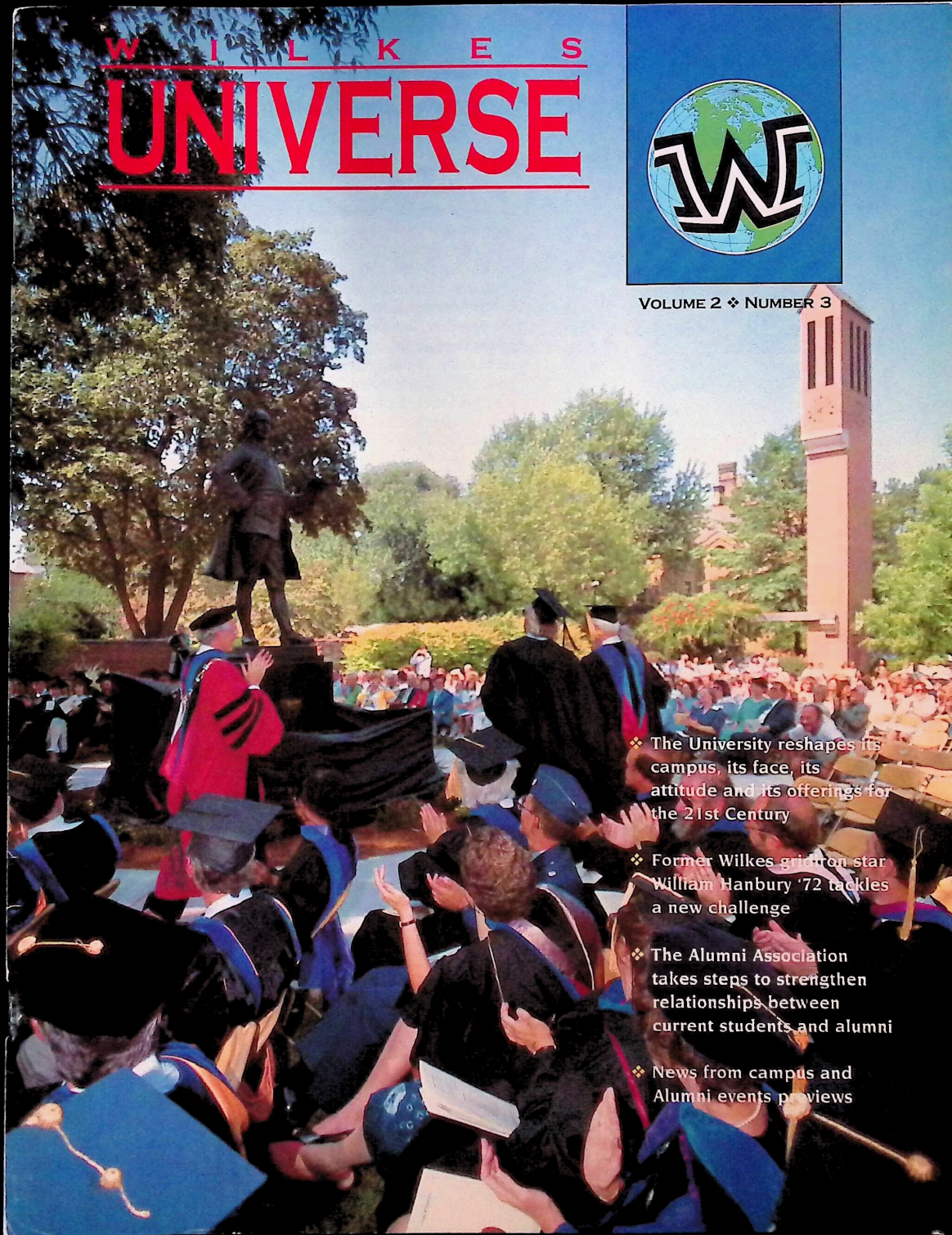


W I L K E S

# UNIVERSE



VOLUME 2 ♦ NUMBER 3



❖ The University reshapes its campus, its face, its attitude and its offerings for the 21st Century

❖ Former Wilkes gridiron star William Hanbury '72 tackles a new challenge

❖ The Alumni Association takes steps to strengthen relationships between current students and alumni

❖ News from campus and Alumni events previews



# WILKES UNIVERSE

Volume 2 • Number 3

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### FROM THE EDITOR

## Telling the Stories Behind the "Sacred Six"

When we undertook the task of redesigning your alumni magazine two years ago, we had a clear vision of what we were trying to achieve. Sure, it had to be visually appealing and slick, but we also had a good idea of the types of stories it should include: profiles about your classmates around the world who have been successful in their chosen profession, articles from campus which illustrate our academic programs and highlight the good work of our faculty and students, and updates on our quality programs, both curricular and extracurricular.

We've done that so far. But, thanks to the focused initiatives the University has developed to market itself, we're following an established guide. The Sacred Six, as they've become known, are six carefully constructed points we will use in spreading the good word about Wilkes:

- Wilkes University offers a variety of academic programs which do an excellent job of building competence and confidence in students. Many of these programs have developed regional reputations for their quality and standards.
- Wilkes faculty members care about their students. Their commitment to teaching reflects the core philosophy of the institution. As a small university, Wilkes offers a level of access to faculty rarely found in a university setting.
- Wilkes students have senior-level study and research opportunities not available at other universities prior to graduate studies. These are illustrated by access to equipment in the sciences, performances groups in the arts, cooperative education programs, and the ability to work with faculty members on research projects in many study areas.
- Wilkes is making major investments in new facilities. It is a university with goals and a vision for the future, making it an excellent place to study and learn.
- Wilkes graduates are successful and able to compete with their peers in business and professional areas. You will hold a Wilkes degree with pride and be able to enter your chosen profession with self assurance.
- The university sponsors diverse opportunities in student and resident life, offering many housing styles, more than 50 clubs and organizations, and a dynamic athletic program.

These six features of Wilkes are present in each of the stories told within. What better evidence of "graduates who can compete in their peers in business," than Bill Hanbury '72, whose profile begins on page 10. What better example of "new investments" than the campus improvements detailed in our cover story, The Changing Face of Wilkes University?

We hope the stories we tell in Wilkes Universe are both informative and interesting. And as Wilkes continues to progress, and our graduates continue to prosper, the Universe will document every moment, so that you too can share our journey.

Sincerely,

Vaughn A. Shinkus '91  
Editor



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*periences coaching an all-star basketball*

*nmentary*

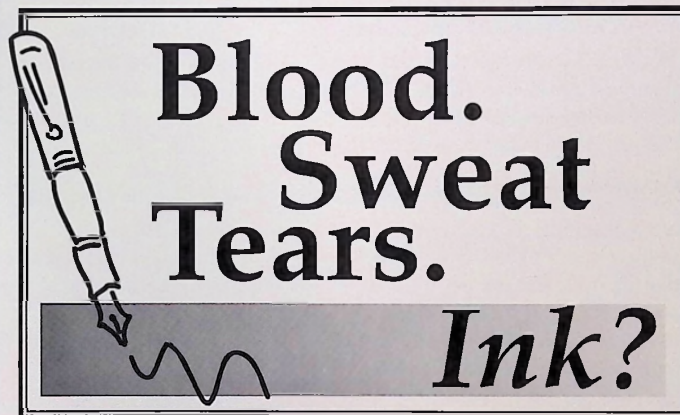
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### ON THE COVER:

Wilkes University President Christopher N. Breiseth and guests applaud as the new John Wilkes statue on the Wilkes campus is unveiled during August Commencement exercises

Photo by Rob Lettieri Jr.



## Article prompts alumni teaching connection

Editor,

Yesterday I received copies of *Wilkes Universe* (Volume 2, Number 1). I was thrilled to read it, and kept thinking, "Is this really me?" But yes, it really is and I appreciate your job well done. It was really an excellent, well-written profile.

Even before I had read the article, a Wilkes alumnus called my



mine. He's sending my family a packet of questions. They will pass it along to me.

I'll let you know if anything interesting develops out of this.

Sandra "Buffy" Crook '93

## History caused decline in the use of the surname

Dear Editor,

I confess, Dr. Liuzzo, I did it. Well, not only I. A lot of my buddies joined in the decline and fall of the surname ("Afterthoughts," Volume 2, Number 2). Perhaps you'd be interested in my version of the history of this death?

I think the problem of the surname became acute during World War II. I'm sure there were people before then who, for various reasons, gave only their first names or nicknames when asked. I would not claim that my generation was more promiscuous than preceding or succeeding generations, but we were the first to travel so far from home in such numbers. It simply became easier to say "Tom," or "Tillie," or "Jane," or "Hunk," since no one knew our families in these foreign places. (Yes, we had

"Hunks" in those days.) Our encounters were so brief, without expectation of meeting again, that we omitted our surnames, titles and other encumbrances. (You'll recall Socrates' saying, "The wise man carries no more through life than the soldier carries into combat.") And, yes, some of us may have had good cause not to let our family names be known.

It was known to happen then, for one to give not his own names, but the first name of a friend—or

*"My generation... was the first to travel so far from home in such numbers. It simply became easier to say 'Tom,' or 'Tillie,' or 'Jane,' or 'Hunk,' since no one knew our families in these foreign places."*

—Ted Weatherly

enemy, for that matter. Perhaps the consequent ease of social communication prolonged the custom of "forgetting" the surname.

The hope for the future, for those with a cyclical view of history, is that it's only a matter of time, before surnames come back. The future of honoring those with various doctorates seems more cloudy: a recent article claimed that we in the U. S. are making more doctorates "than the market can bear."

Dr. Liuzzo always will be Dr. Liuzzo to me—although I reserve the right to tell a new fleeting acquaintance, when asked, that my name is Anthony.

Ted Weatherly

## Redmond article reprinted in *Concerning Women*

Editor,

I first saw the article about Maggie Redmond's adventures in *Wilkes Universe* (Volume 2, Number 2). Of

course, many people around this area are familiar with the Redmond family, and when I saw that Maggie was getting involved, it was no surprise.

What was a surprise was how close she was to history. The struggles of Jennifer Harbury were indeed a national story and after reading about Maggie it occurred to us at *Concerning Women* that this was indeed a big story, well worthy of our cover. These are the kinds of people who deserve our attention—people with conviction, belief, and the determination to follow through on a dream.

The best thing about Maggie Redmond's story is that we think this is just one of many chapters that will be written in the future about this remarkable and determined young lady. Thanks again to Wilkes for bringing her to our attention.

Bette Cox Saxton  
Publisher, *Concerning Women*



## Publications e-mail address established

Your feedback on all issues addressed in *Wilkes Universe* is welcomed. All letters must be signed and will be subject to editing. Mail to:

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## John Wilkes impacts history as an 18th Century Ross Perot

The discussion of the life of John Wilkes that was occasioned by the recent dedication of his statue at Wilkes University raised an old, but still intriguing, question about historical cause and effect: Do individuals like Wilkes shape history so much as history shapes them?

Wilkes (1727-1797) was an Englishman who was highly regarded in the American colonies. More precisely, Wilkes—an intermittent member of the House of Commons who never made it to this side of the Atlantic Ocean—was the favorite of those colonists who were displeased with Parliament's imposition upon them of the sugar tax of 1764 and, especially, the stamp tax of 1765.

He did not speak for all Americans of European descent, although it is difficult to say just how many of them did support the Parliament from which he dissented.

The anti-tax Sons of Liberty, one of the first American political action groups, had the nasty—albeit effective—habit of physically terrorizing anyone who disagreed with them. This type of public "dialogue" does not serve to produce a lot of letters to the editor that might draw the attention of the local tarrers and featherers, and thus we have only a sketchy knowledge of Wilkes's opposition here.

The Sons of Liberty, who took their name from a laudatory comment made about them by Wilkes, also are noteworthy because they had what might have been the first American female auxiliary: the Daughters of Liberty. Wilkes presumably liked this innovation, as his expertise on the subject of paternity was not limited to the politics of the New World.

What is undeniable is that Mr. Wilkes made it to the forefront of American history. Actually, his starring role is limited to the American version; the British, losers who were nonetheless allowed to write their

own history, make relatively little of him. This same difference in perspective leads them to hold Benedict Arnold in higher regard than we.

There is some merit to the notion that if Wilkes had not assumed the mantle of the leading colonial sympathizer in London, it would have fallen to someone else. The Sons of Liberty had to see to it that someone was elevated to heroic status. Political movements like theirs need more than just targets and enemies: They also need a few heroes and even a martyr or two.

If the hero of the Sons of Liberty turned out to be someone with the legitimacy of a member of Parliament, like Wilkes, so much the better.

Wilkes's anointment had still another facet: The colonial protest movement had to find new advocates in Parliament. The professional lobbyists who represented the colonial governments in London simply did not have the allegiance of tax protesters like the Sons of Liberty.

The suddenly-deposed super lobbyist of the age that had ended, Benjamin Franklin, was so out of touch with the rapidly-developing sentiment back home that he gave parliamentary leaders the wildly mistaken idea that there would be no particular opposition to the stamp tax.

It was into this political vacuum that Wilkes enthusiastically stepped.

In this, Wilkes was more than just in the proverbial right place at the right time. He was the best choice for colonial hero precisely because his political prominence did surpass that of the other colonial sympathizers in London. This includes that other Wilkes-Barre name-sake, Isaac Barre—who has nary a boarding school, much less a university, named after him.

Like all effective political entrepreneurs, Wilkes became well known in



by  
**James Yoho**  
Assistant Professor  
of Political Science  
and Public  
Administration

large part because he was his own best promoter. Think of him as an 18th century Ross Perot, but without nearly so much money. After all, both of them complain a lot about the taxation of Americans; as even the Sons of Liberty illustrate, it has always been a popular position to take.

More significantly, both also organized citizen groups of real importance to the politics of their times. Wilkes is arguably the leader of the first mass-membership lobbying group. More important, the name of his group—the Bill of Rights Society—explains why he is credited, as his new statue says, with being "an early defender of political liberty, free speech, and the rights of the people to elect their leaders."

The ideas that the government must answer to the electorate and protect the essential rights of the individual are of obvious and incalculable significance to civilization.

Anyone who promotes such important ideas as well as did Wilkes can hardly be viewed as a mere puppet of historical forces. We might also say that had the inventor of the wheel not done so, presumably someone would have gotten around to it. However, that reduces neither the significance nor the impressiveness of the invention.

Although exceptional individuals like Wilkes certainly must use the circumstances of their times to effect the kind of change that makes them famous in the first place, this is more than mere opportunism. It also is foresight and creativity of the first order.

### Pharmacy program elevated to fourth University school

Wilkes has elevated its Pharmacy program to school status, making it the University's fourth academic school.

The newly established School of Pharmacy will enable pharmacy educators to develop programs which will significantly impact the regional health care delivery system in the 21st Century, according to Wilkes University President Dr. Christopher N. Breiseth.

"Wilkes has a long-standing tradition in pre-medical, nursing and other health education programs," Breiseth said at a news conference announcing

the new school. "This is part of our health science education thrust."

"The pharmacy industry is changing," added Dr. Bernard Graham, dean of the School of Pharmacy. "With the establishment of a separate school, Wilkes will be on the leading edge in creating new pharmacy education programs."

Wilkes's Board of Trustees approved the addition of a Doctor of Pharmacy degree in 1994. The program includes two years of pre-professional studies and leads to a Doctor of Pharmacy degree. The 6-year curriculum is the new industry standard in pharmaceutical education, said Graham.

The program's elevation to school status was required by the American Council on Pharmaceutical



Dr. Bernard Graham, dean of the School of Pharmacy, and President Christopher N. Breiseth announce Wilkes's newest school

Education for accreditation. Students need accreditation to take a professional license exam. Wilkes is one of only five schools in Pennsylvania to offer professional degrees in pharmacy, and is the only program not located in Philadelphia or Pittsburgh.

### Wilkes introduces Educational Leadership program

Wilkes has begun a principal certification program designed to shape educational leaders for the 21st Century.

The new 36-credit Educational Leadership Program results in a master's degree in educational leadership, along with a principal certification in either elementary or secondary education.

The two and a half year program is different from most others, in which the majority of credits are earned in the classroom. Participants in Wilkes's program take one educational leadership seminar during their first two semesters, and then pursue plans of study in which they develop action/research plans to deal with issues in the schools in which they teach. The program culminates with an applied research project.

For more information, call the department of education at (717) 831-4463 or 1-800-WILKES-U, ext. 4463.

### Annual Fund phonathon campaign continues



Seated are: James Gardner '93, Nancy Johnson '79 M'80, Rick Kutz '74 M'83, Lynn Vandenberg and phonathon chair Jackie Carroll '85 M'88. Standing: assistant director of Annual Giving Maureen Burke, Christine Tondrick '98, and President Christopher N. Breiseth.

The University Annual Fund phonathon campaign continues through November to raise funds for Wilkes's 1995-1996 Annual Fund Campaign.

More than 50 Wilkes alumni and students have been contacting friends of Wilkes and alumni from across the country to help meet

the phonathon goal of \$150,000. The total goal for the Annual Fund is \$1,950,000, the largest Annual Fund goal in Wilkes history.

The Annual Fund helps support the operating budget of the University, improve facilities, expand library resources and fund scholarships.

### Business School announces redesigned MBA program

Dr. Gary A. Giamartino, dean of the University's School of Business, Society and Public Policy, has announced changes in the Master of Business Administration Program.

The new M.B.A. program is designed to provide management education at the master's level for students with an undergraduate background in business, accounting, or economics or in other varied academic disciplines. Wilkes's M.B.A. curriculum is divided into foundation, core and elective classes, and is offered during semester evening hours and trimester weekend hours throughout the academic year.

The enhanced curriculum concentrates on the development of core managerial skills to address the challenges of a rapidly changing business environment. Skills such as communication, team decision-making and cross-functional integration are emphasized to produce more effective managers.

The program was redesigned with input from faculty and graduate students from various departments to ensure that the changes would serve the needs of Wilkes's 200 M.B.A. students.

The redesigned M.B.A. program announcement coincided with the fall semester opening of a new classroom and office building to house the School of Business, Society and Public Policy and the School of Liberal Arts and Human Sciences.

Dr. Barbara Samuel Loftus, assistant professor of business administration, has been named director of the program.

For further information on the M.B.A. Program, call (717) 831-4703 or 1-800-WILKES-U, ext. 4703.

### 60 graduate at August Commencement



President Breiseth awards a degree to a new graduate at August Commencement exercises

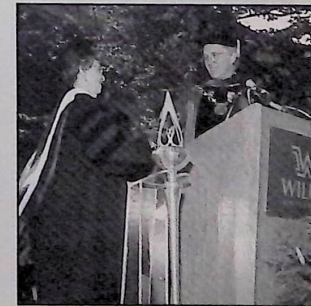
More than 60 received graduate and undergraduate degrees at annual summer commencement exercises held for the first time in front of the Eugene S. Farley Library.

Wilkes President Christopher N. Breiseth gave the principal address at the morning ceremonies and Demetrios G. Papademetriou '70 received the Eugene S. Farley Memorial Alumnus Award. Additionally, Norma Sangiuliano Tyburski received an honorary doctor of humane letters degree. A drama

instructor at Bucknell Junior College (BUJC), precursor to Wilkes University, Tyburski was founder of the Thespians, a drama club which evolved into the department of theatre. In 1935 she founded the Children's Theatre of Wilkes-Barre, and has been active in many civic groups, including the Campfire Girls and the United Way. She was honored in 1992 by friends and alumni of Wilkes as the first Lady Colonel.

"Mrs. Tyburski has made a positive impact on Wilkes from her first day as a drama instructor at Bucknell University Junior College to today as she reunites BUJC alumnae," said President Breiseth, who conferred the honorary degree. "Wilkes is proud to call her one of our own."

Dr. I. Michael Lennon, vice president for academic affairs, gave welcoming remarks. Greetings were given by Eugene Roth '57, chairman, Wilkes University Board of Trustees; Jane Elmes-Crahall, chair, Faculty Affairs Council; and Kellie Klein '96, president, Student Government.



Norma Constance Sangiuliano Tyburski receives an Honorary Doctor of Humane Letters degree at August Commencement



Faculty and graduates surround the newly erected statue of John Wilkes at dedication ceremonies held during August Commencement.

Photos by C. Salomick

**Campus Improvements**

# The Changing Face of Wilkes University

Just as people mature, stretch their wings and change with the times, so too must the institutions that serve them.

Wilkes University—its face, its attitude and its offerings—has reshaped itself physically and internally to adjust to these winds of change. What this transformation has borne is a University ready for the challenges of the 21st century, one built on a solid foundation laid more than 60 years ago.

"There is such a sense of change about campus—about as much as the mind can absorb," explains Wilkes University President Dr. Christopher N. Breiseth. "But the mind's eyes will be stretched even further in the coming years."

The Wilkes University Board of Trustees announced plans for the physical

By  
**Christine Liberaski**  
Communications  
Assistant

transformation of campus in the summer of 1993. The \$25 million, four-year plan is Wilkes's most extensive in history.

**"ABSOLUTELY BEAUTIFUL"**

One significant change on campus is the new classroom and office building that houses the School of Liberal Arts and Human Sciences and the School of Business, Society and Public Policy. Located in the 100 block of South Franklin Street, the 56,000 square-foot, dark brick-face structure has gables on its street side to continue the scale and rhythm of the older buildings in the block.

"The new building and plans for the entire campus incorporate our commitment to maintain the integrity of the historical district of downtown Wilkes-Barre," says Paul A. O'Hop, vice president for business affairs and auxiliary enterprises.

Accounting major Karen Bednarczyk '96, spent her first three years at Wilkes running from the Marts Center to Stark Learning Center to the Darte Center for her business-related classes. Now she spends her days in the new classroom and office building, which has not yet been named.

"The building is absolutely beautiful, but what's most impressive is the amount of computers in it," says Bednarczyk. "I never have to wait to get on a computer in the laboratory, which is great."

On the backside

The freshly planted George Fenner Quadrangle, which runs between Stark Learning Center and the new classroom/office building



of the new building are rows of windows that overlook yet another emerging enhancement to campus—the George Fenner Quadrangle, an area named after long-time Wilkes neighbor George Fenner. The "Quad," as many have started calling it, is not complete yet. But like the grass seedlings that have sprouted between the Stark Learning Center and the new building, people look at the budding Quad and see its potential.

The George Fenner Quadrangle will stretch approximately 800 feet from South Street to Northampton Street. Church Hall, which now houses the bookstore, will eventually be removed or taken to another place on campus.

"The Fenner Quadrangle will provide a sort of greenway and large space for the entire

campus to meet," says Breiseth. "But also, this stretch of green with John Wilkes standing at one end, will attract visitors from the community as well."

**A NATIONAL LANDMARK**

This past August, John Wilkes, in the form of a nine-foot statue, made his first trip across the Atlantic Ocean to the city and campus named after him. The bronze salute to the English political figure and journalist was unveiled during summer commencement and received attention from the entire community.

"Aesthetically, it's great to have such a wonderful piece of art in the community," says Wilkes-Barre Mayor Lee Namey '68, "But just as important is the fact that the statue reflects the heritage of this city as well as the University."

Million dollar renovations to the Stark Learning Center also have begun to accommodate the School of Pharmacy's laboratories and facilities. And sand blasting to Stark's exterior walls has revealed beautiful red bricks that comple-



The new classroom/office building, located on South Franklin Street



## Namesake statue is first in the United States



The nine-foot statue of British politician John Wilkes, stands directly in front of the Eugene S. Farley Library

The statue of the University's namesake, John Wilkes, erected on campus is the only of its kind on this side of the Atlantic.

Unveiled at summer Commencement exercises in August, the bronze figure is a reproduction of a John Wilkes statue erected in London in 1988. "The statue portrays John Wilkes rather arrogantly because he was quite an arrogant man," says sculptor James Butler of Warwick, England, who traveled to Wilkes-Barre for the unveiling. "He is standing with one hand on his hip and the other hand holding a speech he made to Parliament."

Measuring nearly nine-feet in height, the statue weighs approximately one-half ton. It was made from the original plastic cast Butler used to create the London statue, which won the award for

the best new public sculpture in London in 1988. The sculptor presented a lecture on the statue and his work the night of the unveiling.

In addition to the unveiling and Butler's lecture, a symposium on the life and times of John Wilkes featured Wilkes history professor Dr. Harold Cox, John Wilkes Scholar at SUNY, New Paltz Dr. Arthur Cash and local attorney and John Wilkes expert Attorney Charles Petrillo '66.

The new statue was made possible by generous gifts from Stephen Sordoni and the law firm of Rosenn, Jenkins and Greenwald. The statue was dedicated to Judge Max Rosenn, Attorney Eugene Roth '57 and Attorney Joseph J. Savitz '48 as tribute to their leadership at Wilkes University and in the Wyoming Valley.

ment the new building Stark faces across the Quad.

Housed deep inside the Stark Learning Center is another new jewel on campus—the Thomas P. Shelburne Telecommunications Center. Nearly complete, the 5,500 square-foot facility will accommodate two television studios, private editing suites, classrooms and offices.

Heidi Van Essendelft '96 is so impressed with the studio she decided not to graduate on time. Van Essendelft, a communications major with a concentration in telecommunications, figured the experience she'll gain by working in the new center is worth putting off graduation.

"The new studios are probably the best I've ever seen at a small

school," says Van Essendelft. "We now can use a higher quality tape, the shows look better and there is more flexibility in what we're capable of doing. It's almost as if we're in the real world."

The telecommunications center was made possible by Catherine Shelburne, widow of the late Thomas P. Shelburne, a local pioneer in the television industry who once owned local ABC affiliate WNEP Channel 16.

### A VITAL COMMUNITY RESOURCE

Other changes on campus include a refurbished Dorothy Dickson Darte Center and the addition of a lighted walkway from South Franklin Street through the Weckesser Hall lawn to South Main Street.

"I love watching the flow of people walking from South Franklin to South Main along the walkway, and know that local merchants must see it too," says Breiseth. "In time, maybe people will again see this area as attractive and will want to rebuild that area of downtown."

Breiseth is not the only person who sees Wilkes as helping the community.

"There's no question about it, the development of the University is good for the development of the area," says Vince Matteo '75, executive vice president of the Greater Wilkes-Barre Chamber of Commerce. "And not only physically, but also in the integral role the University plays in shaping minds."

The obvious changes around

campus are a preview of what Wilkes University will look like in a few years. Pickering Hall will be replaced by a 250-space parking lot, a new residence hall will be added, and a student union will be built next to Bedford Hall to house the Sordoni Art Gallery, a new cafeteria and student activities offices.

"In essence, the new student union with the Sordoni Art Gallery, Bedford Hall and the Darte Center are going to make up the cultural corner of Northeastern Pennsylvania," says Breiseth.

All the construction, refurbishing and rearranging on campus will stay largely within the boundaries the campus has established, according to Breiseth. Because he sees enrollment leveling at about 2,000 full-time students, he doesn't see the need to expand any further. The only other option is the possible expansion of the Eugene S. Farley Library to accommodate more learning resources. The building was designed so that it could be expanded toward Fenner House.

### SOME THINGS NEVER CHANGE

Eddy Shehwen has watched Wilkes progress through the years from his barbershop now housed in the YMCA on the corner of South Franklin and Northampton streets. A barber to the presidents, Shehwen has cut hair for all four of Wilkes's leaders—Farley, Michellini, Capin and now Breiseth.

Shehwen fondly remembers some of the older buildings that were removed to make room for improved facilities on campus. But he's excited about the new buildings, too, and can't wait to get a tour of the new classroom building he walks past every morning on his way to work.

"Sure the old buildings were gorgeous but so are the new ones," says Shehwen. "Things have to change with the times."

"But one thing about Wilkes will never change—the people," he adds. "When it comes down to the professors, the students, the presidents, they're all humble and real nice people."

*"The development of the University is good for the development of the area... not only physically, but also in the integral role it plays in shaping minds."*

**Vince Matteo '75**  
Executive Director  
Greater Wilkes-Barre  
Chamber of Commerce



Heidi Van Essendelft '96 directs a production from the control room of the new Thomas P. Shelburne Telecommunications Center



William Hanbury '72 poses in front of the Milwaukee River, in downtown Milwaukee, Wisconsin

Photos courtesy Milwaukee Convention and Visitors Center

Marketing Milwaukee

# More than Just 'Beer and Brats'

By  
Vaughn Shinkus '91

Don't tell Bill Hanbury '72 that Milwaukee is all about beer, brats and bowling. He doesn't buy it. Since his appointment to president of the Wisconsin city's Tourist and Convention Center one year ago, Hanbury has worked tirelessly to change that blue collar perception to one more urbane, though user-friendly, in nature.

"Milwaukee is truly a world-class city in the arts and cultural arena," he says, citing the city's extraordinary ballet, symphony, repertory theater, and museums. "But when people think of Milwaukee they don't think in those terms."

It's an uphill battle, but clearly Hanbury is winning. As top marketer for Milwaukee, he oversees a \$4 million budget, more than 60 full and part time employees, and manages a foundation. Armed with a newly created marketing slogan and a \$500,000 promotional campaign, he is leading the convention center in a crusade to make the city—the country's 17th largest—a top convention and tourist destination.

Critical to that effort, he says, is the completion of the new Wisconsin Center, a \$166 million convention facility slated for com-



The Milwaukee skyline, looking over the Milwaukee River

pletion in 1999, and a proposed stadium which will keep Major League Baseball's Milwaukee Brewers from skipping town. Hanbury, who has been at the epicenter of both projects, hopes their fruition will position Milwaukee ahead of competing cities such as St. Louis, Indianapolis and Kansas City.

"You must have the infrastructure in place to be competitive with the finest cities in America," he says. "You must have those kind of assets on the ground or you won't be competitive."

SIGNS OF SUCCESS

Already there's proof that Hanbury's prophesy will ring true. The International Association of Police Chiefs (IACP) recently chose Milwaukee for the sight of its 2001 convention, an event expected to bring the city a \$14.9 million economic windfall, by convention center estimates. The IACP chose Milwaukee ahead of other finalist cities—Chicago, Ill., Columbus, Ohio and Toronto, Canada—largely

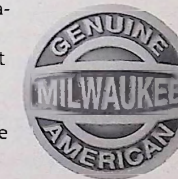
because of the promise of the new Wisconsin Center, Hanbury says. But, as he asserts in a letter published in Milwaukee's *Journal-Sentinel*, adding to the positive decision was the collective character of Milwaukeeans themselves.

"We have a sense of pride and community *esprit de corps* that may be unrivaled by any other city in America," he says.

The bureau's new "Genuine American" campaign celebrates this spirit, says Hanbury, while promoting Milwaukee's heritage and strengths in more sophisticated areas.

"We have tried to position ourselves as the genuine American city—a place where you find value in our diversity, in our work ethic, in our sense of pride about being Americans," says Hanbury. He adds that marketing Milwaukee's friendliness, accessibility and affordability will put it at the top of the list.

"Some people put communities up on pedestals and they're very difficult to buy," he says. "The thing you have to do is put a community



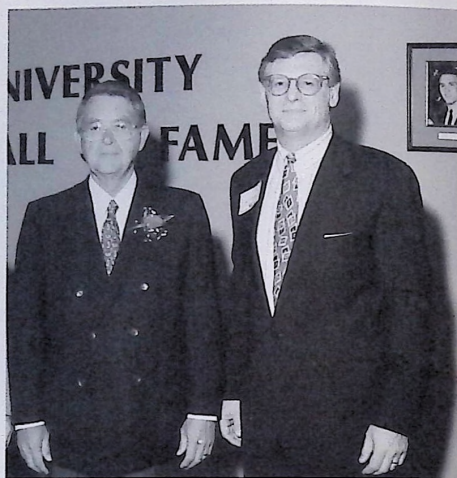
Bill Hanbury during his years as an offensive guard for the Wilkes College Colonels



*"I left Wilkes with a great sense of confidence in what I could do as a person—not just in football, but intellectually, academically and ethically."*

**William Hanbury '72**

Emeritus Professor of physical education Roland Schmidt with William Hanbury '72 at the 1994 Athletics Hall of Fame Dinner.



down on a shelf where a consumer can reach it. One of the reasons I've been at least somewhat successful in this business is that I've always approached this as a product sales challenge."

But Hanbury's success during a career which spans two decades is not surprising, in spite of the fact that it was a unique turn of events that he ended up in the tourism industry in the first place.

**SYRACUSE AND SEOUL, HARVARD AND HILTON HEAD**

After graduating from Wilkes in 1972, Hanbury returned to his hometown of Syracuse, N.Y. and began teaching history. During those years, he devoted most of his time and energy pursuing his true passion—football. After several try-outs with professional teams, he got his break in 1973 when he was drafted by the Buffalo Bills. Though he eventually was wavered by the team, Hanbury says it was the experience of a lifetime.

"It was fun while it lasted," he says. "I really felt it was a great leap to come out of the Wilkes football

program and have an opportunity to play at that level. I'm still pretty proud of that."

After what he calls a "very short and non-illustrious career" in the National Football League, Hanbury took a sales job in Syracuse for four years. Weary of traveling on sales calls, Hanbury began looking for a more stable career. So he accepted a position with the Syracuse Convention and Visitors Bureau, where he eventually was named executive director.

Over the period of six years that followed, Hanbury served in similar capacities with tourist bureaus in Buffalo, N.Y. and Hilton Head, S.C. His experience coordinating sporting events in Hilton Head paid off in the form of a job opportunity as director of unit managers for NBC Sports, a position in which he coordinated coverage of the 1988 Olympics in Seoul, South Korea.

Hanbury then successfully pursued a Master's degree in Public Administration from Harvard University, and served a brief stint as head of a tourist bureau in Flint, Michigan, before accepting the

position in Milwaukee one year ago. In a business known for its transience and rapid growth rate, Hanbury has breathed life back into the tourism programs in several cities. But at 45, it appears as if he's in Milwaukee to stay. He's signed a five-year contract, and he and his wife, Valerie, hope to raise their children, Morgan, 9, Gillian, 7, and Neil, 4, there.

**LEARNING THROUGH FOOTBALL**

Hanbury attributes much of his career success to lessons he learned on the football field at Wilkes. An offensive guard for the Colonels, he praises former head football coach, Roland Schmidt, for instilling within him a work ethic and values he still is guided by today.

"Rollie probably was the most important figure in that era of my life," says Hanbury, adding that the two still keep in touch. "Often in my life I have asked myself 'what would the coach think about that.'"

In trademark fashion, emeritus Coach Schmidt, recently retired, downplays his influence. "Most guys who are successful usually do that—they give the credit to somebody else," says Schmidt. "But Billy didn't need anything from me, he was a good kid from the get go."

Hanbury got going at Wilkes after visiting his friend and high school football teammate Dave Mitchell '71, now managing partner of a CPA firm in Syracuse. Hanbury had been recruit-

Hanbury conducts a news conference announcing the convention center's new \$500,000 marketing campaign



ed by larger schools because of his prowess on the football field. He chose Wilkes, and ended up playing a role in one of the longest winning streaks in American college football history. During his junior and senior seasons, the squad played 32 consecutive games without a loss. Coach Schmidt easily recalls reasons for their success.

"All the kids were of the same caliber that Billy was," he says. "I suspect he probably got as much out of the group as he did from me."

That's true, says Hanbury—he still remains friends with many of his former teammates. When the team celebrated its 25th anniversary at the Athletics Hall of Fame banquet two years ago, Hanbury relished the opportunity to get together with his college pals.

"I really felt like I was part of family there," he says. "There were people who cared about me as who I was. I found great happiness in that."

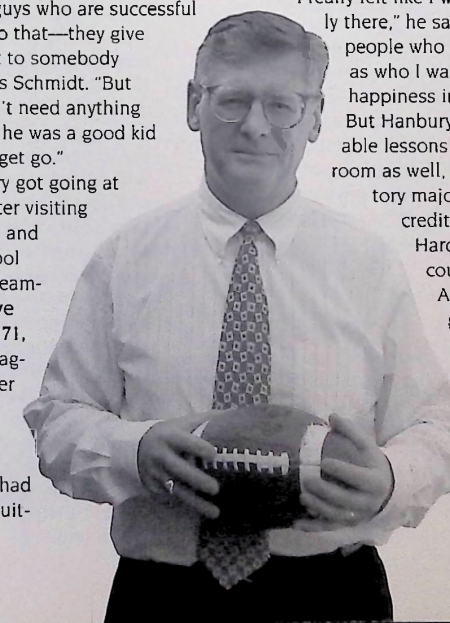
But Hanbury learned valuable lessons in the classroom as well, he says. A history major at Wilkes, he credits professors like Harold Cox and courses like American history, government and political science for giving him the basis for a career in a public forum.

"A key success factor in this job is your ability to survive in a political environment, says Hanbury. "I learned those lessons very well at Wilkes."

"I came to Wilkes somewhat of a shy, insecure 18-year-old kid," he adds. "I left Wilkes with a great sense of confidence in what I could do as a person—not just in football, but intellectually, academically and ethically."

Even today, Hanbury says, he approaches work with the same gusto he did for football, "with a real sense of joy and enthusiasm and interest." He says he's proud to represent Milwaukee to the world, and lives by a mantra put forth by his coach more than 20 years ago.

"Rollie used to say 'just be the best.' I think about that all the time. Whether I'm nurturing my children, giving a speech, representing Milwaukee before a national association, or exercising in the morning, I still want to be the best."





## College Guide Books Confront Wilkes with Tough Choices

Recently there has been considerable media coverage questioning college rankings in national news magazines. *The Wall Street Journal* and the *Philadelphia Inquirer* have taken some of the raters to task, correctly pointing out that the ratings rely on self-reported, unaudited enrollment statistics which often differ from those institutions report to the government. Several institutions with high rankings have excluded conditional admits and foreign students from the SAT averages of new freshmen, a practice expressly prohibited in the criteria established by the magazines. *The Wall Street Journal* article reported more than two dozen discrepancies in SAT scores, acceptance rates and other critical enrollment data from colleges with high rankings.

Acknowledging the problem, *U.S. News & World Report* nonetheless ranked the institutions, referencing the problems with footnotes. Several outstanding colleges, so disgusted by the situation, have refused to submit their data.

While a recent student poll published by the Arts and Science Group, Inc., indicated that these rating guides have little influence on college choice, we acknowledge that in the

present fierce competition for students a high ranking can create a favorable impression in the overall marketing of the institution.

The situation confronts Wilkes with some tough choices. First, we have consistently reported our enrollment and SAT statistics with complete honesty, including conditional admits (students at Wilkes who are required to take our STEP program in the summer before their freshman year). After the first article last spring, the Board urged us to continue reporting as required by the rating criteria. Second, because of the large number of graduate degree programs (including now our Doctorate in Pharmacy degree), Wilkes is ranked with comprehensive universities, not smaller liberal arts colleges. We are thus being compared with institutions with larger endowments (ours is only \$19 million), more extensive curricula and

higher salaries for both faculty and administration. Third, while we report a 24% participation rate of alumni in the annual fund campaign (as compared with a 32% rate for University of Scranton alumni), *U.S. News & World Report* calculates only 18% for Wilkes. Our figure uses the number of alumni con-

tributing compared to the total number of alumni for whom we have accurate addresses (and thus knowledge that they are alive). This is the standard established by CASE, the professional association of fund raisers.

Wilkes is working on several fronts to improve our profile, not for the ratings magazines but for the solid strengthening of the University. Our median SAT scores for the last two freshman classes have increased by more than 70 points. Because our alumni have been the most vocal in their concern that we have not appeared in the top group for our region, we are left with a choice. Should we join an increasing number of colleges and universities that refuse to submit our statistics, thus underscoring the flawed methodologies of the ratings and our judgment that these ratings are doing unfair harm to both institutions and students as they seek the best college or university for their interests and aptitudes? Or should we continue to submit the data as we continue to improve the recruitment and fund raising performance of Wilkes, and trust that the public pressure, particularly on *U.S. News & World Report*, will eventually create a level playing field? I invite your suggestions which you can send to me via this magazine.

However we answer this, you can help us increase the number of student



by  
**Christopher N. Breiseth**  
Wilkes University President

inquiries (we want to raise these from last year's 12,000 to 17,000 this year), increase the participation rate in giving to the annual campaign and, in the forthcoming capital campaign, to the endowment. Alumni can significantly strengthen Wilkes's competitive position. More important, improvement in these categories is synonymous with Wilkes's becoming an even finer institution—regardless of the ratings.

It remains our experience at Wilkes that the most important consideration for a prospective student is to visit the campus, meet with faculty, spend time with students both in and out of class and determine whether there seems to be a "fit". We are proud of our programs and our facilities. We are investing heavily in both, making Wilkes more and more attractive to potential students. Help us to attract more students, and Wilkes will grow in stature and receive greater national recognition for the high quality education which is the Wilkes tradition.



Photos by C. Salornick

Trustee Clifford Melberger, owner of Diversified Records Services, Inc. (seated), with his Wilkes alumni/student employees: Dawn Layaou '91; Marlene M. Marriggi '89; Kim Woods '96; Jim Antonio '63; Jan Thyren, MBA candidate; Marie Gernata, MBA candidate; Mickey Melberger '91

# The Wilkes Network

**Jim Savage '96** lights up when he talks about his mentor. The Wilkes University communications major got tips on job hunting and marketing his ideas. They went to seminars and networked. And because his mentor, **JoAnn Scubelek '92**, graduated from Wilkes, they shared stories about the University.

"It's really worked out great because we have so much in common," says Savage, who is serving an internship with Scubelek at the Northeast Regional Cancer Institute in Scranton, Pa. Scubelek is community relations director for the non-profit healthcare network, and also has served as a student

mentor for the Pennsylvania Public Relations Society, a regional professional group.

"She's teaching me the ins and outs of the field," says Savage. "I just can't say enough good things about her and how she's helped me."

### ALUMNI CONNECTIONS

Experiences like Savage's have prompted Wilkes's Alumni Association to take steps to formally connect the University's more than 20,000 alumni to students and to one another.

"The Alumni Board is compiling a master list of all University graduates interested in mentoring or

By  
**Jennifer Learn '91**



getting in touch with other Wilkes graduates in their field," says **Bill Miller '81**, chairman of the board's student liaison committee. "More than 100 alumni have signed up so far, and the board is trying to get in touch with other interested graduates."

The list should be available through the internet at Wilkes' World Wide Web site (located at <http://www.wilkes.edu>) by the end of the semester, adds Miller, who is vice president of FAO Schwarz. Miller has been working to involve students in Alumni Association events and activities in an effort to strengthen ties between the two groups. Already several students have met with the board during their quarterly meetings.

Additionally, committee members plan to start career forums that will expose students to 10 or more alumni working in their field of interest during one session.

"The ball has started rolling," says Miller, who lives in New York City. "These types of services can only help strengthen students' feelings about getting a job and also strengthen ties to the University."

**HELPING THE FUTURE**

Several alumni say they signed up to be a mentor because it is a tangible way to help the University. "Wilkes offered me a great deal, and I think this is a way to give something back," says Jackie Bacon '77, a kindergarten teacher from Naugatuck, Connecticut.

In addition to providing student teaching opportunities, Bacon hopes to give education students tips on producing videos and portfolios that some schools want from teacher applicants.

"Students majoring in education need all the help they can get find-

**An easy way to help students**

Remember your senior year at Wilkes, and the anxiety you felt wondering whether you would find work after graduation? Well, times may change, but one thing has not—undergraduates still have the same fears about their future.

But thanks to a new program established by the Alumni Association, you can help allay some of those fears. For the past year, the association has been compiling information from alumni interested in becoming a career mentor to current Wilkes students.

By becoming a mentor, you can touch the future in a very real way, according to **Bill Miller '81**, chairman of the Association's student liaison committee. The mentoring program is an easy way for alumni to help students with their career choices and professional development, he says.

"We're trying to complete the loop, by connecting alumni with current students interested in a particular profession," says Miller.

So far, the mentoring database includes more than 100 alumni from various fields, including teaching, engineering, marketing and sales, journalism, and medicine. Miller is hoping to increase



**Bill Miller '81**

the amount of alumni and students involved and the diversity of careers represented.

There are several ways you can interact with students as a career mentor:

- Allow a student to shadow you for a day where you work so they can get a feel for a prospective profession.
- Have lunch or meet with a student who is considering a career in your profession.
- Share your contacts with graduating seniors looking to begin a career.

To find out more about the mentoring program, or to add your name to the mentoring database, contact the University's Career Services Office at (717) 831-4060, or the Alumni Office at (717) 831-4130.

—Jessica Bierbower '97

ing a job today," says Bacon. "It's becoming tougher and tougher for teachers to get a job."

**Janine Becker '92**, a student loan marketing director at Sallie Mae in Wilkes-Barre, says she is willing to mentor Wilkes students studying business or financing. Becker also can help students with networking

Because Sallie Mae handles student loans, Becker sees many students struggling to find work in their field after college.

"It's getting tough out there. I'm willing to try to help Wilkes students so they don't have to take a McDonald's-type job after graduation," says Becker.



*Jim Savage '96, left, and JoAnn Scubetek '92 pose at their office in the Northeast Regional Cancer Institute in Scranton, Pa.*

**A CAREER OPPORTUNITY**

Some alumni even offer jobs to other Wilkes alumni. Trustee Clifford Melberger and his wife, Ruth '62, have hired several Wilkes graduates at their company, Diversified Record Service Inc. in West Pittston, Pa.

"I would say the largest number of our management personnel are from Wilkes," says Mr. Melberger. "They are excellent."

Miller also has hired several Wilkes alumni. "I get some of my best recruits every year from Wilkes," he says.

Alumni networking benefits the University as well, according to **Anthony Shipula '78**, the newly appointed director of alumni in Admissions. Connecting alumni from other states is important, he says, because alumni can talk to high school students who may be interested in attending Wilkes.

Through Shipula, alumni now have a direct mechanism for becoming involved in the admissions process. Using a personalized referral system, the University hopes to generate additional inquiries, which ultimately will

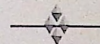
increase the number of prospective students in the enrollment funnel.

To aid in that effort, Shipula has mailed a recruiting package to all alumni. The package includes an inquiry brochure, a copy of the University's "Sacred Six" marketing statement and a copy of the Wilkes Viewbook, which describes the institutions programs, activities and curriculum.

"A positive endorsement from a former student or friend of the University is the best tool available to encourage prospective students to apply," says Shipula.

*"Wilkes offered me a great deal, and I think this is a way to give something back."*

**Jackie Bacon '77**  
Kindergarten teacher  
Naugatuck, Conn.



*Janine Becker M'92, student loan marketing director at Sallie Mae in Wilkes-Barre*



**Coach Karen Haag**

# Coaching Basketball "Down Under"



*Photo courtesy Karen Haag*

*Members of the People to People Under 20 all-star team pose near Sydney Harbor. Front row: Jen Wenclewicz, Toni Esposito, Jenn Nish, Lynn Makalusky, Coach Karen Haag. Back row: Rebecca Baker '98, La Phelia Doss, Charlotte Thomsen, Julie Brantley, Stacey Porrianni, Brenda Marquis, Kelley Hunt.*

When an old friend asked Wilkes University women's basketball coach Karen Haag if she'd like to take an expense-paid trip to coach basketball in Australia this past summer, it seemed like an offer too good to be true.

"He called me one day and asked if I would like to coach a team that was going to play in Australia for two weeks," says Haag. "I thought there had to be a catch."

But it was true. Haag had been selected to coach People to People Sports Committee's Under 20 all-star team to compete in the Great

Australian Shootout, held in Sydney, Australia. Initiated in 1956 by President Dwight D. Eisenhower, People to People is an organization which promotes international friendship, goodwill, and mutual understanding through sports. The caller was People to People director Ed Ryder, whom Haag knew from her years as a player at Oneonta State. And the only "catch" was that she had to assemble the team herself.

That wasn't a problem. Within a few weeks, Haag organized players from throughout the United States, including Wilkes

sophomore Rebecca Baker '98, and two players from University of Connecticut's NCAA Division I national championship team.

When all was said and done, the team captured the silver medal in the tournament, winning six games and losing two. But basketball was really second to the wonderful experience that Haag, Baker and the rest of the team had living in a world and culture they previously had only seen in movies.

### SAILING IN SYDNEY

The players met for the first time in Los Angeles on July 3rd, and practiced

twice at the University of Southern California before departing on the 17-hour flight to Sydney the next day. They landed in Sydney at 6 a.m. on Friday, July 5th, exhausted from jet lag. But there was no time for sleeping. They immediately went on a cruise of Sydney Harbor so that they could start adjusting to the change in time.

Afterward, they practiced at Sydney University, where they paid \$100 Australian for access to a basketball court they shared with a local fitness group.

"The hardest part was trying to yell over the disco music the fitness group was playing off to side," says Haag.

The group spent the night in Sydney, exploring the downtown, and its famous opera house.

"It's a very clean city

*Rebecca Baker, right, defends a competitor during the Australian shootout*



*Photo courtesy People to People Sports*

and the harbor is spectacular," says Haag. "The biggest disappointment is to see all the U.S. fast food outlets in the downtown."

After their night in Sydney, the group nervously anticipated their trip to Melbourne, where they would meet their host families.

"Many of the kids didn't know what to expect and

had a lot of apprehension. But in the end, it was the best part of the trip."

### CULTURAL LESSONS

The group spent several days absorbing Australian culture. One excursion took them to a nature center where they saw kangaroos, koalas, and tasmanian devils. And on another trip to an Australian rules football match, the group got a first-hand look at the enthusiasm Australians have for football.

"It was amazing to see 90,000 fans screaming and yelling for their team, more so than American



*Photo courtesy Karen Haag*

*Rebecca Baker '98 and Coach Karen Haag in Sydney*

By  
**Tom McGuire '85**



*“Everyone was crying as they hugged and said goodbye. That was the best example of what People to People hopes to accomplish with trips like this.”*

**Karen Haag**  
Wilkes Women's  
Basketball Coach

*Coach Haag gestures during a Great Australian Shootout match.*



*Photo courtesy People to People Sports*

fans,” says Haag. After the game, the group was surprised to see fans enter the field to walk around or “kick the footy.” “I don’t think that you’d ever see that in America,” says Haag.

And there were other cultural differences. Though Australians speak English, the group found many differences in the use of words—“stuffed” means “tired,” and “gross” means “cool.”

“I was asked if I wanted some tea,” says Haag. “I said no, not realizing that what they were asking me if I wanted dinner.

“But our biggest mistake was asking a group of people who they were ‘rooting’ for at the game,” she added. “We didn’t realize that ‘rooting’ is a

curse word in Australia. We quickly learned not to say that anymore.”

**HOLDING COURT**

When it came time to play basketball, though, the Americans were ready. Unlike in the United States, where most teams are sponsored by a school, sports in Australia are club-oriented. Accordingly, Australian facilities often are not of the quality that the American players have become accustomed.

“It made the team really appreciate what they have at home,” Haag said.

Although the Great Australian Shootout is several years old, 1995 was the first year to feature a women’s division.

In addition to Haag’s U.S. team, the shootout included seven club teams from Australia, including one team featuring four players who could end up on the Australian Olympic team that will travel to Atlanta next year.

“Women’s basketball is just beginning to take off in Australia,” says Haag. “The players are fundamentally strong and play good defense. They like to run and can shoot if left alone.”

Haag’s American team won by 18 points in five of its games and by one point in a sixth, and lost only twice. In the championship game, the American all-stars fell to the team with the Olympic contenders.

On their final Sunday night in Melbourne, Haag’s host family held a party for coaches from the tournament. Haag

quickly learned another Australian tradition, as the group stood around in a circle and sang.

“It was interesting to see these people, reserved one minute, letting loose the next minute,” says Haag. “At first I didn’t know what to do, but I eventually jumped in and started singing along with them.” To make their American guests feel at home, the coaches ended the night with a rendition of “New York, New York.”

**FRIENDS FROM ABROAD**

When it eventually came time to leave, there was not a dry eye in the airport.

Even though many of the students had at first been apprehensive about staying with a host family, many of them formed bonds with them that will last a lifetime.

“Everyone was crying as they hugged and said goodbye for the final time,” says Haag. “That was the best example of what People to People hopes to accomplish with trips like this.”

“For me the experience was like a dream,” Haag adds. “It was very intense and electrifying travelling all that way, staying in someone’s home, and getting to coach an outstanding group of young women. I wouldn’t trade it for anything in world.”

**COLONELS OF EXCELLENCE**

**Dynamic duo puts volleyball program on top**

On the surface, Wilkes volleyball players Wendy O’Connor ’96 and Tammy Swartwood ’96 appear to have nothing in common. One is tall, the other short. One is blonde, the other a redhead.

But together the duo has made the Lady Colonels volleyball squad a force to be reckoned with for the first time in more than a decade. And they’ve become close friends in the process.



**O’Connor**

The road each took to get to Wilkes is as different as their physical attributes. Six-foot, blonde O’Connor was recruited to Wilkes by women’s basketball coach Karen Haag from her hometown Towanda (Pa.)

High School. Haag saw O’Connor play several times with the hope that she would play basketball for the Lady Colonels—her volleyball skills were merely an added bonus. As it turned out, O’Connor played just one season of basketball, and became a four-year star in volleyball.

“I wanted to concentrate more on volleyball since that was always my first love in high school,” says O’Connor.

Swartwood, the short redhead, came to Wilkes for reasons more academic than athletic. Initially, she didn’t consider playing volleyball at the collegiate level, but was recruited by former Wilkes volleyball coach Bob Spence after he watched her play at the Keystone State Games.

“I had considered going to other schools, but chose Wilkes for its small size and the individual attention that I would receive here,” says Swartwood. “It’s something I’ve never regretted.”

While the two came to Wilkes in different ways, they’re now nearly inseparable. They take similar classes, are roommates in Waller Hall, work in the

athletic office, and share a love of volleyball. The similarities even extend into their academic focus—both are business administration majors.

On the court, the two have helped the volleyball team achieve a record of 12-12, its best since 1982, when the team won the MAC Northeast championship. Assistant Coach Debbie Peters says their playing styles have been invaluable to the team.

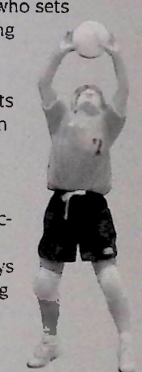
“Wendy is a power player who is very good around the net, while Tammy adds finesse to the team,” says Peters. “I’m so glad to see that the team has been successful in their senior season. They really deserve to go out winners.”

“Winning is a big help but we have a lot more team unity,” says Swartwood. “We are all friends off the court as well as on and we have a good nucleus of talented freshman and sophomores.”

Individually, the two have etched their names in the Wilkes record book. O’Connor is the Wilkes career leader in kills with 963, blocks with 375, kills in a season with 301 and kills in a match with 29. Swartwood, who sets up many of the scoring opportunities for the Lady Colonels, is the career leader in assists with 1144, in a season with 357, and in a match with 47.

“I don’t think any athlete expects to succeed to the point of breaking records,” says O’Connor. “But having the personal success has kept me going through the tough times when we weren’t winning as much as we are now.”

“The success we’ve had is directly related to each other,” adds Swartwood. “The more we connect as a pair, the better it is for both us.”



**Swartwood**

*Coach Haag, center, with her Australian host family*

*Photo Courtesy Karen Haag*



## Admissions focus precipitates shift in alumni administration

Wilkes Vice President for Alumni, Development and University Relations Thomas B. Hadzor has announced a restructuring in alumni relations which will affect the way alumni relate to the University.

Sandra Beynon M'85, former executive assistant to the vice president for Alumni, Development and University Relations, has assumed the position of executive director of Alumni and Development, replacing Anthony J. Shipula '78 as the primary liaison to alumni. Shipula has been named director of alumni in Admissions. In this newly created position, he will be responsible for engaging alumni in the student enrollment process.

The shift in responsibility is in response to the University's heightened emphasis on enrollment,

according to Hadzor.

"We're looking to involve alumni more dramatically in the admissions process," said Hadzor. "And we'll now have two full-time positions working to the good of alumni."

A Scranton native, Beynon joined Wilkes in 1978 as director of the newly established Small Business Development Center. She served for four years as director of foundations and grants management before her promotion to executive assistant in 1989. She holds a bachelor's degree from the University of Scranton, and a master's degree in Business Administration from Wilkes.

Shipula is a 1978 graduate of Wilkes with a bachelor of science degree in Business Administration.



Sandra Beynon M'85 Tony Shipula '78

Previous to his 10-year tenure as director of alumni, he served as corporate underwriting representative for WVIA-TV Channel 44, in Avoca, Pa. He also served in the insurance industry, holding positions with Aetna Life and Casualty in Philadelphia and Hartford and as a sales executive for Chamberlain Insurance, Inc., where he was responsible for developing commercial accounts.

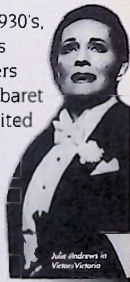
## Association plans trip to see Victor/Victoria

The Alumni Association is hosting a benefit to see Victor/Victoria at the Marquis Theatre in New York City on March 23, 1996.

Set in Paris in the 1930's, Victor/Victoria features Jazz music and numbers that swing over the cabaret stage. In her long-awaited Broadway comeback, actress Julie Andrews recreates her film portrayal of Victor/Victoria, a singer who becomes a seductive star of the Paris music hall scene by impersonating a man.

The cost of the event is \$95, a portion of which will benefit the Alumni Association.

For more information, call the Alumni Office at (717) 831-4130, or 1-800-WILKES-U, extension 4130.



Jean Marcus/TDI

## Alumni Association Events Calendar

### November 30, 1995

Alumni Association Breakfast, Westmoreland Club, Wilkes-Barre. Guest speaker is Trustee Wayne Yetter '67, who will speak on "Beyond Pharmaceuticals-An Industry Redefined."

### February 22, 1996

Winter Alumni Association Breakfast, Westmoreland Club, Wilkes-Barre.

### March 2, 1996

Second Annual Alumni Scholarship Dinner Dance, Westmoreland Club, Wilkes-Barre

### March 23, 1996

New York City - Alumni Benefit to see "Victor/Victoria."

### May 2, 1996

Spring Alumni Association Breakfast, Westmoreland Club, Wilkes-Barre.

### May 3-5, 1996

Alumni Reunion Weekend - Classes of '36, '41, '46, '51, '56, '61, '66, '71, & '76 reunite

### May 4, 1996

Athletics Hall of Fame Dinner

### October 11-13, 1996

Homecoming Weekend

Events and dates are subject to change. For further information, or if you would like to host an event, contact the Alumni Office at (717) 831-4130.

## Migration policy expert receives Eugene S. Farley award

Demetrios G. Papademetriou '70, senior associate and director of the International Migration Policy Program at the Carnegie Endowment for International Peace, was awarded the Eugene S. Farley Memorial Alumni Award at summer Commencement exercises in August.

Born in Patras, Greece, Papademetriou came to the United States to attend Wilkes on scholarship. He graduated from Wilkes College in 1970 with a bachelor of arts degree in political science and history. He is a graduate of the University of Maryland in 1972 with a master's degree in political science and in 1976 with a Ph.D. in political science.

Papademetriou currently holds several positions, including director of the International Migration Policy Program at the Carnegie Endowment for International Peace. The program focuses on bridging the worlds of immigration research and policy making and bringing an independent voice to immigration policy debates around the world.

In addition, Papademetriou is chair of the Migration Committee for the Organization for Economic Cooperation and Development,

Paris, a group of 24 advanced industrial democracies with increasingly common views regarding the challenges of international migration.

Papademetriou is also Scholar-in-Residence at the School of International Service, American University, and has previously taught at the University of Maryland, Duke University and the New School for Social Research. Additionally, he has been published in numerous national and international journals and is currently completing two books and two shorter monographs.

He is a member of several advisory boards and task forces, including the Immigration Service Commissioner's "kitchen cabinet"; a task force on services to immigrants and refugees for the American Public Welfare Association; and a member of the Committee on International

Migration of the Social Science Research Council. Papademetriou also serves as a policy advisor to various White House offices, senior officials in virtually every U.S. agency engaged on the immigration issue, several members of the U.S. Congress and senior government and political party officials in more than 15 countries.

He currently works in Washington D.C. and resides in Alexandria, Va., with his wife Sigrid Rita Behnke, a 1969 graduate of Wilkes. They have two children.

The Eugene S. Farley Memorial Alumni Award is given annually in honor of Wilkes's first president, who devoted more than three decades to the advancement of the school. It is awarded to an alumnus or alumna of any degree program who epitomizes the characteristics of an educated person.



Colleen Gries Gallagher '81, president of the Alumni Association presents the award to Demetrios G. Papademetriou '70

For further information on any Alumni activities, contact the Wilkes University Alumni Office:

(717) 831-4130 or (800) WILKES-U, ext. 4130

Wilkes University  
P.O. Box 111

Wilkes-Barre PA, 18766

Fax: (717) 831-4973

e-mail:

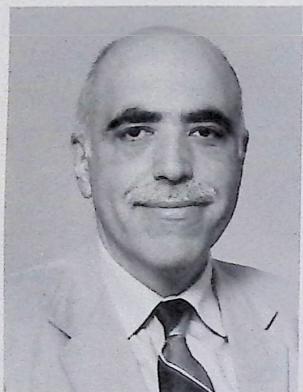
fgarenj@colonel.csc.wilkes.edu



*The Next Dead Language*

## Losing the Battle for Proper English

by Anthony L. Liuzzo, J.D., Ph.D.



Anthony L. Liuzzo, J.D., Ph.D. is Associate Professor of Business and Economics at Wilkes University, where spelling and grammar count.

*"I can recollect when one pluralized most words simply by adding an 's', so that I was not compelled to watch my wife visit a room marked 'Ladie's.'"*

It ain't my fault if I don't hardly speak or write too good English no more!

I am simply trying to fit in. Like Latin and Aramaic before it, English is fast becoming a dead language and the flowery prose that I once attempted to draft is dying along with it. I can remember well my writing style, crackling with sizzling onomatopoeia; always alarmingly alive with alliteration; resonant with brilliant, assonant sound. Ending a sentence with a preposition was something up with which I would never put. And, if I were writing in the subjunctive, now a dead mood, I would use the appropriate verb form. I constructed metaphors as would a sculptor and my similes were like a work of art.

Correcting people was one my greatest faults. I admonished the innkeeper that discrimination against persons based upon occupational status was immoral and illegal, as I called his attention to the prominent sign in his tavern that read "No Miners Served." I never tolerated newfangled spellings of words like "judgement" and "potatoe." I was quick to correct mispronunciations, pointing out that a person's "forte" had little to do with how he or she played the piano; and that when a dictator issued a "fiat," he was not in the process of opening up an automobile dealership.

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sentences on the downswing, acknowledging the period that ensued, and did not treat each and every sentence as if it were followed by a question mark? To this day, I retain in my possession copies of letters to a publishing company, pleading with them to not wilfully alter my manuscript so as to unduly split infinitives—but, like most publications, they were not averse to capriciously offending my sensibilities.

Now I stand by hopelessly, confronted every day by persons who begin each sentence with the word "hopefully." I have ceased challenging them and no longer inquire as to whether they are really filled with hope as opposed to what I suspect they intend to say, which is "it is hoped." As recent proof of my total surrender, I remained silent when I observed the exclamation pointed sign in the supermarket that read "Walnuts!" even though, upon close inspection, I could find no distinction between the particular, tasty morsels being offered for sale and ordinary ilk of walnuts, which I have grown to know and love.

I am no longer always and forever offended by redundancies and extraneous words, which can even be found in our Declaration of Independence as we formed a "more perfect union." And I accept the newscaster's report of the unfortunate individual who was fatally shot dead.

So I must regretfully declare, it ain't my fault if I don't hardly speak or write too good English no more!

# A LITTLE INK GOES A LONG WAY

**You can make a difference in the future of Wilkes University just by lifting a pen.**

If you know a high school student or an adult who is thinking of attending college, let us know by filling out the postage-paid

potential students through telephone calls, letters, brochures and campus visits.

Within a few days of



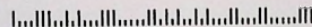
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**BUSINESS REPLY MAIL**  
FIRST CLASS MAIL PERMIT NO. 355 WILKES-BARRE, PA

POSTAGE WILL BE PAID BY ADDRESSEE

WILKES UNIVERSITY  
ADMISSIONS OFFICE  
P O BOX 111  
WILKES BARRE PA 18703-9951



Explain why Wilkes University isn't like any other college. Tell them what made the difference for you.

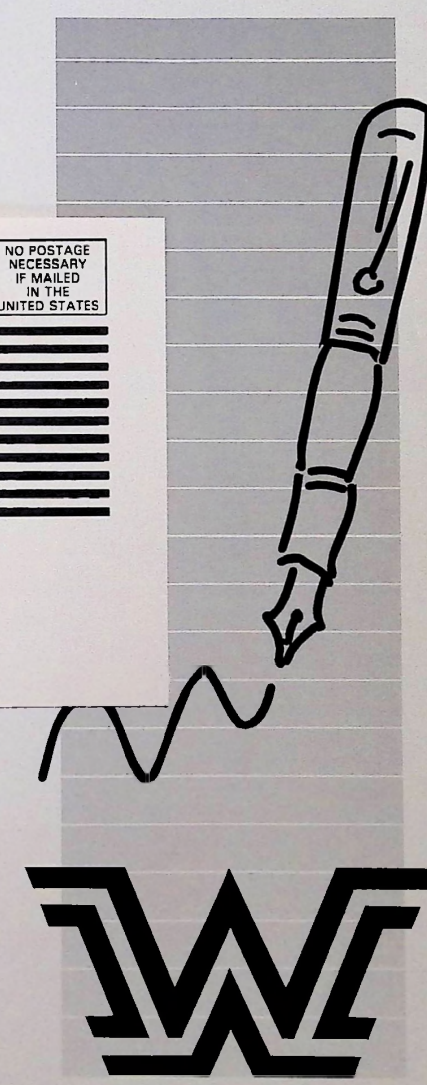
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(1-800-945-5378)  
extension 4411

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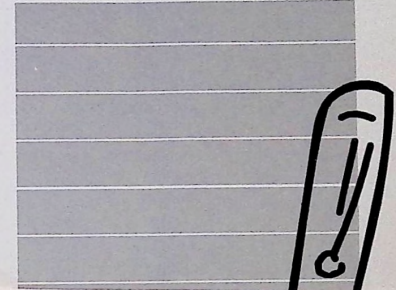
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Within a few days of receiving the inquiry cards, we will send out a copy of the



**We asked a lot of you when you were a student at Wilkes University. Blood, sweat and tears got you the education you needed to reach your goals and find your dreams. Now we're asking for something different. Ink.** And maybe a little time. Use the rest of this card to send us the name of a potential student. Someone you think could benefit from a Wilkes University education. A student who will thrive in an environment of student-centered learning. Someone who isn't afraid to do a little work. Someone who has a dream and needs some directions and a road map. Check out the details of our new alumni recruitment program on the back page of *The Universe*. A little time to read. A little ink to write. It's a cheap and easy way to help Wilkes and make a difference in the life of a potential Wilkes alumnus.

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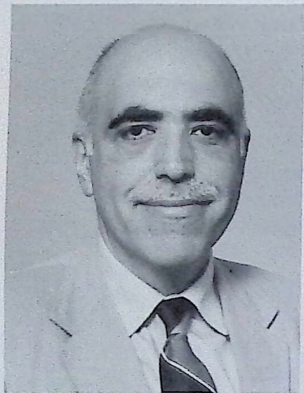




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**WILKES UNIVERSITY ALUMNI REFERRAL - STUDENT INQUIRY**

Student Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Home phone \_\_\_\_\_ S.S. No. \_\_\_\_\_  
 Area(s) of Interest \_\_\_\_\_  
 High School \_\_\_\_\_ Class Year \_\_\_\_\_  
 Comments \_\_\_\_\_  
 \_\_\_\_\_  
 Alumnus/a Name \_\_\_\_\_  
 Univ1195

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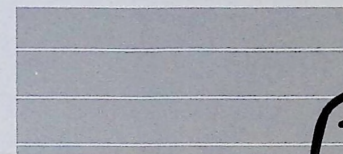
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Sweat  
Tears.  
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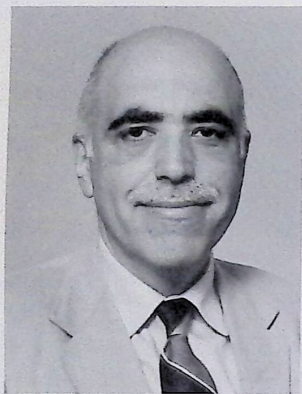
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"Word of mouth" advertising is still the best marketing tool Wilkes has to encourage prospective students to apply. So tell your stories from the glory days. Talk about the professor who challenged you. Explain why Wilkes University isn't like any other college. Tell them what made the difference for you.

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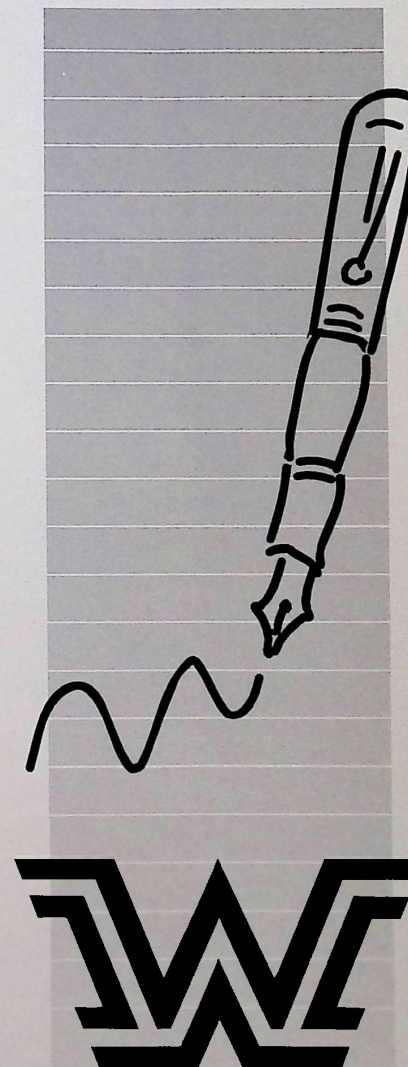
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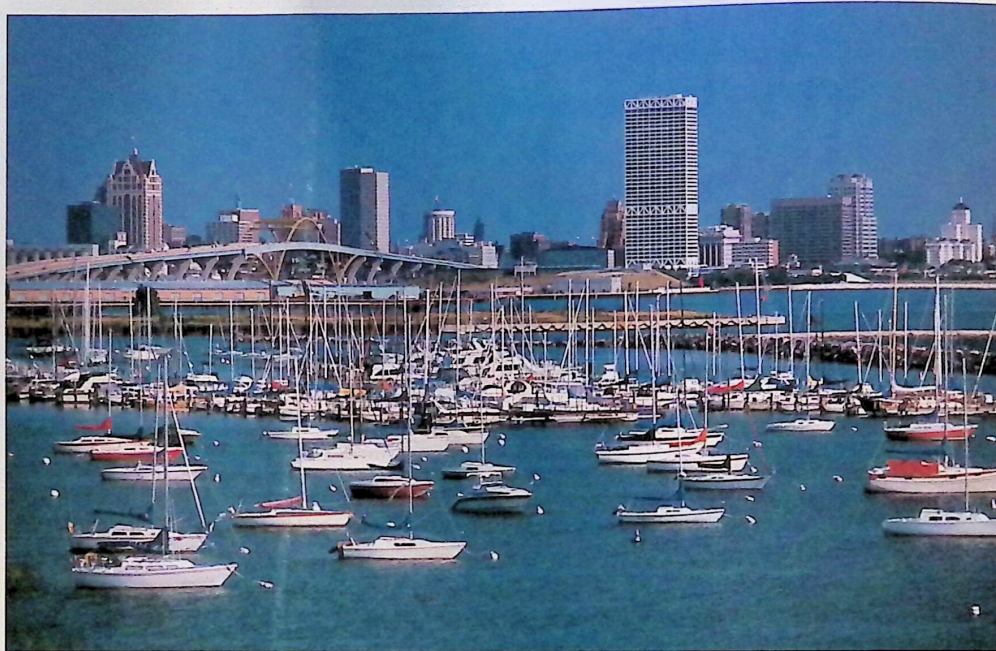
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A view of the Milwaukee skyline. **William Hanbury '72** is President of the Greater Milwaukee Tourist and Convention Center

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# UNIVERSE

Wilkes University  
Wilkes-Barre, PA 18766

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**Thomas B Hadzor**  
**Development**

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