Deciding to be Green—Hesburgh Lecture

It’s not easy to be green. More people are becoming aware of today’s ever-growing environmental problems each day. As we search for ways to “be green” we must also find ways to change our own habits, and the behaviors of those around us. Professor Laura Carlson will discuss the environment, decision-making research, and psychological research methods that can help make a difference for the future of our world.

But deciding to be green is not always easy.

On one hand, there is an increasing awareness of the ever-growing environmental problems, and the need to change our relationship to the environment. On the other hand, getting people to change their individual behaviors is difficult.

Programs designed to get people to change their behaviors will need to incorporate what we know about how we make decisions, and should also involve a means of assessment, so that one can evaluate which components are successful and why.

Check out the Athletics website: http://athletics.alvernia.edu/
Alumni News

Alvernia community members donated 117 ponytails this week totaling 1,137.5 inches of hair (enough to make 11 wigs)—to the Children with Hairloss organization. Christian Daniels (Schuylkill) gave the longest donation of 20 inches followed by Jen Reimert (registrar) with 18.5 inches. $1,586.48 was also donated to the cause.

Special thanks go out to Shear Style Salad (Wyomissing) whose stylists cut hair non-stop from 2:30PM-8:30PM on Wednesday. There was never an empty chair! Click here to see WFMZ’s live broadcast of the event.

Pictured left with her stylist from Shear Style, Robyn Schultz (student activities) joined 11 other Alvernia staff and faculty members as they shaved their heads to raise money for the cause.

In addition, BTI’s Deb Walters gave massages and Sweet Streets donated desserts.

Alvernia in the NEWS...

Click on the headlines below to follow recent Alvernia news coverage:

- Reading Eagle 3-20: “Alvernia baseball players wear uniforms with camo to honor troops” (Also covered by WFMZ 69 News at 10pm)
- Altoona Mirror 3-21: “Local student wins Miss Teen PA International”
- Reading Eagle 3-22: “Berks deputy sheriff shows talent in wing eating contest”
- Reading Eagle 3-23: “McMahon, Pennsylvania mayors to discuss leadership at Alvernia panel”
- Reading Eagle 3-23: “That’s why they call it a job search”
- WFMZ 3-24: “Fundraiser helps children with hair loss” [live at 5:30pm]
- Reading Eagle 3-26: “Lawmakers key to cities future, Reading mayor, York ex-mayor say”
- Reading Eagle 3-26: “Will national school standards be hard to argue against?” (David Mekeel Column)

BRAND SCENE INVESTIGATOR

Kudos to Kiara Gregoris for putting together the very successful hair drive for Children with Hairloss. Planning for the event began several months ago, and included scheduling more than 50 haircuts, collecting monitary donations, talking live to WFMZ news reporters, and coordinating with Shear Style Salon, Sweet Street Desserts, BTI, and Jeff Woytovich of Children’s Alopecia Project.
Lecture: The Challenge of leadership in Our Urban Communities

The message at last night’s Lecture Series event was clear. “Our municipalities are built on a system that worked for Pennsylvania 200 years ago” said Reading Mayor Tom McMahon. “But today’s communities have different needs. Our government must change to match our needs.” Click here to read the Reading Eagle’s coverage of the event. Don’t miss the next lecture on April 12, 7:30PM.

Above, Jodi Radosh (communication) holds a mic for a community member as he asks the panel about budget issues in local governance.

Above, Moderator Karen Mallett (WFMZ Channel 69 News) helps the mayors move from one question to another during the lecture.

Below, Reading Mayor Tom McMahon (right) and former York Mayor John Brenner talk about challenges that both communities will be facing this year.

Rumor Has It...

Want to be an Environmental Ninja? Contact Lauren Shetler to sign up! (The Environmental Club is in search of a few individuals to dress as Environmental Ninja mascots during the Earth Day Celebration on April 22.)

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The next Alvernia Writers’ Series event will be held at 2PM, April 16, in the Franco Library.

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Don’t miss the annual Mr. Alvernia contest, Friday, April 23 in the Student Center.

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Does your office have extra supplies? Don’t throw them out. Post them on the S Drive, and give them a new home. Look for “Clare’s List” for the form.

Past mountain, meadow, field, and hill, it follows a river while standing still. What is it?

Be the first to answer correctly!
Send your answer to:
Carey.Manzolillo@alvernia.edu

Bragging rights for last week go to Sharon Helms (registrar). Answer: Fire.

Do you have news? Send it to: Carey.Manzolillo@alvernia.edu

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