

alvernia

magazine



Advancing Leadership

An Alvernia future full of promise

Summer 2019

alvernia

magazine

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*Across the morning sky, all the birds are leaving,
Ah, how can they know it's time for them to go?
Who knows where the time goes?*

— Judy Collins

*Yes, time, time, time is on my side, yes it is;
Time, time, time is on my side, yes it is.*

— The Rolling Stones

As my final months have become final weeks, I have been honored with an unforgettable generosity of spirit.



Thomas F. Flynn, PhD
President

My tastes in popular music range widely. So recent thoughts about my “time” at Alvernia have been inspired by the reflective, nostalgic Judy Collins and the brash, confident Rolling Stones.

But one thing is for certain. As I write this final column, I am a “short timer!” I have not been counting the days. Quite the contrary. I have sought to live in the moment. And what moments there have been. My hope was to have mixed emotions but no second thoughts. So far, so good.

There have been moments of sadness, during my last Honors Convocation and Baccalaureate Mass and Hooding Ceremony. Presenting awards to students I know and watching faculty congratulate graduates always tugs at my heart. And I will miss the pastoral warmth of our chaplain, Fr. Bowman. (Shalom, Ron.)

There have been moments of joy, too. At Commencement, we inaugurated our Four Under Forty Alumni Awards. I was delighted to honor Emily Berret '11, Amy Sikorski-Klatt '08 and '09, Steve Koons '05 and Melissa Masone Ulmer '09 in the presence of their loved ones

and the Class of 2019. And it was a moving experience to recognize George Vogel for his profound impact on the treatment field and countless individuals; and Sr. Margaret Carney, a renowned Franciscan scholar and servant-leader and a dear friend and mentor.

Mixed emotions, yes, but the dominant emotion has been gratitude. Gratitude expressed all too generously to me. But more importantly, so many have expressed their appreciation for the life-changing impact of this special place—the “Vern.”

The Alumni “Farewell” Tour took me from Manhattan and DC to Long Boat Key and Naples (Florida, alas, not Italy) and from Philadelphia and Pottsville to right at home at Cedar Hill. Local alums value Alvernia’s stature locally, and those beyond Berks County enjoy our growing prominence in the Mid-Atlantic region. Alums who were the first in their family to earn a college degree have a unique loyalty.

Alums from our early decades reminisce about the close-knit community centered on Francis Hall and the caring, omnipresent Sisters. Women who came as older students or single mothers



and the CJ men (and occasionally women) known as “Pacelli’s Boys” recall the formidable nun with a big heart and high standards. Long-time alums share pride in their alma mater’s evolution and growth. And it is affirming to hear them validate that our Franciscan mission still animates what we do and who we are.

Alums from the past 15 or 20 years have had a quite different experience. Some came from the Community College of Philadelphia, earned both undergraduate and graduate degrees, and remade their lives. They, too, have a unique loyalty. Others made iconic memories, while putting Alvernia on the map as part of a storybook team (think of the Six-Pack or the Final Four gang) coached by Jack McCloskey or more recently by Alvernia’s very own Yogi! Some return to recite the Nightingale Pledge at the Nursing Pinning Ceremony where dozens more continue a tradition of excellence. Others salute faculty who built other outstanding programs, such as the Addictions and Behavioral Health program, celebrating its 40th anniversary as the first such program in the country. Current and recent students are grateful for life-changing experiences through the Holleran Center for Community and Global Engagement (celebrating its 10th anniversary) and proud they helped Alvernia earn distinction as a national model for community engagement.

Gratitude has worked both ways for me this spring. My “Gratitude Week” (see p. 42) extended from a Founder’s Day address in tribute to our Sisters to an Interfaith Prayer Service, involving the Christian, Jewish and Muslim communities and celebrating Alvernia as an inclusive Catholic university committed to interfaith fellowship. A symposium highlighted faculty scholarship and creativity, and trustees and other generous donors were hosted for a rollicking night of authentic Irish music.

Year-end events recognized graduating (and older) “Seniors,” and former alumni awardees joined retirees for a festive evening of reminiscing. Receptions for the “unsung heroes” of my management team and our legendary Cedar Hill catering crew were followed by an all-university picnic.

*To everything (Turn, Turn, Turn),
there is a season (Turn, Turn, Turn),
and a time to every purpose, under Heaven.*

— The Byrds

The reassuring realism of the Byrds has been my touchstone this year. As my final months have become final weeks, I have been honored with an unforgettable generosity of spirit. And my collection of Irish and Scotch whiskey is at an all-time high!

Hearing from students and alums has touched my heart. The faculty tribute provided a life-long memory. So, too, the Gala. It was a special night for the university, and I was overjoyed by the financial support contributed for future Reading Collegiate Scholars.

As one steward to the other, I pass on to President-elect Loyack a thriving, mission-centered university embedded in an exceptionally supportive local community. I wish for him the rewarding relationships I have found so affirming on and beyond the campus.

I have been blessed with faith-filled Sisters; devoted alums, trustees, and benefactors; talented colleagues; a fine leadership team; and caring students. Serving as Alvernia’s president is the highlight of my career.

Helen and I look forward to liturgies and lunches with the Sisters and to joining Alvernia friends at campus events and Faculty Salons! I look forward to contributing to presidential and trustee colleagues nationally, to local nonprofits, and to interfaith efforts. And of course to relaxing with family and friends at the beach . . . and in Ireland.

Peace and All Good,

Tom Flynn



President Flynn shares hearty laugh with Ana Ruiz, professor of psychology, and Delores Bertoti, professor of physical therapy.



A Tough Act Well Followed

As Tom Flynn steps down after 14 years leading Alvernia, the university welcomes John Loyack as its seventh president.

By Richard Bader

It's no secret to those who know him well that Alvernia's sixth president is a big fan of classic rock. The Who, the Rolling Stones, the Byrds—these iconic bands that helped shape the music landscape more than half a century ago remain fixtures on the playlist that runs through Tom Flynn's head.



“What the university has been able to accomplish during very turbulent times, that’s been both the biggest challenge and our greatest success. What a long, productive trip it’s been.”

—Tom Flynn

And while Flynn may have been president of Alvernia for only a fraction of the time that radios (and, now, streaming services) have been playing the tunes of these immortals, his influence—on the university, in his case, not the music world—has been no less profound. During his 14 years as president Flynn helped transform what had been a modest, local, mostly commuter college into a robust and thriving regional university that’s established itself as an anchor institution in Berks County. Under Flynn’s leadership, Alvernia has launched new programs that expand and reinforce the university’s mission and Franciscan values, such as the Reading Collegiate Scholars Program. The O’Pake Institute for Ethics, Leadership, and Public Service and the Holleran Center for Community and Global Engagement have had major impacts on and beyond the campus. Alvernia exceeded its target goal in completing its first-ever comprehensive capital campaign, has enjoyed 15 straight years of budget

surpluses and has seen enrollment grow to its highest level ever. In fall 2018 the university welcomed the largest, most diverse and best prepared first-year class in history.

These would be noteworthy accomplishments for any university, but they are especially so for one in the demographically challenged northeastern part of the country, where many colleges struggle to hit enrollment targets and keep budgets in the black. “What the university has been able to accomplish during very turbulent times, that’s been both the biggest challenge and our greatest success,” Flynn said. “What a long, productive trip it’s been.”

Tom Flynn’s last day as president is June 30, 2019. The consensus is that he will be a tough act to follow. Which raises the question: just how do you follow him?

That question became front-burner for the university when Flynn announced his retirement last year, and drove the work of a board-

“What this has done is allow me to get a really deeper understanding of the institution—the people, the culture, the community—than one would expect from a presidential transition.”

—John Loyack



appointed presidential search committee—a diverse team made up of board members, faculty, administrators, students, and members of the Franciscan community aided by the professional search firm RH Perry & Associates. The bar was set high—the right person to build on a decade and a half’s worth of momentum would bring an entrepreneurial vision and would provide continued strong leadership while taking Alvernia to the next level of accomplishment.

Thousands of feelers went out to college leaders around the country, resulting in nearly a hundred applications for the position. Nine semifinalists were interviewed over two days in a Philadelphia hotel, before three finalists were invited to campus. The decision came in December: John Loyack, executive vice president for business and administration at King’s College, would be Alvernia’s next president.

“It was immediately evident to the board that John Loyack was the right choice,” said trustee

chair Michael Fromm. “He has a compelling personality, unique insights into what Alvernia needs to stay strong and viable, and tremendous respect for our historical accomplishments and Franciscan values.”

Loyack brings with him an intriguing skill set formed by substantial experience in both higher education and the corporate world. He returned to King’s College, his undergraduate alma mater, six years ago, after a successful career in business, most recently as president and CEO of Optim Energy, a Texas-based operator of power plants. The board saw this blend of talents as an asset.

“He impressed us as being an inspired communicator with a data-driven, strategic approach,” said trustee Steve Najarian, who along with Ellen Huyett, co-chaired the search committee. “We felt John had the ability to see around the corner and see outside the box in this complex and rapidly changing world of higher education.”



Several factors have helped make the transition from Tom Flynn to John Loyack effective. One is timing. Because the board announced his appointment in December, Loyack has had half a year to get to know the university and learn from its president. Another is geography. King's College, in Wilkes-Barre, is about an hour-and-45-minute drive from Reading. This has made it possible for Loyack to make several visits to campus, typically for a week at a time. "What this has done is allow me to get a really deeper understanding of the institution—the people, the culture, the community—than one would expect from a presidential transition," Loyack said. "It's been a wonderful experience and has given me a terrific perspective."

The proximity of the two campuses made it possible for people from Alvernia to visit King's


for a first-hand look at some of the programs Loyack has helped put in place there. "This cross-fertilization is completely unique," he said.

On July 1, the same day John Loyack begins his presidency, Tom Flynn will board a plane to begin a two-week vacation in Scotland and Ireland. He and his wife Helen plan to stay in the Reading area, where he will serve on some local boards including as vice chair with Caron Treatment Centers. He will also be a senior fellow at two national higher education associations, helping prepare future leaders and supporting the work of board chairs and presidents. Leaving Alvernia is bittersweet, but he doesn't doubt it's the right thing to do. "My goal all along was to have mixed emotions, but no second thoughts," he said. "This is the right time for both Alvernia and the Flynn."

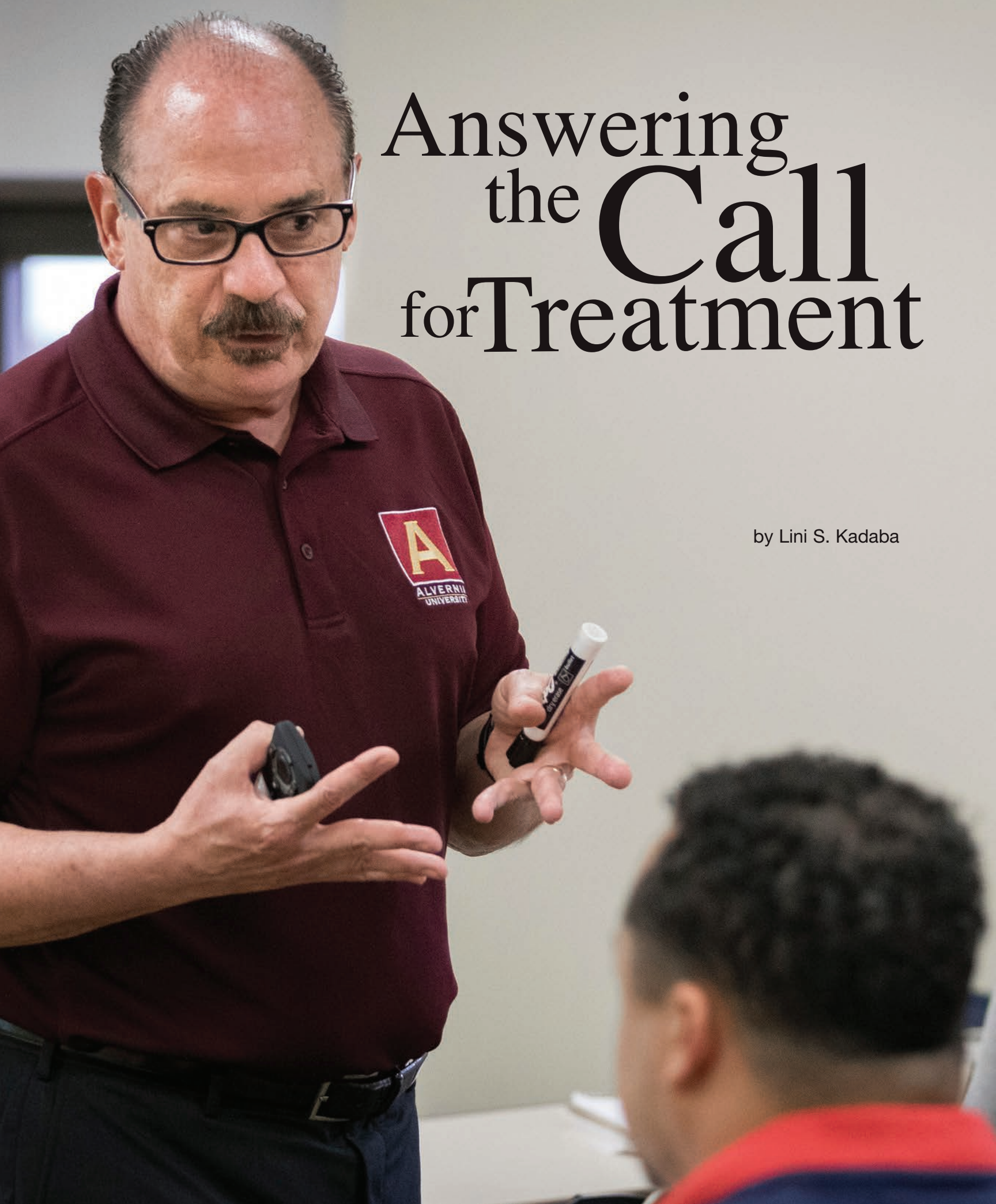


“Tom is handing Alvernia off in wonderful condition,” Loyack said. “I couldn’t be more excited to start it off at this point.”

“Between our dreams and actions lies this world,” sings Bruce Springsteen, another of those rock-music immortals. Alvernia is fortunate to have been led for the past 14 years by a man who has helped define its world by narrowing the gap between its dreams and its actions. And it’s fortunate now to be bringing on board a new president with the personal traits and skill set to continue to bring ambitious aspirations to life.

“We more than got lucky having Tom for all this time,” said board member Ellen Huyett. “But change is good. New people bring new ideas and different energy.” 



A man with glasses and a mustache, wearing a maroon polo shirt with the Alverno University logo, is speaking to a student. He is holding a black remote in his right hand and a white marker in his left hand. The student is seen from the back, wearing a red and blue shirt.

Answering the Call for Treatment

by Lini S. Kadaba

Look at the history of the addictions field, and it is clear that Alvernia University was a pioneer in addictions studies, graduating its first students 40 years ago.

Back then, counselors often lacked higher education, bringing a life of addiction and hard-knocks to the job but not necessarily best practices, said Dave Reyher, the university's program director of Behavioral Health. At the same time, he said, those who studied psychology and counseling lacked thorough understanding of alcohol and drug addictions.

"You had this dichotomy in the field, a gap in understanding," Reyher said.

Like usual, the late Sister M. Pacelli Staskiel, OSF, who founded the college's Criminal Justice Department, played a major role closing that gap.

Around 1976, she helped develop an undergraduate addictions studies curriculum that offered specialized education in understanding addiction and its treatment. Also instrumental were then Philadelphia-area psychologist Robert Forman, who led the new program from its inception until 1990, and George J. Vogel, Jr., a Berks County leader in the addictions treatment field who served as the second director until 2013.

"That was the birth of the program," Reyher said.



Sister Pacelli speaks with a local police officer around 1976.



"I learned so much at Alvernia that helped me with my career. One lesson—the importance of meeting clients where they are—still holds true today."

— Jami Geist '99

The Alcoholism Counseling and Administration degree was considered the first of its kind in the state and nation, according to a 1977 letter from an Alvernia vice president to the Pennsylvania Governor's Council on Drug and Alcohol Abuse.

"I'm just proud that the program has sustained itself,"

said Vogel, who for nearly 40 years also was executive director of the nonprofit Council on Chemical Abuse (COCA) until his retirement in 2017. "It's taken years to develop. It survived its infancy."

In March the 40th anniversary of the first graduating class was celebrated with a dinner on main campus. The event also was an opportunity to reflect on behavioral health's evolution, both its roots and its future, and to unveil a new

name: Addictions and Mental Health Treatment.

The change, slated for fall 2019, clarifies what has long been the holistic program's mission, explained Karen Thacker, Alvernia's dean of the College of Professional Programs, which houses behavioral health.

"Addiction is a disease and is connected to mental health treatment," she said. "It's not just one person you work with. It's a family, community and society

Honoring a Pioneer

When George J. Vogel, Jr., began work at the Berks County Prison's Drug and Alcohol Program in the mid seventies, he realized the pervasiveness of addictions among inmates.

At the time, he also taught a criminal justice course at Alvernia University. During his time teaching the course, Vogel started talking with Sister M. Pacelli Staskiel, OSF, about what he was experiencing with the Berks County Prison.

"If you could eliminate addiction, or treat the addiction," he argued, "you could eliminate the criminal behavior that follows."

Sister Pacelli agreed and the rest is history.

Vogel, 73, of Temple, Pennsylvania, said his life's work has been about changing lives.

"It's amazing, amazing," said the retired executive director of the Council on Chemical Abuse (COCA), "when you see a person walk into prison or anything, beaten down, can't hold a job, life out of control, and trace it all back to substance abuse."

Then, those inmates enter treatment, Vogel said, and "you could see the awakening that occurred."

Over his nearly 40-year tenure at COCA, Vogel significantly expanded treatment resources, including drug-and-alcohol prevention programs in Berks County schools and half-way houses for those in recovery.

Likewise, at Alvernia, where he directed



George Vogel teaches class in 2011.

addictions studies (1990-2013), he shaped the curriculum to reflect the latest research on treatment that included addressing co-occurring mental health disorders.

"That's his passion," said Karen Thacker, dean of the College of Professional Programs. "His support of people in addiction through educating and training professionals was just paramount."

At the 40th anniversary event in March, Vogel was awarded an honorary degree for his many contributions to the health and wellbeing of the citizens of Berks County and around the country as well as his leadership and vision at Alvernia that spanned 35 of the program's 40 years of existence.



Vogel with Karen Thacker.



President Flynn shares a moment with Vogel.

problem, and we're just acknowledging that with the renaming."

Since its humble beginnings with about a dozen students to 175 today, the Addictions and Mental Health Treatment program remains rooted in Alvernia's Franciscan ideals of social justice and spirituality. The program has longstanding local strategic partnerships with organizations such as the Caron Treatment Centers and Council on Chemical Abuse (or COCA) that placed the program at the center of the greater Berks County community.


"More than 100 Caron employees have an Alvernia degree and eight employees are adjunct faculty members at Alvernia," said Caron Treatment Centers President and CEO Doug Tieman. "Alvernia's academic programs to educate and train professionals have helped the field evolve and this incredible partnership has been really important to Caron's success."

Take Jami Geist '99, executive director of social services for the YMCA of Reading and Berks County. She pursued addictions studies because several high school friends had parents who struggled with addictions, and she wanted to understand why and how to help.

"I learned so much at Alvernia that helped me with my career," said the 43-year-old Fleetwood resident. One lesson—the importance of meeting clients where they are—"still holds true today," she said.

For senior Hannah Watt, 21, of Reading, the program's hallmark is its faculty who bring the workday's experiences into the classroom. "It helps students know this is how we can really apply it," she said.

Adult education senior Alexa Heffernan, 22, of Douglassville and a full-time nanny, praised the 400 hours of fieldwork that includes her current internship at a clinical counseling center. "It opened up what counseling actually looks like," she said, "instead of relying on a textbook."

Although the program has experienced changes to both the curriculum and the name over the past 40 years, what has remained unchanged is Alvernia's commitment and leadership in the education and training of qualified addictions and mental health professionals, setting up a bright future for Alvernia's pioneer program. 

LEADING THE PACK

the Brand for Alvernia University



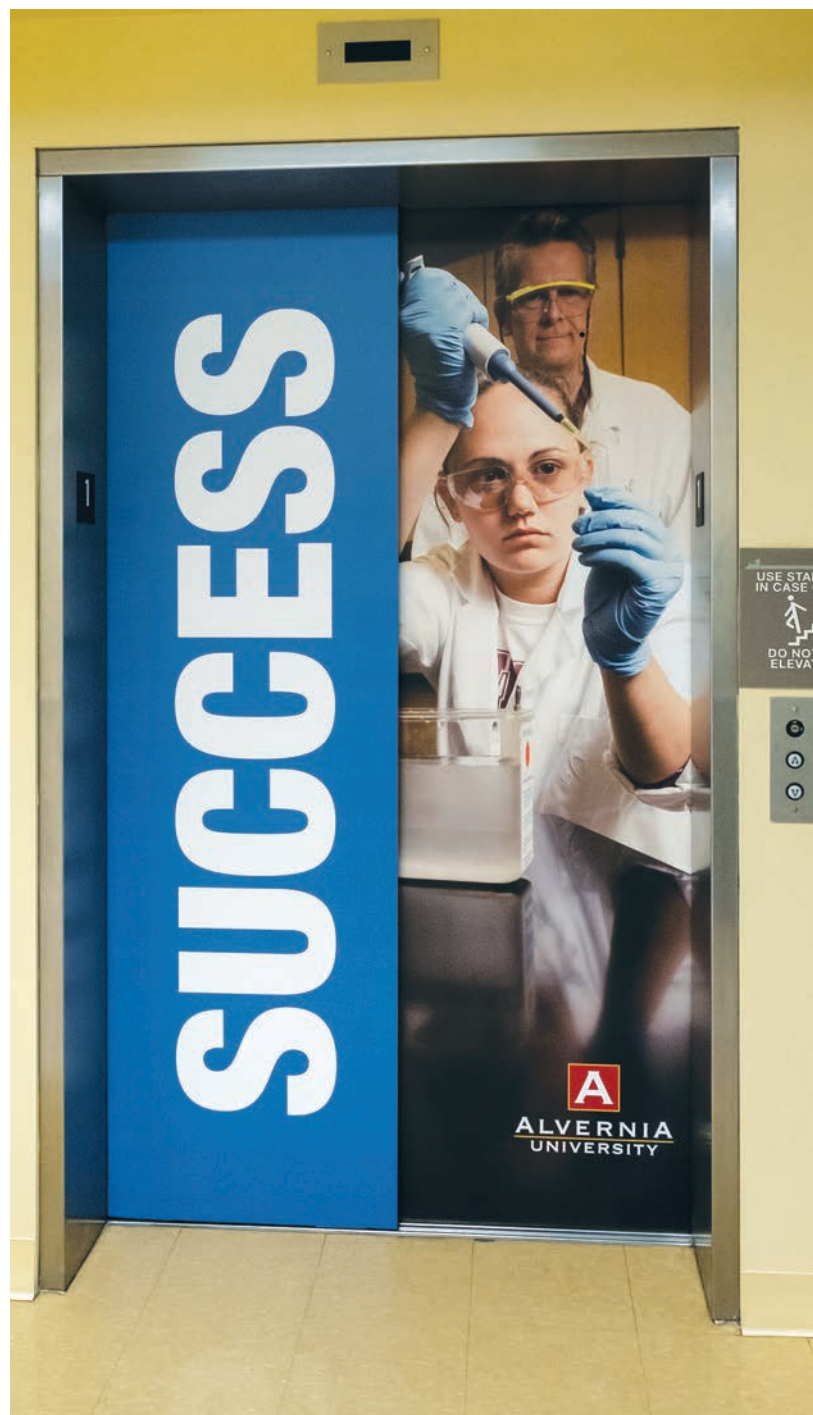
Brand promise: Forming ethical leaders with moral courage to do well and do good

The Alvernia University brand is a compelling narrative of identity, intellectual growth, ethical leadership, real-world learning and community engagement. Built upon a strong and enduring vision and mission, the brand is simply who Alvernia is at the core. Communicated through the continuous and life-changing stories (shared in this magazine and other venues), the Alvernia brand illustrates how the university is “leading the pack” in the community, region and nation.

Development of the brand over the past 18 months has been an ongoing collaboration among multiple internal and external audiences. With initial guidance from FleishmanHillard Inc. (supported by The Learning House) starting in January 2018, an internal brand taskforce worked to solicit feedback from faculty, staff and students, board of trustee members and the President’s Advisory Council. Additional input from nearly 100 internal and external community members through interviews, an all-day brand workshop and other brand activities, including a competitive analysis, revealed key factors related to Alvernia’s distinctiveness, value and messages.

What makes Alvernia distinctive?

- **Values-based identity**—learning the timeless and transformative values of St. Francis and living them in an inclusive learning environment
- **Intellectual growth**—transforming students through knowledge and experience into leaders ready to pursue successful, fulfilling careers
- **Ethics**—fostering courage within leaders to seek justice and peace by preparing them for ethical decision making
- **Campus life**—providing a comprehensive university experience in an intimate college setting that features natural beauty and modern facilities
- **Community**—uniting people through reciprocal community connections and a common purpose to learn, love and serve
- **Service**—fulfilling a responsibility to serve communities in need through purposeful action





ALVERNIA
UNIVERSITY

VALUES

We are a distinctive
Franciscan Catholic
University.

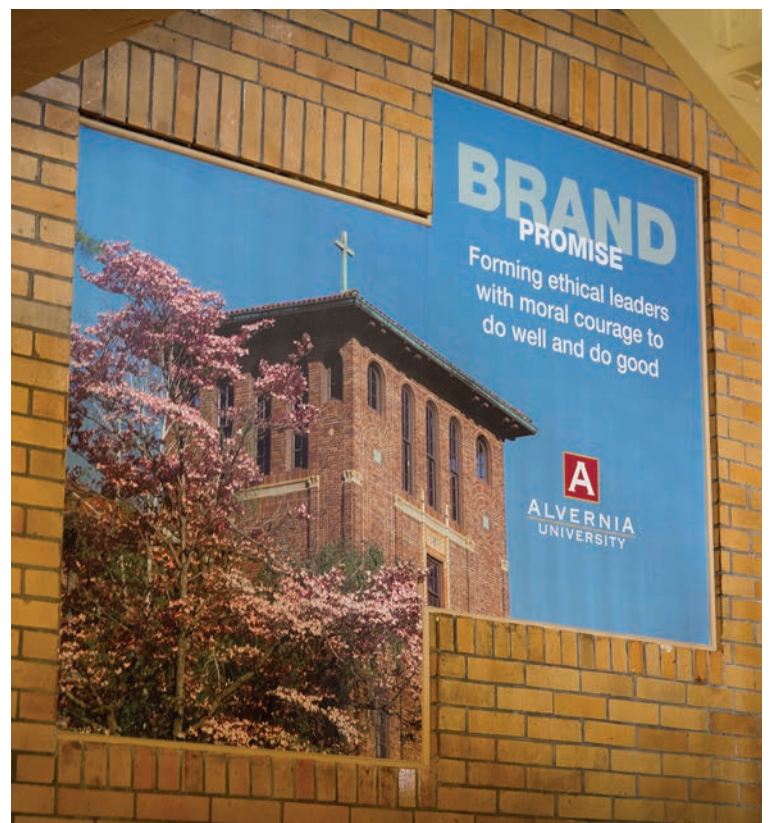
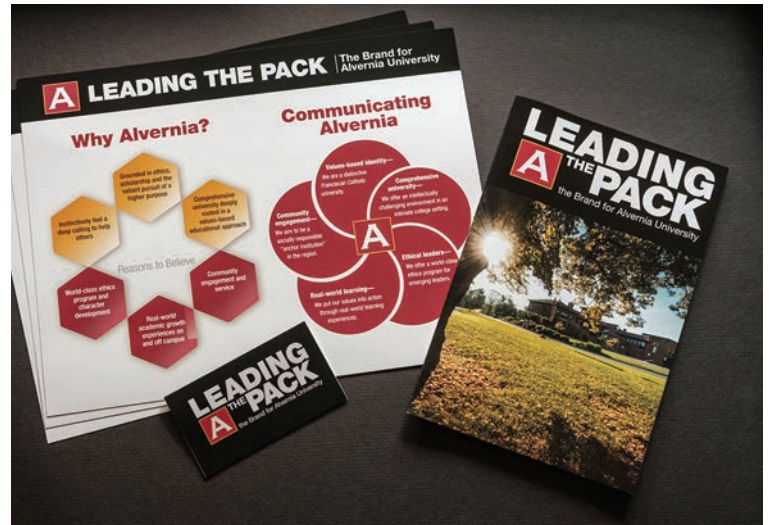
Alvernia's value proposition

- Alvernia is for purpose-driven people who instinctively feel a deep calling to help others and are determined to live lives of enduring impact.
- Alvernia is a dramatically different kind of learning environment, grounded in ethics, scholarship and the valiant pursuit of a higher purpose with uncompromising compassion.
- Alvernia is a comprehensive university that hones a values-based educational approach that challenges students to grow into successful, ethically courageous leaders for life.
- Alvernia is committed to:
 - a **world-class ethics program and character development**
 - **real-world academic growth experiences on and off campus on day one**
 - an unmatched record in creating **community engagement and service opportunities** that equip students to transform natural empathy into action with lasting change

Communicating Alvernia

- **Values-based identity (Values)**—we teach and live the enduring values of St. Francis. Guided by a mission to foster “knowledge joined with love,” our identity shapes a compassionate and inclusive worldview that we live in our campus community.
- **Comprehensive university (Success)**—we offer students a university experience in an intimate college setting. We are not just a small college. With more than 50 majors and degree programs, including liberal arts and professional programs, students of varying academic interests gain critical knowledge and skills. Outside of the classroom, our students participate in a range of campus and community organizations and NCAA D-III athletics.
- **Ethical leaders (Leadership)**—we offer a world-class ethics program for emerging leaders. We are committed to developing ethical leaders with moral courage. We provide a values-based education that builds good character with ethics embedded at every level of education.

- **Real-world learning (Experience)**—we put our values into action through service. We believe direct engagement with underserved communities is a vital part of learning. Students are required to complete service hours, with many completing hundreds of hours in order to graduate, contributing to more than 40,000 hours of student-driven community service every year. Through real-world learning experiences, 100% of students prepare for successful careers.
- **Community engagement (Community)**—Through the O’Pake Institute, Holleran Center and countless outreach initiatives, we aim to be a socially responsible “anchor institution” in the region. **A**





GLORY DAYS

Throughout the long and winding road as Alvernia's longest-serving president, President Tom Flynn has been a supportive presence at on-campus events and a compassionate leader in the community.









The Good Doctor:

Honoring the Life and Legacy of

Dr. Frank Franco

By Claire
Curry



May 25, 1925–February 3, 2019

"I think that Dr. Franco was interested in Catholic education because it is value-based, and he understood the need for that type of education in today's world." – Sister Charlene Dalrymple

When Dr. Frank A. Franco opened his medical practice in Reading in the late 1950s, he made house calls and accepted trays of lasagna and home-grown fruits and vegetables as payment from patients who couldn't afford medical care. This spirit of kindness was reflected throughout Dr. Franco's life and in his generosity to many schools and nonprofits including Alvernia University.

"Frank's pivotal place in Alvernia history is undeniable," said Alvernia President Tom Flynn. "He made the transformational gift to build our library three decades ago in 1988 at a time when a struggling tiny college needed benefactors and community leaders to launch it toward stability. His generosity and loyalty were rooted in his passionate belief in our Franciscan mission."

(continued)



The Dr. Frank A. Franco Library was the physician's first major gift in support of Alvernia and higher education.

"Dr. Franco often said 'a mind is a terrible thing to waste,'" recalled Sister Mary Dolorey Osowski, who was president of Alvernia College in the late 1980s and a close friend of the doctor. "Of all his gifts, it is the library that best defines him as a person, gentleman, benefactor and son of God."

Dr. Franco grew up in Reading, one of two sons of a barber and seamstress. He valued his own education—he attended Reading High School, Penn State University and Hahnemann Medical College (now Drexel University College of Medicine)—and believed that it opened the door to many opportunities in his life.

"That was his philosophy," said his son David P. Franco.



Statue of St. Francis is placed on the front facade of the Franco Library in 1988.

"That's why he supported education later in his life."

Dr. Franco also supported his country: he served in the U.S. Army in the European Theater during World War II. When the war ended, his unit was assigned to the occupation of Vienna, Austria, where he met his wife Paula. The two corresponded for a year, then Paula joined him back in the states. They were married for 64 years and had two children, David and Mary Jo Roberts, three grandchildren and six great-grandchildren.

Music was another passion of Dr. Franco's and part of the appeal of a business opportunity that brought FM radio to Berks County in the 1960s on the station WRFY which later became Y102.

"He put all the music on tape and he would basically program the radio station in the evening after his physician duties," said his son. "Back then it was called 'beautiful music'—mostly instrumental big band music to Sousa marches and some Viennese waltzes for my mom."

Dr. Franco later bought another radio station in Reading which aired top 40 tunes. While he earned a modest income as a family doctor, the eventual sale of the radio stations is what gave him the means to pursue an important goal: to help others and support Catholic education.

"I think that Dr. Franco was interested in Catholic education because it is value-based and he understood the need for that type of education in today's world," said Sister Charlene Dalrymple who taught at Alvernia and befriended Dr. Franco when he was her mother's physician.

Dr. Franco's legacy will be remembered through his many gifts to Alvernia as well as his dedicated service. Appointed trustee emeritus in 1996, he served as a trustee and vice chair of the board and in 1990, he was awarded the university's highest honor, the Franciscan Award.

Other institutions that benefited from Dr. Franco's generosity include Penn State where he funded the lab building at the Berks Campus; Albright College; Reading Area Community College; and Berks Catholic High School where he helped to fund the auditorium. He also donated to the Reading Symphony and wildlife groups.

Dr. Franco received many honors over the years including the RACC President's Award, an Honorary Doctorate of Humanities from Albright and The Lifetime Achievement Award from the Association of Fundraising Professionals.




In 2010, the then-retired doctor tragically lost his grandson who suffered from a brain tumor and passed away at 26. “That was really rough on my dad and all of us,” David Franco said. “One of the last couple of gifts he made was to Penn State’s Hershey Medical Center for cancer research in honor of our son.”

Playing the piano, keeping up on current affairs, reading and attending Penn State football games (he was a season ticket holder well into his 80s), were among his many interests.

“He was a brilliant guy and a lifelong learner,” said Jeff Smith ’86 who got to know Dr. Franco well over the years as his friend and financial advisor. “He was very humble,” Smith said, adding that he did so many deeds for others but did them quietly and never wanted recognition. “He felt blessed to be in a position to help others.”

Aside from making institutional gifts, Dr. Franco was responsible for funding the education of many students in the Reading area. “If I said he put 50 people through college, it would be an understatement,” Smith said.

Over nearly three decades, Dr. Franco supported every fundraising campaign at Alvernia and made his last gift just a week before he passed away. His planned gifts will help to continue making education affordable for future students at Alvernia University. 



Students study in the Bonaventure Reading Room inside Franco Library.



Peeking Behind the Scenes

by
Claire
Curry

To commemorate the February launch of *The Lego Movie 2: The Second Part*, General Motors unveiled a full-scale 2019 Chevy Silverado made of more than 330,000 Lego bricks at the Detroit Auto Show. The company also released an animated commercial featuring Lego characters Emmet and Lucy in a getaway chase in the new Silverado, which has a cameo spot in the movie.

A children's film and high-end truck seem an unlikely pairing, but the match was the result of a carefully planned partnership that GM brand marketing executive George Clement '94 negotiated with Warner Brothers.

Over the past two decades, the former Alvernia communications major has built a niche career in entertainment product licensing and collaborative promotional deals like this one.

"It's very much a partnership—a give and get on both sides," Clement said. "These partnerships build awareness and lift brands. That's the goal." And it is an increasingly challenging goal as brands compete for consumer attention in today's vast and ever-changing media landscape.

Five years ago, a colleague at GM offered Clement an opportunity to jump from the entertainment side of the business to the product side. He accepted and he and his wife Cerisse, a California native, left California for Michigan where they are now raising their two-year-old twins.

Clement credits his communications major, which was relatively new when he attended Alvernia—and the advertising and public relations concentration in particular—for giving him an option that called to him. "It gave me the kick start to lead me in this direction," he said.

After he graduated, Clement visited a relative in Los Angeles and decided to look for a job and relocate to the entertainment capital. Before long, he landed an entry-level position with The Bomb Entertainment that aired the *Power Rangers* show on Fox Kids. He later took a position at Sony Pictures in an international marketing role that allowed him to travel worldwide.

"Getting that experience and working with people from different cultures was a real eye opener and helped me a lot in my career," he said.

Clement, who grew up in Lancaster County,

"Getting that experience and working with people from different cultures was a real eye opener and helped me a lot in my career."

— George Clement '94

For the 2017 *Lego Batman Movie* debut, Clement negotiated a deal with the movie house resulting in a marketing campaign that included a life-size Bat Mobile. He also handled marketing partnerships with GM on the *Spider Man* and *Transformers* movies while he worked in marketing at Paramount Pictures.

"GM was getting a lot of visibility for their products," he explained. "They were helping to promote the *Transformers* movie with media, commercials and experiential activities," he added, referring to *Bumble Bee*, the movie's character that is a yellow Chevy Camaro with black stripes.

admits that he wasn't sure how he would use his communications degree at first, but that he always had an interest in movies, music—and cars. In fact, 12 years ago—well before he worked for GM—he indulged a youthful fantasy of owning a Chevrolet Camaro IROC-Z and bid on one in an eBay auction, which he won.

Considering that he's spent a good part of his professional life with Chevy vehicles like the *Transformers'* *Bumble Bee* and the Silverado, he joked, "I guess it was destiny that I was going to work for General Motors." [A](#)

Embracing the Detour



by Susan Shelly

The story of how the Bernardine Franciscan Sisters of the Third Order of St. Francis came to settle in Reading, Pennsylvania, begins with an interrupted train journey that left two sisters stranded in the railroad station of an unfamiliar town.

Amid a downpour with darkness approaching, the sisters, who had left a meeting with the bishop of the Diocese of Harrisburg and were traveling back to Northumberland County where they were teachers, sought shelter at a nearby Polish Church of Saint Mary on South 12th Street in Reading.

The priest, Rev. Adalbert Malusecki, welcomed them and, after hearing their story, invited them to stay and teach the children of his parish.

“There was some storm or something, and the train stopped in Reading, and they had to spend the night,” said Sister Rose Colette Rowe, archivist for the Bernardine

The stranded sisters had traveled to Harrisburg to discuss their plight and were returning to Mount Carmel when the train stopped in Reading.

A century and a quarter later, the Bernardine Sisters remain headquartered in Reading, serving that community as well as others in the United States, Brazil, the Dominican Republic, Puerto Rico, Liberia and Mozambique.

“It is a blessing to be immersed in the whole history of what has happened here,” said Sister Marilisa da Silva, congregational minister of the Bernardine Sisters who also serves on Alvernia University’s board of trustees.

Once settled in Reading, the Bernardine Franciscans began caring for orphans, in addition to teaching. To accommodate their growing numbers, Sister Veronica, who became known as Mother Veronica, purchased Ridgewood, an estate located three miles south of Reading. As the community flourished, space became an issue.

Soon a generous donor offered Mother Veronica a 10-acre piece of farmland near the center of Reading, and a new Motherhouse was built on what is known as Mount Alvernia.

The Order multiplied, and to accommodate the educational needs of the orphans they cared for, the sisters established a grade school, followed by a high school and finally in 1958, Alvernia College was founded as a liberal arts school.

“It has been a real journey,” said Sister Rose Colette. “We’ve seen an awful lot of changes in 125 years.”

The Bernardine Franciscan Sisters are observing their anniversary year with special services and events, with a closing Mass, presided by Bishop of the Diocese of Allentown Most Reverend Alfred A. Schlert, set for Oct. 19 at the Motherhouse in Reading.

Sister Marilisa, who will finish her second term as congregational minister in July 2021, said the Order is acutely aware of the significance of the anniversary.

“For 125 years we have been working to build relationships and promote justice,” she said. “We will observe that time by honoring the past, celebrating the present and continuing to plan for our future.”

So, while the interrupted train journey may have seemed unfortunate at the time, in retrospect, it seems it was part of God’s bigger plan for the Bernardine Franciscan Sisters and the many people who have benefited from their presence and the ministries they’ve provided. **A**

“For 125 years we have been working to build relationships and promote justice.”

— Sister Marilisa



Franciscan Sisters. “They went to St. Mary’s parish and ended up staying there for a while.”

The 125-year journey of the Bernardine Franciscan Sisters in Reading began when, in 1894, a convent in the small village in south-central Poland received a request from a parish priest who desperately needed teachers to instruct the children of Polish immigrants who had settled in Mount Carmel, a small town located in the anthracite coal region of Pennsylvania.

Sister Veronica Grzedowska, who is considered the foundress of the Bernardine Franciscan Order in America, was assigned with three other sisters and a novice to relocate from Poland and serve as teachers.

The sisters boarded a ship and, on Oct. 16, arrived in New York City, from where they traveled to Mount Carmel to begin their teaching duties. After a year, their situation deteriorated as the sisters felt some of their assigned duties were contrary to their religious order’s “rule.”

Alvernia Board Chair Helps Establish Kitchen to Feed Hungry Israelis

By Susan Shelly



Despite the fact that Israel's economy is advanced and many of its citizens enjoy a high standard of living, the country's Central Bureau of Statistics reports that 800,000 Israeli children live in poverty, and two out of every five children experience hunger.

Of about 131,000 "single parent" families, nearly one-third live below the poverty line.

Michael Fromm, chair of Alvernia University's board of trustees, saw evidence of this poverty, attributed to significant wage inequality and high immigration rates from under-developed countries, during a week-long service trip to Israel in 2003. He also witnessed amazing work by nonprofits serving those in need.

Fromm, who grew up in Reading in a Jewish household that stressed a core value of "Tikkun Olam," which in Hebrew means "repairing the world," was assigned for the week to Meir Panim, a nonprofit that provides food, grocery cards, job training and other services to impoverished residents of Israel.

After observing the work the agency was doing, he committed to help.

"I was impressed with its strategy for delivering relief services in a way that preserved the dignity of the recipients," said Fromm, who is CEO of Fromm Electric Supply Corp. in Reading.

Instead of soup kitchens, Meir Panim operates free



restaurants, where patrons are provided meals by volunteer servers in a comfortable setting. Clients who do not live close enough to a Meir Panim restaurant get pre-paid grocery cards, enabling them to shop for food wherever they choose.

The organization also provides school lunches to elementary children, assuring that everyone has the same meal, and delivers meals to elderly residents.

Last year, Meir Panim served 490,000 hot meals in its restaurants, delivered 190,000 meals to homebound and elderly residents and provided 110,000 hot lunches for children.

Recognizing that food insecurity in Israel was



largely underreported to the American Jewish philanthropic community in the early 2000s, Fromm decided to spread the word. And, he did more than spread the word.

He established American Friends of Meir Panim, a nonprofit that worked to raise money in the U.S. in support of Meir Panim's work in Israel. At its core was the pledge to help the needy with dignity and respect.

That pledge, Fromm said, is squarely aligned with Judeo-Christian values.

"Treating people with respect, inclusivity and dignity is right in line with Alvernia's Franciscan mission," Fromm said.

Since American Friends of Meir Panim was founded, it has raised tens of millions of dollars to feed Israel's hungry. Among donors to the organization is the Jewish Federation of Reading, a group led by William D. Franklin, president.

Franklin praised the efforts of the nonprofit organization, saying its influence is widely felt.

"The work of Meir Panim is important to the Jews of Reading and Berks County, and the Jewish Federation is happy to support the cause," Franklin said. "We applaud Fromm's work of Tikkun Olam."

Looking to expand its impact, in 2013 Meir Panim began renovating an old textile warehouse in Kiryat Gat, an economically depressed city in the south of Israel, to serve as a central kitchen to supply all of its food relief programs. The organization, however, worried that operating costs of the facility would hamper its ability to feed the hungry.

In a move Fromm describes as "very lucky," during the several-years-long renovation process, Meir Panim became aware of a large institutional catering firm in Israel that needed additional food production space to accommodate new business contracts within Israel's growing technology sector.

The company, Shevet Achim, agreed to lease the production facility, thereby completely neutralizing Meir Panim's occupancy costs and making the operation financially self-sustaining.



"Treating people with respect, inclusivity and dignity is right in line with Alvernia's Franciscan mission."

— Michael Fromm

In addition, Shevet Achim will produce meals for Meir Panim at a lower cost than the relief organization had been paying and will hire new immigrants who live nearby to work in the plant.

Fromm traveled back and forth to Israel numerous times during the construction and deal negotiation stages to bring the project to completion. It's estimated that the facility, which is set to open this spring, will produce 30,000 hot meals a day for those in need.



“What seemed like a problem turned into a win-win-win-win situation,” Fromm said. Everyone—the nonprofit, the caterer, the nearby residents who get jobs and needy Israelis across the country—will benefit from the arrangement.

“It’s a great example of a public/private partnership that works out well for everybody,” he said.

Fromm also related the Meir Panim experience to Alvernia’s commitment to “forming ethical leaders with moral courage to do well and do good.”

Doing well, he said, provides opportunities for doing good, building community and transforming the world—goals at the core of Alvernia’s mission. [A](#)



Triumph Through Service

by Anne Heck



Danielle Green-Alston '14, raised in the Overbrook neighborhood of Philadelphia, experienced a household marred by addiction and domestic violence.

During her childhood, her stepfather was emotionally and physically abusive to her mother. During those trying times, she sought comfort in members of her extended family who provided a good example of hardworking, college-educated and spiritual people. These early experiences prepared her for a rollercoaster of struggles and triumphs.

provides difficulties, they can get through anything with determination.”

After earning an undergraduate degree, Green-Alston was told by an Office of Vocational Rehabilitation counselor that she did not possess the ability to continue with a higher degree. Thankfully, professionals who worked with her saw something different.

One of these individuals was Dana Baker, director of Alvernia's Philadelphia Center. Baker understands the type of support that adult learners, like Green-Alston, need

“After all of that, I like to think that I did not choose Alvernia, but that Alvernia chose me, and I am grateful for having been chosen to be taught by outstanding leaders and experts in the field of counseling.”

—Danielle Green-Alston

“It is because of having survived these struggles that I later realized that my parents had the greatest influence on the direction my life would take,” said Green-Alston. It set her on a path to the “helping professions,” ultimately guiding her to pursue counseling as her choice of vocation. “I was compelled with gratitude to give back by helping others make healthier choices for their lives, even when hope appeared lost.”

Life threw another challenge at Green-Alston when, at age 32, she survived a traumatic brain injury that left her in a debilitated state.

Despite struggling with cognitive issues and diminished vision caused by her brain injury, Green-Alston stayed focused on developing a career of helping others and began her studies at Alvernia. She conquered her challenges and graduated summa cum laude from Alvernia in 2014 with a Bachelor of Arts in Behavioral Health.

Throughout her Alvernia journey, Green-Alston continued to provide support and nurturing to her husband and two children, as well as her mother who has now been in recovery for over a decade. Her daughter, Mariah, now age 8, has Down syndrome and needed multiple surgeries at birth to sustain her life. Mariah has also been a source of inspiration in her mother's career.

“Mariah's existence helped inspire my decision to help those in need. The goal is to be a better role model for my kids by letting them see that even if life


in their educational pursuits and helped convince her to return to Alvernia to continue her education.

“Danielle has always approached her education with such commitment and determination,” said Baker. “I have seen her through the bachelor's degree and then the master's program in clinical counseling. The dedication to her studies, coming in early, working in the computer lab on papers and presentations outline her future success.”

Green-Alston remembers Baker's caring and encouragement to continue her education.

“On one occasion, my daughter's nurse was not available to care for her, and I had to bring her to class last minute. I was scheduled for a mock counseling interview that was part of my final exam. Dana stepped in without being asked. This act of kindness was greatly appreciated and was just one of many ways she has helped to support my educational goals.”

Green-Alston currently serves special needs children as a therapeutic staff support specialist for Resources for Human Development and as a psych tech for Fairmount Behavioral Health Systems. As a member of the Master of Arts in Clinical Counseling Class of 2019, she continues to prove that life's difficulties are not limitations.

“After all of that, I like to think that I did not choose Alvernia, but that Alvernia chose me, and I am grateful for having been chosen to be taught by outstanding leaders and experts in the field of counseling.” 



Drafting a Career

by Ambre Juryea-Amole



"I love being challenged. You learn more when you leave your comfort zone."

— Lauren Callueng



Lauren Callueng navigates noisy sidewalks to meet with the CEO of a multimillion dollar corporation. With the latest economic reports and unique financial solutions in hand, she aims to build relationships and equip businesses to succeed financially. As her mentor secures a meeting and discusses the value of banking with Wells Fargo, Callueng leans in to absorb the experience.

Callueng lives for these high-stakes moments in corporate finance that she experienced in her recent internship with Wells Fargo. "I love being challenged. You learn more when you leave your comfort zone," said Callueng, a Class of 2019 finance and management major.

Excelling, not just living, outside of her comfort zone is why Callueng will depart for six months of training in North Carolina through the Financial Analyst Program with Wells Fargo following her time at Alvernia.

However, Callueng's college journey began more comfortably. She and identical twin sister Liza, a nursing major, enrolled at Alvernia so they could room together and be teammates on the Alvernia Spirit and Track and Field Teams. The twins' paths diverged as they progressed in their programs of study.

Leaving the comfortable twin-life in her junior year, Callueng headed to Washington, D.C., for a semester to intern with a division under the U.S. Department of Commerce. "I didn't know anyone in D.C., and it was the first time I was on my own without my sister."

To dive deeper into the experience, Callueng immersed herself in federal government budgeting. "I had to learn quickly how the government budgeting system works because it's different from the GAAP methods we learned about in class."

While she was grateful for the experience in Washington, she was hungry to explore career avenues. So, Callueng spoke to her faculty adviser, Alvernia Associate Professor Scott Ballantyne, who helped her determine the next step.

Callueng's conversation with Ballantyne led her to seek opportunities in the banking industry. She applied for a financial analyst internship with Wells Fargo Bank, and she was quickly hired.


"Lauren is a great example of a high-performing student who needed help determining a long-term strategy. The minute she figured out her plan, she executed it — exactly the way she learned in management classes," said Ballantyne.

Callueng seized opportunities through the Wells Fargo internship by shadowing most positions at the Reading, Pennsylvania, commercial banking office. She even attended business development and high-profile client meetings with sophisticated companies generating \$1 billion in revenue.

Callueng's real-world learning experience ignited her passion for banking, which made accepting a job offer from Wells Fargo easy.

The Wells Fargo Financial Analyst Program, a three-year training program, moves Callueng closer to her ultimate goal, which is to work in a leadership role as CEO or president. Humility will always guide how she approaches her management style.

"I want to be the leader people need. I want people to feel comfortable coming to me rather than feeling intimidated. I want to be able to explain that hard work pays off."

Being a leader often means living outside of a comfort zone so it's a good thing she's been excelling outside of hers. 

ALVERNIA AND RACC EXPAND PARTNERSHIP

Alvernia and Reading Area Community College (RACC) expand their dual admission partnership to include full-tuition scholarships for qualified RACC graduates through a special Reading Collegiate Scholars Program, modeled after Alvernia's highly successful program aimed at the city's high school students.

"Alvernia has benefited from a longstanding relationship with RACC for decades as many of their students have successfully transferred to our university to complete four-year degrees," said President Tom Flynn.

The Reading Collegiate Scholars Program will include two new full-tuition scholarships annually for qualified RACC graduates beginning fall 2019. In addition, scholarship support will be expanded for all RACC graduates who transfer to Alvernia and meet academic and service criteria.

The Reading Collegiate Scholars Program enrolls underserved but capable students from the City of Reading and provides support, incentives and financial aid designed to ensure students successfully complete a college education. Started in 2014, the first group has a 100 percent college graduation rate. The program is supported primarily by private donors, local businesses and foundations and university funding.

COMMUNITY EFFORTS EARN ALVERNIA LOCAL AWARD

Conducting over 90,000 hours of annual community service and other community-based programs in the Reading and greater Berks County community has earned Alvernia University the BCTV Community Building Company Award.

Alvernia students contribute more than 40,000 hours of service to the community through a combination of days of service events and specialized programs such as the South Reading Youth Initiative. An additional 50,000 hours of service is performed by volunteers in Alvernia's Foster Grandparent program.

On Campus

Over 700 students graduate at spring ceremony

More than 700 students earned associate, bachelor's, master's and doctoral degrees from Alvernia in May.

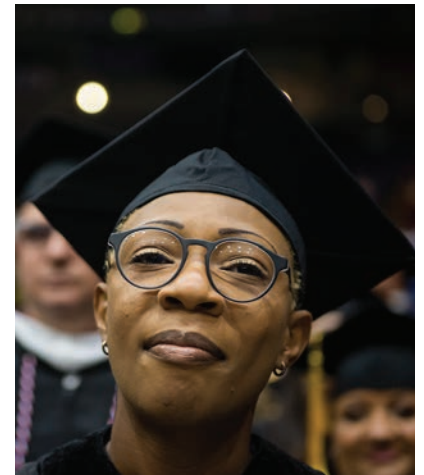
For the first time a cohort of young alumni were honored with the inaugural Four Under Forty Award for their notable career success, ongoing community service efforts and support of the advancement of Alvernia (see more on page 47).

Benjamin Koons offered student remarks, and several members of the Class of 1969 were recognized for their 50th anniversary at the institution's 58th commencement ceremony at Santander Arena.

Sr. Margaret Carney, OSF, STD, an Alvernia trustee emerita and internationally

recognized trailblazer in Franciscan scholarship and education, and George J. Vogel, Jr., longtime Alvernia professor and addiction studies pioneer, became official members of the Class of 2019 as the two honorary degree recipients.

Alvernia University's longest-serving president Tom Flynn delivered the commencement address. Flynn offered moments of reflection and applause for Alvernia faculty and the supporting family members and friends in attendance. He concluded by encouraging students, as he's done on so many occasions, to "do well and do good."



NEWMAN CIVIC FELLOW

For her collaborative social change efforts in the City of Reading community, Alvernia University junior elementary education major Victoria Cerulli has earned national recognition as a 2019 Newman Civic Fellow by Campus Compact.

Cerulli served as the longtime president of the Circle K Club and oversaw the growth of membership and impactful community event offerings by the campus organization, which associates with Kiwanis International, a global community of clubs, members and partners dedicated to improving the lives of children. In addition, she is recognized among the most committed participants in Alvernia's elementary outreach program with the Reading School District through the South Reading Youth Initiative, which promotes continued education, mentoring and support for healthy choices in children who live or go to school in the South Reading area.

"Victoria has demonstrated substantial leadership abilities during her time at Alvernia, managing a wide variety of community engagement activities with other students," said President Flynn. "She is an inspiring young woman with exceptional ability in community engagement and a notable ability to seek long-term solutions for civic issues."

NEW MEMBERS JOIN ALVERNIA'S BOARD

Recently retired East Penn CEO Dan Langdon continues the tradition of prominent civic leaders serving as members of the Alvernia board of trustees. Two loyal alumni also have been approved for board membership—Meggan Kerber '96 '01 and Steve Koons '05. A third alumus, Steve Keiser '80, has been approved as trustee emeritus.

In fall 2018, the Alvernia community grieved the losses of two dear trustees and longtime supporters of Alvernia, Cindy Boscov and Carl Herbein. Both of their spouses, emeritus trustees Jim Boscov and Kathy Herbein, graciously agreed to serve the remaining time on Cindy's and Carl's terms. Jim and Kathy each have significant experience on trustee boards and are previous Alvernia board chairs.

\$1.8 million raised for endowed fund

Flynn gala supports scholarships for Reading High students

About 800 people gathered at the Double-Tree by Hilton Hotel in downtown Reading for the Salute to Tom Flynn gala, celebrating his legacy of leadership and recognizing the phenomenal transformation of Alvernia during his 14-year tenure. A blend of business and community leaders as well as faculty, staff and students assembled to support one of Flynn's signature achievements—Reading Collegiate Scholars Program. Funds raised through the gala, \$1,877,735, will support the program in perpetuity, doubling the number of endowed scholarships from five to 10 out of 40.

"Alvernia's Reading Collegiate Scholars Program is a core civic commitment, one reflecting and, indeed, defining our Franciscan mission," said Flynn during the gala. "An investment in these students offers the best return possible, both for them and for our community. And, for those of us invested deeply in this program, there is a personal return that cannot be adequately put into words."

Launched in 2014 to improve retention and graduation rates in the community, particularly Reading High School, the Reading Collegiate Scholars Program offers college-readiness activities to hundreds of high school students annually, preparing them to attend the college of their choice. The program also provides 10 full-tuition scholarships for Reading High students to attend Alvernia for four years. The first college cohort, which graduated in 2018, boasts a 100% graduation rate.



"It is extremely important that everyone who has supported this program truly know that they are making a difference not only to the scholarship recipients, but in every life that recipient touches," said Syanas-hailyn Ortega, 2018 graduate of the first cohort.

One of the highlights during the evening was Daniel Flynn, Tom Flynn's son, speaking from the stage to his father about the impact of the program. "I think this event is a good microcosm of much of what you've accomplished at Alvernia. The focus is as much on the Reading College Scholars as on you—even more so. You've amplified their voices and experiences tonight, which helps the rest of us to better understand why this program is so important and so transformational."

The gala, chaired by Kathleen D. Herbein, who also is an Alvernia trustee emerita, brought together leaders from various sectors of the Reading community to honor Flynn's contributions and Alvernia's transformation. "The journey has been a grand and exciting adventure for all who have enjoyed the ride. Along the way, challenges were overcome, successes celebrated and lasting friendships formed," said Herbein as she thanked the Reading community for their support.

Through proceeds raised from the Salute to Tom Flynn gala, the Reading Collegiate Scholars Program will be supported by an endowed fund, ensuring its sustainability for generations to come.



On Campus

NEW ACADEMIC PROGRAMS START FALL 2019

Alvernia adds four new academic programs at the undergraduate and graduate levels for the 2019-20 academic year.

To address the changing landscape of computer and information science, Alvernia's new undergraduate computer science program features specialized tracks in data science and cybersecurity. In addition, the newly formed digital media marketing major combines business, communication and graphic design, providing students with the knowledge and skillset to develop marketing campaigns from strategic planning stages to design and distribution through digital channels.

At the graduate level, Alvernia continues as a pioneer in the mental health and addictions fields by adding a Master of Social Work (MSW) program. A five-year Master of Athletic Training (MSAT) track has been added for those working through the Bachelor of Science in Athletic Training program.

ALVERNIA ANNOUNCES FACULTY PROMOTIONS

The Board of Trustees Educational Affairs Committee has approved the promotion to associate professor for Josh Hayes (Philosophy) and the promotion to full professor status for Nathan Thomas (Theatre) and Di You (Psychology) following the usual faculty and administrative review process.

Long-time education professor Ellen Engler was awarded emerita status for her distinguished contribution to academia and Alvernia.

Bidding farewell to Interim Provost Jerry Greiner



Jerry Greiner, who has led Alvernia's academic affairs division for more than 18 months, steps down June 30, leaving behind a bevy of admiration, appreciation and respect from many colleagues. The former provost of Hamline University and emeritus president of Arcadia University accomplished a great deal in a very short time. Faculty share heartfelt thanks for his leadership and support during a critical time in the university's growth and transition.



Jerry's experience in higher education proved invaluable during his service as interim provost. I leaned into his breadth and depth of knowledge and admired his candid and transparent approach to communication. I feel blessed to have had the opportunity to work with Jerry—he is one of the good ones!

Travis A. Berger, PhD

Faculty Council President

Assistant Professor of Business and Leadership Studies



It's been a privilege to work with Jerry. He encouraged those around him to take risks and stretch out their wings. Jerry used the interim role to initiate change as well as close loops. He provided a safety-net and source of knowledge while guiding the academic organization through new ideas and opportunities. I am grateful to Jerry for embracing us and giving enormous time and talent during our time of transition.

Karen S. Thacker, PhD, RN

Dean, College of Professional Programs



Jerry Greiner has been a very able and convivial partner to faculty. He has contributed so much to the school in a short time. In particular, I'm personally thankful for his sage advice and presence in our search for a new provost.

Nathan Thomas, PhD

Associate Professor and Director of Theatre

Department of Fine and Performing Arts



Dr. Greiner recognized and supported the unique needs of the Alvernia adult students in all of our doctoral, master and bachelor programs, and at all locations. The staff and faculty in the School of Graduate and Adult Education thank you for your service and will miss your kind spirit.

Daria LaTorre
Dean, School of Graduate & Adult Education



In a short amount of time, Jerry has made a significant impact on academic affairs at Alvernia. He quickly earned the reputation as a great listener and efficient problem-solver, demonstrated in his ability to get things done. On a personal note, I am grateful for Jerry's wisdom and support, which I carry with me as I begin my new position as provost and vice president for academic affairs at the University of St. Francis.

Beth K. Roth, PhD
Dean, College of Arts and Sciences



As a faculty officer, it has been my great pleasure to work with Jerry on issues of faculty concern this past year. Jerry is a clear thinker; a decisive, fair and flexible administrator; and, best of all he accomplishes all of that with compassion and a great sense of humor!

Mary Ellen Wells, JD, LLM
Associate Professor of Business



Hiring a best friend as one of your vice presidents is not what human resources professionals would dub a "best practice." But I knew having Jerry serve as interim provost would work because of how well we relate and how decent and skilled he is. I knew he would be welcomed by faculty and administrative colleagues alike. But I did not foresee that he would be embraced so enthusiastically, make an exceptional impact in such a brief time and position Alvernia so successfully for the arrival of our talented new provost, Dr. Glynis Fitzgerald. He has brought out the best in our deans and faculty, and together they forged a superb partnership. I am delighted that Jerry ends his career so happily at Alvernia, and I cannot put into words what it has meant to have him with me during my final two years as president.

Tom Flynn, PhD
Alvernia president



NEW CHIEF ACADEMIC OFFICER BEGINS JULY 1

Alvernia appoints Glynis Fitzgerald as the new provost responsible for serving as chief academic officer overseeing the College of Arts and Sciences, College of Professional Programs, School of Graduate and Adult Education and several other important administrative areas. Fitzgerald, who serves as associate vice president of Academic Affairs and dean of the School of Graduate Studies at Central Connecticut State University, succeeds Interim Provost Jerry Greiner.

Bringing more than 20 years of higher education experience to Alvernia, Fitzgerald has expertise in undergraduate and graduate program development, expansion of online learning options, and community and corporate partnerships. As a seasoned faculty member, she rose through the ranks to full professor in the department of communication at Central Connecticut State where she also served as department chair.

She earned a doctoral degree in organizational/interpersonal communication and a master's in organizational communication from SUNY Buffalo and a bachelor's degree in speech communication from Edinboro University of Pennsylvania.

On Campus

ZEPHYRUS RECEIVES NATIONAL HONOR

Alvernia's chapter of Sigma Tau Delta is recipient of the international English honor society's Outstanding Literary Arts Journal Award for literary journal "Zephyrus."

The second place honor included a \$250 prize that was presented during their trip to St. Louis, Missouri, for the 2019 Sigma Tau Delta International Convention, where they also presented a panel titled "Monstrous Progeny: Creation and Control."

The 2017-2018 edition of the "Zephyrus" is the first edition of the journal to be recognized by the prestigious international society.

LEADERSHIP BERKS JOINS GRCA

Leadership Berks, the premier professional development program for community leaders moves under the auspices of the Greater Reading Chamber Alliance (GRCA) in a new co-branded initiative with the university. Under the GRCA umbrella and in partnership with Alvernia, Leadership Berks leverages the chamber's extensive network, professional development resources and cadre of business leaders and Alvernia faculty.

Alvernia's 10-year stewardship of Leadership Berks has enhanced the talents and experiences of hundreds of emerging leaders during the past decade to build stronger, better Berks County communities. Repositioning this signature program under the GRCA strengthens the partnership and expands educational benefits to participants in the program.

Through the new arrangement commencing with the Leadership Berks Class of 2019, participants who successfully complete the program will earn three college credits in leadership studies that can be applied toward an undergraduate or graduate degree program. Participants receive a 20 percent tuition discount to be applied toward a master's degree program at Alvernia.

Flynn shares gratitude through community event series

To express his gratitude to the Alvernia, Reading and greater Berks County communities for their contributions to the institution during his tenure, President Flynn organized a three-day community event series in April.

"Careful planning and hard work by good colleagues enabled me to celebrate and express my appreciation to the many who have helped Alvernia emerge and thrive as a regional, comprehensive, Franciscan university rooted in the traditions of the liberal arts and Catholic higher education," said Flynn. "These events are my way to honor our devoted foundresses, the Bernardine Franciscan Sisters, our fine faculty and staff, our interfaith brothers and sisters, and many others in this wonderful community."

In tribute to the Bernardine Franciscan Sisters, the Founders Day Lecture featured remarks from renowned Franciscan scholar and leader, Sr. Margaret Carney, OSF, STD. Her presentation, "Pope Francis and the Inclusive Catholic University," explored the framework for understanding how Alvernia's distinctive Franciscan mission continues to evolve.

An Achievement and Excellence Symposium was held in Francis Hall to highlight the fine work of Alvernia's faculty. A vast array of faculty scholarship

was showcased through short lectures, poster board discussions and performing arts productions.

The "Alvernia in the Arts" event in the Francis Hall Theatre provided a memorable thank-you to trustees and other generous donors with a night of traditional Irish music performed by County Clare, Ireland, natives, and personal friends of the Flynns, Blackie O'Connell and Cyril O'Donoghue.

As a nod to Alvernia's inclusive mission and commitment to interfaith fellowship and dialogue, an energetic community-wide interfaith prayer and fellowship service was held. The service featured prayers and musical performances from religious leaders of varying faiths, including the Christian, Jewish and Muslim communities and concluded with a blessing of the Flynns from members of the interfaith community.

Flynn also delivered several year-end events at Cedar Hill that recognized senior student leaders and donors to the senior gift campaign, alumni award winners, retired faculty and staff, the campus-wide management team and the catering crew. An all-university picnic in mid-May, which featured preview tours of the PLEX, capped the gratitude celebrations.



Renowned Franciscan scholar and leader Sr. Carney speaks at the Founders Day Lecture.



Dr. Flynn shares a moment with Sr. Carney.



WELLS EARNS FULBRIGHT FELLOWSHIP

Alvernia doctoral student Abby Wells has been awarded the United States-Israel Educational Foundation Fulbright Postdoctoral Research Fellowship.

The fellowship allows Wells to travel to Haifa, Israel, where she will research leadership and the religious culture of claimsmaking in Jewish history at the University of Haifa's department of sociology for 20 months beginning in August 2019.

"It is truly an honor to represent Alvernia University as a Fulbright scholar," said Wells. "Likewise, I believe this award is a testament to the outcomes and growing importance of Alvernia's interdisciplinary leadership community."

Wells is the first Alvernia University doctoral candidate to earn the Fulbright Postdoctoral Research Fellowship.

"This is a tremendous honor awarded to a very deserving emerging scholar," said Tufan Tiglioglu, director of Alvernia's PhD in leadership program. "Abby is an example of the type of leader Alvernia develops and will do a tremendous job representing the university and the country."

As a scholar-practitioner, Wells is currently working on a book project that examines the conceptual dimensions and boundaries of divinity in narrative leadership text. She is also the founder of an unaffiliated synagogue in Ann Arbor, Michigan.



Dr. and Mrs. Flynn enjoy a quick chat with Cyril O'Donoghue and Blackie O'Connell before the concert.



Director of Campus Ministry Julianne Wallace leads the Interfaith Service procession.



Doxa Gospel Choir performs "Total Praise."



Rabbi Brian Michelson blows the Shofar.

On Campus

Residence halls honor Ehlermans and Hollerans



Alvernia University honored two prominent local couples, Judy and Mike Ehlerman and Carolyn and Jerry Holleran for their loyalty and exceptional service to Alvernia by unveiling their names on the two remaining unnamed residence halls.

"The Hollerans and the Ehlermans are among Alvernia's most passionate advocates," said President Flynn. "In addition to their generous support, their leadership as distinguished trustees and their public advocacy of Alvernia have helped raise the university's stature in Reading and Berks County. Our current trustees and

all at Alvernia are pleased and proud that current and future students will forever know Judy and Mike Ehlerman and Carolyn and Jerry Holleran as lay founders of Alvernia."

All current residence halls are now named. The buildings are part of Alvernia's Founders Village, a series of residence halls constructed between 2009 and 2012 as part of the campus master plan to expand residential capacity for 1,000 students. The first two buildings were named in 2011 for Alvernia Foundresses Sr. Zygmunta and Sr. Pacelli.



New Columbarium offers spiritual setting

The consecrated Alvernia Memorial Prayer Garden and Columbarium welcomes family members of all denominations to be interred in a tranquil, spiritual setting on campus.

Recently, the Vatican approved cremation as an appropriate direction for families mourning the loss of a loved one and recommends the final resting place for these ashes be a sacred place such as a columbarium.

Located down the hill from historic Francis Hall, and near St. Joseph Villa, the Alvernia Columbarium provides a limited number of economical and environmentally friendly niches to help family members eternally rest in peace. Each niche holds up to two urns.

For more information, please contact Thomas Minick in the Department of Institutional Advancement at Thomas.Minick@Alvernia.edu or 610-790-2862.



Periscope

Alvernia's faculty making a difference

John Lichtenwalner, PhD, MSW

Director of Social Work Program

Ohenewwa White, MSW

Instructor of Social Work

Lichtenwalner and White co-presented their research "Making advocacy real: How to create a community conference with BSW students" at the annual Baccalaureate of Social Work Program Directors Conference in Atlanta. White serves as board secretary for the Germantown Life Enrichment Center and is a member of the Philadelphia Connections Advisory Committee and Workforce for Behavioral Health in PA Taskforce. Lichtenwalner serves on the Advisory Board for Abilities in Motion and is recognized by the Council on Social Work Education as a certified site visitor.

Leticia Egea-Hinton, MSW

Instructor of Social Work

Longtime social work adjunct faculty member at the Alvernia Philadelphia Center, Egea-Hinton is completing her first year as a member of the Philadelphia Board of Education. Appointed to the board by Philadelphia Mayor Jim Kenney in April 2018, she has specialized in homeless services for 28 years, having served as the director of the Office of Emergency Shelter and Services and director of the Office of Supportive Housing.



Robyne Eisenhauer, DNP

Nursing Professional Specialist

Eisenhauer traveled to San Antonio, Texas, for the International Meeting on Healthcare Simulation (IMSH) to present her recently completed dissertation: "Increasing Confidence Levels and CPR Effectiveness of Nurses during the First Four Minutes of Cardiac Arrest: A Pilot Project Using In Situ Simulation at a Veterans Administration Medical Center."



Elena Lawrick, PhD

Associate Professor of Education

Lawrick served as a conference proposal reviewer for TESOL 2019 International Convention & English Language Expo, the largest global professional conference for English teaching professionals and researchers.



Travis A. Berger, PhD

Assistant Professor of Business

Berger was awarded the contract for facilitating formulation, implementation and evaluation of the strategic plan for the Pennsylvania Department of Labor and Industry, the fifth-largest department in the Commonwealth of Pennsylvania. Berger will work directly with Department of Labor and Industry Secretary Jerry Oleksiak.



Tufan Tiglioglu, PhD

Director of Leadership PhD Program

Tiglioglu serves as the president-designate of the Pennsylvania Economic Association, a professional group of economists and allied social scientists in Pennsylvania and neighboring states. At the association's last annual meeting in Altoona, Tiglioglu served as a session chair.

Bongrae Seok, PhD

Chair of the Leadership Studies Department and Humanities/Philosophy

Seok serves as president of the Association of Chinese Philosophers in America, a nonprofit, academic organization in philosophy and the humanities. The association promotes scholarly work in and on Chinese philosophy by people anywhere in the world and the philosophical activities of Chinese academics living and working in North America.

Alison Foura, MSOT

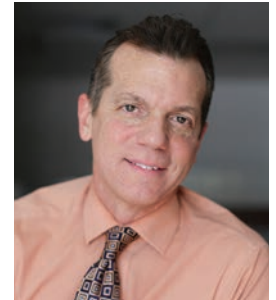
Instructor of Occupational Therapy

Foura added experiential course content in her Occupational Therapy Process graduate course through collaboration with ManorCare West Reading. Her students spent three lecture sessions working with elderly residents to provide individualized care plans at the skilled nursing care facility.

Judith Schrepfer, DHS

Instructor of Occupational Therapy

Schrepfer earned a Doctorate in Health Services from the Massachusetts College of Pharmacy and Health Sciences after successfully defending her dissertation "Does Occupational therapy intervention have an impact on the level of leisure and social participation in community-dwelling older adults who have low vision."



Christopher H. Wise, DPT

Doctor of Physical Therapy Program Director

Wise attended the Pennsylvania Physical Therapy Association Annual Conference in Valley Forge, Pennsylvania, where he gave a peer-reviewed presentation "The Intrarater Reliability of Rehabilitation Ultrasound Imaging Measurements of the Sacral Multifidus in Healthy Subjects: A Pilot Study" and was invited to share his presentation "Innovative Strategies for the Management of Low Back Pain: From Manual Therapy to Neuromuscular Control."

Tracy Scheirer, PhD, MSN, CMSRN, CNE, RN

Instructor of Nursing

Scheirer completed a Doctor of Philosophy in nursing at Widener University in May after successfully defending her dissertation that previously earned a national nursing research grant.

1970s

Dominic Murgido '79 delivered a speech, "Picking up the Pieces: Grieving, Forgiveness and Survival after the Sudden Death of a Spouse," at a Circle of Life Coalition meeting at the McGlinn Conference Center in Reading.

1990s

Gregory A. Header '97 who owns three companies and holds over 30 patents, was inducted into Conrad Weiser High School's Distinguished Alumni Program.

2000s

Kevin DeAcosta '00 was featured in Reading Eagle's Business Weekly Profile 2019 series as the president and CEO of The Highlands of Wyomissing, which is in the process of constructing a state-of-the-art memory support neighborhood.

Roberto Sanchez, Jr. '01 was named Diversity Outreach Coordinator for the Reading Fightin Phils.

2010s

Audrey L. (Hoffman) Krupiak '09 M'10 and husband Stephen welcomed baby Colton into the world Jan. 3, 2019.

Claire Mooney DNP, MBA, RN, CCRN, NEA-BC M'10 was named president and CEO of Jennersville Hospital in West Grove, Pennsylvania, in April 2019.

Emily Berret '11 serves as the director of operations for U.S. House of Representatives Speaker Nancy Pelosi, who was formally re-elected to the speakership Jan. 3, 2019.

Aaron B. Carman '12 and **Julie (Seidel) Carman '15** were married Jan. 26, 2019.

Craig A. Mellinger '15 and **Jacquelyn Strange '15** became engaged Nov. 5, 2017, and married March 30, 2019.

Jessica L. Newcomer '15 began a new position as media specialist with the Legislative Communications Office for the Pennsylvania House of Representatives

Troy Price PhD '15 was elected superintendent of the Juniata County School District after serving as the director of administration with Pennridge School District.

Kevin W. Shainline '15 and **Janessa L. (Rasmus) Shainline '16** were married Nov. 10, 2018.

Daniel A. Ardekani '16 started a new job at Data Federal Corporation in Columbia, Maryland, as a junior business analyst.

Jason Hornberger '16 joined Orrstown Bank in Wyomissing, Pennsylvania, as vice president and relationship manager.

Timothy Marks MBA '16 was recently featured in the Reading Eagle for his work as the associate vice president of nursing at Tower Health in Reading, Pennsylvania.

Matthew T. Osgoodby '16 and **Lauren M. Maddox '17** were engaged in September 2018.

Emily C. (Schnader) Nolt '17 and Joshua Nolt were married Sept. 22, 2018.

Aijah A. Hickey '18 was selected to be the face of the Army National Guard, participating in upcoming filming for commercials and articles that will be published nationwide.

Madelyn Johnston '18 started a new position as social media coordinator for Berks Community Television (BCTV).

Calendar

July/August Welcome receptions for the Class of 2023 and their families

July 27 Alvernia Night at the Lehigh Valley Iron Pigs

Aug. 22 New Student Orientation (Move-In Day for freshmen). Volunteers welcomed!

Sept. 10 Tom and Helen Flynn Complex Grand Opening

Sept. 21 Alumni, parents and friends post-football tailgate at Lebanon Valley College

Oct. 5 Alumni, parents and friends post-football tailgate at Wilkes University

For a complete schedule of summer and fall events, please visit alvernia.360alumni.com.

For more information on upcoming events, contact the Office of Alumni and Parent Engagement at alumni@alvernia.edu.

In Memoriam

In memory of our deceased alumni who are gone but not forgotten

1960s

Frances Alicia Gierula '64

1980s

Michael D. Goldman '82

Nadine (Frehafer) Oswald '84

Georgia A. (Mattern) Sweeney '88

Louise A. (Handelman) Matilsky '89

1990s

Luther J. Long, Jr. '91

Richard J. Scheibner '92

Joyce E. Garee '94

Michael R. Heffner '95

Amanda S. (Davis) McClune '96

Brenda L. Bensinger '99

2000s

Darrah A. (Hall) Schlegel '02

Emelyn (Morales) Nestler '04

Marlene Jackson '08

2010s

Nicole A. (Ebert) Shott '13

Young Alumni Earn Honors

Developed in 2019 by the Alvernia Young Alumni Committee, Alvernia University's Four Under Forty Award recognizes the achievements of young alumni. The alumni selected for this award exhibit high levels of success in their career, a commitment to community service, dedication to the advancement and growth of Alvernia and fidelity to Alvernia's core values in their personal, spiritual and professional lives. The inaugural class of recipients includes **Emily Berret '11**, **Amy Klatt '08 M'09**, **Steve Koons '05** and **Melissa Masone Ulmer '09**.

Graduating from Alvernia with a degree in political science and history, Berret has worked in the United States House of Representatives for Democratic Leader Nancy Pelosi since 2013 and is now the director of operations for the Speaker.

Klatt, a two-time Alvernia graduate, serves as the marketing manager at Herbein + Company, Inc., located in Reading, Pennsylvania, where she is responsible for all digital marketing, events and proposal writing.

Koons, who received his degree in accounting and management with a minor in political science from Alvernia University, is a partner with Cotton & Company, LLP, an audit and accounting firm in Alexandria, Virginia.

Ulmer, who triple majored in communications, political science and English, currently serves as the assistant director for marketing and student programs at Rowan University.



ATTENTION ALUMNI

- **Married?** • **New Job?**
- **Addition to the family?**

Share your news!

Contact us at: alumni@alvernia.edu



Join Alvernia 360 Alvernia 360 Alumni is a one-stop location for all things relating to alumni and parents. Use the platform to RSVP for an upcoming event, connect with former classmates and friends or find and post job openings. Visit Alvernia.360alumni.com and start connecting!

2020 Presidential Pilgrimage to Assisi and

Rome Alumni, parents and family members are invited to join President-elect John Loyack on a special pilgrimage to Assisi and Rome, March 23—April 3, 2020. The pilgrimage offers a chance to reflect and learn from the vision and values of St. Francis and St. Clare of Assisi through reflection, study, conversation, leisure and visits to sacred Franciscan places.

For more information, contact Assistant to the President for Mission Julianne Wallace at Julianne.wallace@alvernia.edu.

Calling Parent Ambassadors Alvernia University's success relies on the involvement of the community. For parents, there are many meaningful opportunities for engagement by becoming parent ambassadors:

- Host a local event to welcome new students and families in July or August

- Volunteer to write letters of welcome to the families of confirmed students
- Assist at Connection Days or Move-in Day
- Lend career expertise by serving as an interviewer for Mock Interview Mania, hosting students during Take A Golden Wolf to Work Week and providing internship and job opportunities
- Recruit prospective students by sharing personal experiences with friends, neighbors and acquaintances
- Volunteer with Alvernia admissions counselors at a local college fair
- Support Alvernia with a gift to the Alvernia Fund, Alvernia Athletic Club or to another area of interest

For more information contact Director of Alumni and Parent Engagement Julie Nolan at 610-796-8212 or parents@alvernia.edu.

Young Alumni Committee Expands

The Alvernia Young Alumni Committee seeks Alvernia alumni who have graduated in the last 15 years and are age 40 and under to participate in networking events, social gatherings and volunteer opportunities that encourage alumni to remain connected to the pack! Members organize and participate in events that promote involvement among other young alumni, current students and the university.

For more information, contact Ryan Shannon '16 at Ryan.Shannon@alvernia.edu.

Alvernia Magazine is published by Alvernia University twice per year in summer and winter to share news and information about the institution with alumni, friends and the community. Opinions expressed in the magazine are those of the authors and do not necessarily represent the university. Please share your feedback as we work to continuously enhance the publication:
400 Saint Bernardine St.,
Reading, PA 19607 or
magazine@alvernia.edu.

President

Thomas F. Flynn, PhD

Vice President for Marketing and External Relations

Deidra Hill, EdD

Editor

Kristopher Nolt

Director of Creative Services

Lynn N. Gano

Contributing Writers

Richard Bader; Claire Curry; Tom Flynn; Anne Heck '17; Ambre Juryea-Amole; Lini S. Kadaba; Susan Shelly

Contributing Photographers

Theo Anderson; Susan Angstadt; Dan Z. Johnson; David Roth

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