, Ph.D.  
Assistant Professor of Theology

Kathleen Muzevich, Ed.D.  
Assistant Professor of Education

Di You, B.A.  
Assistant Professor of Psychology

**ADMINISTRATION**

Laurence W. Mazzeno, past president, has contributed to an upcoming *Salem Press* title. The work is part of the acclaimed Masterplots collection and is called *Masterplots II: Christian Literature*. It will be published in September 2007.

**INSTITUTIONAL ADVANCEMENT**

Carey Manzolillo '06 and Gale Martin attended the Fall Conference of the College and University Public Relations Association of Pennsylvania (CUPRAP) at Widener University on Monday, October 15.

Tom Minick '98, IA, has a new addition to his growing family. Daughter Taylor Marie Minick was born at 9:05 a.m. on June 23, 2007 at 9 pounds, 2 ounces and 21 inches long.

**LIBRARY**

Sharon Neal, library, attended the Innovative Users’ Group annual conference in San Jose, California, from May 15-17. There were over 1,700 attendees from as far away as Sweden, China, and Australia. The conference was for users of Innovative Interfaces’ integrated library system. In addition, Neal attended the Mid-Atlantic Innovative (library system) Users’ Group regional annual conference at Raritan Valley Community College in North Branch, NJ, on Oct. 4-5, 2007. She will serve as a member-at-large on the MAIUG Steering Committee for 2007-2009.

**STAFF**

Sonia Topiarz '07, event management, and Paul Sadaphal '06, admissions, got engaged on June 22, 2006. The couple’s wedding date is expected to be near the end of 2008.

Abby Swatchick, student activities, gave birth to a son, Thatcher John Swatchick, on June 29, 2007, at 9:50 a.m. He was 8 pounds, 2 ounces and 20 inches long.

**APPOINTMENTS**

Dr. Claire Beradini has been named the new Dean of Student Success and began on September 24.

On Monday, May 14, Carrie Dittman joined the Marketing and Communications Department as the new Associate Director of Marketing Communications. She is the wife of Jeff Dittman, the new dean of admissions.

Dr. Kristel Kemmerer was appointed Dean of Students, beginning her career at Alvernia on July 23.

Dr. Evelina Panayatova was named Institutional Researcher, and began her duties on May 1.
Baseball pitcher and Alvernia Senior Male Athlete of the Year, Jason Zeigler, was featured in a Reading Eagle article on May 5, about his uncanny ability to stay on the mound and finish out tough games.

Tim Blessing, humanities, gave his insight into the Fifth Amendment for a York Daily Record article on May 6, about criminal proceedings.

The CCE South Reading Youth Initiative was featured in an article in the Reading Eagle on May 7. Jerry Vigna (Center for Ethics and Leadership) was quoted regarding the Centers for Excellence at Alvernia.

May 2007 graduate, Sarah Jones, was featured in a graduation day Reading Eagle article (on B1). Sarah continued her studies, against her doctor’s recommendations, while undergoing chemotherapy this past year. She graduated with her class, cum laude.

The recent chartering of Upsilon Zeta, the nursing honor society chapter at Alvernia, was mentioned in Advance for Nurses magazine on May 28.

A Reading Eagle article on June 17 entitled, “Pursuing a college degree for free” highlighted Alvernia’s popular Seniors College, as well as the free Continuing Education program for qualified seniors over the age of 65.

Sister Mary Stella, founder of Alvernia’s nursing program and director from 1977-1987, receives the “Friends of Nursing Award” at the chartering ceremony of the Nursing Honor Society in April.
An article about Alvernia joining a multi-college campus in the Phoenixville area was featured on June 18 in *The Phoenix*, and *The Times Herald*. Alvernia is expected to begin offering courses in January 2008.

A June 25 edition of the *Eastern Pennsylvania Business Journal* featured Leadership Berks volunteers and programs (which often involve Alvernia community members or events held on campus). The article also mentioned the 2007 Art of Leadership award given to Alvernia’s Center for Community Engagement.

A June 26 *Reading Eagle* article reported that Alvernia has been approved to lease and renovate existing baseball and softball fields in Angelica Park. “The plan also calls for Alvernia to install new lighting and fences, renovate the dugouts and grandstands, renovate four nearby tennis courts, and build new restrooms, a concession stand, and athletic training and storage facilities.”

A study completed by an Alvernia College business class was featured on the front page of the *Reading Eagle*, July 6. In the article, Adjunct professor Ted Hershberger revealed, “We’ve uncovered a problem—it looks like a national problem.” The class findings, involving workloads, financials, and lifestyles of ambulance squads were printed in the paper, and sent to county commissioners for review. A follow-up editorial on July 13 discussed the study further and included commissioner chairwoman Judith Schwank’s response, agreeing with the study’s recommendations of a county-wide emergency medical program and further meetings on the subject.

A July 6 *Catholic Witness* article stated that graduates from several colleges, including Alvernia, will make up this year’s new class of fifteen Seminarians.

The *Reading Eagle* printed a full page article on July 10 about Alvernia doctorate student, Mary Lynch Barbera R.N., who has recently published a book to help parents and professionals teach skills to autistic children. Barbera also gave a presentation about her book and struggles during the Greater Reading Reads Literary Festival at Alvernia College, in October.

A July 27 *Reading Eagle* article reported that Evelina Panayotova, new director of institutional research at Alvernia College, facilitated a poverty forum to address community needs in Schuylkill County. More than 60 people attended the event.

Donna Yarri, theology, was interviewed for and quoted in the July 29, *Lancaster Sunday News* on the subject of cheating—academic, corporate, and sports.
Gale Martin, marketing, was quoted in an August 22, Reading Eagle article about dorm safety and fires called “This cramming a dorm danger.” Although dorm room fires are on the rise across the country, Alvernia has had nothing more serious than tinfoil in a microwave.

An article about Reading Railers’ basketball tryouts at Alvernia College was featured in no fewer than six newspapers in the Philadelphia and main-line areas on August 22, including County, Haverford, and Springfield Presses.

The A.D. Times (Allentown) published an article on August 23 entitled, “Alvernia College hosts Russian Judges.” The article discussed the program and Alvernia’s Center for Community Engagement.

On August 25, the Reading Eagle did an extensive article called, “Staying in the Game,” about baseball player Zach Lutz’s recovery process. Lutz, drafted by the New York Mets in June, suffered a serious foot injury in his first professional game. Unable to put pressure on his foot, Lutz has found ways to keep working in the gym and assures reporters that he is “staying strong.”

The Allentown Morning Call ran an article entitled, “No Rest for Recker” on August 31. Anthony Recker ’05 has been steadily moving up the ranks of professional baseball—currently playing AA ball for the Midland RockHounds (an Oakland Athletics affiliate).

A September 18 Reading Eagle article in the Voices section (written by high school kids, for high school kids) discussed some benefits of attending a local college. The article was accompanied by a large photo of the Alvernia College Student Center.

On September 23, the Reading Eagle published a Berks and Beyond front page article entitled, “Alvernia seeks university status.” Several students were interviewed for the article, along with President Tom Flynn, Board of Trustees chairman James Boscov, and Library Dean Marti Smith. According to Boscov, moving towards university status makes sense for Alvernia saying, “We felt that it (university status) more accurately reflects who we are today.” A teaser for the article, including a photo of the Alvernia sign, and a headline, “University bound?” appeared on the newspaper’s front page.

A special Reading Eagle section on September 30, devoted to the Greater Reading Literary Festival, featured more than 15 different events to be hosted by Alvernia College.

Events held on Alvernia campus for the Greater Reading Literary Festival were featured in several publications, early October, including the Reading Eagle and Lancaster Sunday News.
A *Reading Eagle* article appeared on October 4 about the new University and College Accountability Network (U-CAN) website. According to the article, the site shows that, “the average Alvernia student is actually paying $6,376 this year despite a sticker price of $28,632 for a full-time student who lives on campus.”

An op-ed piece written by Alvernia President Tom Flynn appeared in the *Reading Eagle* on October 8. In the article, Flynn explained the importance of a new bill that will help make college more affordable for both poor and middle-class families.

Spence Stober and Kevin Godfrey were listed in the *Eastern Pennsylvania Business Journal* (October 8) for their new appointments as Director of the Alvernia Ph.D. program, and Dean of Arts and Sciences, respectively.

**TELEVISION**

Megan H. Adukaitis, Wanda Copepland, and students Maria Lamourt (freshman), and Ashley Shiffler (junior) were on a *BCTV* program called “Berks Act 101” in August, to discuss the Act 101 program at Alvernia.

Jodi Radosh, communications, co-hosted election night coverage on *BCTV* on May 15, for almost four hours with Mark Abrams of *KYW* radio and Mike Zielinski from the *Reading Eagle*. They had a lot of candidates stop by the studios as well as dozens of viewers calling in with questions.

“Inside the Vern,” co-hosted by Jenn Dudia and Cathy Faust, aired on *BCTV*, May 24. The pair discussed activities and issues on the Alvernia College campus.

The 2007 spring commencement at Alvernia College was broadcast live, via the internet this year, courtesy of *BCTV*. DVDs can be purchased for $30 from the Berks station.

Another edition of “Inside the Vern,” the College magazine show put together by students in Jodi Radosh’s Television Production course aired on *BCTV* several times in May 2007.

Channel 69 News on *WFMZ-TV* featured film of the freshmen class move-in on August 24, 2007.

*WMFZ* Channel 69 news visited the Alvernia campus in October. The crew took footage for the news on Friday and Monday from presentations by Greater Reading Literary Festival speakers John Clinch and Karin Mallett.

Mike Pressimone

Mike Pressimone, IA, was quoted in a *WMFZ* Channel 69 news story on October 16, about a significant economic impact study concerning all five Berks County colleges. The survey shows that students, employment opportunities and cultural opportunities from the institutions generate upwards of $1.2 billion a year for the community at large.

On October 17, *WFMZ* Channel 69 news reported that the Reading Police Academy plans to split $250,000 with Alvernia College to improve and expand police officer training programs on campus.

**RADIO**

Alvernia president Tom Flynn discussed the College’s quest towards university status with Tim Lambert on *Radio Pennsylvania*, September 28, 2007. Sound bites from the broadcast can be found on *WITF* News online at witf.org.

**MIXED MEDIA**

A group of Russian judges learning about American legal practices during a week-long visit to the Reading area in July were treated to an array of social opportunities through Alvernia’s Center for Community Engagement. The story was picked up by the *Reading Eagle*, Channel 69 News *WFMZ*, and *WEEU* radio.

A July 25 *Reading Eagle* article accompanied two *WFMZ* Channel 69 News stories about Ginny Hand’s return to Alvernia as the new Director of the Center for Community Engagement. Professor Jodi Radosh has been named the Center’s Associate Director.

The question for field hockey entering the fall season was who would shoulder the bulk of the scoring offense following the graduation of the highest scoring classmates in Division III history. Sophomore Janelle Lynch stepped up answer that question and picked up the fourth straight PAC Player of the Year award for Alvernia. She leads the Crusaders into the NCAA Championships with 17 goals.

Junior goalie Audrey Hoffman, the 2006 All-PAC First Team goalie, led the conference with eight shutouts and a 1.18 goals against average. The Crusaders went undefeated in conference play for the first time and won their second PAC Title.

Sophomore Bridget Burger has been an outstanding constant for cross country. Since the start of her freshman season Burger has been the fastest Crusader in all but one race she entered. This season she had three top 10 finishes and an impressive 18th place finish out of 125 runners at Cabrini’s Fall Invitational at Belmont Plateau.

Men’s soccer was in a similar situation as the field hockey program having graduated six players from a 2006 squad that advanced to the conference final. Junior Richard Kessler kept the Maroon and Gold in games making spectacular saves in net and earning praise from other PAC coaches. Freshman Morgan Davidheiser stepped in as a scoring force for the Crusaders with 12 goals in 20 games.

Women’s soccer had nine new players on the pitch this season under the direction of first-year head coach Bill Bonewitz, but it’s the returning senior Brandi Light stole the limelight posting 19 goals and six assists to surpass both the career goals and points record at Alvernia. Freshman Casey Weber tied the season record for assists with eight.

Senior Amy Sikorski led women’s volleyball down the stretch. Junior Lauren Crimi and freshman sister Leah have both contributed to Alvernia’s success this season. Leah joined the team as the starting setter, allowing her sister to move back to her natural libero position. Leah passed the 500-assist mark in her first season and finished with 629.

Sophomore Janelle Lynch was the leading scorer for this year’s championship field hockey team.

Women’s tennis had a great mix of youth and experience this season with a pair of freshmen Jenny McKee and Hannah Dickey leading the way at No. 1 and No. 2 respectively. The two posted a memorable come-from-behind victory over Misericordia early in the season and won five of their first six matches at No. 1 doubles. Sophomore Janine Horning and freshman Katie McCormack have teamed for a 6-5 record at No. 2 doubles.

As fall turns to winter in Reading, both basketball teams have hit the hardwood for preseason practice and the puck has dropped at the Body Zone as ice hockey opened the season on a balmy October Saturday.

Alvernia will make the transfer to the Freedom Conference in 2008-09 and men’s basketball is starting its quest to leave the PAC with three straight conference titles. The team returns three starters, junior co-captains Terrence Shawell and Tyrone Bradley and sophomore Matt King. Shawell was First Team All-PAC last season and King was the 2006-07 PAC and ECAC Rookie of the Year. Newcomers to the squad include impressive freshman Eric Barefield and Justin Wright as well as a trio of junior transfers Corey Evans, David Washington, and Tim Walters).
(continued from page 27)

The upcoming season is highlighted by an early January trip to Ithaca, New York, to take on Division I Cornell University, as well as a “Coaches vs. Cancer” fundraising game against Albright, at the Sovereign Center.

Women’s basketball boasts a similar theme to the fall sports at Alvernia. How do you replace a backcourt that included a Second Team All-PAC performer and the conference Player of the Year? Head Coach Kevin Calabria feels confident his team can improve upon last year’s 16-11 mark returning a nice combination of speed and quickness coupled with the infusion of freshman rebounding strength that could make the Crusaders a contender in their last season in the PAC.

The women’s schedule is highlighted by a winter break trip to St. Thomas and a tough non-conference lineup including Richard Stockton, Muhlenberg, Messiah, and York.

Bridget Burger had three top-ten finishes in the 2007 season.

12th Annual Crusader Golf Outing

Moved to the prestigious Berkleigh Country Club, this year’s Crusader Golf Outing on October 1, 2007 boasted a crowd of more than 130 golfers. Players who have been driving balls since the first outing noted how much the benefit tournament has grown over the years. “The weather couldn’t have been more beautiful,” said Darlene Berk of Alumni Relations. The beautiful weather, golfing, food, and prizes were made even better by the surroundings of the exclusive golf club.

As is generally par for the course, the Outing drew plenty of new and seasoned golfers. Foursome members Adam Hertz (former Alvernia Athletic Director), Bill Stiles, Renee Clarke, and Stan Exeter won the tournament with a 15 under par, 57. Joe Lord won the men's longest drive competition, while Renee Clarke won the women's longest drive.

Closest to the pin competition was stringent this year, with winners John Robinson ’85 (hole 3), Keith Phillips (hole 6), Rob Campitelli (hole 12), and Patrick Sook (hole 15). Keith Phillips was the closest overall leaving his group with just over a two-foot putt.

Patrick Sook, Stan Exeter, John Clemens, and John Robinson ’85 were victorious in the putting contest.

After a hearty dinner, door prizes were awarded and the silent auction concluded. “It went really late,” said Susan Martz of Institutional Advancement, “We all had such a good time.”

Most of the proceeds go to the Chris Schlager Scholarship. Tom and Barbara Schlager, on-hand for the event, started the scholarship in 1995 after their son Chris (an Alvernia soccer player) died in an industrial accident. The Alvernia athletic department also benefits from the outing.

Special thanks go to Coach Kevin Calabria for organizing the yearly event.

Login to the Alvernia alumni website group photo gallery for more pictures of the event at www.alumni.alvernia.edu.
Get to know… Jen Dalton, Career Services Coordinator

As a child of missionary journalists, Jen Dalton inherited her family’s travel bug early in life. She lived in Pakistan, Japan, and Indonesia until her teen years, attended Pottstown High School (where she met her husband, Stan), and then returned to Asia to study abroad in India. But since 1989, Dalton has found a home in Exeter and worked the last 13 years as a CareerLink Specialist, a counselor, an international student advisor (among other duties) at RACC, and has now found her way to career services at Alvernia College.

Dalton really likes Berks for its outstanding diversity. Cultures range from seventh generation Pennsylvania German farmers to people from dozens of Hispanic countries to African immigrants from Gambia. Old Polish, Italian, Greek, and Irish communities dot the county, alongside little Reading corner stores with exotic Asian and Latino foods, salsa, polka, ballet, or meringue—Berks has a thousand cultures in one area. Jen believes, “The more we celebrate all this tremendous heritage and art from the entire world we will be a very vibrant place.” This colorful outlook on life has rubbed off on Jen’s two children: 20 year-old Ben will be spending a year in Russia for his International Relations major this January, and 24 year-old Jessie is an artist working in NYC.

Career even meets on the family room rug where 100 pound family dog, Robbie, and cat, Nur-al-Jahan (meaning jewel of the palace in Arabic), both find comfort after being rescued from the Humane Society.

When she has a few spare minutes that aren’t spent planning travel, Dalton reads “compulsively” and enjoys writing poetry and nonfiction. She is very active in Berks Bards promoting poetry in Berks County.

So Jen, what should alumni know about the career center? There are loads of resources on the website: www.alvernia.edu/careerservices including internships, positions, and free career assessments. Register as a student or an alumnus to search from the comfort of your armchair. Make a point to visit us in Bernardine 1004. I have evening hours for alumni, commuter, and evening students on Mondays. Alumni are very welcome. I get many requests from employers for Alvernia graduates because of their reputation. Recruiters interview on campus, too, and hire students straight into great companies. And finally, we have workshops, personal career counseling, and classroom presentations for students on interviewing, resumes, job search, and graduate and professional school applications.

Career Services Provides:

- Career Counseling
- Resume Building
- Interviewing Techniques
- Online Job-Search and Resume Post Employment Service
- Workshops on Career Skills and Awareness
- Campus Job Fair & Link to Regional Fair Organizations
- Help with Graduate & Professional School Applications
- Employers’ Interviewing/Recruiting on Campus
- Weekly “Hot Jobs” List & “Career Services Happenings” Notices
- Internship Resource Bank
- Corporate Mentoring for Students (This brand new service works with the Center for Community Engagement and the Business Dept.)
- Outreach to Alumni: Customized Notice of Employment Opportunities

Class of 1980

John Peiffer has been named Plant Manager of High Steel Structures, Inc., in Lancaster. He is responsible for oversight of safety, quality, scheduling, and costs for manufacturing operations in two High Steel plants.

Class of 1981

Daniel Billings has been named Director of Security for St. Joseph Medical Center. Also an adjunct professor at Alvernia, Billings was most recently a detective sergeant with the Wyomissing Police Department.

Class of 1989

Sheri Garman has been promoted to Vice President and Manager of branch administration services and support at Susquehanna Bank.

Class of 1990

Sandra Scheetz was named Vice President and Cluster Manager of Leesport Bank, Spring Township.

Class of 1991

Cindy Schmeltz graduated with her Doctorate in Clinical Practice from Rocky Mountain University of Health Professions where she attended classes in Provo, Utah. Dr. Schmeltz joins an elite group of Advanced Practice Nurses with a DNP degree. She works in a family practice.
Class of 1994

Heidi Neidlinger was engaged to Bradley Givler on August 19, 2006 during a race at Maple Grove. Heidi is currently employed as a distributed systems specialist for the Department of Health in Reading.

Class of 1998

Jill (Pizzuto) Lenhart had a son, Brandon, on July 9, 2007, weighing 9 pounds, 5.6 ounces and measuring 21 inches long.

Linda Conover and Bradley Greth are engaged. He is employed by the Reading School District.

Class of 1999

Amy Smith and Steven Bortz were married June 12, 2007 in Grand Palladium Bavaro Resort and Spa, Punta Cana, Dominican Republic. Amy is employed by Austill’s Rehabilitation Service, Inc., Exton.

Joanna A. Loucks became engaged to Alex Reedy on August 27, 2007. Both Joanna and Alex reside in Lancaster, Pa., and are planning a wedding for April 5, 2008.

Class of 2000

Pamela Hoffmaster and Christopher Beidler were married on April 21, 2007, in Friedens United Church of Christ, Oley. Pamela is employed by Founders Physical Therapy, Bryn Mawr.

Elizabeth Harz was hired as a life skills teacher at Kutztown Elementary School. In addition to her bachelor’s degree from Alvernia, she also has her teaching certification from Alvernia.

Class of 2001

Meggan Kerber has recently accepted the position of Chief Development Officer for the Olivet’s Boys and Girls Club. She previously held the position of Director of Development at Bethany Children’s Home.

Class of 2002

Christopher Pietruszynski announced his engagement to Kristie Phelps in August, 2007. The new bridegroom is employed by Travelers Insurance, Wyomissing.

Kristin (Tierno) Stokes and her husband, Alan, welcomed a little girl, Zaira Nicole, to their family on August 31. She was 7 lbs. 2 oz. and 19 inches long.

Class of 2003

Haley Gehringer ’02 and Mitchell Landis ’05 were married in Lauredale. Haley is employed by CNA Insurance and Mitchell works for Richard B. Souder Masonry.

Class of 2004

Dr. David Carlson has been named the new Chief Medical Officer for Conemaugh Health System. Conemaugh is the largest health care provider in west central Pennsylvania, serving families across eleven counties through a network of hospitals, physician offices, specialty clinics and other patient-focused programs.

Reading’s new Premier Basketball League team (the Reading Railers) hosted tryouts at Alvernia College on August 27. Among the hopefuls were former Crusaders Ray Strickland ’04, Zach Straining ’06, Brad Merriweather ’04, and Cornel Merricks ’05.

Class of 2005

Cadet Aaron “Oz” Oswald was commissioned as a second lieutenant on May 20, 2007. Oswald is assigned to the 157th Combat Sustainment Support Battalion, Willow Grove.

Katie Griffith has graduated from the 651st Session of the U.S. Department of Homeland Security Border Patrol Academy in Artesia, New Mexico. As a Federal Agent, Griffith will be protecting the border in Imperial Beach, California.

Sylvia Sokol has accepted a new position as an Athletic Trainer at Salisbury Township High School, contracted by OAA Orthopedic Specialists. Sokol has been working with OAA for over a year.

Michelle Kantner is engaged to Russell Scianna Jr. She is currently employed by the Reading School District.


On Friday, July 6, 2007, the Board of Accountancy for the Commonwealth of Virginia approved Steven Koons as a certified public accountant (CPA). Steve continues employment in Washington, D.C., with the U.S. Government Accountability Office (GAO) as a financial auditor. (See page 14 for more about Steve.)

Anne Bossler married Mario Matesic at St. John the Baptist Church, Fairview N.J. Anne is currently employed by Service Access & Management, Inc.

Maria Scalzo-Rinehimer is pursuing a graduate degree in biochemistry at the University of Scranton, as well as teaching undergraduate chemistry class at the school.

David Kampe proposed to Isabel Ospina on April 1, 2006. The couple was married on June 23, 2006, and welcomed a healthy baby boy to the family on July 20, 2007. Isabel received her Master of Social Work from Marywood School of Social Work in May 2006. Isabel Ospina recently returned from an eight-day educational/mission trip to Guatemala. She went with a group of 26 third-year students and two doctors known as the Student Optometric Service to Humanity (SOSH) from the Pennsylvania College of Optometry. The group provided eye care to the impoverished people in the area, saw 2350 patients, paid for 48 cataract surgery ($100 each), referred 500 people for cataract surgery, provided sunglasses and/or prescription eyeglasses to almost all of the patients, and provided eye drops for such ailments as dry eye, pink eye (conjunctivitis), glaucoma, etc. SOOSH members also spent time sight-seeing and interacting with local people. Funding for the trip solely depends on fundraising efforts throughout the year, and the supply of eyewear is also donated. If you would like to donate to a future SOOSH group, please visit http://www.pco.edu/students/sosh.htm, or email sosh@pco.edu for more information. Many thanks to the generosity of many people in the Alvernia community who donated sunglasses, prescription eyeglasses, and eyeglass cases.

Anthony Recker moved up another rung in professional baseball, this summer, to play AA ball for the Midland Rockhounds in Texas. Follow Recker’s career through the Alvernia Athletics baseball section on the web.

Anthony Recker moved up another rung in professional baseball, this summer, to play AA ball for the Midland Rockhounds in Texas. Follow Recker’s career through the Alvernia Athletics baseball section on the web.

Karen Heaney recently returned from an eight-day educational/mission trip to Guatemala. She went with a group of 26 third-year students and two doctors known as the Student Optometric Service to Humanity (SOSH) from the Pennsylvania College of Optometry. The group provided eye care to the impoverished people in the area, saw 2350 patients, paid for 48 cataract surgery ($100 each), referred 500 people for cataract surgery, provided sunglasses and/or prescription eyeglasses to almost all of the patients, and provided eye drops for such ailments as dry eye, pink eye (conjunctivitis), glaucoma, etc. SOOSH members also spent time sight-seeing and interacting with local people. Funding for the trip solely depends on fundraising efforts throughout the year, and the supply of eyewear is also donated. If you would like to donate to a future SOOSH group, please visit http://www.pco.edu/students/sosh.htm, or email sosh@pco.edu for more information. Many thanks to the generosity of many people in the Alvernia community who donated sunglasses, prescription eyeglasses, and eyeglass cases.

Lauren (DeWoody) Kresinski ’05 was married on June 24, 2006 to Kevin Kresinski ’05 in Oil City, Pa. The wedding was followed by a honeymoon to Oahu, Hawaii. The couple currently resides in Pittsburgh, Pa. and is expecting their first child in January 2008.

Leitha Hartman was married to Matthew Foley on March 10, 2007 in Souderton, Pa. Leitha is currently employed as an occupational therapist at Genesis Rehab Services, Virginia Beach, Va.

Carey Manzolillo has accepted a position with Alvernia College’s Marketing and Communications department as the Communications Specialist. Carey is also the Managing Editor of the College magazine.

Class of 2008

Christopher Pastal announced his engagement to Joy Reinhart in May 2007. The couple plans to marry in Lebanon on May 31, 2008.

In Memoriam

Susan K. Shoustal, 52, class of 1977, Exeter Township, died August 12, 2007 in her residence. She was the wife of Jack L. Shoustal ’75. Susan worked as a receptionist for Aquabilities, Birdsboro. In addition to her husband and her parents, Susan is survived by three daughters: Jaclyn, and twin daughters, Betsy and Becky.

Sister Barbara (Koshinski) Ann, 61, of the Bernardine Sisters Convent, Third Order of St. Francis, died June 25, 2007 in St. Joseph’s Villa. Sister received her bachelor’s degree in elementary education from Alvernia after entering the Order in 1962.

Class of 2007

Julia Price is engaged to Christopher Nickey and Julia is employed by Arrow International.

Alvernia College senior Jason Zeigler (Mohnton, PA/Governor Mifflin) was named the 2006-07 Pennsylvania Athletic Conference Male Scholar Athlete. Zeigler is the first Alvernia College student-athlete to be honored with the award, and the son of Connie Zeigler, graduate and continuing studies.

Kim Zenyuch was engaged to Jared Maxwell on August 17, 2007.

Class of 2006

Leitha Hartman was married to Matthew Foley on March 10, 2007 in Souderton, Pa. Leitha is currently employed as an occupational therapist at Genesis Rehab Services, Virginia Beach, Va.

Carey Manzolillo has accepted a position with Alvernia College’s Marketing and Communications department as the Communications Specialist. Carey is also the Managing Editor of the College magazine.

Do you have an interesting memory of Alvernia? The 50th Anniversary committee is interested in memories, stories, and traditions observed by alumni, faculty, and staff. Please send them in care of Alvernia Magazine, 540 Upland Avenue, Alvernia, PA 19611 or email to magazine@alvernia.edu.
A Moment in Time

...with Carey Manzolillo

Sometimes, when life seems to flash right by, it can be refreshing to take a look around at the people and places pushing you to excel. After several years of classes (both as an undergrad and grad student) with professors from the business department, I, along with every other student who has passed through the program, have really gotten to know these amazing teachers.

I remember my very first business class at Alvernia. Sitting next to academic dynamo Steve Koons (see page 14), I felt completely overwhelmed. Steve exuded confidence and knew everything. Our first real assignment threw me for a loop. After days of trying unsuccessfully to come up with the correct numbers, I “gave up” and went to the professor for help, expecting to only make an appointment. I couldn’t have been more wrong. Dr. Ballantyne, noticing how tightly wound I’d gotten over the assignment laughed, and told me to relax as we sat down to go over the problem—right there. It turned out that I had one silly number transposed.

While I was there, he showed me a few tricks to check my work and explained what I needed to do to get un-stuck next time. Other professors in the department (whom I had never met) talked to me as they walked through the room or chimed in on the conversation as it turned from coursework to Jimmy Buffet and where to get good coffee on campus.

In about two months, I will take my last finance class (on a Saturday) and graduate the next day with a Masters in Business Administration degree. But before I get there, I have to finish the MBA capstone course. The capstone includes a huge undertaking where I can fold all the corners of my education into one project. Working as a team with marketing partner Jen Richter, we plan to leave no stone unturned as we build a real business from the ground up.

Other areas of my education have become a part of my life, too. I discovered as a student here that I could write; and with a little push from communications professor, Sue Guay, I am now published in several different mediums. I coach hockey, volunteer loads of extra hours to promote the sport, and spend countless hours volunteering my time for youth organizations, like our local Cub Scout troop.

Somewhere down the road, I’ll take some time to finish a book that I started writing this summer. Before Alvernia, I never would have considered that anyone would like to read something I had written.

During my first graduation in 2006, I noticed that Dr. Ballantyne ducked out before the students received degrees. Figuring that he had some Harley bike trip or boating escape planned—I teased him about leaving early—only to find out that he usually leaves early because he finds it hard to watch his students leave for the last time.

Not to worry Dr. B, now that we’re alums, you’ll see us at events like Margaritaville and Oktoberfest or when we catch the Crusaders in a basketball game. That’s one of the best things about Alvernia—everyone always comes back.

Business professor Scott Ballantyne catches a field hockey PAC playoff game.
Alvernia students shop for classic jerseys at an Athletic Department yard sale.
Calendar of Events

November

16  Info Session, Main Campus
16-18  School of Americas Protest Trip
22  Thanksgiving
27  Holiday Craft Fair

December

3  Hypnotist Joshua Seth
5  Graduate and Continuing Studies Info Session, Main Campus
8  Alumni Trip, New York Musical
   “How the Grinch Stole Christmas”
10-14  Finals Week
16  Winter Graduation
25  Christmas
29  Alumni Trip, Tournament of the Roses (California)

January

8  Graduate and Continuing Studies Info Session, Schuylkill Campus
15  Martin Luther King Day
19  President’s Breakfast and State of the College Address
25  Info Session, Main Campus
27  Alumni Men’s Basketball Game
31  Magicians Michael DuBois & Chris Cheiko, “The Adult Circus”