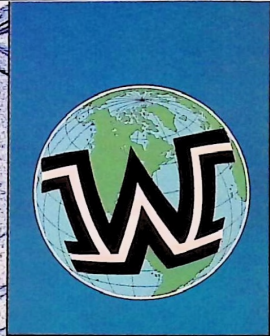
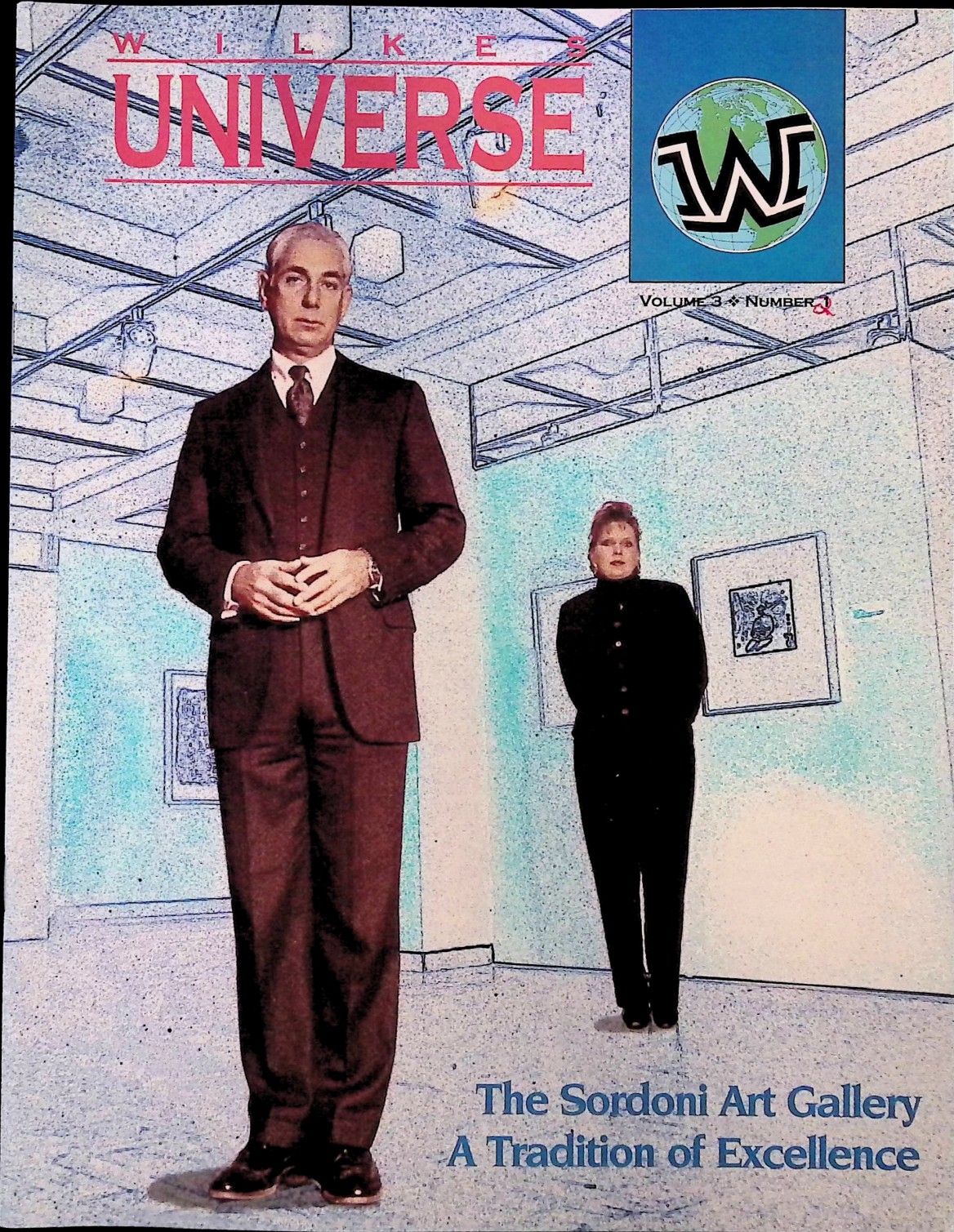


W I L K E S
UNIVERSE



VOLUME 3 * NUMBER 1



**The Sordoni Art Gallery
A Tradition of Excellence**



WILKES UNIVERSE

Volume 3 ♦ Number 2

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PRESIDENTIAL PERSPECTIVE

The making of a college town

The concept of promoting Wilkes-Barre as a college town now being embraced by area leaders will prove mutually beneficial for both the academic and business communities in the Wyoming Valley.



Dr. Breiseth

Wilkes has a long-standing tradition of serving the community both in educating students of the area and in developing academic programs responsive to local needs. It was the foresight of early leaders of the community who first recognized the need for an institution of higher learning in the Wyoming Valley that led to the establishment of Bucknell Junior College in 1933 at the depth of the great Depression. Community leaders also provided the impetus for the transition to the four-year Wilkes College 50 years ago.

As the 21st Century approaches, we are exploring ways to further strengthen the linkage between the Wilkes community and downtown Wilkes-Barre. Given our location, Wilkes is inevitably entwined with the city. We approach the challenge of marketing the two entities in a cooperative and enthusiastic frame of mind. In all our communications with prospective students, we hope to convey the message that they will become part of a community which extends beyond the campus borders, a lovely small city on the banks of the Susquehanna River. In the same way, prospective businesses can be recruited to Wilkes-Barre knowing that their customer base will comprise students and faculty from Wilkes, as well as our neighboring institutions—King's College, Luzerne County Community College, College Misericordia and Penn State University at Lehman.

A tangible indicator of progress on this front will be the placement of interstate highway signs identifying the five institutions of higher education in our area. This cooperative venture, jointly coordinated and funded by the colleges, local businesses, the Wilkes-Barre Chamber of Business and Industry, Luzerne County and the Pennsylvania Department of Transportation, will ensure that motorists on Interstate 81 will identify Wilkes-Barre as a college town. We hope they will be enticed to stop, as well, to visit.

To make the college town concept work will require a psychological change as we move from being the "old coal town." That change is underway. Just as Wilkes has modified our programs and services to better meet the needs of our students, the downtown leadership is encouraging merchants to identify and fulfill the needs of our students and faculty and thus cultivate

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ON THE COVER:

Stanley Grand and Nancy Krueger in
the Sordani Art Gallery.

Photography by C. Salonic
Digital design by Projects By Design Corp.



School of Pharmacy officially opens

The 65 members of Wilkes's first pharmacy class took the oath of the pharmacist at opening ceremonies for the School of Pharmacy, held November 3 in the newly renovated Stark Learning Center.

The newest of the University's four schools, the School of Pharmacy was granted provisional approval by the Pennsylvania Department of Education in August 1995. Wilkes also was granted pre-candidate status as part of the formal accreditation process by the American Council on Pharmaceutical Education (ACPE). This status was granted in July 1996 after a complete review of the pharmacy program

and the University. This is the accepted and recommended route to full accreditation, which can only be awarded after the first class graduates in the year 2000.

The pharmacy program consists of five years of study leading to a Doctor of Pharmacy degree.

The school occupies the first and third floors of the Stark Learning Center. The first floor houses the new Pharmacy Information Center and computer labs, a model pharmacy and offices. The remodeled third floor includes the new anatomy and physiology labs, pharmaceuticals lab, five research labs, conference rooms, and accessory rooms.

Strunk named to top Development post

Paul Strunk has been named vice president for Alumni, Development and University Relations at Wilkes.

As chief advancement officer, Strunk will supervise the University's alumni, annual giving, planned giving, community relations, and university relations functions and will be the senior fundraiser for the institution.

Strunk joins Wilkes after 11 years as a development officer at the University of Scranton (Pa.). He began in 1985 as assistant director of development with special responsibility for corporate and foundation relations and later was named assistant to the president. He served as both director of planned giving and



Paul Strunk

director of annual giving before being promoted to director of development and director of the capital campaign in January, 1995.

A graduate of the University of Pittsburgh and Scranton Central High School, Strunk was program coordinator for the Muscular Dystrophy Association in Wilkes-Barre and district executive of Forest Lakes Council of Boy Scouts of America before joining the University of Scranton.

He is a member of the National Society of Fund Raising Executives Pocono Northeast Chapter, serves as board member and treasurer of Telespond Social Services, and as a board member of The Singers Guild in Scranton.

Strunk replaces Thomas Hadzor who left the University in March to become associate director of the Comprehensive Cancer Center at Duke University Medical Center, N.C.

Wilkes admits largest freshman class in years

A heightened emphasis on student satisfaction and improved marketing efforts aided in the recruitment of the largest freshman class in recent history this fall, with more than 450 students enrolling at the University.

The fall 1996 freshman class is 23 percent larger than last year's, due in part to a campus-wide program to enhance recruiting and retention practices. In 1995, Wilkes contracted with an enrollment management consultant, Colorado-based Noel-Levitz, to improve marketing techniques.

Other enrollment highlights:

- The annual return rate of fall 1995 freshmen was 77 percent, up from 66 percent last year.
- Of the 167 new transfer students from fall 1995, 72.4 percent registered for fall 1996. This is the best transfer return rate since 1989.
- International student enrollment increased from 27 in 1995-96 to 40 for 1996-97.
- A survey of students administered in spring of both 1995 and 1996 indicated an increase in overall satisfaction in several areas.

The campus-wide emphasis on recruiting and retention continues. Staff and administration are undergoing training designed to impart a better understanding of student needs, promote positive interaction, reduce job stress, and enable positive communication.

In addition, the University recently held a fall visitation day for prospective students. Directed at high school seniors, the half-day program included a complete overview of majors, faculty, facilities, students, athletics and extracurricular activities.



Guests raise their glasses as Sandra Piccone presents the traditional toast to John Wilkes.

Donors gather for annual John Wilkes Club Dinner

More than 110 friends and alumni of Wilkes gathered on campus in September for the John Wilkes Club Dinner.

The black tie event is held annually to recognize benefactors who contribute \$1,000 a year or more to the University.

Guests were greeted at a cocktail party held in the new classroom/office building, overlooking the Fenner Quadrangle. For the first time in several years, dinner was served in Weckesser Hall, a return to a tradition of old.

Welcoming remarks were given by Rick Ross, a member of Wilkes's Board of Trustees, followed by remarks made by President Christopher Breiseth.

Sandra Piccone, chairman of the 1996-97 Annual Fund delivered the traditional champagne toast to John Wilkes.

For dinner, guests were offered a choice of beef tenderloin with bernaise sauce or chicken florentine with marsala sauce.

"Wilkes University benefactors allow us to make Wilkes an excellent place to learn," says Claire Fox, director of Annual Giving, who planned the event. "Members of the John Wilkes Club lead in this effort."

Determination is the key to success, Commencement speakers tell graduates

Nearly 70 graduates were awarded degrees at the University's annual summer commencement ceremony, held in August at the Arnaud C. Marts Sports and Conference Center.

Honorary degrees were presented to Gary Alt., Ph.D., a wildlife biologist, and Colonel William Corbett, a retired Army career officer and long-time friend of the University. In accepting the honor, both men cited determination as the key for success in life.

"Don't ever be afraid to dream," Alt told the graduates. "If you work hard and never give up, your dreams can become a reality. You must believe in yourself, or no one else will believe in you."

"We cannot let ourselves be satisfied," added Corbett. "Drop that sack of potato chips and get off your sofa."

The Eugene S. Farley Alumnus Memorial Alumni Award was presented to Merri J. Earl '58, a first grade teacher in Binghamton, N.Y. (see article page 23).

In delivering the keynote address,



President Christopher N. Breiseth awards the degrees at Commencement exercises.



Colonel William Corbett accepts an honorary doctorate from President Christopher N. Breiseth.

Wilkes President Christopher N. Breiseth encouraged the graduates to live by the example set by the three honorees, by living lives in harmony with their environment.

"In the use of natural resources," Breiseth said, "be mindful of future generations of both humans and wildlife. In the nurturing of the young, be mindful of intergenerational responsibilities both to our parents and to our children and grandchildren who will inherit the earth we leave them."

The invocation was given by Rabbi Michael Joseph, and the benediction by Reverend Bette Poe. Remarks were offered by Dr. J. Michael Lennon, vice-president for Academic Affairs, Mary B. Rhodes, chairman of the student affairs committee of the Board of Trustees, Walter A. Placek, Jr. '61, chair of the faculty affairs council, and Paula Van Fossen '97, president of Student Government.

Greeting the graduates, Van Fossen commended the graduates for their perseverance.

"You are the proof that working on that paper an extra hour does pay off," she said. "Thank you for being wonderful role models to us all."



Sordoni Art Gallery director Stanley Grand and coordinator Nancy Krueger in the main gallery.

Photography by C. Salomick

Sordoni Art Gallery

Visions of Grandeur

By
Rebecca
Steinberger '92

At first glance, Stanley Grand appears a bit out of place on the Wilkes campus. He exudes style as he strides about the gallery, impeccably dressed in a swank, tailored suit, his salt and pepper hair slicked perfectly back. It's a look more befitting of an urban sophisticate than a college administrator.



Grand

In reality Grand is both. Now in his fourth year as director of the Sordoni Art Gallery, he emanates the high standards and excellence he expects from his gallery exhibitions. It's a quality that shines through in every show. Call it panache.

"A gallery tends to take on the personality of its director," says Joe Butkiewicz, arts and entertainment editor with Wilkes-Barre newspaper *The Times Leader* and a member of the Sordoni's Advisory Commission. "At the Sordoni, you see it in the kinds of shows, with the community organizations and increasing support among the Friends."

Indeed, Grand has worked tirelessly to develop an invigorated art community around the gallery. He's also continued the Sordoni's 25-year tradition of exhibiting diverse works of art not typical of local gallery displays.

"We have the most ambitious gallery in this area," Grand asserts. "We

see our competition as institutions such as Reed, Oberlin, and Skidmore. Having a highly visible gallery in a university with strong academics is integral."

Members of the international art community are beginning to notice. An art review in a recent edition of *The New Republic* references the Louisa Matthiasdottir retrospective that will be shown at the gallery in early 1997. Curators from the renowned Whitney Museum in New York City have sought catalogs from recent Sordoni exhibitions, and the internationally-known *Print Quarterly* quoted from another

Sordoni publication. In addition, several Sordoni shows have gone on to appear in other venues.

Yet, for all the prestige and international recognition, the gallery remains one of the region's best kept secrets.

"It is the most important art exhibit space in Northeastern Pennsylvania," says Butkiewicz. "But still it's under used for the quality of work that's there."

A TRADITION OF QUALITY EXHIBITS

Opened in 1973 to serve as a cultural center in the Wyoming Valley, the gallery was established with gifts provided by the Andrew J. Sordoni Foundation. By deaccessioning art from the for-

mer state senator's collection, gallery directors established an acquisitions fund for the purchase of art works. It is still used today.

Housed in the Stark Learning Center on the Wilkes campus, the main gallery premieres approximately seven shows per year, each featuring anywhere from 25 to 45 art pieces, depending on the scale. In addition, Grand and gallery coordinator Nancy Krueger recently converted a small conference room across from the main gallery into a print room. The extra space provides a venue for the exhibition of works on paper, creating a balanced display of art pieces within the gallery at-large.

Exhibitions tend to have

A small conference room across from the main gallery has been converted into a print room which accommodates 12-24 works on paper per show.



“
The Sordoni
has been
put on the
international
art map.
”

Melanie Maslow Lumia
Sordoni supporter

historical, scholarly themes and often focus on nationally known contemporary artists. Each year the gallery holds at least one blockbuster exhibit—shows that feature works borrowed from around the country and are accompanied by a scholarly catalog. Recent blockbusters include “Between Heaven and Hell: Union Square in the 1930s” and “Robert L. Schultz: Drawings 1980-1995.”

Choosing such exhibitions can be time-consuming. The Sordoni staff plans shows three years in advance, since art work often must be borrowed from individual lenders, museums and galleries. The pieces are selected by Grand and Krueger, who often seek inspiration from the vast artistic

resources two hours away in New York City.

Wilkes’s proximity to The Big Apple and other major cities has other advantages for the Sordoni staff, as well as the regional arts community. The gallery has led a number of bus trips to exhibits in New York City and Philadelphia. Lecturing over donuts and coffee served along the way, Grand provides background on the artist and exhibit the guests are about to see.

Such art excursions have been popular among art lovers and novices alike, Grand says. Two recent trips to the Cézanne exhibit at the Philadelphia Museum of Art quickly sold out.

Grand takes this role—as art educator—very seriously. In addition to his

administrative responsibilities, he calls upon his Ph.D. in art history to teach classes as an assistant professor in the art department. He views the gallery first as a teaching resource, a point not lost on members of the University’s art faculty, who recognize the importance of having a first-rate gallery in their own backyard.

A NEARBY TEACHING RESOURCE

Richard Fuller, chairperson of the department, feels it’s important to expose his students to Sordoni exhibitions. Most recently, he took his classes to the Permanent Collection Exhibit, a display featuring selections from the gallery’s 1500-piece archive. Fuller applauds Grand for his



Grand and Krueger plan shows three years in advance, since art is often borrowed from throughout the nation.

Other fund raising vehicles include Sotheby’s Heirloom Discovery Days and a recent sale of Fine Art Limited Edition Lithographs.

Melanie Maslow Lumia, a Wilkes trustee and member of the Sordoni Art Gallery Advisory Commission, commends Grand’s efforts for reviving the newsletter and involving the business community as a support mechanism.

“A high level of awareness has been raised from companies with the creation of the Business Council,” Lumia says. “The Sordoni has been put on the international art map.”

With the gallery growing in space, support, and

recognition, it would be plausible to think of relocating the Sordoni to a larger space. But Grand remains content in the Stark Learning Center, explaining that perhaps sometime the Gallery will have the opportunity to move. It’s not an issue he’s concerned with at present, he says, and adds that the University administration has been extremely supportive of his efforts.

“As long as the Sordoni Art Gallery remains accessible to Wilkes University and the community, it will thrive,” Grand says. “We strive to further strengthen Wilkes’s reputation for excellence by consistently setting a high standard in all Sordoni activities.”

“We see the gallery tied to the big picture of Wilkes University.”

Rebecca Steinberger ’92 is coordinator of part time programs at Wilkes.

skills in presenting the information to students. “He puts the exhibit in historical context for the ART 101 students and takes them through each piece,” Fuller says. “For many students, the Sordoni is the only opportunity they have to see excellent works of art. If it were not for the gallery, they would never be exposed to the art world.”

The Sordoni is increasingly becoming a player in that world, by way of the catalogs that profile gallery shows. Fashioned like a scholarly journal, each contains one essay by Grand, one essay from an authoritative figure in the art world, and reproductions of the selected works. They are distributed to supporters of the gallery and approximately 450 museums, galleries, critics and influential people in the art world. Grand’s hope is that the

printed pieces become part of the annals on each artist.

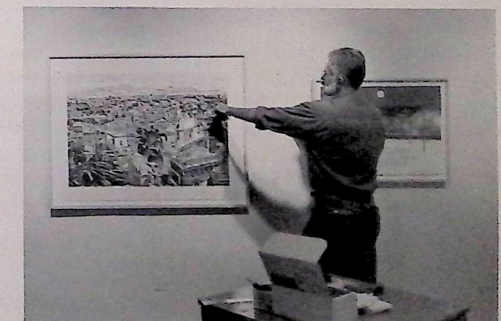
“We’re really looking to become a part of the scholarly dialogue,” he says.

FRIENDS HELP SUSTAIN

Like many art institutions, the gallery, which remains free and open to the public, relies heavily on the support of its benefactors. More than 550 “Friends of the Sordoni” contribute annually to help defray the cost of the high quality exhibits. Additional support is provided by the Business Council and the Sordoni Art Gallery Commission, a group established to serve in an advisory capacity. Grand communicates with each of these constituencies through the Sordoni Art Gallery newsletter, which he reinstated last year.



The gallery staff completes the installation of “Master Prints from Graphicstudio,” a show featuring three decades of work by contemporary artists.



Sordoni preparator Earl Lehman works on the “Master Prints” installation in the main gallery.

Miss America Pageant

Wilkes women excel in scholarship competition

The lights of an Atlantic City stage and the eyes of a nation upon her, the contestant from Vernon, New Jersey deftly fell in line with other young women as they moved in rhythm toward the moment when millions would learn their particu-

lars. As magician Harry Blackstone and a bevy of male dancers twirled, tricked and tumbled while Regis Philbin paced off stage right, the 20-year-old biology major had her moment in the sun, giving a higher-education institution's scattered body of alumni, students and faculty members a collective thrill.

"Melanie Bell, Miss New Jersey, Wilkes University!"

Yes, during the Miss America Pageant she was ours.

For five seconds on prime-time network television, the school's name was out there for all the right reasons, oddly enough for the third time this decade. Bell followed in the hallowed footsteps of Wilkes graduates **Linda O'Boyle Zaneski**

By
James Clark '93



Photo courtesy The Press of Atlantic City

Miss New Jersey Melanie Joyce Bell performs her signature dance routine at the Miss America pageant, held in September in Atlantic City, N.J.

'91 and **Judy Fitch Guinasso '92** as representatives of a state (those ladies bearing Pennsylvania's banner) in the most recognized scholarship pageant in the history of such events.

FAMILY LOSS IMPARTS DRIVE TO HELP OTHERS

Bell's presence was more than warranted, according to the pageant's standards. Her platform,

"Children in Crisis: Dealing with Loss and Separation," is rooted in the passing of her father while she attended high school. As Bell, an aspiring veterinarian who also boasts a distinguished dance resume, told the pageant's attendees, "I handled my own grief process with the unconditional love of animals, my dedication to dance and by helping others."

Her work in helping others face

the loss of loved ones has led to her establishing a bereavement group on the Wilkes campus. Because of her leadership role in campus organizations like this one, Bell has become well-known among her fellow students, according to Jane Lampe-Groh, dean of Student Affairs.

When speaking with Bell during one of her pre-pageant visits to campus, Lampe-Groh expressed the optimism shared by Bell's many Wilkes supporters.

"I told her I hoped we wouldn't see her around here for a year," Lampe-Groh said. "We've arranged a three-day schedule for her so she can fulfill her duties as Miss New Jersey, but the Miss America schedule would have precluded her schooling for a while."

Alas, Wilkes's latest entry in the Miss America extravaganza didn't leave the resort town with a crown on her head or even a top-ten finish. But a mere two days before the pageant's hectic Saturday-evening spectacular finale, Bell took a rare break from an afternoon of rehearsals.

With the sounds of the Carnival Cruise theme song emanating from a nearby piano, Bell stole away from a lunch of cod and Monterey Jack cheese to reflect on why Wilkes University has produced three Miss America contestants in the 1990s.

Asked jokingly if Wilkes could

now be considered a "pageant-contestant factory," Bell, clad in blue jeans, white sneakers and a gray sweatshirt, laughs aloud.

"No, I just think it's been a great coincidence," she says, adding that the personal attention inherent at Wilkes makes it easy for its students to thrive in competition. "If anything, I think it's the one-on-one contact we have with our professors and fellow students. You learn to become sure of yourself and not be afraid to speak up. It definitely helps in pageants."

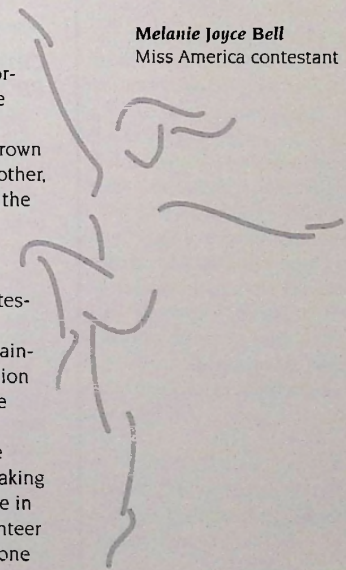
ALUMNI CONTESTANTS LEAD THE WAY

Former contestant O'Boyle Zaneski knows this well. The former Miss Pennsylvania became part of the pageant scene long before she received the state crown in 1991. Today, she is a new mother, a full-time nurse manager and the newly anointed Mrs. Pennsylvania, an honor bestowed to the winner of a pageant featuring married contestants. In addition, she remains tied to the pageant world by training young women for competition at her Wilkes-Barre-based Zane Studio.

Zaneski says the events have helped her develop public speaking skills that have been invaluable in her career and numerous volunteer activities. For that reason, it's one

"
I was so excited.
Many people
were incredibly
nervous, but I
couldn't wait to
go out there
and have fun.

Melanie Joyce Bell
Miss America contestant





Wilkes's State Pageant Winners



Linda O'Boyle Zaneski '91
Miss Pennsylvania 1991-92



Judy Fitch Guinosso '92
Miss Pennsylvania 1992-93



Melanie Joyce Bell '97
Miss New Jersey 1996-97

of the primary traits she strives to cultivate in her young students. "Some of the girls find the interview portion of the pageants the most frightening," she says. "I tell them it's just important that they have an opinion and express it eloquently. The judges don't grade you on what you say, necessarily, but in how well and strongly you say it."

CRITICS SAY PAGEANTS PROPAGATE BEAUTY MYTH

Still, pageants have been criticized by those who believe that physical attributes, rather than verbal expressiveness, are the most celebrated virtues of the contestants. So why would a young woman like Bell, who carries a 3.8 grade point average with minors in chemistry and dance, participate in a "beauty" pageant?

"Miss America isn't a beauty pageant, it's a scholarship pageant," Bell counters. "You don't have to be beautiful to be Miss America. There are other qualities that the judges look for. They look at your platform and how you present yourself."

And to those who disagree, she offers a more pragmatic rationale. "Well," Bell says, "I'm participating in pageants for scholarship money. What I want to become (a veterinarian) requires a lot of tuition money. Even though Wilkes is a great school, it isn't inexpensive. I'm just trying to get as much scholarship money as I can."

Financial rewards notwithstanding, the underlying premise on which pageants are built troubles many, including Holiday Adair, Wilkes associate professor of psychology.

"Without taking away from (Bell)," she says, "I think pageants are a way of saying, 'Here's how we're to treat women.' They're definitely one way to finance an education, but overall, I think they have a negative effect on the development of women's roles in our society."

Stanley Kay, professor of philosophy at Wilkes, takes a discipline-related view of pageants, but is quick to commend Bell's academic prowess.

"In loose philosophical terms, beauty is an arrangement of line

and color that generates some sort of pleasure in a beholder," he says. "In that way, I guess you could say the young women in these pageants are objects of beauty."

"However, I remember Miss Bell being the only student in one of my particular classes to earn a 4.0," he adds. "She's really quite brilliant."

INTELLIGENCE AND BEAUTY

Lampe-Groh agrees with Kay's assessment of Bell and feels the same applies her fellow Miss America contestants.

"I think when you look at that stage, yes, you see a lot of beautiful women, but you don't see too many unintelligent ones." Lampe-Groh says. "The program that Melanie is undertaking is very ambitious."

O'Boyle Zaneski, who also judges pageants, has heard from many



Linda O'Boyle Zaneski relinquishes the title of Miss Pennsylvania to Judy Fitch Guinosso in 1992.

Bell takes a break with Miss New Hampshire between rehearsals for the Miss America Pageant.



Photo courtesy The Press of Atlantic City

pageant detractors during the course of her competitive years, and she's often countered their arguments.

"I earned scholarship money and, now, cash prizes," she says. "I learned how to be confident in front of people. Being successful in pageants has definitely opened doors for me."

Former pageant participant Fitch Guinosso offered similar sentiment in a September 1992 interview with Wilkes-Barre's *Citizens' Voice* newspaper.

"Aside from the scholarship money, the experiences were so valuable," she said. "It wasn't at all what I expected. I thought there would be a competitive atmosphere between the girls and that each one of us would be in our own little world."

"Instead, we talked to one another, we communicated ... I felt a bond with everyone."

The camaraderie, along with the scholarship money and public com-

munication skills the women develop, are only some of the rewards offered by pageant competition, the women say. The thrill of performing in front of a crowd is also a major highlight, Bell says.

"I was so excited," she says. "So many people were incredibly nervous, but I couldn't wait to go out there and have fun. I've been dancing for so many years, and it was definitely a highlight."

But above all, she adds, the Miss America mystique is inescapable.

"Without a doubt, it's definitely something I'll look back on and treasure, no matter how old I am or how far away I am from the experience," she says. "I mean, it's every little girl's dream to walk on that stage with a chance to be named Miss America. I'm lucky enough to have lived it."

James Clark '94, a frequent Universe contributor, is a copy editor with the *Press of Atlantic City* (N.J.).



Wilkes-Barre

Cultivating an image: Collegetown, U.S.A.



Wilkes President Christopher Breiseth speaks at a news conference announcing a joint agreement establishing cross-registration between Wilkes, Kings College and College Misericordia.

knowledge industry. They believe the Wilkes-Barre of the future isn't a coal town, but a college town.

The logic behind the concept is nearly indisputable. Greater Wilkes-Barre has five colleges—Wilkes, Kings College, Luzerne County Community College, College Misericordia and Penn State Wilkes-Barre. Working in concert with the business community, they have great potential to contribute positively to the psyche and economy of the city, and ultimately make it a better place to live.

Reaching that point, the leaders concede, will require changes in the way the colleges interact with the city and with one another. Moreover, the area must overcome an inferiority complex which shapes the way it is perceived. Just as the black mounds of coal residue haven't disappeared overnight, it won't be easy to change public perception of an entire community.

But it can be done—indeed, has been done—in other cities across the nation. Tom Dennis, editorial page editor of Wilkes-Barre's *The Times Leader* recently travelled to five

of the country's best known college towns to research a continuing series of editorial reports. The newspaper chose Amherst, Mass., Blacksburg, Va., Burlington, Vt., State College, Pa. and Fargo, N.D. as cities that might serve as a model for the transformation of Wilkes-Barre into a college town.

PHYSICAL ATTRIBUTES SET COLLEGE TOWNS APART

College communities, Dennis says, share traits which set them apart from your average metropolis, not the least of which is an overwhelming aesthetic. In Blacksburg, bike paths and hiking trails interlace with the streets and walkways of village life. Burlington boasts sprawling mountains and lake front parks. State College is surrounded by rolling countryside. Even cold, flat Fargo has cultivated parks which span 2,000 acres.

"Definitely part of what is appealing about these places is that they are just so pretty," Dennis says, noting that with its river-front setting and location at the foot of the Pocono Mountains, Wilkes-Barre has potential to be a city as beautiful as any other.

Beyond physical beauty, however, college communities have attributes which make them fine places to visit and live, Dennis says. Traits such as charm, culture, a love of learning and pride in the communi-

ty also contribute to their attractiveness.

"Run down the list of criteria that improve quality of life and it adds up to college town," Dennis says.

Cultivating these intangibles in Wilkes-Barre will take time, and many feel attempting to do so would be putting the proverbial cart before the horse. The first step in creating a college town environment is to open the psychological boundaries that exist between the colleges and the city, says Larry Newman, Wilkes-Barre City's director of economic development.

"From our perspective, there's a certain amount of misunderstanding that we are magically going to transform Wilkes-Barre into a college town," Newman says. "It really has more to do with finding ways to better integrate the lives of the colleges with the lives of the downtown businesses."

Stephen Barrouk, president of the Greater Wilkes-Barre Chamber of Business and Industry, agrees.

"I see it as a mutually beneficial exercise for the schools and the community," Barrouk says. "The student body and faculty offer a vitality to the downtown. For too long there has been a separation of these mutually compatible entities."

Both Newman and Barrouk say they are changing their retail recruiting strategies to target businesses that will attract the college

Wilkes-Barre, it seems, is a city without an identity. Once a prosperous mecca for anthracite barons, the city has spent the better part of this century trying to shake its coal town label and redefine itself in the wake of the industry's decline.

Now, as the new century dawns, community leaders believe they have found the answer to this conundrum. If the city is to prosper, they say, the demise of the coal industry must give way to a growing

By
Vaughn Shinkus '91

“
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Stephen Barrouk
President,
Greater Wilkes-Barre
Chamber of Business
and Industry



population to the downtown. In doing so, they hope to create a synergy between students and merchants that will have a positive effect on Wilkes-Barre's downtown economy.

COLLEGES ONE PART OF DOWNTOWN SUCCESS

Still, there are several pitfalls inherent in advancing the concept, the largest of which is economic. The 12-13,000 students that attend the colleges of Greater Wilkes-Barre pale in comparison to the 20,000 or more that attend college town schools like Penn State University or Virginia Tech.

"The biggest barrier is the numbers," says Dennis. "In these other places, students account for a large part of the population. Students in

this area just don't pack the economic clout to drive the economy."

Newman and Barrouk concede that Wilkes-Barre's students make up a smaller percentage of the population than those in places like State College and Blacksburg. They both note, however, that Greater Wilkes-Barre's combined college population is significant enough in number to complement other segments of the market. Recent successes in recruiting office workers to the city will make the downtown dynamic even richer.

"I don't think it will ever be a pure campus community, but there are enough students to make a difference," says Barrouk. "We have a base of a lot of young people that can make the downtown more youthful.

PRESIDENTIAL PERSPECTIVE *(continued from inside front cover)*

their business. A student-friendly downtown will increase the amount of foot traffic, as students and faculty alike are encouraged to view the city as an extension of their campus and participate in its social and cultural life. At the same time, the colleges are joining together to promote activities centered around the downtown area. It is too early to predict whether a joint collegiate center and bookstore on Public Square for Wilkes and King's students can be made financially feasible. But the very exploration of the proposal, at the same time Wilkes, King's and College Misericordia have signed a consortium agreement allowing students to cross-register for courses on each other's campus, is a sign of new thinking. These initiatives will contribute to the sense of commitment by the community and the colleges to the youth of our area.

The future of both the city and the educational institutions rests in no small part on the success of these efforts. The first step in positioning the region for success in the knowledge industry will be in creating an environment where leaders in business and academia can thrive. By all indications, college towns have all the necessary ingredients. We at Wilkes are delighted to be part of the mix.



C. Salomick

Area leaders hope Wilkes-Barre's Public Square will serve as a central gathering point for a diverse group of people.

Adds Newman, "We won't be a college town to the exclusion of everything else. What makes the downtown so unique is that so many different people can come into contact with one another."

Perhaps the biggest impediment to progress will be getting everyone—students, merchants, residents—to change their attitudes toward their own community and toward one another.

"Traditionally the downtown has been viewed as the DMZ between two colleges," says Newman. "That needs to be overcome. Perception is the largest barrier to break through."

With that in mind, the city and colleges have joined forces to coordinate a series of ongoing joint college events aimed at drawing students from the five colleges together in the downtown. The first was a welcome back student party held in September on Public Square with bands from each of the five colleges competing for the title of Best College Band. Afterward, downtown businesses hosted an "All College Mixer" at a downtown hotel.

On the heels of this successful

event, a committee of student and administrative representatives from the five colleges was formed to organize others. For Halloween, the group coordinated a haunted mansion staffed by service clubs from the five colleges and held downtown in the newly renovated Pomoroys building. And students from all five schools gathered at a Halloween costume contest and party held in the F. M. Kirby Center. In addition, Café Cinema, a monthly showing of independent films and discussions with independent filmmakers, was held downtown at the F. M. Kirby Center and promoted as a joint college activity.

SCHOOLS COOPERATE TO BETTER THE COMMUNITY

The schools have begun to work together in more formal ways, as well. In December, Wilkes, Kings and Misericordia announced the adoption of a uniform academic calendar and a cross-registration agreement which will allow students at each institution to take classes at the other two schools. The decision opens the door for additional consortial ventures such as joint faculty appointments and



Michael Beachem

Wilkes freshman Donna Talarico assists Disc jockey Jeff Walker at an all-college party held at the F.M. Kirby Center.



C. Salomick

Kings College President Rev. James Lackenmier, C.S.C., Wilkes President Breiseth and Misericordia President Dr. Albert Anderson sign an agreement which permits students to register for classes at any of the three institutions.

academic programming, valuable tools in marketing Wilkes-Barre as a college community.

School officials agree that such cooperative arrangements will not replace the healthy competition in recruiting, athletics and academics that exists among the schools. Rather, they say it means that each will endeavor to practice enlightened self interest.

"I don't see this pushing each of us toward specialization," says Wilkes President Christopher N. Breiseth. "This does not supplant competition."

In addition to the other initiatives, Wilkes and Kings are considering a proposal to replace their campus bookstores with a combined collegiate center located in the downtown. The idea, which is contingent upon negotiation with a third party bookstore contractor, has drawn mixed reaction from students, many of whom are weary of leaving campus to buy books. A survey of students at both institutions indicated that 60 percent have an

interest in continuing discussions about the proposed center.

Others, like Wilkes freshman **Donna Talarico**, are ready to proceed, full speed ahead. Talarico is so excited about the project that she's begun to adopt the parlance of an economic development officer.

"That would be the building block for everything," Talarico says of the bookstore. "If we can increase foot traffic downtown, it'll really improve the overall image of Wilkes-Barre."

No matter what the outcome of the collegiate center, projects like it mark the beginning of a new era of cooperation in Wilkes-Barre—the college town era.

"We are a community in very significant transition," says Barrouk. "I believe we will see a major transformation within the next five years. Progress is occurring as we speak."

Adds Sue Kluger, executive director of Leadership Wilkes-Barre, "It's a wonderful cooperative venture between town and gown. We're proud of our colleges and universities. Let's promote them."

Soccer trip is cultural experience for Wilkes coach

Watching this summer as the Czech Republic played Russia in the European Cup semifinals, Wilkes women's soccer and softball coach Kevin Vrabel discovered that sports, like music, can be a universal language.

Vrabel was a guest coach travelling with a group of players, parents and coaches on a soccer and sightseeing trip to the Czech Republic. Having accepted an invitation to watch the televised event at the home of a Czechoslovakian soccer coach, the team found themselves fumbling through phrase books to communicate with their hosts.

"Nobody in their family spoke English, but the common bond was soccer," Vrabel recalls. "When we saw something in the game that we could appreciate, everybody collectively would yell 'YEAH!'"

It was one of many things Vrabel and the 15 young players learned during the two-week trip organized by the Soca Organization of Charlottesville and Albemarle (Va.), a league comprising 3,000 players aged 6 to 30.



Vrabel was invited by the organization's president, a longtime friend. The 12 and 13 year-old players he accompanied had spent more than a year raising funds toward the trip, a soccer-based cultural journey planned by their parents.

Landing in Prague, the group boarded a bus owned by members of the soccer club of Vilemov, a small village of 1,000 people two hours southeast of the city. Their interpreter was a local math and physics teacher and the only person in the enclave who speaks English.

The group was housed at Castle Malaymov, a large mansion owned by Polish-Americans from Charlottesville. The group was the first athletic delegation to stay at the manor, which the family plans to develop into a center where college students can pursue central European studies.

The American team played eight soccer games, finishing the tour with a record of 5-2-1. Vrabel says he was pleased that the team achieved a winning record even though they were playing teams that were bigger, faster, stronger and technically more sound.

"Our kids did really well," he says. "We played Praha Juniors—the Prague league champs—and beat them, even though they were probably better soccer players."

"It was sort of like that American stereotype—we're the underdogs and we're just going to keep running at you. Our kids had worked hard to get there—shoveling snow, cutting grass, washing cars for a year and a half—so there was a little extra incentive. And that made a difference in most of the games."

But the young players took away much more than soccer triumphs, Vrabel says. Their initial preteen

desires—a longing for McDonalds and convenience stores—quickly gave way to the reality of being in a foreign land and not speaking the language. Vrabel believes this was a humbling experience for them, but one that will make them more appreciative of life in the United States.

"It was really interesting to see how introspective they could be," Vrabel says. "They found some positive things about it and some things they didn't like."

Vrabel himself had an eye-opening cultural experience. During the stay he had the opportunity to visit the homeland of his Slovakian ancestors, a small town that bears his name. He and the interpreter drove five hours to Vrable, a Slovakian town of about 9,000 people. Crossing from the Czech Republic into Slovakia, Vrabel noticed a vast difference in the countryside, a difference also reflected in its people.

"I was treated like the prodigal son as soon it was brought to attention that I was American Vrabel who had come looking for my ancestors. It was like the town hall shut down. They went just nuts for me."

These lessons in cross-cultural friendship are ones that he will carry forever, Vrabel says. Both he and his players brought home a feeling of camaraderie—and reverence—that can't be learned from textbooks.

"Sometimes Americans feel that people should adjust to us if they come into our country by speaking our language—I felt some of those things while in the Czech Republic. I was embarrassed that I didn't know more about their language and more about their culture."

"It makes you realize that it's a huge world out there and being American and speaking English is just a little sliver of it."

Boston Marathon

Surgery leads alumnus to marathon achievement

Every Boston Marathon has a defining storyline, be it elation, heartbreak or frustration. The pace and distance and yes, the mental taxation will break the strongest of runners. For **Dr. John Senatore '79** just being part of the centennial renewal of America's greatest footrace was the fulfillment of a life-long dream.

Born with an irregular heartbeat, he had believed it to be physically impossible. Then, while scanning television, he happened upon a story about a new procedure that would correct the condition, which was once thought to be controlled only by medication.

AFFAIRS OF THE HEART

Senatore, 39, was a sprinter during his high school years in Weston, Massachusetts, but that was the extent of his running capacity. His heart would run away with itself when he asked it to do more. Even a classroom exam in school, a

form of cerebral yet sedentary competition, would accelerate his heartbeat. If he sat down too quickly, the problem would be there. A heavy dinner instigated the same runaway condition.

Involvement in long-distance running was out of the question. But thanks to surgery he underwent in 1992, Senatore was able to take part in one of the world's epic marathons. Before, he could only be a spectator. This year, he was a participant.

"Irregular heartbeats have bothered untold thousands," Senatore says. "The discomfort makes you feel as if someone is sitting on



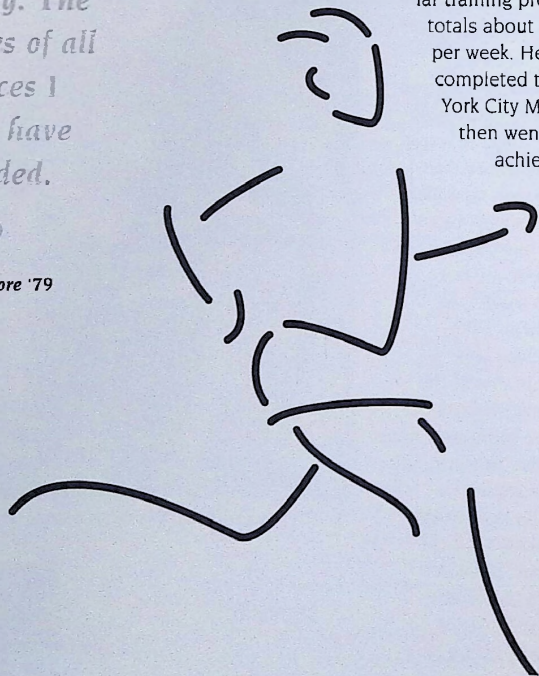
Dr. John Senatore pauses for a photo at the top of Heartbreak Hill.

By
John Steadman
The Baltimore Sun



“
*Growing up,
 I never
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 there'd be a
 remote chance
 that I'd be able
 to qualify. The
 memories of all
 those races I
 watched have
 never faded.*
 ”

John Senatore '79



your chest. You give yourself a carotid neck massage, even splash cold water in your face, to try to ease the heart-beat.”

RELIEF THROUGH SURGERY

His condition has changed drastically thanks to a new procedure perfected at Johns Hopkins Hospital. The surgery, performed by Dr. Thomas Guarnieri, involved inserting a

catheter to bring about an accessory pathway to the heart which allows the organ to attain its normal rhythm.

Senatore expounds enthusiastically on the result. “After what was then new surgical option for patients, I was running within six weeks. I was able to sustain the pressure associated with distance running and found a stamina I never had before.”

Now Senatore is a prized patient. His regular training program totals about 35 miles per week. He's twice completed the New York City Marathon, then went on to achieve what was

once considered an impossible goal.

The Boston Marathon represents a profound personal meaning for Senatore. As a child, he grew up watching the event. It was a family tradition, the thing to do. His parents would take him to a location near the halfway point to enjoy the highlight of the Patriots' Day holiday—the historic road race from Hopkinton to Boston, a route of 26 miles, 385 yards, through such pleasant-sounding but punishing checkpoints as Framingham, Natick, Wellesley, Auburndale, then to Heartbreak Hill,

Brighton, Brookline and, finally, the finish line. “Just to do it and be a part of it means so much,” he says. “Growing up, I never considered there'd be a remote chance that at 39, or any age, I'd be able to qualify. The memories of all those races I watched have never faded.”

BOSTON: A HAPPY HOMECOMING

From practicing podiatry in Baltimore to returning home to Boston more than 30

years later to run in the grueling, road-pounding effort is an accomplishment in itself.

After graduating from Wilkes with a bachelor's degree in Biology, Senatore went on to California College of Podiatry and later established a practice in Baltimore. He now resides in Glen Arm, Md., operates two offices and is on the staff of the Union Memorial Hospital's Sports Medicine Center. His profession is an ideal fit with his avocation, allowing him to treat his own marathon-induced foot problems and not even send himself a bill.

It's an unnatural undertaking, to ask the legs and body to carry you 26 miles and, don't forget the 385 yards. But Boston was a happy homecoming for Senatore, whose wife, 3-year-old son, mother, sisters, brothers and old neighborhood friends were there to watch him among the crowd of runners. “They all met me at



Senatore poses before the start of the race in Hopkinton.

the bottom of Heartbreak Hill,” he says.

Senatore knew he wasn't about to challenge the Boston Marathon leaders, but was elated to be among the Baltimore Road Runners club raising funds for the American Liver Foundation. And being involved with 40,000 other runners in this momentous 100th gala provides an incalculable dimension of enthusiasm.



Completing the Boston Marathon means more than he can put into words. In a way, he's climbed a mountain he never thought he would have a chance to challenge.

The 100th running was a spectacular event. But for Dr. John Senatore, it was a family reunion, a homecoming and the realization of how far medical science has allowed him to run.

Reprinted with permission from The Baltimore Sun, April 7, 1996 edition. Steadman is a sports columnist.



Kevin Gryboski '95

Wilkes baseball star pitches in the minors

Every little boy that plays baseball dreams of someday being given a chance to play the game he so loves as a professional. For Kevin Gryboski '95, that dream has come true.

Gryboski recently finished his second season with the Seattle Mariners organization pitching for the Wisconsin Timber Rattlers, a Class "A" team that lost in the championship series to the Western Michigan Whitecaps. His first year in the organization, right out of Wilkes, was spent in Everett, Washington playing for the Everett Aqua Sox in the Rookie League.

But while playing the game for pay is fun, life in the minors is far from glamorous.

"It is not an easy lifestyle," says Gryboski. "You have to get up early to go on road trips, all of which are by bus. We had a few trips during the year in which we rode the bus for eight hours, got there, played a game, and then

went to eat fast food. That is probably the toughest part of life in the minors."

"When we play at home things are a little easier," Gryboski adds. "I share an apartment with several of my teammates and we take turns cleaning and cooking."

A DEPENDABLE STARTER

The Timber Rattlers are a Midwest League team based in Appleton, Wisconsin, a town of approximately 60,000 people 20 miles south of Green Bay. The team plays in a stadium that opened just two years ago. According to Gryboski, many of the stadiums in the Midwest League are new and compare favorably to Northeastern Pennsylvania's Lackawanna County Stadium.

"The team we lost to in the finals, Western Michigan, averaged more than 13,000 fans

a game in a brand new park," Gryboski explains. "It is a first class facility."

Gryboski began this past season with the Timber Rattlers as a "closer," someone brought in to pitch when the game is on the line. He ended the year, though, as one of the team's most dependable starting pitchers.

"I was all set to start the season in Lancaster, California, but after cuts were made at the major league level, it filtered down to me and I was sent to Wisconsin." says the 6'5" Gryboski. "It was cold and snowy and I struggled in the early going. Once they moved me into the starting rotation, I got hot and went into the all-star break 6-0 as a starter."

"In the playoffs I was pitching every third day and ended with a record of 2-1 and a 1.89 ERA," Gryboski says. "For the regular sea-

By
Tom McGuire '85
Sports Information Director

son I was 10-5 with one save and a 4.74 ERA." A power pitcher during his years at Wilkes, Gryboski struck out 100 in 138 innings of work this season for the Timber Rattlers.

Gryboski was a four-year starter for the Colonels and helped the team to the 1994 MAC Baseball championship. He finished his college career with an 18-13 record, a 2.62 ERA and 195 strikeouts in 205 innings. His 22 complete games are a Wilkes record.

And while many of his teammates came from bigger schools, the fact that Gryboski played for a Division III school made no difference in the way he approached his career as a professional.

"Yes, there is some difference from Division I to Division III, but you still need to be able to throw the ball over the plate, no matter where you are playing."

While his numbers were good,

Gryboski says the Seattle Mariners want him to further improve. That means there is no rest in the off season.

"Seattle gives each player a booklet and a video on weight training and running," says Gryboski, whose brother, Brian, is a starter on Wilkes's men's basketball team this season. "I am to lift weights four times a week and run on the other three days. One of my coaches from Wisconsin is calling me once a month to check on my progress. They don't want me throwing until January when I will get ready for spring training."

HOLDING ALL THE CARDS

While Seattle is mindful of Gryboski's pitching, his agent is looking out for his business interests.

"My agent (who is associated with NBA star Charles Barkley's agent) usually calls me once a week to check and see how I am doing," says Gryboski. "He lines up endorsements for me, like the one I have with Rawlings. He also arranges for my appearance at card shows in Wisconsin during the season."

Yes, that's right, the former star hurler for the

Now Trading at Card Shows...

Colonels has his own baseball card.

"It was strange seeing my face on a baseball card because as a kid I was a collector," says Gryboski. "And now for someone to ask me to autograph my card is very strange."

Another exciting event for Gryboski was a recent meeting with Seattle Mariner stars Ken Griffey and Alex Rodriguez when they came to town this summer.

"The Mariners play each one of their minor league teams and when they came to Appleton I got a chance to meet both Ken and Alex," says Gryboski. "The game couldn't be

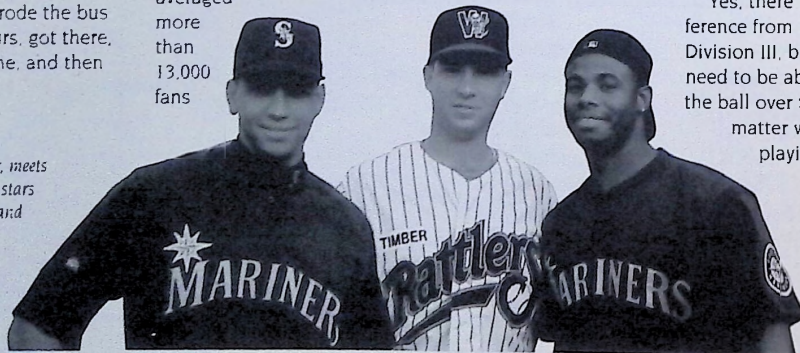
played because of some heavy rains, but the players did hang around and sign autographs."

GETTING TO THE SHOW

Ultimately Gryboski would like to make it to the major leagues, but is realistic about his chances.

"The chances of anyone making to the big leagues is 1 in 1000, but at least I have the opportunity to pursue this dream," says Gryboski. "Not many people who play baseball are ever given this kind of opportunity. I hope my dream will be fulfilled."

Gryboski, center, meets Seattle Mariner stars Alex Rodriguez and Ken Griffey.





Jennifer Bullock named assistant director in Wilkes Alumni Office

Jennifer Bullock has been named assistant director of alumni at Wilkes.

In this alumni relations position, she will coordinate alumni events, such as Homecoming and Reunion weekends and expand the alumni in admissions, volunteer development, senior gift, and student alumni programs. She also is charged with developing the student alumni association and re-establishing regional alumni chapters, beginning in Philadelphia, New York and Washington D.C.

A 1994 cum laude graduate of Lebanon Valley College, Annville, Pa.,



Jennifer Bullock

Bullock earned a bachelor's degree in English with a concentration in communications. She brings several years experience to the position, having served an internship in Lebanon Valley's departments of development and alumni programs as an undergraduate. She also worked for

three years as a student caller for the school's annual fund campaign, working her way up to phonathon supervisor during her senior year.

After graduation, Bullock returned to the Wyoming Valley and accepted a position as a billing specialist for

The Times Leader newspaper, Wilkes-Barre.

Bullock believes she's found her niche in college advancement.

"It's great to interact with students and alumni. It's important to cultivate them into becoming active with the University," she says.

Bullock plans to pursue a masters degree at Wilkes beginning next fall.

"I love working at Wilkes," Bullock says. "It's a very exciting place to be, it seems like the University is always on the edge of something new."

Bullock replaces Robert Wachowski, who left the University for a teaching position in August.

—Patty Meadus '97

Events Calendar

January 16, 1997

Winter Commencement Ceremony
Arnaud C. Marts Center, Wilkes campus

January 25, 1997

Wilkes vs. Scranton Basketball Reception
5-8 p.m.
Arnaud C. Marts Center, Wilkes campus

February 7, 1997

Alumni President's Breakfast
Westmoreland Club
S. Franklin Street, Wilkes-Barre

February 8, 1997

Alumni Association Board Meeting
Weckesser Hall, Wilkes campus

April 5, 1997

Alumni Association Board Meeting
Weckesser Hall, Wilkes campus

Alumni Association Scholarship Dinner Dance
Westmoreland Club
S. Franklin Street, Wilkes-Barre

May 2-4, 1997

Reunion Weekend

May 10, 1997

Alumni Athletics Hall of Fame Dinner
Arnaud C. Marts Center, Wilkes campus

May 17, 1997

Spring Commencement Ceremony

June 13, 1997

Alumni President's Breakfast
Westmoreland Club
S. Franklin Street, Wilkes-Barre

September 13, 1997

Alumni Association Board Meeting

October 17-19, 1997

50th Annual Homecoming

November 14, 1997

Alumni President's Breakfast
Westmoreland Club
S. Franklin Street, Wilkes-Barre

November 15, 1997

Alumni Association Board Meeting
Annual Open Meeting
Weckesser Hall, Wilkes campus

Scholarship Dinner Dance will be April 5

All alumni are invited to the third annual Alumni Association Scholarship Dinner Dance, which will be held Saturday April 5, 1997 at the Westmoreland Club, Wilkes-Barre.

Proceeds from the event are applied to a scholarship fund established for children of alumni.

This year's event is being chaired by **Thomas ('77) and Elizabeth Ward '72**. Wilkes senior **Paula Van Fossen** is serving as student co-chair.

Fiftieth Homecoming Celebration in 1997

The Alumni Association Board of Directors are making plans for the University's 50th Annual Homecoming Celebration, which is scheduled for the weekend of October 17-19, 1997.

A number of events are being planned, including an all-class dormitory and club reunion.

For more information, or to help plan a specific event, call the Alumni Office.



Alumni Association offers custom plates

The Wilkes University Alumni Association is offering specialized Pennsylvania license plates emblazoned with the Wilkes University emblem.

Nearly 200 alumni and friends of the University have applied for the plates so far. The Alumni Association must receive 300 forms before an order can be placed with PennDOT.

Issued by the Pennsylvania Department of Transportation (PennDOT), the special organization plates are blue and gold and include the words "Wilkes University Alumni."

Plates are available for Pennsylvania registered passenger cars, motor homes and trucks with a gross weight of less than 9,000 pounds. Motorcycles and trailers do not qualify, and personalized plates are not available. A one-time fee of \$20 is charged for each plate. This fee is separate from annual registration fees.

To receive an application form, contact the Alumni Office.

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:
alumatl@colonel.csc.wilkes.edu

Top teacher receives Farley award at August Commencement ceremony

First grade teacher **Merri J. Earl '58**, has received many awards, including the nation's top honor for science and math teachers. But to hear her speak, it's apparent that her greatest reward comes from the children she sees every day.

"Remember that children are our most precious resources," says Earl. "Encourage them to explore. Listen to their stories. Explore their discoveries. And above all, enjoy their innocence."

In August, Earl received yet another honor in the form of Wilkes's Eugene S. Farley Memorial Alumni Award, which is named for Wilkes's first president, who devoted more than three decades to the advancement of the school.

The award is given annually to an alumnus or alumna of any degree program who epitomizes the characteristics of an educated person. Speaking at the ceremony, Earl said she was flattered to receive an honor which carries the name of a man held in such high esteem among her Wilkes classmates. "We were in awe of him," she said of Farley.

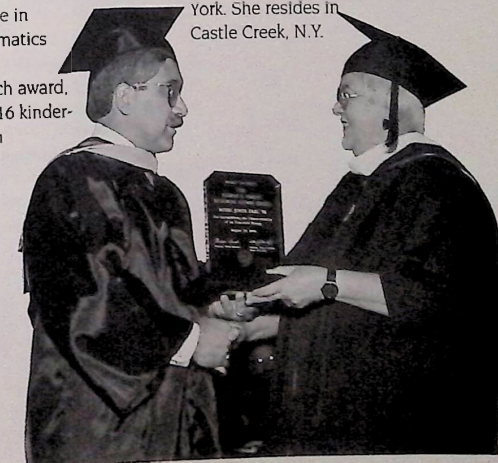
Earl, a first grade teacher at John R. Harshaw Primary School, Binghamton, N.Y., was awarded a 1995 Presidential Award for Excellence in Science and Mathematics Teaching. It is the nation's highest such award, bestowed to only 216 kindergarten through 12th grade science and math teachers nationwide.

In 1996, Earl was runner-up position for the National Teacher Training Institute's Teacher of the Year Award, and in 1993 she was named the New York State English Council's Teacher of Excellence.

Earl is active in many professional organizations, including the National Councils of Teachers of Mathematics and of English, the Associations of Mathematics Teachers of New York State and of the Southern Tier, the New York State Reading Association, the Association for Supervision and Curriculum Development, the New York State Association for the Education of Young Children, the Parent Teacher Association, and Phi Delta Kappa.

In her position at John R. Harshaw, Earl chairs the math committee and coordinates a parent bi-monthly discussion group. She is also involved with the Site Based Council, Staff Development Task Force, Assessment Task Force and Parent Volunteer Committee.

Earl holds a Bachelor of Science degree in elementary education from Wilkes and an Master's of Arts degree in reading from S.U.C. at Cortland, New York. She resides in Castle Creek, N.Y.

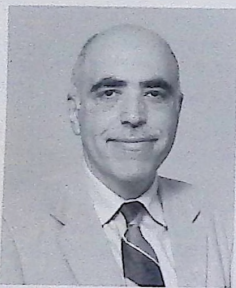


William Goldsworthy '76, president of the Alumni Association presents the Eugene S. Farley Memorial Alumni Award to Merri J. Earl '58.



Hot Under the Collar

How's the weather up there?



By
Dr. Anthony Liuzzo
Associate Professor of Economics

As an economist, I am often asked to predict rates of interest, inflationary expectations, retail sales, and trade deficits. So, I am not totally unacquainted with how difficult it is to forecast with reasonable accuracy, and I know the feeling of embarrassment associated with being proved incorrect.

But, how is it that meteorologists can be so wrong, so frequently, and never admit to their mistakes? Why does it rain whenever I wash my car, and why does the sun shine upon me as I tote my umbrella? I have never really comprehended the difference between a low and a high, and I invariably get the weather trivia question wrong. Reports of the wind chill factor in the winter simply induce in me an increased level of shivering, and data relating to the temperature/humidity index in the summer evoke additional beads of perspiration upon my brow.

I wish they would hear my plea to cease reports on barometric pressure indices, and times of high and low tides, for they can rest assured that in no way do I plan my day around these events. I do not care about heat waves in the South, water shortages in the West, or deep freezes in the North. Similarly, I do not enjoy video clips of automobiles spinning out of control on ice-slicked highways; nor bellicose children engaging in snowball warfare on days of school cancellations; nor, in this age of political correctness, depictions of swimsuit-clad females enjoying West Coast beaches.

Nevertheless, I continue to be a weather junkie, clicking my remote control unit incessantly so that I can catch each network's affiliate's five-day forecast. In this vein, I recently conducted a survey, in order to test the three major networks' powers of prediction. I must point out that the

survey was not scientific, in that I did not take a random sample, nor did I measure my results for validity or reliability.

I did not test for predictions of precipitation, nor the forms that such would take, since the weather forecasters insisted upon only providing ranges (forecasting, for example, four to twelve inches of snow). Furthermore, I ignored all references to comments such as "partly cloudy," "some sun," "mostly fair," and "could be some precip," since, in my humble, lay person's judgment, these descriptions are all the same. I simply took note of the forecasts for the high temperature for a period of several days, and compared these to the actual temperatures, as the networks themselves reported.

Network One was off consistently by six degrees, irrespective of how far into the future they predicted. Network Two erred by only three degrees, at least for the next day's weather—but as they attempted to go further into the future, they too ran afoul by six degrees. Network Three missed the mark by five degrees for the next day's weather, seven degrees for two days into the future, six degrees for three days, and only five degrees for four days. Presumably being farsighted offers some assistance in forecasting.

My own method of weather prediction is quite simple. I use no computers, do not stay in touch with the National Weather Service, and do not even possess a weather vane. I simply predict that the high temperature for tomorrow will be identical to that of today. Using this technique, I was off by an average of only five degrees for the period in question.

And that's not too shabby—even for an economist.

Liuzzo is associate professor of Business and Economics. He is the proud owner of six umbrellas.

Scholarship Helps Launch Nasa Opportunity

Your donations to Wilkes take students to places they never dreamed possible. Just ask senior Ann Marie Blasick.

A mechanical engineering major, Blasick was among a select group of students accepted into NASA's Langley Research Summer Scholars Program. She spent last summer in Hampton, Virginia working on a nozzle to be used in the rockets of reusable launch vehicles.

But she couldn't have gotten there were it not for the generosity of the Sorber family.

The Merritt W. and Marjory R. Sorber Scholarship was established with gifts from the couple's children to help students who maintain an outstanding academic record. Preference is given to graduates of Northwest High School, where the late Merritt W. Sorber served as principal for many years. Having graduated from Northwest at the top of her class in 1993, Blasick was a perfect match.

"When you receive a scholarship, it's easy to think 'it's just money,'" says Blasick. "But it means more. I'm trying to give enough back so that they get a return on their investment."

In Blasick, the Sorbers have a sound investment indeed.

A Dean's List student and active student leader, she serves as recording secretary for the Wilkes Student Government Association and a member of the Student Alumni and Academic Standards Committees.

Blasick is treasurer of the Wilkes Chapter of the American Society of Mechanical Engineers and was the 1994-95 secretary/treasurer of the Society of Women Engineers. She is also a member of the Anthracite Region Student

Chapter of the American Society for Heating, Refrigeration, and Air Conditioning Engineers and Sigma Pi Sigma, the National Honor Society for Physics students.

In addition to the Sorber scholarship, she has received numerous other awards, including the National Science Scholar Award and the National Society of Professional Engineers Education Foundation Luzerne County Chapter Scholarship.

Blasick says she has become comfortable in these leadership roles largely because of the encouragement of her professors.

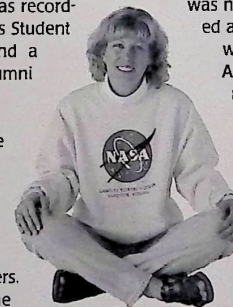
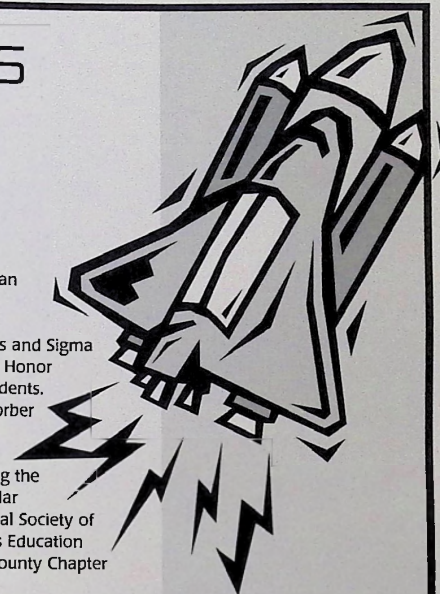
"I can honestly say that Wilkes is a place where I have never felt forgotten," says Blasick. "I have had professors who have organized Sunday softball games, taken us on overnight field trips and given out their home phone numbers in case we become confused late in the night."

These are opportunities she believes she would have missed at a larger school. And she extends her gratitude to the scholarship donors who made it possible.

"I was able to come to Wilkes solely because of scholarship money. There was no way I could have attended a private school without financial help."

And no way she could have made it to NASA, either. "At NASA, they didn't treat me like I was this inept student. I was able to contribute something. That's a great feeling."

And a feeling to be shared by the Sorbers, who have helped her get off the ground.

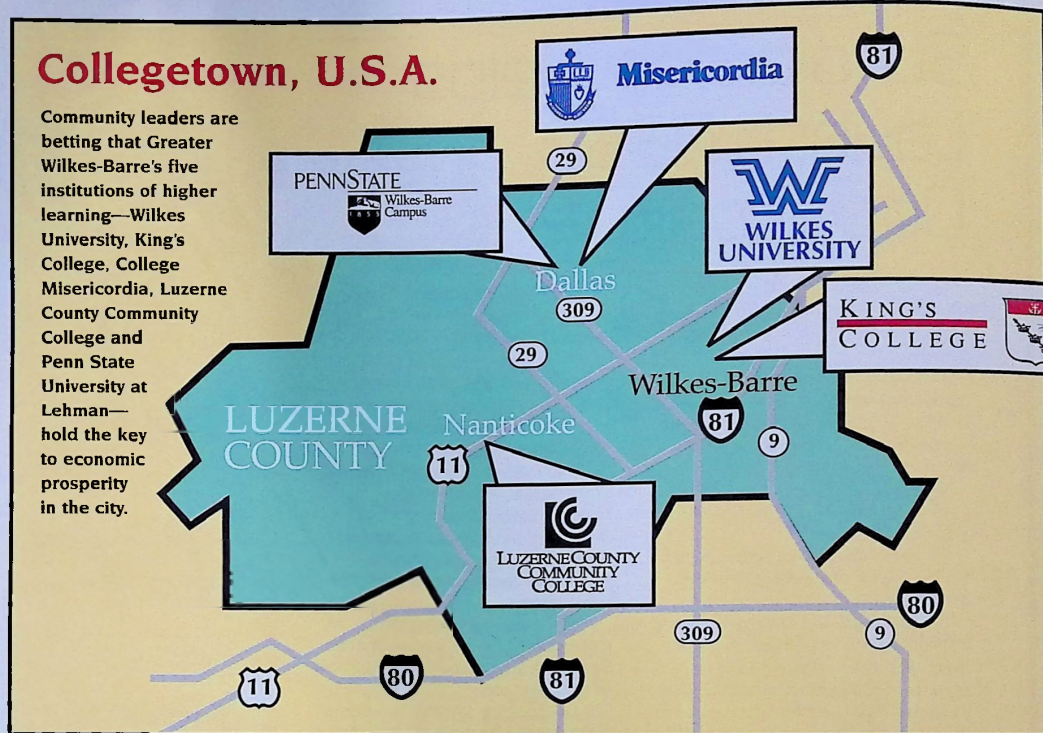


"I was able to come to Wilkes solely because of scholarship money. There was no way I could have attended a private school without financial help."

Ann Marie Blasick

Collegetown, U.S.A.

Community leaders are betting that Greater Wilkes-Barre's five institutions of higher learning—Wilkes University, King's College, College Misericordia, Luzerne County Community College and Penn State University at Lehman—hold the key to economic prosperity in the city.



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