

WILKES

FALL 2014

Hunting for Success

Nate Hosie '08
is a World-Class
Hunter and
Aspiring Musician



INSIDE: THE FUTURE OF BUSINESS AT WILKES UNIVERSITY

Strategic Plan Provides Gateway to the Future

Since becoming president of Wilkes, many alumni have heard me say that we can become one of the finest universities, not just in this region, but in this nation. That can only happen if we have a clear sense of direction and an understanding of how we will get there. With the completion of *Gateway to the Future: The Wilkes University Strategic Plan 2014-2020*, we are ready to continue this journey.

Our new strategic plan focuses on six key themes:

- 1. Foster Excellence in Academic Programs:** As a University dedicated to student success and lifelong learning, Wilkes must continue to develop programs that transform students' lives.
- 2. Invest in Our People:** Since faculty, staff and alumni are our most important assets in transforming the lives of our students, Wilkes must continue to invest in these relationships.
- 3. Recruit, Retain, Place and Graduate Undergraduate and Graduate Students:** As an enrollment-dependent institution, Wilkes must make the most of its opportunities to increase enrollment of undergraduate and graduate students, recruiting these students from an increasingly wide area.
- 4. Improve Our Financial Strength:** With the cost of attendance reaching a tipping point, Wilkes must strengthen and diversify its ability to generate and manage resources.
- 5. Strengthen Our Campus Infrastructure:** With intensifying competition for students, Wilkes must ensure that we have the facilities and resources that our faculty, staff, and students need to excel.
- 6. Support Efforts at Redeveloping Downtown Wilkes-Barre:** As an anchor in the center of Wilkes-Barre, Wilkes must continue to be a force for positive economic, cultural and social development in its community.

This message allows me to provide only the briefest of overviews of this dynamic plan. I invite you to visit www.wilkes.edu and click on "About Wilkes." Under a link for Leadership, you will be able to read the plan in its entirety.

It is an ambitious plan. But, as the poet, Goethe, said: "Dream no small dreams for they have no power to move the hearts of men." At Wilkes, we have big dreams, and we'll need everyone in order to realize them. Please join me in supporting these efforts.



Dr. Patrick F. Leahy
Wilkes University President



Wilkes President Patrick F. Leahy shares his vision for the University at the first Founders Gala.

WILKES MAGAZINE

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Wilkes University is an independent institution of higher education dedicated to academic and intellectual excellence in the liberal arts, sciences and professional programs. The university provides its students with the experience and education necessary for career and intellectual development as well as for personal growth, engenders a sense of values and civic responsibility, and encourages its students to welcome the opportunities and challenges of a diverse and continually changing world. The university enhances the tradition of strong student-faculty interactions in all its programs, attracts and retains outstanding people in every segment of the university, and fosters a spirit of cooperation, community involvement, and individual respect within the entire university.



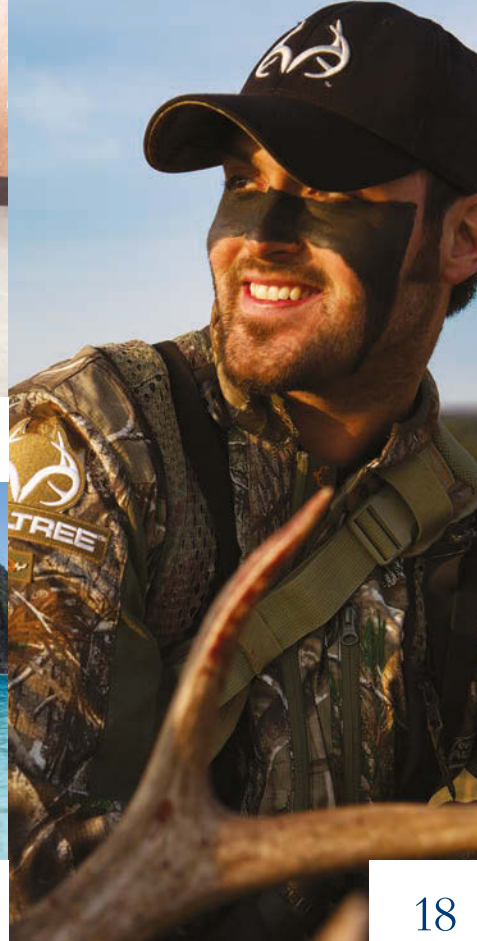
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Nate Hosie '08 is a professional hunter on the Outdoor Channel's "Headhunters TV." PHOTO COURTESY "HEADHUNTERS TV"

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Have a story idea to share?

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Wilkes magazine is available online at www.wilkes.edu/wilkesmagazineonline



Students in Tune With New Marching Band

The Marching Colonels—Wilkes’ new marching band—stepped out for the first time at the Sept. 6 home football game. The 32 band members participated in a ten-day band camp prior to the start of classes to get them ready for their unique role as members of the region’s first collegiate marching band. In addition to learning their repertoire of classic rock and roll and practicing their marching moves, one of the highlights of the camp was trying on their uniforms for the first time. The band is directed by associate professor of music Philip Simon.



Left, Marching Colonels Sarah Hankey, Lauren McClintock, and Autumn Peck show off their new uniforms during band camp. Right, freshman Lauren McClintock tries on her hat for marching band for the first time. PHOTOS BY STEVE HUSTED

Wilkes Receives \$3 Million in State Funding for Engineering Labs

The future of engineering education at Wilkes received a boost with a transformative gift from the state of Pennsylvania. Gov. Tom Corbett announced that the University is receiving a \$3 million Redevelopment Assistance Capital Program (RACP) grant for engineering labs in the College of Science and Engineering. The grant, which requires Wilkes to match the funding, will be used to make \$6 million in improvements

“The laboratories that we create from this funding will allow us to continue our goal of providing students with the facilities and opportunities of a much larger institution in the intimate setting of a liberal arts college,” Wilkes President Patrick Leahy said. “It also will allow us to continue our commitment to support the city of Wilkes-Barre and the region. We will do that by sharing these facilities with our industrial partners.”

Because of the interdisciplinary nature of research, science students outside of the engineering major will have opportunities to use the labs, Leahy said.

The money will fund renovations to the Stark Learning Center—including creation or upgrading of three new high-tech laboratories for research and development. The labs are:

The Nanotechnology Laboratory will be a multi-disciplinary, state-of-the-art facility to support teaching and research in microelectronics and nanotechnology. Nanotechnology, one of the most cutting-edge areas of research, involves understanding and controlling matter at an extremely small scale. The state funding will allow Wilkes to make optimum use of \$500,000 in nanotechnology equipment already donated to the University by Fairchild Semiconductor of Mountaintop, Pa.

The Additive Manufacturing Laboratory will be an integral part of the Applied Manufacturing Center. Additive manufacturing includes emerging fields like 3-D printing and developing automated processes that allow precise manufacturing at high volumes.

The Bioengineering Laboratory will provide for advanced work and research in the fields of microscopy, robotics and computational sciences. Wilkes offers a master’s degree in bioengineering.

New Director and New Direction at Allan P. Kirby Center

Wilkes' Allan P. Kirby Center for Free Enterprise and Entrepreneurship has a new director and a new direction.

Rodney Ridley Sr. is the new director and is also its Allan P Kirby Jr. Distinguished Professor of Free Enterprise and Entrepreneurship.

In announcing Ridley's appointment, the University also unveiled plans for major new programs that build on the Kirby Center's mission and expand its offerings. These include establishing a business incubator in downtown Wilkes-Barre and a technology transfer office at the University.

Ridley previously served as director of the Division of Engineering and Physics.



In announcing the appointment, President Patrick F. Leahy said that Ridley's vision for encouraging entrepreneurial education spanning academic disciplines and his ability to build strategic partnerships with business and industry makes him uniquely suited to his new role.

"In the five years that Dr. Ridley has been at Wilkes, he has become known for his ability to

be an innovative and entrepreneurial thinker," Leahy said. "Never satisfied with the status quo, Dr. Ridley in five years has made a significant contribution to engineering education at Wilkes. His vision for a new direction for the Allan P. Kirby Center promises to transform entrepreneurial education at the University and impact the development of new enterprises in the region."







The Allan P. Kirby Center for Free Enterprise and Entrepreneurship was established in 1993 with a focus on teaching the principles of free enterprise and entrepreneurship. The center's core mission is to educate and encourage young people with the vision, ambition and agility to launch and run the businesses of the future. An annual lecture series, The Allan P. Kirby Lecture in Free Enterprise and Entrepreneurship, has brought leading experts in business and politics to the campus and community.

"Never satisfied with the status quo, Dr. Ridley in five years has made a significant contribution to engineering education at Wilkes."

– President Patrick F. Leahy

ATHLETICS SCORECARD

New coaches, new sports – you need a scorecard to keep up with all of the developments in Wilkes athletics program.

STARTING SEASON	COACH						
		IZZIE METZ	SARA MYERS	TREY BROWN	HARRY ARMSTRONG	CURTIS JAQUES	MARK BARNES
							
		Basketball	Field Hockey	Football	Women's Golf	Men's Lacrosse	Men's & Women's Swimming
		2014-2015	2014-2015	Fall 2014	Fall 2014	Fall 2015	2014-2015

Distinct School of Nursing Established Beginning With 2014-2015 Academic Year

Wilkes has established a distinct School of Nursing, becoming the only higher education institution with a separate nursing school in northeast Pennsylvania. The move, which began with the start of the 2014-2015 academic year, allows Wilkes to better respond to a growing demand for nursing programs regionally and nationally.

Anne A. Skleder, senior vice president and provost, said that the move allows for a stronger focus on nursing education and reflects Wilkes' larger academic mission.



Deborah Zbegner

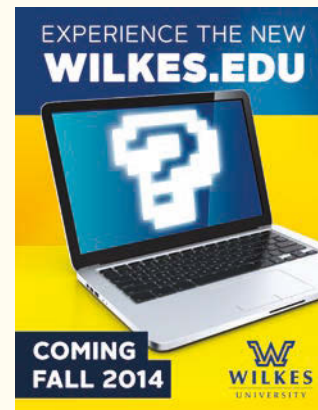
"Creating a separate Wilkes University School of Nursing will add to the University's unique academic footprint. Wilkes will have seven separate schools and colleges similar to a much larger university but our programs will be offered in the mentoring culture of a small liberal arts university," Skleder said.

Skleder also announced that Deborah A. Zbegner is interim dean of the School of Nursing. Zbegner, who had served as director of Wilkes graduate nursing programs, will provide leadership and guidance over undergraduate and graduate programs. A national search for a permanent dean will be conducted in the coming year.

Wilkes' undergraduate and graduate nursing programs grew significantly over the last few years. Additional growth is expected due to an expanding job market for nurses. The Bureau of Labor Statistics expects nursing jobs to increase by 19.4 percent by 2022.

Wilkes Debuts New Web Site

Get ready for a new experience when visiting Wilkes' web site. A newly designed site with improved navigability will debut at www.wilkes.edu some time in October. A poster campaign on campus, pictured here, piqued interest in the soon-to-be unveiled site.



Pharmacy Professor Eric Wright Studies Role of Community Pharmacists in Health Care

Eric Wright, associate professor of pharmacy practice, has received a \$600,000 research grant from the National Association of Chain Drugstores Foundation to expand the role of community pharmacists within the health care team. Wright is partnering with Geisinger Health System and participating pharmacies in central and northeastern Pennsylvania in conducting the study.



Eric Wright

"This research is focused on how we can expand the role of the pharmacist to reduce the rate of 30-day readmissions among high-risk patients," says Wright, principal investigator, who holds a joint appointment as a faculty member in the Nesbitt School of Pharmacy at Wilkes and research investigator at Geisinger's Center for Health Research. "Our goal is to significantly reduce the percentage of patients readmitted with high-risk conditions, such as heart attack, pneumonia, heart failure and chronic obstructive pulmonary disease by June 2016."

Wright explained that some readmissions are due to medication errors, adverse reactions to medication or lack of adherence.

Wright will analyze what he calls a "warm handoff," which occurs when a hospital pharmacist forwards a discharged patient's medical information to the patient's preferred pharmacist. Provided with this information, the community pharmacist can better evaluate a patient's medication needs. The pharmacist can then perform an extra consultation with the patient to ensure he or she understands prescription information, when and how to take the drug and its possible side effects.



A nursing student practices administering oxygen on a manikin in the nursing simulation center.
PHOTO BY LISA REYNOLDS

PRESCRIPTION FOR SUCCESS

Colonels Defensive Back
Omar Richardson
Balances Responsibilities

By Bill Thomas '13

Omar Richardson is thinking about the future. Specifically, he's thinking about his post-graduate plans to pursue a two-year residency specializing in oncology after completing his doctor of pharmacy degree in 2016.

It's a specialization that holds personal resonance for Richardson.

"I got into pharmacy because I always liked chemistry, and my dad is in the medical field too, so that influenced me a lot. But my main reason for getting into the healthcare field is to give back to people who have cancer," says Richardson, whose father commutes to a job as a CT scan technician in Brooklyn.

"I've lost multiple family members to cancer and I still have family members winning the fight against cancer. I've lost my grandfather, aunt and cousins, and I have two aunts right now who are winning the battle against cancer. I don't mind telling people about my family's battle with cancer because it's what motivates me to do well in school and reach my goals."

Staying motivated is key for Richardson. Not only is the East Stroudsburg native enrolled in a challenging major at Wilkes, he's also a defensive back for the school's football team. Many students would find maintaining the balance between such demanding priorities to be an obstacle. For Richardson, though, the level of time management required to maintain a rigid schedule of classes, labs and athletic practice is just what he needs to keep him grounded.

"My first semester of college was rough. That was the only semester I didn't play football," Richardson says. "My lowest GPA was my first semester, but once I started playing football, I started doing way better. It actually got easier for me.

"...my main reason for getting into the healthcare field is to give back to people who have cancer."

— Omar Richardson

It gives me less time to play around and procrastinate. It helps me focus, knowing I have to do this, this and this, in this amount of time."

That focus has earned Richardson a regular spot on the dean's list. It also earned him a place on the 2014 USA College Football Division III Pre-Season All-American Second Team – Defense. Despite all this, Richardson is quick to admit that he wasn't always a model student, nor a star athlete.

"I actually got into sports as a consequence for my behavior. I used to get into trouble here and there at school, so the principal advised my parents to put me in a sport, which changed my life as I know it," he says.

"Football has been my number-one sport since 7th grade. I chose football over all other sports because football opened many doors for me, from an athletic acknowledgement standpoint to a tool to use to better my academic standing."

He says he'll miss the sport that's given him so many opportunities.

Omar Richardson is playing his final season for the Colonels.
PHOTO BY CURTIS SALONICK

PROFESSIONAL

PROGNOSTICATIONS

Alumni and Faculty
Predict Future Trends
In Their Fields

By Helen Kaiser

Ask 10 business experts to predict the future of their industries—
and get 10 different answers.

Ask Justin Matus, assistant professor and director of the MBA program in the Jay S. Sidhu School of Business and Leadership, and he boils it down to one point.

“We always have winners and losers in business,” Matus says. “The winners are the ones who find the way to match their strengths to the demands of the market place. This fundamental will not change.”

Even as the fundamentals of business success remain constant, the means to achieve it continue to evolve. As the Sidhu School of Business and Leadership marks its 10th anniversary, *Wilkes* magazine takes this opportunity to reach out to business faculty and successful business alumni. We asked them what changes we can expect to see in their fields over the next decade.

Their insights echo certain themes—including the continued globalization of business, rapid increases in technology and the development of products and services individually tailored to the consumer-driven market. The experts also anticipate there will be a critical need for workers to become lifelong learners and to develop skills to become sensitive leaders.

Here are their insights:





JEFFREY R. ALVES

Dean, Jay S. Sidhu School of Business and Leadership
Professor of Entrepreneurship
Wilkes University
Expertise: Entrepreneurship



I have had the good fortune of serving on the executive committees and as president of the United States Association for Small Business and Entrepreneurship (USASBE) and more recently the International Council for Small Business (ICSB). Since my early involvement with entrepreneurship education in 1978, we have seen entrepreneurship evolve from a concept focused on creating value through the launch and growth of businesses to the recognition that entrepreneurial thinking and attitudes are important and pervasive in many areas of our lives, both here and around the world.

We are seeing this in the United States as public and private support for entrepreneurial activities expands, both for micro and high-potential ventures. Indeed, public policy has moved in the direction of advocating entrepreneurship as the generator of economic development.

Globally we are seeing the same thing. What is fascinating and encouraging is the fact that this “entrepreneurial revolution” is occurring in countries with the full range of political philosophies and systems—from democratic to dictator to socialist and communist and from developed to developing countries. Entrepreneurship is helping to level the playing field between the classes, ethnic groups and sexes.

JOHN CEFALY '70

Executive Vice Chairman, Brokerage Division
Cushman & Wakefield Inc.
Expertise: Commercial Real Estate



The real estate industry historically has been a very local business with local customs and traditions of how business is serviced and conducted. Presently, however, it is evolving and will continue to evolve into a more global business. Practices are being standardized as international organizations gain a much greater foothold in the marketplace.

We must make adjustments in how these organizations are serviced. Transactions with compensation earned as deals are completed will ultimately evolve into a model where compensation will be less risk oriented and will be based more on fees as a result of ongoing advisory business. In other words, brokers will less likely be earning commissions as opposed to earning fees based on advice and strategy.

Transactions will be only part of what a real estate firm will be compensated for. In order to serve the large international firms, a global platform will be required. Major real estate firms will need to be all things to all companies—providing top-down to bottom-up services starting with advice and strategy, business consulting, benchmarking and best practices to ongoing maintenance of the client’s facilities.

The need and use of technology has expedited this process. Fewer people will be needed to service these accounts as technology will connect the various far-flung offices of these international mega firms.



DAN CARDELL '79

Chairman
Chicago Quantitative Alliance
Expertise: Investment Management

In the past 20 years, there has been a movement toward the use of more quantitative methods in the investment management process. This “quantification” has been driven primarily by rapid changes in the computing power available to professional investors. This trend toward the use of more quantitative techniques will not only continue, but also will accelerate in the upcoming years. As a result of these changes, investment firms will require exceptional skills in the fields of mathematics, statistics and computer science.

The days of subjective decision making based on a “gut feeling” are long gone. Today’s markets are driven by hard data and algorithms written by Ph.D.s with advanced programming and data management skills. Portfolio decisions are likely to be driven by probability-based, multi-factored models, and trading strategies are now measured in micro-seconds.

The investment business has also become increasingly global, requiring around the clock trading strategies and an understanding of international business relationships, currencies and worldwide economic trends.

DENISE CESARE '77

President & CEO, Blue Cross of Northeastern Pennsylvania

Expertise: Health Care



Within the last several years, we have seen a definitive movement to consumerism and a retail market within the health care sector.

This shift to a more consumer driven market will continue to have an impact on all sectors of the health care industry: patients/consumers, employers, providers, health insurers, drug manufacturers and government. Coupled with the move to a consumer-centric focus will be the continued aging of the population (in particular, the baby-boomer generation), resulting in an increased demand for health care.

Over the next decade, we can expect to see changes designed to improve both the value and convenience of the patient experience. As consumers are becoming increasingly responsible for larger portions of their health care costs, we'll definitely see investments in technology aimed at assisting the consumer in comparison shopping for both providers and health plans, and decreasing the hassle involved with both financing and delivery. Consumers can expect improvements in transparency tools to assist in choice of provider, showing cost and outcome information; as well as advances in telemedicine, allowing the patient to receive care in lower cost settings, including at home, without sacrificing quality.

More employers will increase offerings of their own private insurance exchanges, or participate in regional or national exchanges, to have greater control over benefit offerings and provider networks to appeal to their employees.

Payers (i.e. insurers) and providers are already dealing with a significant increase in the amount of regulation and oversight as a result of the recently implemented Affordable Care Act. We can expect to see continued consolidation as well as

integration, both within and among these sectors. With the increased attention to cost to consumers, both payers and providers need to achieve efficiency and scale to compete for consumer choice. This means not only administrative efficiency within all of the health care sectors, but also efficiency in managing the patient. There will be a push toward leveraging clinical data for patient management and improved experiences.

“We'll definitely see investments in technology aimed at assisting the consumer in comparison shopping for both providers and health plans.”

ANTHONY J. DaRe '00

Agency Principal

BSI Corporate Benefits LLC.

Expertise: Employee benefits/health care



Over the next decade, the courts will decide what health care reform ultimately looks like. It will still be around in 10 years, but it will change

quite a bit based on changing Washington, D.C., administrations and various court decisions. There are certain fundamentals that every company looking to remain competitive and control the bottom line should follow in regards to employee benefits and health care over the next decade.

“Skin in the game:” For employees, deductibles and co-pays will continue to rise; and the popularity of Health Savings Accounts will continue to explode and most likely take over the majority of the market. The concept is simple: does an employee care what an MRI costs if the cost out of their pocket is zero or minimal? Absolutely not. Will an employee care about the cost of an MRI if it's his money? Absolutely.

For employers, self-funding will continue to rise in popularity. Self-funding allows an employer to take control of medical spending with protection via stop-loss insurance. We will see employers taking the lead in controlling health care costs by negotiating directly with hospitals. Large employers will do it directly; smaller companies will do it collectively through various consortiums. Insurance companies currently handle this responsibility, and they do not do it well. The employers who ultimately pay the claims are not just going to sit at that table, they are going to *own* the table.

Transparency: Not many people know that the cost of an MRI in the same machine varies greatly from place to place. In the next 10 years, everyone will know. Employees will care about cost (see above), and technology will be available for not just price comparison, but also quality comparison at the click of a button. Need a prescription drug? Type it into your smartphone and find out which pharmacies carry the medicine, how much it costs, and how far away from you it is. The power of the consumer is coming to health care in a major way.

Ten years and 10,000 per day: That is the number of baby boomers who will turn 65 every day for the next decade. They are living longer; they are working longer, and their health care costs are going to skyrocket. How does our current health care system accommodate them and who is going to subsidize the cost of their care are major questions to resolve.



DAVID DUDICK '79

Senior Vice President, General Mills
President, General Mills Canada
Expertise: Global Food Manufacturing

At General Mills, our product offerings and business model are constantly evolving to meet consumer demand around the globe. No longer is packaged food “one size fits all.” Consumers today want differentiated products that are tailored to meet their individual needs, ranging from taste to convenience to nutritional value to sustainability to social responsibility and more. As a company, our key strategy to counter these changes is focusing tightly on our consumers—what they like to eat, where they like to shop and how they approach cooking today.

As consumer preferences and shopper habits evolve, I believe the most successful companies will possess deep consumer empathy and be characterized by their high level of integrity, transparency, agility and nimbleness and best-in-class speed to market. In order to achieve these measures of success, food manufacturers and retailers will need to place increased pressure on attracting and retaining talented employees across the business who are capable of dealing with a higher level of complexity.

In the end, the ability to accurately assess unmet consumer needs proves you have a right to win and executing with brilliance will separate the winners from the also-rans.

KATHLEEN HOULIHAN '95, MBA '01

Assistant Professor of Management
Information Systems and Marketing
Jay S. Sidhu School of Business
Expertise: Social Media and Business



The word-of-mouth/social networking approach was very effective in the past (think Tupperware™ parties in the 1960s), and it will continue to generate sales for organizations in the future. New technologies in the area of social media, however, are now more focused on listening to customers and uncovering new ways of understanding consumer behavior than with creating social networks. Companies that have access to Big Data are more interested in mining existing social media channels and in comparing social media data with other types of data that exists in the company databases.

Social media, meaning the use of digital social networking sites to create opportunities for educating the customer and for commerce, is only one of many tools that are emerging. Companies will also use new strategies to reach customers more effectively in the future. Two of these innovations are proximity marketing and tracking devices.

Proximity marketing will allow businesses to identify the customer's approximate age, gender and other traits. When a customer walks by a device in the store it will advertise products based on the customer's characteristics. The computer will recognize who the best customers are for each product, and develop a database of what the purchase triggers are for each customer persona.

Social media and other technologies will continue to evolve, and companies will continue to learn about their customers from listening. Organizations that are agile enough to meet customer needs will have the greatest chance of survival.

THE NEW SIDHU

The opening of the 2014-2015 academic year saw the opening of a new home for the Sidhu School of Business and Leadership. The University Center on Main was transformed via a \$3 million renovation into the school's new headquarters. The building boasts a room that simulates a stock exchange trading floor complete with stock ticker, high-tech classrooms, faculty offices and meeting rooms for students. Pictured below is the new videoconferencing classroom. For more photos of the new Sidhu home, visit www.wilkes.edu/newSidhu.





JUSTIN MATUS

Assistant Professor and Chair,
Business Division

Jay S. Sidhu School
of Business and Leadership

Expertise: Strategy

I think the biggest change in the field of business strategy will be finding new ways to survive and thrive in a more global market. Specifically, there is a trend across all industries for more consolidation—not just within the United States, but across all countries

on all of the continents. We are seeing bigger and bigger companies and less and less competition. The great unknown is what governments and policy makers will do in light of these trends.

There is already some pushback against corporations growing bigger and bigger (too big to fail), the lack of competition and the formation of what are essentially oligopolies and even duopolies. Yet the regulatory environment has thus far been rather tepid in trying to slow down the pace of these mergers, acquisitions and consolidations.

As I look out over the horizon of 10 years and the effect this will have on “strategy,” I think in many ways it will be just like any other force on an industry. There will always be winners and losers.

What may change is the how of winning. To use a sports metaphor, think about the game of football and the evolution of the forward pass. Can anyone imagine winning an NFL game today without a lot of passing? Yet 75 years ago the game of football was dominated by teams that primarily ran the football. In the business world today, the how of winning is typically simply having low prices or high-quality products. In the future a business may need to build its strategy around something else, perhaps by building a strong emotional connection to each customer through social media, data mining and semi-customized products and services. In the field of medicine we are not that far off from diagnosing patients through DNA testing and genetics at a very specific individual level, and soon we will be custom-manufacturing drugs for a specific patient such that each patient has a much nuanced diagnosis and treatment. In that same sense of individualism, strategy for the masses may go the way of football’s ground game of the 1930s and Wal-Mart’s everyday low prices of 2014.

MORE
ON THE
WEB

THE FUTURE OF BUSINESS EDUCATION



DAVID RALSTON '69

Professor and Knight Ridder Research Fellow
College of Business
Florida International University

Over the past several decades, the United States has evolved from the preeminent world leader to one of the group of preeminent world leaders. Concurrently, both business practitioners and academics have witnessed the evolution of business over these decades as we have progressed—willingly or unwillingly—from an ethnocentric to a global business economy.

During this time, our nation, perhaps because of its ongoing dominant role in world affairs, has been the country that has been the slowest to adopt a global perspective; and, as such, its businesses have also been the slowest to adjust to the challenges of a global economy. Unfortunately, U.S. institutions of higher education have been even slower to acknowledge the changing face of business in the 21st century. Consequently, our institutions of higher education have lagged far behind the better universities of Europe and Asia in regard to the internationalization of business curricula.

JAY S. SIDHU MBA '73

Chairman and CEO, Customers Bank
Expertise: Banking




In my view, there are three main developments that will become more prominent in business or any kind of industry over the next decade.

First, the development of authentic leadership will be a key need as we move toward more technological and less human interaction. The style of a leader will be important and different than it is today. Leaders and their employees will need to develop mutual trust and responsibility for meeting clear goals.

With sophisticated methods of measuring employee performance and processes being used more and more, employers can know what their employees are doing all of the time. Just as during the Industrial Revolution when company measurements of how many widgets were being produced caused anxiety for employees, these new technologies may impact employees in the same way. Whether employees are working at home or elsewhere, leaders will need to use a higher level of human skill sets, because they will not have eyeball-to-eyeball contact to interact with and develop their team. Leaders will need to be much more sensitive to keep employees motivated and meeting goals and will need to reward them for performance.

Secondly, we have only scratched the surface in the effective use of technology in white collar jobs. Technology will have a major impact not only in what we do and where we work, but in how we provide the highest level of service to our customers and how technology can be of better use to the corporate team.

Thirdly, in the upcoming decade the pace of change will be three to five times faster than what we have seen in the last 10 years. We will need to be extremely passionate about continuous improvement and continuous learning. Twenty-five years ago, post-college learning was mainly on-the-job. Within the past five to 10 years it has come to mean what you pursue yourself—whether to improve your current credentials or to train for new employment after a job was eliminated. The ones who can adapt to this change will have a higher level of success.

I believe the vision of the Sidhu School is completely aligned with educational needs of this changing environment. Its mission is not just to educate and develop the technical skill set or the core competences expected from business managers today, but to develop the human skills of authentic leaders that can adapt to all types of challenges in this rapidly changing environment. It's a unique business school, one of its kind at least in the northeast United States. 

To read more of Ralston's assessment of international business education and the reflections of Wilkes business faculty Anthony Liuzzo, Marianne Rexer and others on the future of business education, please visit www.wilkes.edu/futureofbusiness.

Internationalization requires a modified curriculum and different course content, because teaching management, marketing, finance and accounting based on the international rules of the game is substantially different from teaching these disciplines from the provincial approach that has permeated the discipline in the U.S. for the previous several decades. To this point, we need to acknowledge that change is daunting; and casting a blind eye on the reality of change certainly may be easier and more comfortable, especially for the myopic.

Far-sighted U.S. universities, such as the University of South Carolina and Thunderbird School of Global Management, which internationalized their curricula decades ago, have seen a growing number of other universities follow their lead and start to internationalize their curricula over the past decade. Those universities that are now just thinking about internationalizing are behind the curve; those that haven't yet started are going to find themselves left behind and having trouble finding students to fill their classes a decade from now.

Furthermore, some business schools develop an international business program in which perhaps 10 to 20 percent of the business students major, and they consider their work done. What we see in the more progressive schools is a movement toward internationalizing the entire business curriculum so that all students are prepared to be successful in the business world of today, not just a small percentage of them.



Nick Barno '13 calls on a student in his classroom at Sri Utama School in Johor Bahru, Malaysia. PHOTO COURTESY NICK BARNO

Passport to Experience

WILKES ALUMNI TEACH AT INTERNATIONAL SCHOOL IN MALAYSIA

By Geoff Gehman

The Chinese boy was overwhelmed at his new school in his new country of Malaysia. His screaming disturbed his teacher, Rebecca Gallaher '12, who was already dealing with four Korean students with no English skills and others with suspected learning disabilities.

Gallaher's gut instinct told her that he would improve with more personal attention. She enlisted an unlikely classroom ally: the boy's nanny. The nanny made sure he followed lessons properly and promptly. She admonished him to improve his awful handwriting. She even took notes so he wouldn't have to decipher his own notes at home.

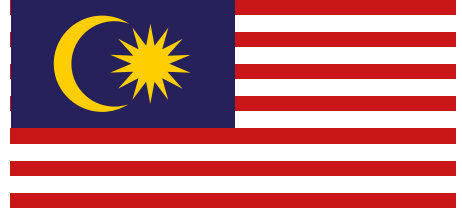
The nanny experiment exceeded expectations. Daniel became a fine

student, one of the best fourth-grade scientists. Gallaher predicts her "super adorable" pupil will prosper in fifth grade, where he'll be taught by Kaitlyn McGurk '12, her partner in a program that has sent Wilkes undergraduates to student teach at Sri Utama International School in Kuala Lumpur. McGurk, Gallaher and Nick Barno '13 are the first Wilkes alumni to return to teach full time in Malaysia after student teaching there.

The Wilkes exchange with Sri Utama began after Gina Morrison, an associate professor in Wilkes' Division of Global History and Languages, was on sabbatical studying the policies of Malaysian female educators in Kuala Lumpur in 2010. She needed a school for her adopted daughter, Victoria. She found Sri Utama, which opened in 1994, the year Morrison first visited Malaysia with her husband, William, a Malaysian of Indian heritage.

Impressed with each others' commitment to education, Morrison and Dato Fawziah, the school's founding CEO, began working together. She asked Morrison to teach American





methods—creative games, classroom management, inclusion—to Sri Utama teachers. In exchange, she decreased tuition for Morrison’s daughter. The arrangement worked so well, the women expanded the novel plan after Morrison returned to Wilkes. In 2011, the first group of six Wilkes undergraduates began teaching at Sri Utama, monitored by veteran teachers for seven weeks. All their costs—airfare, lodging, food, recreational trips—were paid by Dato Fawziah.

One of Dato Fawziah’s beneficiaries is McGurk, who majored in elementary education and now teaches fifth- and sixth-graders at the school. Sri Utama, in turn, has benefited from McGurk’s initiatives: an art exhibit, a poetry contest involving parents, the after-school programs Reading Rally and Girl Power. She’s also introduced volleyball, her varsity sport at Wilkes, to a country mad about badminton.

Teaching in another country has not been without challenges. McGurk has struggled with Malaysian educational norms: poor technology; lecture-based teaching; frustratingly slow, frustratingly polite decisions made by committee.

For Barno, the biggest challenge is teaching English for the first time to students who don’t know English. A history major at Wilkes, he’s made learning a new language easier for seventh- to ninth-graders at the Sri Utama branch in Johor Bahru, a city near Singapore. He’s added classes for struggling students and a friendlier textbook, the lavishly cartooned “Cool Ways to Improve Your English.”

“On the whole, the people of Malaysia know how to look past the qualities that divide us...”

Gallaher, who also has a degree in elementary education, was asked to teach lessons about peer pressure, forgiveness and fears—subjects much trickier to teach than English. She encouraged a native Korean to discuss his fear of not returning to his homeland, and a Sudan native to discuss his fear of returning to the country where his father was murdered.

Both Dato Fawziah and Morrison have helped make the Americans more Malaysian. McGurk now loves Nasi Lemak, coconut rice with toasted peanuts, fried anchovies and sambal, a chili sauce. Barno digs Chinese New Year, which has more fireworks than eight New Year’s eves. Gallaher follows the Malaysian practice of walking shoeless in homes, which delights her mother.

The Wilkes graduates admire the extraordinary tolerance of Malaysians, a celebration of races and religions that Morrison calls “a national treasure.” Muslims attend Christmas parties. Christians eat in Muslim homes during Eid al-Fitr, the three-day feast after Ramadan’s fast, and everyone celebrates Chinese New Year. “On the whole, the people of Malaysia know how to look past the qualities that divide us,” says Barno, “and focus on the things that bring us together.” Indeed, Gallaher couldn’t teach the American civil rights movement because her Malaysian students couldn’t fathom whites oppressing blacks.

The Malaysian alliance keeps growing. Last year Wilkes hosted two scholarship students from the Sri Utama branch in Johor Bahru.



Top, Barno and his students enjoy a relaxed moment. Center, Kaitlyn McGurk '12 and some of her fifth- and sixth-graders pose in her colorful classroom. Bottom, Rebecca Gallaher '12's students show off medals they won. PHOTOS COURTESY NICK BARNO, KAITLYN MCGURK AND REBECCA GALLAHER

Gallaher has learned lessons in Malaysia that she can use in any classroom anywhere. “I’ve learned that if you’re ever in doubt, don’t run to a book and look it up,” she says. “Follow your basic instincts; go with your gut... I’ve also learned that you can’t always go with your first impression, your first judgment. The problem might not be that a student is stubborn; it might be that he simply doesn’t speak your language.”



PARADISE



Jason Evans 'oo dons attire that reflects the laid-back nature of doing business on the island of Maui, Hawaii. Opposite, Evans takes a break from a busy schedule.

PHOTOS BY ANTHONY MARTINEZ

JASON EVANS '00 BUILDS VIDEO BUSINESS ON MAUI

By Bill Thomas '13



Moving to Maui might just be the best decision Jason Evans '00 ever made. It might also be his most spontaneous.

“My dad did a lot of traveling for work, so I was able to go to Hawaii a few times when I was younger, at about 13 or 14. Then I went there again when I was about 24, around 2005. I remember I was telling the people I was with how I always wanted to live there. I love the water, I love the weather and the food, I love scuba diving, wakeboarding and surfing – but there was no TV in Hawaii that I could be involved in,” Evans recalls.

At the time, the communication studies graduate was working as a producer for Philadelphia-based Banyan Productions, on the top-rated TLC show “Trading Spaces.”

“When we got back to the hotel, The Maui Visitor Channel was on. I joked that I could work for those guys. On a whim, I cold-called them to see how often their turnover was and it turned out they were looking for a producer right then and there.”

For two years, Evans produced television commercials, programming segments and long-format productions for the Maui Visitors Bureau and the Four Seasons resort at Manele Bay on the island of Lana'i. Then he decided to take another chance. Hoping to provide Hawaii, a small market with few options for media production, with a fresh, forward-thinking alternative, Evans started his own company based in Maui, SilverShark Media.

“The way media is going now, if you're not creating for more than one platform, you're really limiting your scope,” Evans said. “Television is an industry, like a lot of creative arts industries, whether it be music or art or whatever, where changes in technology have made things more accessible. You don't have to have a million-dollar bankroll to run a company; you need creativity and talent.”



That philosophy has already landed SilverShark several noteworthy projects. In addition to commercials and company marketing videos, SilverShark produces “Making Over Maui,” a weekly web-based series for *Maui Na Ko Oi*, a regional magazine. “Making Over Maui” features local businesses performing positive makeovers within their communities. One notable episode featured “House M.D.” and “Tron: Legacy” actress Olivia Wilde.

The company has also worked on such national programs as the Travel Channel’s “Bizarre Foods with Andrew Zimmern” and the Golf Channel’s “The Haney Project.” Evans worked with professional boxer Sugar Ray Leonard, Food Network star Mario Batali, *Sports Illustrated* swimsuit model Angie Everhart and Maroon 5 singer Adam Levine during one three-month period for the Golf Channel program.

In 2010, SilverShark was nominated for the Maui Mayor’s Small Business Award. Evans attributes his success to his proactive nature—it was he who approached *Maui Na Ka Oi* with the “Making Over Maui” idea—and the head start he got on the technical side of television production from Wilkes University.

“I always knew I was going to be in television... I wanted to go somewhere that I could actually get hands-on experience early.”



“Making Over Maui” host Lia Krieg laughs with employees of Bubba Gump Shrimp Co. working for Habitat for Humanity, while Evans, in foreground, and his crew film an episode of the long-running web series. Above, Evans poses with “Awesome Planet” host Philippe Cousteau Jr., center, and camera operator Mark Gambol, right, at Yellowstone National Park.

PHOTO BY JOHN HARA.



“I always knew I was going to be in television, and knowing that I wanted to be in that industry, I wanted to go somewhere that I could actually get hands-on experience early. I didn’t want to wait until my senior year for my first chance to produce something,” Evans says.


“I went into that Wilkes television studio and I helped create a sports show in my sophomore year that continued for three more years. I got to edit. I got to host. I got to shoot. I got to work in front of the camera and behind it. During my junior year, when I was doing my internship at ABC in Philadelphia for their sports department, I felt advanced. Just having access to the technology put me a few steps ahead of everybody else.”

Not one to be idle, Evans also keeps busy as a freelance producer for Bryn Mawr, Pa.,-based Steve Rotfeld Productions, working on three nationally syndicated educational children’s shows, including “Awesome Planet” hosted by Philippe Cousteau Jr., grandson of famed undersea explorer Jacques Cousteau. Another freelance project, “Awesome Adventures,” was nominated for a 2014 Daytime Emmy for Outstanding Travel Program.

“My very first shoot day with Nicole (Debeau), the host for ‘Awesome Adventures,’ was on the big island of Hawaii,” Evans recalls. “We had a boat trip set at sunset to see lava flowing into the ocean. When we got there, a heavy swell had rolled in and it was a 45-minute boat ride blasting over high seas, but it was one of the more incredible things I’ve seen: lava dropping off the cliff into the water like a waterfall. You could hear it sizzle.”

Though Evans’ work keeps him on the move with little downtime, don’t expect him to slow down and settle for soaking up the Hawaiian scenery any time soon. For Evans, who once felt like “a small fish in a small pond,” the growth of SilverShark is a never-ending process.

“Right now, one project I’m most proud of are the videos for the Fairmont resort brand, a very respected, very well-known brand around the world. We were able to do marketing videos for the Fairmont resort on Maui, which led to us doing work for the Fairmont in Sonoma, Calif.,” he says.

“That’s nice to be able to show that, yes, we’re located on a small island in the middle of the ocean, but we can still bring quality to northern California, where San Francisco is an hour away and full of production companies that would chomp at the bit for the same project. To have people in a company who don’t even know you decide to pick you over a local company, that’s a great feeling. It shows the potential SilverShark has for growth beyond its geographic center.” 

Left, Evans oversees shooting of an episode of his Emmy-nominated syndicated educational travel show “Awesome Adventures” in Maya Bay, Thailand, with host Nicole Dabeau and two local teens.



Evans celebrates the success he’s found in Hawaii.



Jason Evans ’00, Maui, Hawaii

B.A., Communication Studies, Wilkes

Career: Owns and operates production company SilverShark Media, nominated for the Maui Mayor’s Small Business Award, 2010.

Notable: As freelance produce for “Awesome Adventures” was nominated for a 2014 Daytime Emmy for Outstanding Travel Program and also was nominated as producer.

Favorite Wilkes Memories: Working on the Wilkes show “The Colonel’s Edge” for three years with close friends January Johnson ’00, Matt Reitnour ’01 and Dave DiMartino ’01. Calling Wilkes football and basketball games for radio and television.

GOING TO THE TOP
NATE HOSIE '08
IS A WORLD-CLASS
HUNTER AND A
WOULD-BE
MUSICIAN

By Gary Robert Blockus '79

GOING TO THE TOP
SUCCESS

Nate Hosie is at home hunting in his native Pennsylvania woods, above, and on stage playing guitar in Nashville, right.
PHOTOS COURTESY "HEADHUNTERS TV."

Country music superstars like Luke Bryan and Travis Tritt call him “The Turkey Slayer.”

It’s a nickname friends—famous and not-so-famous—have given Nate Hosie, 2008 Wilkes graduate, budding Nashville recording artist, and one of the hosts of the “Headhunters TV” hunting show on the Outdoor Channel.

Hosie is a Montdale, Lackawanna County, native and resident, born and bred in the outdoors world of hunting and fishing in northeastern Pennsylvania. An All-State cornerback for Lakeland High School in 2003, he enrolled at Wilkes to major in elementary education and play football for the Colonels.

Hosie had a decent freshman year under Coach Frank Sheptock, but three days into his first winter break, his life changed dramatically.

“My buddy got into an accident and wrecked his truck when we were going deer hunting, and I broke my neck,” he says. “The doctors told me I’d never be able to play football again.”

Despite nearly being paralyzed from the injury, Hosie moved forward with hope rather than dwelling on the loss of his promising athletic career. He had already become a prize-winning turkey caller by the time he entered Wilkes, and that gave him something to hold onto as he worked his way through a three-month period of rehabilitation while missing a semester of college.

Hunting eastern turkeys and white-tail deer in Pennsylvania was a passion since grandfather Josh and father Marty started getting him used to Penn’s Woods as a 5-year-old. Hosie followed his dad and granddad into the woods with a cap gun as a youngster, just spending some quality family time while learning the ins and outs of hunting. He liked deer hunting, but turkey hunting absolutely intoxicated him.

“When I started turkey hunting, the interaction with them by calling, and them gobbling back, that conversation back and forth is something I took to,” Hosie says.

Neighbors Bob Casella and Butch Maiolatsi taught their young Jedi about the cadence and volume of calling, the intricate details that separate good callers from great callers. Those skills launched him into turkey calling contests. Friends started calling him “The Turkey Slayer” because of his turkey hunting prowess, an activity he honed by imitating the calls turkeys make, calling them in ever closer before lowering the boom, so to speak.

After graduating from Wilkes, Hosie began working with Top Calls, a turkey call company based in Potter County, Pa. Hunter’s Specialties, another calling company, began using him as a videographer and producer with Harrisburg, Pa., native Matt Morrett’s hunting show.

During some hunting industry trade shows, Hosie became friends with outdoors personality Randy Birdsong, who

Nate Hosie '08, Montdale, Pa.

Bachelor of Arts, Elementary Education

Career: Host and producer for “Headhunters TV” on the Outdoor Channel.

Notable: Guitarist who has been the opening act for country music superstars Luke Bryan, Brantley Gilbert and Travis Tritt.

Favorite Wilkes Place: The Student Center and the Rifkin Café. It always had such a great atmosphere.



launched the idea for “Headhunters TV.” Hosie is one of the Outdoor Channel show’s hosts. It’s allowed him to hunt with some of the legends of Nashville music, paving the way for another kind of career, one actually spawned during his time at Wilkes.

During his recovery from the broken neck, Hosie had a lot of free time. “I got bored with video games after a month and started to teach myself to play guitar,” he says. “My sister Marla knew how to play a few things and the things she showed me amazed me.”

The keen ear he developed from calling turkeys for almost 15 years—imitating their clucks, purrs, putts, cackles and yelps—paved the way for perfecting the sound he made from finger picks, bending, hammering, plucking and strumming on a six-string guitar. When he got back to Wilkes, he and some friends formed the band Maybe Someday, which played quite a few gigs at Murray’s Inn on Penn Avenue.

Just 10 months after Marla helped him learn to play the guitar, she was killed by a drunken driver. Hosie dedicated himself to becoming a better guitar player in her honor.

Some of the country music celebrities Hosie hunted with for “Headhunters TV” were impressed with his music. Earlier this year, he opened for Luke Bryan at the Archery Trade Association Show and for Brantley Gilbert at the Great American Outdoors Show in Harrisburg. Hosie worked on preproduction and composition of songs in Scranton with Jimmy Reynolds. In August, he opened for Travis Tritt at the Buckmaster Show in Montgomery, Ala.

“I’ve written some songs and am working on others, doing them in the studio to find a unique kind of sound that is fitting for me musically,” Hosie says. Once he gets the sound to where he wants it, he’ll be heading to Nashville for the actual recording sessions of music that is a blend of country and rock.

While Hosie’s no longer in Maybe Someday, maybe is becoming more definite for him, and someday is on his horizon like the red-yellow sunrise over the canopied forest.



The Colonel's Summer Vacation

If you thought you saw the Colonel frolicking in the sand this summer or taking in the sites in Italy, you might be right. This summer, the Colonel has been traveling with alumni, faculty and staff all over the nation and even internationally. The Office of Alumni Relations distributed cardstock colonels for people to take on their many summer adventures. We encouraged everyone to participate by snapping a photo with the Colonel showing the location, and send it to the Alumni Office. We added all of the photos to our Facebook photo album, which you can find by searching Wilkes University Alumni Association. A map of his travels was displayed during Homecoming 2014. Everyone kept the Colonel very busy this summer, and he'll continue his travels throughout the year. For your own cardstock Colonel, contact alumni@wilkes.edu.



The many locations visited by the Colonel during his summer travels included the coast of Maine, a salt water taffy store at the New Jersey shore and the Roosevelt home in Hyde Park, N.Y.

Alumni Discount Available for Legacy Students

Do you have a college-age child or grandchild interested in Wilkes University? Wilkes is now offering an alumni discount for undergraduate students of \$500 per year of attendance (up to four years), which amounts to \$2,000. We value our alumni and hope you will take advantage of this opportunity to pass on the Wilkes legacy to one of your family members! To begin the process, contact the Office of Admissions to schedule a personal visit by calling (570)408-4400 or emailing admissions@wilkes.edu.



Alumni Association board members helping at summer orientation were, from left, Matt Berger '02, Cindy Charnetski '97, Cheryl Jaworski MBA '09, Ellen Hall '71, Ian Foley '14 and John Sweeney '13. ALUMNI RELATIONS PHOTO

Members of the Alumni Association Board Participate in Campus Events

Members of the Alumni Association board of directors welcomed more than 500 first-year students and their families to Wilkes during both sessions of First Year Orientation this summer. Several board members participated including Matt Berger '02, president Cindy Charnetski '97, Ian Foley '14, vice-president Ellen Stamer Hall '71, secretary Kathy Heltzel '82 MBA '85, Cheryl Jaworski MBA '09, Kristin Klemish '04 and John Sweeney '13.

Alumni board members took this opportunity to welcome everyone to campus and make first-year students feel like Wilkes will be a home away from home. The board members were able to mingle and engage with incoming students during a continental breakfast hosted by student affairs.

"I had a wonderful time welcoming our first-time students at orientation. The topic of conversation among board members was how we wished we could relive our school days all over again!" says Cheryl Jaworski MBA '09.

Look for members of the Alumni Association board of directors at other campus events such as Welcome Weekend, admissions open houses and Family Day.

Celebrating Colonel Connections

After graduation, the memories you made in college stay with you on your journey throughout life. Joseph Weinkle '63 passed those memories to a prospective student, who became a current student once she received Weinkle's guidance. Weinkle introduced Sarah Kennedy, class of 2017, to Wilkes University and she hasn't looked back since her tour at Wilkes.

Weinkle, who has lived in Pittsburgh for 41 years, has known Kennedy since she was an infant because they are members of the same synagogue. Children from the congregation affectionately refer to him as "Uncle Joe." In this role, he has helped Kennedy and other young people to navigate through their day-to-day challenges in life as well as the college selection process.

"I had no idea where I wanted to go to college, but I had an idea of what size and type of school I wanted to attend," says Kennedy. "I was considering eight schools and had been accepted into most."

Through multiple conversations with Kennedy, Weinkle realized that she could fit in at Wilkes, a place he regards as a second home.

"I suggested that Sarah try looking at my alma mater," says Weinkle, who majored in business administration at Wilkes. "I told her, 'I think you'll find what you're looking for.'"

And Weinkle was correct; she found it.

"Honestly, I do not think I would have found Wilkes if it wasn't for Joe," says Kennedy. "It might have come across on College Board in my school searches, but I do not think I would have clicked the link if he did not suggest it."

One of the things that really sealed the deal was when Weinkle gave Kennedy a personal tour. He brought her to campus after she was accepted; her parents were unable to take her that day.

During their trip to Wilkes-Barre, Weinkle also took Kennedy to meet a rabbi in the area. Kennedy's interaction with the rabbi's three children provided her with the opportunity of a job teaching Sunday school at the congregation.

"Getting a job in the area definitely affected my decision to attend Wilkes," recounts Kennedy. "It gave me some security and more of a sense of belonging in Wilkes-Barre. This job also pushed me in the direction of making my decision to be an education major."

Kennedy is involved in many different clubs and activities. She is involved in Programming Board, Inter-Residence Hall Council, the Homecoming Student Team and the Dance Team. She also serves as the president of her class in Student Government.

"I'm thrilled with how well she's done," Weinkle says. "There's no question that she is really in her own element at Wilkes, doing everything that she wants to do."

Kennedy entered her second year at Wilkes this fall.

"My first year at Wilkes University went really well. I could not have asked for a better experience and I cannot wait to come back for more. I made a ton of great friends and I learned a lot, not just through school, but about myself as well," Kennedy says.

Although Weinkle has recommended Wilkes many times, Kennedy is the first student to take him up on his recommen-



Sophomore student Sarah Kennedy and Joseph Weinkle '63 celebrate their shared Wilkes experience outside the Henry Student Center. Weinkle encouraged Kennedy to apply to his alma mater.

dation. But he says that any alumni can help young students make decisions on where they choose to go to college, simply by having a meaningful conversation.

He recommends just starting with a few questions regarding the student's wants and needs from a school.

"Remember what it was like to think about choosing a college for yourself; you talked to people who cared enough to ask you those questions or someone who had knowledge and insight about different college opportunities."

Weinkle says that his time at Wilkes is truly what influences him to recommend it to others.

REFER A FRIEND!

Introduce a young person to Wilkes University

Have a relative, neighbor or friend starting the college search process? Introduce him or her to Wilkes University!

Open houses are scheduled for Saturday, Nov. 15, and Saturday, Jan. 31. Or schedule a personal tour with a prospective student by calling the Office of Admissions at **(800) WILKES-U Ext. 4400** or registering online at www.wilkes.edu/visitwilkes. Make sure to mention that you're an alum!

Tara Kojza '99 MBA '03 Sees Small Business as Bigger Enterprise

Tara Kojza '99 MBA '03 lowers a batch of fresh-cut boardwalk fries into the deep fryer. “Consistency, quality and customer service, those are our top three priorities,” she says. She’s just opened her concession stand at Scranton’s Nay Aug Park and already she’s filling orders, rushing from fryer to fridge to front counter to serve a young customer. This is the second year in a five-year contract Kojza has with the city to operate the stand beside the city pool and her sixth year as the proprietor of Jessee’s Place, a mom-and-pop ice cream stand located across from the Scranton Farmers Market.

Kojza graduated from Wilkes in 1999 with a bachelor’s degree in business administration. She worked for Tri-State Health, gaining experience in sales before returning to Wilkes as a full-time graduate student. She earned her MBA in 2003 and took a sales manager position at PepsiCo, where she oversaw operations in nine Pennsylvania counties, putting 5,000 miles on her truck per month. Aiming for what she calls the “gold standard in sales,” she left Pepsi and pursued a position at Sanofi-Aventis, a multinational company that develops, manufactures and markets prescription and over-the-counter pharmaceuticals. Fourteen interviews later, Kojza beat 1,700 candidates for the job. She excelled and worked for the company for two and a half years. Then she realized, “It was everything I thought it wasn’t.”

After re-evaluating her priorities, she returned to her roots and bought an ice cream stand. “Small business is in my blood,” she states, referring to the Sterling General Store, a bar, restaurant and general store operated by her grandparents. “I learned to make change at the age of five. Thirty years later, we’re selling the same Italian hoagie for \$3.”

In addition to the Italian hoagie, she sells soft pretzels, burgers and ice cream at her two locations. “We’re the flurry headquarters,” she says. “You name it, we create it.” Among the shop’s signature flurry creations—a blend of soft-serve ice cream and premium mix-ins—are Rice Crispy Treat, Fruity Pebble and Chocolate Crunch flurries. Kojza stresses the quality of the product she offers. “My ice cream is top-notch. We use all

real products: real cream, real Oreos, real Chips Ahoy cookies. That makes a difference.”

But Jessee’s Place is more than hoagies and soft serve treats. For Kojza, the business is about the relationship between the proprietors, clerks and customers. “We watch our kids grow up,” Kojza explains, referring to her young customers. “We teach the kids how to tie their shoes and count money.” She asserts that small businesses like Jessee’s Place are about the relationships that develop. These relationships include those between Kojza and the high school and college students who she employs, calling them “my girls.”

Tara Kojza '99 MBA '03 shows off a soft serve creation. Opposite, the store’s signature t-shirt. PHOTO BY FRANCISCO TUTELLA



“I learned to make change at the age of five. Thirty years later, we’re selling the same Italian hoagie for \$3.”



Kojsza's father, brother Ryan MBA '14, and mother Lori '92 MBA '97, help her run both establishments and sell food at festivals and events in which the business participates. "My family is huge into what I do," Kojsza states. "My mom is awesome. She's my best free asset." That family atmosphere followed Kojsza at Wilkes. "The cool thing about Wilkes is that my mom, brother and I all had the same teachers. They know my family. Besides being mentors, the faculty are friends." Kojsza still remains in touch with business school faculty members, including professors Anne Batory and Wagiha Taylor.

When asked what she considers the best aspect of her job, Kojsza says without hesitation: "It's a lot of fun. There's nothing more gratifying than handing an ice cream cone to someone and putting a smile on her face."

– By Francisco Tutella

Undergraduate Degrees

1960

Gordon Roberts was appointed artistic director and conductor of the Gay Men's Chorus of South Florida.

1961

Richard "Dick" Cobb self-published *Ambrose: Civil War Journey*, which recounts his great-grandfather's call from his Iowa farm to service in the Union Army during the American Civil War. The idea for the book came to Cobb while on location to film the movie *Gettysburg*, in which he appeared as one of the six "Hot Heads of the 2nd Maine." The book has been added to the Jefferson Library at West Point; the archival collection of the United States Army Military history; U.S. Army Heritage and Education

Center, Carlisle, Pa.; and Iowa's Historical Society.

1974

Barry H. Williams MBA '81 received the Volunteer Service Award from the Northeastern Chapter of the Pennsylvania Institute of Certified Public Accountants at the chapter's annual meeting on May 22. He was recognized for his participation in the organization's volunteer leadership and financial literacy programs. Williams is dean of the McGowan School of Business at King's College.

1978

Cynthia Mailloux received the 2014 Pauly and Sidney Friedman Excellence in Service Award from Misericordia University, where she is professor and chair of the department of



1969

Raymond Downey was married to Donna Wisnieski on April 19, 2013. Andy Matviak '70, the groom's college roommate, performed the ceremony in Sidney, N.Y., where Matviak serves as mayor. Pictured at the wedding, left to right, are Wisnieski, Downey and Matviak.

nursing. The award is given to a faculty member in recognition of service for the university and greater community.

Larry Cohen, left, pictured with his wife, Sally, Wilkes President Patrick Leahy and Mike Wood, Wilkes vice president for external affairs, at the Greater Wilkes-Barre Chamber of Business and Industry awards luncheon. Wilkes was presented with the chamber's Pride of Place Award in the community enhancement category for the Lawrence and Sally Cohen Science Center. The \$35 million building, which opened in fall 2013, is named for the Cohens, who gave the largest single gift from an alumnus in University history in support of the project.

1957



1982

Christine Lain-Sarno was chosen as the Frankford Township School Teacher of the Year 2013-2014. She is a third-grade teacher at the school in Branchville, N.J. Lain-Sarno resides in Wantage, N.J. with her husband Chuck and two children, Skyler and Nikki.

1986

Michael Yench was appointed president of the Northeastern Chapter of the Pennsylvania Institute of Certified Public Accountants for the 2014-15 year.

1989

Bill Evanina was appointed director of the office of the National Counterintelligence Executive after 25 years of working for the United States government and 18 years for the FBI.

1990

John Serafin began a new position as vice president/ Luzerne county commercial marketing manager of Fidelity Bank in Kingston, Pa.

Keith Silligman earned an additional bachelor of science degree in accounting from Bellevue University after retiring from a 20-year career in the health care management field. He lives in Omaha, Neb., with his wife, Nancy, and children, Ashley and Christopher.

1994

James Bruck MBA was promoted to the rank of major in the Civil Air Patrol. He currently serves as the public affairs officer with Scranton Composite Squadron 201.

Matthew McCaffrey is the new director of admission and institutional advancement at Canton Country Day School in Canton, Ohio. He resides in north Canton with his wife, Andrea, and three children, Matthew, 11, Katy, 9, and Abby, 3. McCaffrey purchased his home from fellow Wilkes alumnus **William Downey '69**, who built it in 1977.

1995

Sharon L. Brittingham earned a doctor of divinity from the American Institute for Holistic Theology in May 2013 and was ordained an interfaith clergyperson in May 2014.

Timothy Williams was among 28 teachers nationwide selected to participate in the American Geological Institute's K-5 Earth Science Teacher Leadership Academy in Houston, Texas. He is

a national board-certified teacher, teaches third grade at Gilbert Magnet School for Creative Arts in Las Vegas, Nev., and instructs professional development classes throughout the Clark County School District in science, literacy and teacher leadership.

1998

Michael T. Beachem IV was chosen to attend the selective NASPA, Student Affairs Administrators in Higher Education's Mid Manager Institute in Albany, N.Y. The intensive, five-day program provides an opportunity for advanced student affairs professionals to interact with and learn from experienced senior administrators. Beachem is associate director of resident life at International House Philadelphia.

1999

Ronald S. Honick Jr. was promoted to senior vice president, audit manager at First National Community Bank, Dunmore, Pa.

2000

Donna Talarico-Beerman MFA '10 earned the master of business administration degree from Elizabethtown College, Pa. She also completed the regional leadership and professional development program Leadership Lancaster, where she was selected as class speaker at the program's graduation festivities. She is director of integrated marketing at Elizabethtown College and lives in Lancaster with her husband, **Kevin Beerman '01**.



1976

Philip Besler, right, was joined by **Anthony Shipula '78**, left, during spring 2014 in bringing Besler's 58-foot 2008 Sea Ray Sedan Bridge from his home in Charleston, S.C., where he lives with wife **Carol Gusgekofski Besler '76**, to Long Beach Island, N.J.



1979

Gary Blockus received the 2014 Professional Keystone Press Award for top Sports Beat Reporting in Division I from the Pennsylvania Newspaper Association for his coverage of the outdoors. The competition included sports writers covering professional and major college teams at large-circulation newspapers. Blockus, a reporter at *The Morning Call* in Allentown, Pa., also received an honorable mention in the sports story category.

Jonathan Perloff '94 Designs Award-Winning Medical Devices

Jonathan Perloff '94 never thought he'd be working with cadavers when he earned his mechanical engineering degree from Wilkes. But that's exactly what he does to test the devices he designs for Globus Medical, a company specializing in innovative technologies for patients with spinal disorders. Working with design team doctors who serve as consultants to Globus, Perloff designs devices that improve the quality of life for patients while streamlining surgery techniques.

Becker's Spine Review, an industry trade publication, recently recognized Perloff and his team for LATIS, a lumbar interbody spacer that is inserted in patients with degenerative disc disease. It provides stability for individuals who have had discs removed. The publication recognized it as the outstanding spine device for 2014. The device is designed to allow surgeons to use minimally invasive surgical techniques to insert it—a significant step forward.

Perloff, who was the lead engineer on the project, has applied for two patents for the LATIS device and already holds another for an earlier medical device he designed. It's work he never dreamed of doing when he came to Wilkes.

"I'm a motorhead guy," Perloff jokes. "I was always tinkering with cars. Most people who go into mechanical engineering want to design cars and airplanes."

His first job after graduation was with CFM technologies in West Chester, Pa., a firm that makes wet processing equipment for etching and cleaning silicon wafers for the semi-conductor industry. He also worked at Lutron Electronics in Coopersburg, Pa., and Knoll Furniture in East Greenville, Pa., before joining Globus in January 2008.

Perloff says it takes three years to bring a new device to market, with two years from the initial sketch or concept to full production. "We have a lab with doctors on the design team," Perloff says. Cadavers are used to help design devices that will be used in the human body. An in-house machine shop allows prototypes to be produced quickly, cutting down the time that it takes to bring new

"I was always tinkering with cars. Most people who go into mechanical engineering want to design cars and airplanes."



Jonathan Perloff '94 stands in a showroom displaying the many medical devices designed by engineers at Globus Medical.
PHOTO BY SAMUEL SUNDERSINGH, GLOBUS MEDICAL

devices to market. Because medical devices must meet Food and Drug Administration requirements, some new products also must go through clinical trials before they can be used.

Sometimes Perloff finds himself in the operating room with a surgeon trying his device.

"They don't want someone from sales," he says. "They want the guy who designed it who can answer his questions and who he can give feedback."

Perloff says his current work gives him the greatest satisfaction of anything he's done in his career.

"It's nice to be able to do something to make someone's life better," he says. "It's very rewarding to know that something you do will help them to sit up in a wheelchair, get rid of chronic back pain, correct scoliosis, or even walk again."

– By Vicki Mayk MFA '13



2001

Edward Kollar has been appointed principal at ParenteBeard. Kollar has over 30 years of professional accounting experience, including 14 years in public accounting. He is a certified public accountant in Pennsylvania, an IRS enrolled agent and certified specialist in estate planning. He is treasurer of the Estate Planning Council of Northeastern Pennsylvania.



2010

Katie Nealon passed the Pennsylvania Bar exam. She is an associate at Munley Law, a personal injury law firm in Pennsylvania.

2001

Adam VanWert Pharm. D. (See Graduate Degrees 2003).

2002

Joseph Casey and **Brooke Anne Polachek** were married on Aug. 10, 2013, at St. Elizabeth Ann Seton Parish in Swoyersville, Pa. The groom teaches at Wyoming Valley West Middle School. The bride is a physician assistant at Geisinger Wyoming Valley. The couple honeymooned at the Riu Palace in Aruba. They reside in Kingston, Pa.

2006

Benjamin Damick and **Jeannine Koneski** were married on Oct. 12, 2013, in Ithaca, N.Y. The groom is employed as a web developer and the bride is a hair stylist. The couple resides in Rochester, N.Y.

2007

Shannon Curtin MBA '09's first poetry chapbook, *File Cabinet Heart*, published in June, won the 2014 Mini Collection Competition.

2008

Rex Harris participated in Pennsylvania Cage Fight 18 at the Kingston Armory on May 23. The event marked his return after a two-year hiatus to competitive mixed martial arts.

2009

Peter Dombroski and **Melinda Gentilesco** were married at St. Martin of Tours Church in Susquehanna,

Pa., on July 6, 2013. The couple honeymooned in Fiji and currently reside in Uniontown, Ohio.

2010

Jarrod M. Buzalewski received a doctor of osteopathic medicine degree from Philadelphia College of Osteopathic Medicine.

2012

John "Randy" Keiser and **Stacy Kaiser** were married on June 6 at the Luzerne County Courthouse in Wilkes-Barre. The groom is entering his final year at the Pennsylvania State University Dickinson School of Law. The bride is a registered nurse. The couple plan to hold a larger ceremony to mark their first anniversary on June 6, 2015.

Graduate Degrees

1981

Barry H. Williams MBA (See Undergraduate Degrees 1974)

1989

Gerard Champi MBA was appointed an at-large representative on the board of directors at First National Community Bank, Dunmore, Pa.

2003

Adam VanWert Pharm.D was awarded tenure and promoted to associate professor of pharmaceutical sciences at Wilkes University.



2006

John A. Bednarz Jr. MA has been named a Pennsylvania Super Lawyer in the field of workers' compensation for the seventh straight year. Only 5 percent of Pennsylvania lawyers obtain the status, and Bednarz is the only attorney practicing in the workers' compensation field in Wilkes-Barre to have earned the designation.

In Memoriam

2008

Joshua Swantek PharmD was promoted to major. He is an Air Force reservist at Joint Base McGuire-Dix-Lakehurst, N.J.

2009

Shannon Curtin (see Undergraduate Degrees 2007)

Janell Marie Stapert MS and **James Barna MS** were married Aug. 5, 2013, on a beach in Maryland. The bride teaches first grade and the groom teaches physical education in the Greater Nanticoke Area School District.

2010

Donna Talarico-Beerman MFA '10 (See Undergraduate Degrees 2000)

2011

Alison Carr MS and **Ryan Arcangeli '14 MS** were married on June 15, 2013, in St. Jude Parish in Mountain Top, Pa. The bride teaches health and physical education and the groom teaches history in the Crestwood School District.

2012

Jessica Hritzko was featured in the *Reading Eagle* "In Our Schools" feature. She teaches fifth grade at Bethel Elementary School, Bethel, Pa.

Courtney L. Kuklantz MS joined the Parkland School District's administration team as coordinator of special education.

2014

Suzanne Murray-Galella EdD was awarded tenure and promoted to associate professor of education at Wilkes University.

1942

Katherine P. Freund, Wilkes-Barre, Pa., died May 21, 2014. She was a teacher for 30 years with the Wilkes-Barre Area School District at GAR Memorial High School.

Joseph C. Kelly, Jenkintown, Pa., died on March 2, 2011. He was a veteran of World War II. After graduating from Bucknell University and Brooklyn Law School, he was an attorney for the National Labor Relations Board in Philadelphia.

1948

Claire F. Beissinger, Baltimore, Md., died May 23, 2013. She was an elementary school music teacher for 32 years in White Plains, N.Y., Verona, N.J., and Greenlawn, N.Y.

1949

Retired Col. Edward F. Corcoran, Ph.D., U.S. Army, Columbia, S.C., died April 8, 2014. He was a decorated war veteran.

Howard J. Dinstel Sr., Palm Harbor, Fla. died May 20, 2014. He started his career at Pfizer, then worked at Greenstein's Pharmacy and Dinstel's Pharmacy, until the mid 1970s. Later he worked at Cook's Pharmacy, Shavertown, and Nesbitt Memorial Hospital, Kingston.

1951

Michael D. Kotch, M.D., Nanticoke, Pa., died June 12, 2014. He graduated Hahnemann Medical College in Philadelphia in 1955. He served in the U.S. Army from 1957 to 1959, stationed in Fulda, Germany, as the commanding officer for the 501st Armored Medical Company, attached to the 14th Armored Cavalry. He worked as private practice general practitioner in Nanticoke for almost 40 years.

1954

Michael J. Lewis Jr., Kingston, Pa., died June 12, 2013. During his first year at Wilkes, he led a student revolt against the custom of hazing freshmen, which received national press recognition. He negotiated a truce between freshmen and upperclassmen. He was a U.S. Navy veteran.

Lewis graduated Columbia University Law School and was later appointed to the Pennsylvania State Attorney General's office, where he oversaw the awarding of pensions of coal miners stricken with black lung disease.

1955

George Saunders, Walnutport, Pa., died June 28, 2014. He was a general adjuster for Saunders Associates and a general adjuster for General Adjustment Bureau. He was a U.S. Navy veteran of World War II.

1956

Sylvia I. Bator, Tilbury Terrace and Edwardsville, Pa., died on May 16, 2014. She was a guidance counselor for the Lake-Leham School District and a receptionist for the Russian Funeral Homes.

Patricia Stout Williams, Clemmons, N.C., died March 6, 2014.

1957

William DeMayo, Corona del Mar, Calif., died July 11, 2012. He served the U.S. Army in Korea and later started his own export business in California.

1959

Michael Goobic died April 15, 2014. He served in the military in Korea. He later worked in marketing, most notably with Johnson & Johnson for 15 years. He also coached baseball and served as a volunteer at the Westfield Memorial Library.

Scott Threthaway, Palm City, Fla., died Jan. 23, 2014. He was a veteran of the U.S. Army. Following retirement from Carter Wallace, where he worked as a national sales manager, Threthaway taught mathematics in the Martin County School System.

1960

Joseph F. Andrejko, Woodbridge, Va., died June 11, 2014.

1961

Judith Lamar, Harbeson, Del., died on Nov. 7, 2013. She worked as an elementary school teacher in Maryland and northern Virginia area, and was a Loudoun County master gardener instrumental in establishing a teaching demonstration garden in Leesburg, Va.

Raymond N. Sordoni, Kingsville, Md., died on May 21, 2014. He served in the U.S. Army.

1965

James R. Ward, Jacksonville, Fla., died March 10, 2012. He was a certified public accountant and served in the Marine Corps during the Korean War.

1967

Jane Pesavento Grogan, Kingston, Pa., died June 3, 2014.

1969

Paul W. "Pepper" Merrill II, Kingston, Pa., died July 7, 2014. While at Wilkes he played football as a defensive end, earning all MAC honors as a member of "The Fearsome Foursome" Golden Horde. Merrill started his career as an insurance adjuster for General Adjustment Bureau before he established Merrill Associates, which he operated for more than 20 years.

1972

Richard Otto Sarmonis, Trucksville, Pa., died June 27, 2014. He was employed by General Foods, the Northeastern Pennsylvania Council of the Boy Scouts of America and retired in 2008 from Leeward Construction.

1975

Rita M. Mercuri, Yatesville, Pa., died June 20, 2014. She worked as an elementary and intermediate music teacher for the Pittston Area School District for 35 years and was the organist for the First Presbyterian Church in Pittston for 40 years.

1988

Albert Timko, Harveys Lake, Pa., died May 25, 2014. He was a biology teacher at Luzerne County Community College and was known as "the crab man" in Luzerne County, selling crabs roadside on weekends.

1991

Keith Kohut of Scott Township, Pa., died Feb. 27, 2014. He was controller at Olympia Chimney, Scranton, and earlier worked for Lockheed Martin.

Michael W. Kuchera, Chambersburg, Pa., died January 12, 2012. He was employed by JLG Industries.

2000

Cheryl Ann (Spudis) Manchester, New Milford, Pa., died March 23, 2012. She taught mathematics and technology for 32 years in the Blue Ridge School District.

Friends of Wilkes

Dorothea W. "Dottie" Henry, Dallas, Pa., died July 29, 2014. The University's student center and gymnasium are named for Mrs. Henry and her husband, Frank M. Henry. Mr. Henry served on the University's Board of Trustees from 1977 through 2006. The Henrys have been generous benefactors of Wilkes University, with significant gifts made in support of the student center, the Henry Gymnasium and the Cohen Science Center. Before moving to the Wyoming Valley in 1960, Mrs. Henry worked as a social worker in the Lutheran Welfare Service, Milwaukee. She was a former Sunday school teacher at St. John's Lutheran Church in Wilkes-Barre, Pa., and a board member of the Diakon Lutheran Social Ministries. She was a member and past president of Wilkes-Barre General Hospital Auxiliary as well as a member of Geisinger Wyoming Valley Medical Center Auxiliary and chaired the Geisinger Gala.

Faculty

Stanley B. Kay, Wilkes-Barre, Pa., died July 4, 2014. He was a professor of philosophy at Wilkes College. As a philanthropist, he gave many donations to Wilkes College and others.



S·A·V·E T·H·E D·A·T·E

MAY 30, 2015 • 6 P.M.
WESTMORELAND CLUB, WILKES-BARRE



**2015 PRESIDENT'S MEDAL RECIPIENT
JOHN REESE**

former Wilkes University athletic director and wrestling coach

WE SOLD OUT! The Inaugural Founders Gala, held on June 7, 2014, raised over \$250,000 for the newly established First Generation Fund. Don't miss the opportunity to support first-generation college students at Wilkes University. Mark your calendar now to join us!

**For more information, contact Lisa Everitt-Ensley at
lisa.everittensley@wilkes.edu or 570-408-4137.**

calendar of events

October

- 1-31 Faculty Exhibition 2014, Sordoni Art Gallery
- 9-13 Fall Recess
- 21 Gardner Lecture Series: Strategies for Teaching Special Needs Students at Graham Academy, 4:30 – 6 p.m. Marts 214
- 25 “Passport to Science,” Community Open House, 10 a.m – 1 p.m., Cohen Science Center

November

- 1-30 Faculty Exhibition 2014, Sordoni Art Gallery
- 1 Family Day 2014
- 4 Gardner Lecture Series: Northeast Innovation Alliance, 4:30 – 6 p.m., Marts 214
- 7-9 Wilkes University Theatre Presents: *Carrie – The Musical*, 8 p.m., Sunday, 2 p.m., Darte Center
- 11 Gardner Lecture Series: Court Appointed Special Advocates (CASA) of Luzerne County, 4:30 – 6 p.m., Marts 214
- 12 “Navigating the Landmines of Conflict in the Landscape of a Family Business,” Family Business Alliance, 5:30 – 7:30 p.m., Henry Student Center Ballroom
- 14-16 Wilkes University Theatre Presents: *Carrie – The Musical*, 8 p.m., Sunday, 2 p.m., Darte Center
- 15 Instant Decision Open House
- 16 Empty Bowls benefiting local food banks, Ballroom, Henry Student Center
- 21 Chorus/Chamber Singers Concert, 7:30 p.m., St. Stephen’s Episcopal Church, Wilkes-Barre
- 22 Civic Band Concert, 7 p.m., Darte Center
- 23 University Orchestra Concert, 3 p.m., Darte Center

December

- 1-14 Faculty Exhibition 2014, Sordoni Art Gallery
- 4 Jazz Orchestra Concert, 8 p.m., Darte Center
- 6 Chambers Singers Performance with the Arcadia Chorale, 8 p.m., Covenant Presbyterian Church, Scranton
- 7 Chambers Singers Performance with the Arcadia Chorale, 3 p.m., St. Stephen’s Episcopal Church, Wilkes-Barre
- 7 Flute Ensemble Concert, 7:30 p.m., Darte Center
- 8 Fall 2014 Classes End
- 10 “Texas Patriarch, The Rise and Fall of Family Dallas Dynasty,” Family Business Alliance, 5:30 – 7:30 p.m., Henry Student Center Ballroom

