

WILKES

SPRING 2008

GLOBAL VISION | FROM START TO START | CONSTITUTIONAL CALLING

Education for a Smaller, Flatter World

The ability to work in, respect and learn from diverse cultures is growing daily as people become more mobile, communications move at light speed, and the world grows smaller and flatter. To help prepare our graduates for this new world, Wilkes is working harder than ever to ensure its students receive a broad, multicultural experience.

Under a recommendation approved by the Board of Trustees at its December meeting, the University will establish a Center for Global Education and Diversity to oversee planning, direction and coordination of the University's efforts to become a regional leader in these areas. Besides supporting students, staff and faculty of diverse backgrounds, the center will strengthen international opportunities for all students.

Today, the University hosts its largest contingent of international students ever. In fall 2007, 46 students from 10 countries outside the United States were among our undergraduates, with 49 in graduate programs. The largest groups come from India and Saudi Arabia, with the continents of Europe, Africa and Asia represented. Their presence demonstrates Wilkes' commitment to providing an outstanding education to students of all races and backgrounds, and to exposing domestic students to a broad range of cultures and social networks.

One innovative program lets international students experience Wilkes and earn college credits here toward a degree in their home country. For example, Punjabi University, in India, will send Punjab students to the Jay S. Sidhu School of Business and Leadership for the second year of their MBA studies. Wilkes students have visited India, as well. Many of our alumni work to promote peace and health through their work and volunteerism. Our cover story highlights the efforts of four of these alumni, diverse in both professional life and cultural background. Their impact reaches from Central and South America to the Middle East and all the way to China.

As our mission states, Wilkes seeks to educate our students for lifelong learning and success in a constantly evolving and multicultural world through a commitment to individualized attention, exceptional teaching and academic excellence. Our alumni demonstrate that a Wilkes education provides our graduates with the awareness and the capacity to thrive in an increasingly global world.



Above: Jennifer Edmonds, left, assistant professor of business at Wilkes, compares U.S. and Indian currency with other visitors to the Rock Garden in Chandigarh, India, in fall 2007.

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Wilkes University President

WILKES UNIVERSITY

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SPRING 2008

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

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On the cover: Roya Fahmy Swartz '83 uses drama and art to promote diversity and tolerance. PHOTO BY EARL AND SEDOR

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Winter 2008 Environmental Initiatives

Have a story idea to share?
Contact Editor Kim Bower-Spence at kimberly.bowerspence@wilkes.edu or 84 W. South St., Wilkes-Barre, Pa. 18766.

Banking on the Future

In the homes of some children, three little pigs represent more than characters in a nursery rhyme. They represent savings, responsibility, independence and civic duty, thanks to Wilkes' Students in Free Enterprise team. The students, mostly business majors in the Jay S. Sidhu School of Business and Leadership, serve as financial mentors for more than 20 children participating in a savings fund initiative.

The children, ranging in age from 4 to 12 years old, each received three piggy banks: the largest for saving 80 percent of money they receive; a medium-sized bank for spending money, a recommended 15 percent; and the smallest to hold 5 percent of their income to share with the less fortunate.

The piggy bank initiative was the brainchild of John Kebles, president and CEO of Choice One Community Federal Credit Union, which purchased the piggy banks and supplied each child with \$1 in nickels to start.

"Reaching children at an early age will pay a lot more dividends in their financial future," says Kebles. A board member of the Pennsylvania Credit Union Foundation, Kebles learned of SIFE's affiliation with REACH, a social service outreach of a local church, and saw a great opportunity to partner with Wilkes students to bring financial literacy education to children. For eight years, families associated with REACH have visited the Wilkes campus once a month for an education night designed to build financial literacy and independence.

"That quickly changed," says Jeffrey Alves, SIFE advisor and director of the Alan P. Kirby Center in Free Enterprise and Entrepreneurship. "The children were visibly upset after being told they had to wait an entire month to come back to campus, so we increased the visits to twice a month.

"We've formed a de-facto big brother/big sister connection."

SIFE members Jared Lyman and Marissa Treanor say mentoring children about saving for the future has been educational for them too. "The savings program is working wonderfully with the children," SIFE President Lyman relates. "Watching them fill up their piggy banks has reminded us how important and simple it is to budget money."

Adds Treanor: "One thing they have taught me is to just have fun. College can be stressful at times, but twice a month I now get the chance to relax a bit and be around these amazing people who really do teach you to not forget to nurture your young side."

In January, SIFE members were to take their money-saving mentees to the Credit Union to open savings accounts. The children deposit money saved in the large piggy bank into their account each month. Choice One made a \$5 initial deposit for the children.

"The deposits provide continual reinforcement of the savings habit," Alves says. "Savings will stay fresh in the children's minds."

SIFE will match the total savings of each child and hopes to establish a scholarship at Wilkes for one of the participating children.



Children learn the basics of saving from members of Students in Free Enterprise.
PHOTOS BY MICHAEL P. TOUZY





Vicente Fox fielded questions from about 100 high school students during a pre-lecture leadership conference hosted by the Sidhu School. PHOTO BY MICHAEL P. TOUJY

Former Mexican President Draws Students, Protestors to Outstanding Leaders Forum

Former Mexican President Vicente Fox advocated for immigrants but not illegality during the Outstanding Leaders Forum in November.

President Fox, who ended 70 years of one-party rule in Mexico when he was elected president in 2000, spoke to a crowd of more than 1,200 about the Mexican economy, immigration and leadership.

“Only those who have a job should be able to stay here,” Fox told lecture goers. “We need them back in Mexico, and we’re working hard in Mexico to bring them back.” As he spoke inside the E.M. Kirby Center, a cluster of protesters picketed outside on the city square.

Hosted by the Jay S. Sidhu School of Business and Leadership, about 100 high school students attended their own pre-lecture Leadership Development Day conference and got to pose their own questions to President Fox. Teacher Tom Gilroy’s advanced-placement history class at Dallas High School was among those that incorporated lessons on Fox’s presidency, Mexican culture and politics in their classrooms prior to the visit.

The high school students attended the lecture as special guests of the University. “We left Wilkes-Barre more open-minded than when we came,” says Dallas High senior Alex Napierkowski.

“
WE ARE ALL
AMERICANS on
this continent. We
all SHARE the
American DREAM.
”
– President Vicente Fox

\$3,500 Grant Will Fund Financial Literacy

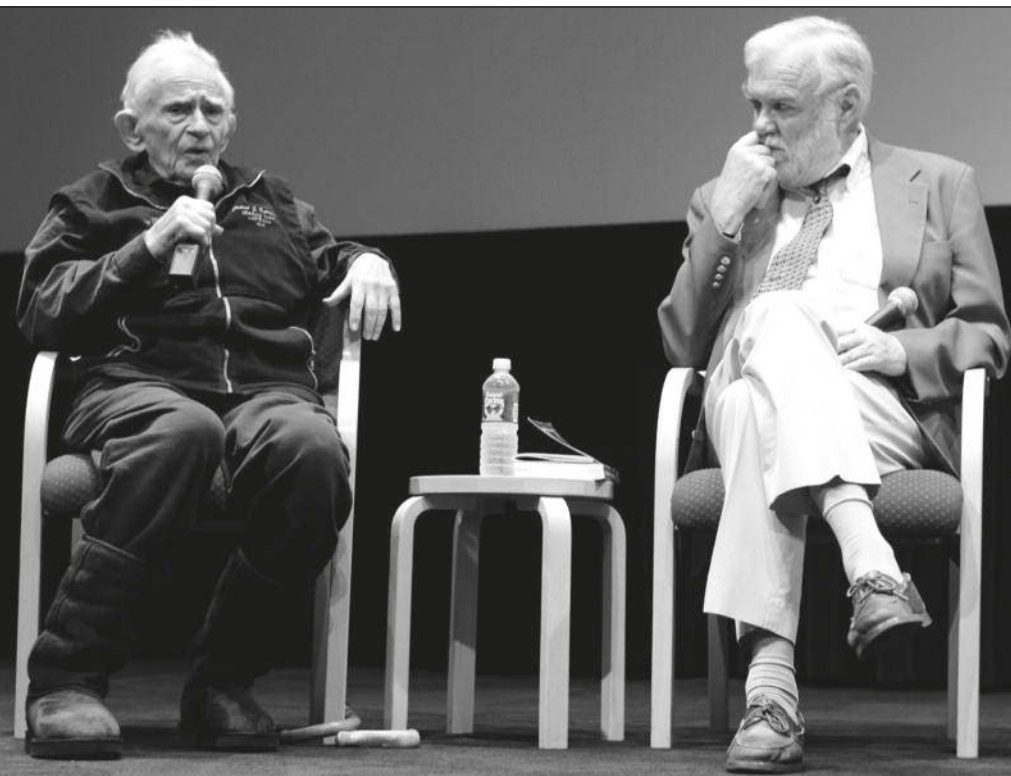
Wilkes University’s Jay S. Sidhu School of Business and Leadership and the student personal finance club Money Matters recently received a \$3,500 financial literacy grant from Choice One Community Federal Credit Union, based in Wilkes-Barre. The grant money will support a number of educational outreach initiatives, including financial literacy workshops for area high school students.

The Money Matters club promotes understanding and knowledge of personal finance to the Wilkes campus by conducting workshops on money management, budgeting, taxes, investment and college expenses. The club also sponsors educational trips to the New York Stock Exchange and Federal Reserve Bank of New York.

The Money Matters club will soon conduct personal finance workshops in nearby communities and will partner with the Commission on Economic Opportunity to extend their Youth Savings Account and Family Savings Account programs.



Choice One recently presented a grant to the Money Matters club. Pictured are, from left: Holliann Brooks; Ashish Javia; Ashley Deemie, club vice president; John P. Kebles, president and CEO of Choice One; Nandita Das, assistant professor of business and Money Matters club advisor; Leslie Bartolli Bortz; Matthew Bickert; Sue E. Bat, director of marketing and business development for Choice One; and Johnathan Botch, club president. PHOTO BY SHANNON CURTIN



Norman Mailer appeared at the Lincoln Center with Wilkes Professor J. Michael Lennon in June 2007. It was Mailer's last public appearance. PHOTO COURTESY OF J. MICHAEL LENNON

Wilkes Professor Talks God With the Late Norman Mailer

In his last book before his November passing, the late Norman Mailer, with co-author J. Michael Lennon, tackled no less than the nature of God.

On God: An Uncommon Conversation offers a series of probing, amusing and uncommon dialogues between the literary icon and Wilkes English professor Lennon, Mailer's friend, archivist and official biographer. Published by Random House, the book contains a series of 10 theological conversations between Lennon and Mailer. Mailer rejected both organized religion and atheism, presenting an artistic God who often succeeds but can also fail in the face of contrary powers in the universe.

Lennon proposed to Mailer that they write about his religious beliefs. "His theological ideas are not run of the mill." Mailer was born a Jew but was not a practicing Jew; he was interested in Catholicism but was not Catholic. He was interested in all religions of the world. He viewed fundamentalism as a danger, but he was not an atheist.

Lennon and Mailer began corresponding 35 years ago, when Lennon was working on his doctorate. As their friendship developed, Lennon, a New England native, started visiting Mailer at his Provincetown, Mass., home. The professor came to Wilkes University in 1992 as provost. He also chaired the humanities department for a time and taught English. He co-founded Wilkes' Creative Writing program and currently serves as an advisory board and faculty member.

Lennon edited his first Mailer book, *Pieces and Pontifications*, in 1982 and has published widely on Mailer. He also co-wrote *The Spooky Art*, based on comments Mailer had made about the writing process. After publishing a collection of Mailer's letters in 2008, Lennon will write his biography.

Lennon reflects on Mailer's life and relationship with Wilkes in an essay on page 26.

“
If I knew MARGINS, if I knew the INDUSTRY, I would have known I couldn't do these things and we never would have tried.
... FEAR OF THE UNKNOWN and knowing too much [alter the entrepreneurial spirit].
”

– Tom Scott
Co-founder and CEO of Nantucket Nectars and Plum TV

Tom Scott discussed the formula for Nantucket Nectars' success with business students during the Allan P. Kirby Lecture in Free Enterprise and Entrepreneurship last fall.

PHOTO BY MICHAEL P. TOUEY



Zebra Communications Keeps Restoration Project on Track

A train engine that served the U.S. Army during World War II will see new life if a retired Wilkes-Barre attorney and the University's student-run public relations firm get their way.

Communication studies majors received hands-on public relations planning experience, along with a lesson in transportation history, when they accepted George Spohrer as a new client. Spohrer, a train enthusiast, enlisted Zebra to create a promotional and fundraising campaign to restore the engine.

A student account team worked with Spohrer to raise awareness for the Vulcan Iron Hammer, an engine that served the U.S. Army in the 1940s. Zebra Communications worked with Wilkes-Barre City Mayor Tom Leighton to declare Nov. 10, 2007, Vulcan Train Day, which included a train naming contest and read-along for children.

Through an ongoing promotional campaign, Spohrer and the Zebra team hope to raise \$200,000 to restore the Vulcan train so it may one day make a regular run along stretches of the Susquehanna River that have historic significance to the Wyoming Valley.



Retired attorney George Spohrer entertains children with train-themed stories during Vulcan Train Day at the college bookstore. PHOTO BY JAMIE GWYNN

Zebra Communications is staffed by 30 public relations students and each semester works with more than a dozen client-partners, including not-for-profit organizations, government agencies, small businesses, campus initiatives and regional grant-funded projects.

WILKES WINS AWARDS

Efforts of the University's Office of Marketing Communications were honored with a bundle of awards this fall:

WILKES MAGAZINE

- International Association of Business Communicators Harrisburg Chapter
 - Magazines (four or more colors) - Silver Award
 - Most Improved Publication - Gold Award
- Public Relations Society of America Central Pennsylvania Chapter
 - Keystone Award - External Magazine



"A MAJORITY OF ONE"

The University's risk-taking advertising campaign focused on six individual accepted students, highlighting Wilkes' mentoring commitment.

- Council for the Advancement and Support of Education (CASE) District II
 - Advertising - Gold and Silver awards
- International Association of Business Communicators Harrisburg Chapter
 - Comprehensive Communication in a Marketing/Communication Campaign
 - Electronic Advertising, for MySpace.com ads
 - Special Purpose Pieces/Displays or Exhibits, for ads in mall kiosks
 - Special Purpose Pieces/Outdoor Billboards

POETRY IN TRANSIT

Poems by 20th century masters, original photography and artwork were installed on 38 county buses.

- International Association of Business Communicators Harrisburg Chapter
 - Graphic Design Non-Publications - Gold Award
 - Photography/Color Photography - Gold Award
- Public Relations Society of America Central Pennsylvania Chapter
 - Keystone Award with Special Merit - Promotional Campaign

"WILKES GOES ALL-MAC"

News release announced the University-wide switch to Apple's new Intel-based Macs.

- International Association of Business Communicators Harrisburg Chapter
 - Writing/News Releases for Media Outlets - Silver Award

Colonel CONNECTION

FIVE
ALUMNI
LEAD
'OLD-FASHIONED,
HARD-NOSED'
BASEBALL

From left: Mike Toomey '06, head coach Joe Folek '88, Bob Klinetob '95 and Jerry Bavitz '75 all played for the Colonels. Assistant coach Nate Lipton '00 is absent from the photo. PHOTO BY EARL AND SEDOR

By John Seitzinger

IT IS NOT UNCOMMON FOR SCHOOLS TO HIRE ONE OF their own graduates to coach an athletic team, so the fact that Joe Folek '88 is entering his 13th season as the head coach of the Wilkes baseball team is not really newsworthy. However, Folek's entire five-man coaching staff comprises alumni.

Last season, Folek, along with assistant coaches Jerry Bavitz '75, Bob Klinetob '95, Nate Lipton '00, and Mike Toomey '06, led the Wilkes baseball team to an overall record of 24-12 and the Freedom Conference championship. The conference title was the first for the Colonels since 1994, and garnered the squad its first NCAA Division III playoff appearance since 1978.

Folek, Freedom Conference Coach of the Year in 2007, has been affiliated with the program for 23 years. He played for Wilkes from 1985-88 and then became an assistant coach for the Colonels for six seasons. As the head coach, he has amassed an overall record of 241 wins, 196 losses and four ties.

"I feel very fortunate to have the opportunity to coach at Wilkes," says Folek, who teaches in the Wilkes-Barre Area School District. "Many of

the things that we do today in the program are things that were done in the past by Coach (Gene) Domzalski, Coach (Bob) Duliba and Coach Bavitz. I have added some of my own wrinkles, but everything goes back to the roots of the program. The fact that we are graduates of the school and the baseball program helps because we never have to break anyone in. Each of us knows how things work, and we are able to maintain a consistency because of it.”

Bavitz, athletic director at Nanticoke Area High School, is the elder statesman of the staff. He enters his 36th year at Wilkes, including four years as a player, four as head coach and 28 years as assistant coach. Bavitz served on the coaching staff under Domzalski when, from 1976-78, the Colonels made three straight NCAA appearances.

“Coaching with fellow Wilkes alumni has been exciting,” Bavitz says. “The fact that we are all Wilkes graduates helps us relate better to the players, as well. We know the faculty and staff and understand what is expected of a Wilkes student.”

Klinetob is back for his 13th season as a coach. A player for three seasons for the Colonels, he was starting catcher on the 1994 Middle Atlantic Conference championship team.

Lipton, who works for the Pennsylvania Auditor General’s office, returns for his fourth season as an assistant coach. Toomey, graduate assistant for the baseball program, returns for his second season of coaching. Both played four seasons.

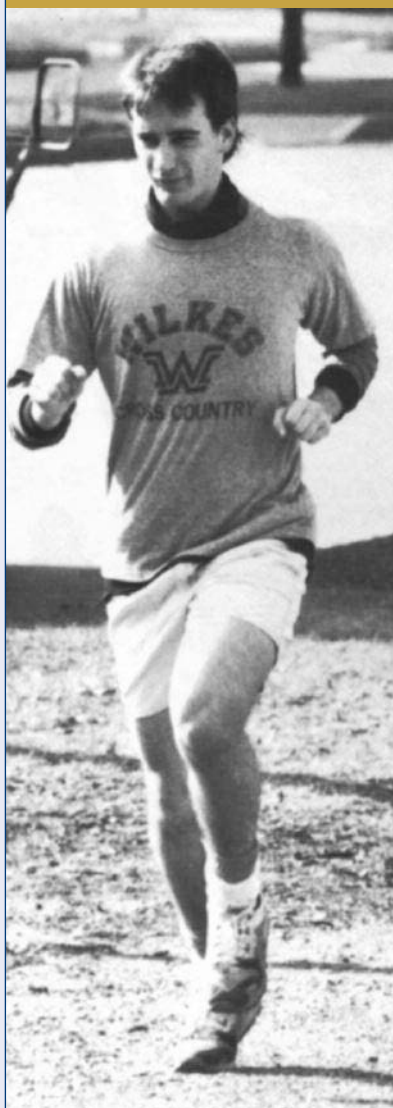
“The teachers, coaches and administrators at Wilkes have definitely helped shape who I am,” says Klinetob, brewmaster at Lion Brewery. “Being a member of the coaching staff affords us the opportunity to have that type of impact on today’s student-athletes.”

Folek notes that the team has had 13 different former players coach at one point or another since 1990. “From the annual trip to Florida to open the season, to 6 a.m. workouts, to who has to pick up meal money/vans on game day, to meeting with recruits, to the pitcher’s home run hitting contest, to who throws batting practice before the game and ‘floor touchers’ during pre-season conditioning, these are all just a small part of being a Colonel.”

He’s not opposed to bringing in an outsider, Folek explains. “We’ve been fortunate that we’ve never had to due to the fact that there has always been someone from the Colonel ‘baseball family’ to take over when one of the staff moves on.”

He notes that Wilkes has always been home to old-fashioned, hard-nosed baseball. “We’ll continue to keep it simple: Be dedicated, practice hard, play harder. And we’re not afraid to admit that winning matters.”

Cross Country Reinstated as Varsity Sport



Wilkes brings back cross country for the first time since 1994. This photo is from 1990. PHOTO FROM WILKES ARCHIVES

VARSITY MEN’S AND women’s cross country teams return to Wilkes beginning with the 2008 season. Nick Wadas will serve as head coach for both programs.

Wilkes last sponsored the sport in fall 1994. A lack of numbers on both men’s and women’s teams forced an end to the varsity program. Both teams will compete as members of the Middle Atlantic Conference.

“Bringing back both men’s and women’s cross country is the latest step to expand sports offerings at Wilkes,” says University athletics director Addy Malatesta. “This will be the first expansion since the addition of women’s lacrosse in 2003.”

Wadas graduated from College Misericordia with a bachelor’s degree in health sciences and a master’s degree in occupational therapy. He also holds certification in addictions counseling.

While at Misericordia, Wadas was a four-year member of the cross country team. He earned second-team All-Pennsylvania Athletic Conference honors in 2000, 2001 and 2002. Wadas was a five-time member of the PAC All-Academic Team and was chosen as a Division III Academic All-American in 2002.

Global Vision



WILKES ALUMNI PROMOTE PEACE AND HEALTH IN AN EVER-SHRINKING WORLD

By Kim Bower-Spence

WILKES BOASTS A LONG LIST OF alumni who found professional success in fields from education to science, business to law. But founding President Eugene Farley's vision of an educated person went far beyond material success.

"... in planning his adaptation to rapidly changing conditions, man at long last is compelled to consider the need for those human qualities that enhance the lives of men. Concern for others, compassion, consideration, and even gentleness and love become man's primary concern," he said in a 1964 address.

Even after his death, Farley's ideals were "pounded into" Wilkes undergraduates, as one recalls gratefully. And a number took up the cause, using their skills and knowledge to promote health, peace and social justice far beyond U.S. borders. Here we profile four diverse examples, from a drama therapist teaching tolerance to a financial planner helping Beijing prepare for the Summer Olympics.



Above: Ruth McDermott-Levy '82, third from left, advises Omani nurses studying at Villanova University. PHOTO COURTESY OF RUTH McDERMOTT-LEVY

Above right: Roya Fahmy Swartz '83 began a consulting business called Visions of Tolerance, based on her experiences using drama and the arts to bring together diverse cultures. PHOTO BY EARL AND SEDOR



“ We were giving a MESSAGE OF PEACE, which was very successful. ”

– Roya Fahmy Swartz '83



Visions of Tolerance



Roya Fahmy Swartz '83 practices what she preaches. She's made a career of bringing together people of diverse racial, cultural and religious backgrounds, including Palestinian and Israeli youths, to promote peace.

Her business, Visions of Tolerance, offers programs to schools and other organizations that promote diversity, tolerance and

Her acting spurred her to explore religion. She converted to Judaism and married rabbinical student Daniel Swartz in 1988. She was in Los Angeles when riots erupted in the wake of Rodney King's 1991 videotaped beating at the hands of police. Roya helped found and became project director for L.A. Works, which raised money from the entertainment industry and mobilized 200 volunteers to rebuild a youth center in southcentral Los Angeles. The organization expanded from its initial mission and continues to serve the community today.

When Daniel took a job in Washington, D.C., Roya volunteered at a children's hospital, doing crafts and art projects with patients. The hospital ended up hiring her, and her work included producing a film with teens hospitalized in the psychiatric ward and making jewelry with adolescent girls suffering from eating disorders.

Swartz joined the National Association of Drama Therapists. "No, it's not therapy for actors," she insists. The group promotes healing and wellness through drama. She researched drama therapy for her master's thesis in social work at University of Maryland.

When Seeds of Peace needed facilitators with social work experience, Swartz's

career took a new direction. The fledgling organization brought teens from warring areas of the world, particularly the Middle East, together at a summer camp in Maine to experience coexistence in the midst of sports, arts, computers and field trips. "Every afternoon there would be coexistence sessions. Mine always used drama."

In summer 2000, the couple adopted Alana Naveena Yasmine, now 8, from southern India. The family moved to Clarks Summit, Pa. Swartz continues her work there, performing a play in schools to recount the history of the garment workers union and its impact on women, conducting a peace workshop for elementary school children, and helping organize a Jewish film festival.

"I have no control over the results" of the work, she realizes. But she hopes she plants a seed. "I think that God takes care of the results."

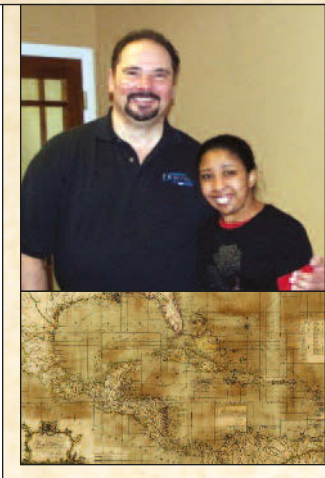


Roya Fahmy Swartz '82 and husband Daniel adopted daughter Alana Naveena Yasmine from India. PHOTO BY EARL AND SEDOR

multicultural awareness through fine and performing arts. It was born out of creative co-existence workshops she started post 9/11, with help from the Interfaith Coalition of Metropolitan Washington, bringing together 69 youths from nine faith traditions for arts workshops.

Growing up in Dallas, Pa., she recalls being called the "N" word in grade school because of her dark complexion, sometimes characteristic of her Middle Eastern ancestry. Upon graduation from Wilkes with a communications degree, she studied acting in New York City and became a professional actress in Los Angeles. Following the 1980s Soviet-Afghan War, she played an Afghani Muslim whose husband died fighting.

"That show really started to marry my sense of social justice and the arts," she says. The cast consisted of Jews, Arabs and Christians of various heritages. "We were giving a message of peace, which was very successful."



Dentist Anthony DeVincentis '79, left, performed cosmetic dental work that gave Dolores, right, her bright smile. PHOTO FROM HEAL THE CHILDREN MIDLANTIC

Healing Smiles



Anthony DeVincentis '79 makes children smile. And it's not just his amiable manner. Back in 1989, the Bloomfield, N.J., dentist volunteered his services to Heal the Children Midlantic, a Hawthorne, N.J.-

based nonprofit that secures free medical treatment for needy children in the United States and other countries.

His first patient was an 8-year-old girl, Dolores, from the Dominican Republic. An oral surgeon performed surgery to open her fused mouth, a malady that made it impossible for her to eat and function normally. The operation opened a whole new world for DeVincentis, who provided basic dental care for her newly opened mouth.

DeVincentis promised Dolores, "If you get to the point where you can open your mouth wide enough, I'll make you look like a movie star." After 12 years, two more surgeries and many trips between the Dominican Republic and the United States, Dolores could open sufficiently enough not only for her promised cosmetic reconstruction, but to enjoy eating her first cheeseburger normally. Dolores, now in her 20s, sports a bright new smile. She still stops in to see DeVincentis when she visits the states.

“They're JUST KIDS. ... And with the hand they've been dealt, they're pretty AMAZING.

– Anthony DeVincentis '79

In 2006, he treated a Costa Rican teen, Nicole, who had lost an eye to a disorder that caused increased intraocular pressure. When Nicole arrived in the states, she was in danger of losing her good eye. The fine work of the many volunteer physicians did not let that happen.

During her stay, Nicole developed a toothache and visited DeVincentis' office. After examining Nicole, DeVincentis realized that she was in need of extensive dental work. Along with the host family and Heal the Children Midlantic, DeVincentis was able to get Nicole's visa extended and the dental work completed. With her

new ocular prosthesis and smile, "She went back home a normal 16-year-old."

The children brought by Heal the Children Midlantic often have multiple medical needs and have never seen a dentist. "Most of these kids are in a lot of trouble dentally," DeVincentis has provided fillings, extractions, root canals and even cosmetic reconstruction for many children over the years. "I think we get more out of it than the kids do," he says. "We are given the opportunity to actually transform a person's life."

Many of these children come from small villages in the Dominican Republic and Central America, where their disabilities make them outcasts. "For a condition such as a cleft palate, they're ostracized," he explains. Still, he marvels at the children's resilience. "They're just kids," he observes. "And with the hand they've been dealt, they're pretty amazing."

In recognizing DeVincentis for his contributions, Healing the Children leaders noted: "He has the type of personality where, instantly, children are at ease when they go to see him for treatment. He genuinely cares about the work he does and has never turned down a request from Healing the Children to help a child in need."

"We just do what little we can as far as helping these kids," says DeVincentis, who lives in Kinnelon, N.J., with his wife, Jane, and 8-year-old daughter, Francesca.

Olympic Hopeful



Tourists in Beijing for the 2008 Summer Olympics may have Bill Lewis '80 to thank – at least a little bit – should they need first aid care there. Lewis, of Pittston, Pa., is part of an American Red Cross team training the Chinese Red Cross to handle health needs during the event.

Lewis got involved with the Red Cross in 1979, while a political science student at Wilkes. A vice president and certified financial planner at Merrill Lynch, Lewis served on the American Red Cross board from 1999 to 2005. After his term expired, he stayed involved nationally as chair of the National Education Committee and was chief of the American Red Cross delegation for an international symposium for Olympic health care in Beijing.

While the International Olympic Committee will oversee athlete health, the Chinese requested expertise to help them train first

Bill Lewis '80, shown at a governor's reception in China's Shandong Province, is helping the Chinese Red Cross prepare for the Olympics. PHOTO COURTESY OF BEIJING RED CROSS



responders and build capacity to deal with health issues that may arise when millions of people from all over the world descend upon the city. One area of particular concern is heart disease, which is a less significant problem in China than in other countries.

The Beijing Red Cross also runs municipal ambulance services, and they requested advice on structuring first aid response, recruiting volunteers to support their programs, and how to respond in the event of an incident like the Atlanta Olympic bombing in 1996.

Lewis traveled to Beijing once in 2004 and twice in 2007. In October, he helped set up an agreement with a U.S. company to distribute defibrillators in China. Noting snarling traffic that delays emergency responses, he says the American Red Cross delegation introduced the concept of air medical evacuation. The Chinese government is acquiring its first emergency medical helicopters.

Stateside, Lewis has arranged tours of U.S. Red Cross facilities for Beijing officials. "It's been a very interesting evolution of things," observes Lewis, a father of four married to the former Mary Ellen Judge '83. "I don't have any particular expertise in anything, but a lot has just been connecting parties together."

U.S. officials learn new ideas even as they share, he notes. "The volunteer spirit that they have there is just unreal, particularly among the youth."

Lewis counts the admission of Magen David Adom, the Israeli equivalent of the Red Cross, as another significant moment during his tenure on the American Red Cross board. Some Red Cross and Red Crescent organizations in the international movement resisted MDA's admission, objecting to the red Star of David emblem on its flag.

"Everyone who says they want to do humanitarian work and fly some kind of a symbol is going to be recognized," asserts Lewis. He was heavily involved as the American Red Cross and the U.S. State Department worked to bring the group into the fold.

The opposing organizations eventually folded and admitted MDA as a sister organization, he says. "If they weren't recognized, then all the Geneva Convention privileges wouldn't fall upon them."




International Nursing

“Community nursing” takes on broad implications when taught by Ruth McDermott-Levy '82, clinical instructor of nursing at Villanova University, Villanova, Pa. For each of the past two years, she and undergraduate students in her community health course have spent spring break providing care and education in impoverished regions of Peru and Nicaragua.

“It’s a personal conviction,” explains McDermott-Levy, who lives in Berwyn, Pa., with husband Andy and sons Matt and Sam. “I’ve always been really intrigued by what’s going on in the rest of the world. I’ve always been intrigued by other people, other cultures.”

“I guess I’m a little crazy,” confesses the doctoral candidate. “I like the challenge.”

Student nurses prepare material they will teach, have it translated, and then travel to remote villages with translators. They teach local lay health workers how to prevent water-borne illness and manage certain diseases. And they provide basic medical care in homes. They leave donated health supplies like dressings.

Conditions can be rugged. “You have to wake up pretty early in the morning to surprise me,” she says, noting that she also does home visits in Philadelphia drug houses. But in the city, she can always find resources to reach someone in need.

Lewis, sixth from left, was on hand to celebrate the 100th anniversary of the Chinese Red Cross Society at the Great Hall of the People in Beijing. PHOTO COURTESY OF BEIJING RED CROSS





“
Peru was my first exposure to such **UNRELENTING POVERTY**. At least once daily I wanted to burst into **TEARS**, but I couldn't because the students were there.”
– Ruth McDermott-Levy '82

“There, it was just us. Peru was my first exposure to such unrelenting poverty. At least once daily I wanted to burst into tears, but I couldn't because the students were there.” Inside stick huts, they found babies with pneumonia, and elderly villagers suffering heart disease or bent over with arthritis and sleeping on beds of sticks lashed together.

With her students, McDermott-Levy discusses the politics of the situations they see and how they might make a difference. For instance, in Nicaragua they discussed the effects of the war between the former Sandinista and Contra rebels. She says they can see the outcomes of war and the impression it leaves of the United States.

For the last five years, McDermott-Levy has also advised Omani nurses in an 18-month program to earn bachelor's degrees at Villanova, which has a relationship with the Oman Ministry of Health. She visited the small, Islamic sultanate on the Arabian Peninsula in 2004.

Besides academic counseling, students consult her for everything from friendships to health issues. McDermott-Levy, whose doctoral studies have focused on Omani nursing students, says nursing care in Oman is task-oriented and not as autonomous as in the U.S. Nurses stand when physicians come onto a floor, and nurses and physicians don't collaborate in patient care.

McDermott-Levy hopes her work gives Omani nurses more confidence in their abilities and helps push their practice further. She'd like to teach there or work with other Middle Eastern countries, including Iraq someday.

Her work, she says, reflects the influence of President Farley, a fellow Quaker. Her years at Wilkes emphasized the

importance of including everyone and valuing each person in a community or organization.

She hopes her students take with them a commitment for outreach and peacemaking when they leave her tutelage. “Now you know how most of the world lives,” she emphasizes. “Now you know. What do you do with it?”



Top: McDermott-Levy, second from left, studied Omani nursing for her doctoral studies. Bottom right: McDermott-Levy's students at Villanova University learn community health nursing on study trips to remote villages in Peru and Nicaragua. PHOTOS COURTESY OF RUTH McDERMOTT-LEVY

We're sure there are more examples of alumni efforts. Are you making a difference in the world through international humanitarian efforts? Let us know by contacting Editor Kim Bower-Spence at kimberly.bowerspence@wilkes.edu.

Start Start

Start Start

ENGLISH GRADUATE MAKES A CAREER OF GETTING TECHNOLOGY COMPANIES OFF THE GROUND

By Kim Bower-Spence

CHERYL TRAVERSE '67 STARTED blazing trails early. The Scranton, Pa., native became the first woman lifeguard at Nay Aug Park when she demanded to know from park services why they wouldn't hire a female.

"Lots of press in the *Scranton Times*," she recalls.

So began a career built on going places no one had been before. Today, the San Francisco resident is in her fifth job as chief executive officer of a startup technology firm. She's plugged into a network of venture capitalists who call on her to get fledgling companies off the ground and then sell them to larger firms. Then she moves on to a new project.

Traverse majored in English and education at Wilkes, then taught in New Jersey and Long Island, N.Y., for several years before switching to business. She cut her teeth selling radio time for WPLJ 95.5 in New York City. She counts "Crazy Eddie," whose "insane prices" and loud commercials were known throughout the region in the 1980s, among her first clients.

"I really learned how to prospect, sell and negotiate. And I found out that attaching myself to the revenue line was the way to go for a woman," she recalls. From radio, she moved to Warner Amex Cable to set up local retail advertising systems on cable television. She moved to Houston to manage a 100-person team selling Warner cable service door-to-door in apartment buildings. She then moved to California to manage a \$60 million sales and service arm of MCI, which she grew to \$120 million. Eventually, Sprint recruited her to organize its first large telesales effort, which ended up with centers in Sacramento, the San Francisco Bay area and Detroit. She left telecommunications and began consulting when Sprint moved its corporate headquarters to Kansas City.

That's when she got into managing high-tech companies on a project basis. "Venture capital guys find me," she explains. She got her first CEO job with a group of Chinese entrepreneurs who needed an experienced person to launch and grow their business.

"I don't write code, but I understand technology at a pretty deep level," Traverse explains. Currently, she's CEO of New Jersey-based Xceedium, which delivers security, compliance and

operational efficiency for technical users who manage data centers, protecting them from threats like internal attacks by unscrupulous technical employees. She splits her time between New Jersey and her California home. "One of my investors from my last company was interested in this company," she says, explaining how she got there.

She is responsible for the technology, sales and marketing strategy and decides where to invest resources, how to acquire financing and how to grow business. She raised a Series A round of financing, and the company is now profitable. Other companies she's headed have been purchased by Novell and Peoplesoft.

Traverse makes a point to share her experience with up-and-coming business leaders. She volunteers as an advisor for two California nonprofits dedicated to mentoring entrepreneurs, particularly women.

One of those, called Astia, depends on volunteer mentors to advise entrepreneurs, says CEO Sharon Vosmek. She says that while they ask mentors for a minimum of five hours a month, Traverse goes well beyond. "She really works the problem with the entrepreneur."

"Cheryl is a serial entrepreneur herself," Vosmek notes. "Nationally, Cheryl is in a very small number and in a very elite class." As a role model, she "really paved the way."

Traverse notes, "I really take it seriously because I feel very fortunate."

Traverse makes time to pursue other interests too. Sailing San Francisco Bay is a favorite. She has "bare-boated" — rented a boat and served as captain — in places like Tonga, Greece, Croatia and the Caribbean. She likes golf and scuba diving around the world, and she is now training for her second half-marathon.

Cheryl Traverse

San Francisco, Calif.

B.A., English 1967

Career: Has built and sold five technology companies as CEO in the last 12 years, while serving as a mentor for women entrepreneurs.

Notable: Has "bare-boated" worldwide in the Tonga, Greece and Croatia. Takes seven-mile runs on weekends.

“

Nationally, Cheryl is in a
very SMALL NUMBER
and in a very
ELITE CLASS.

- Sharon Vosmek

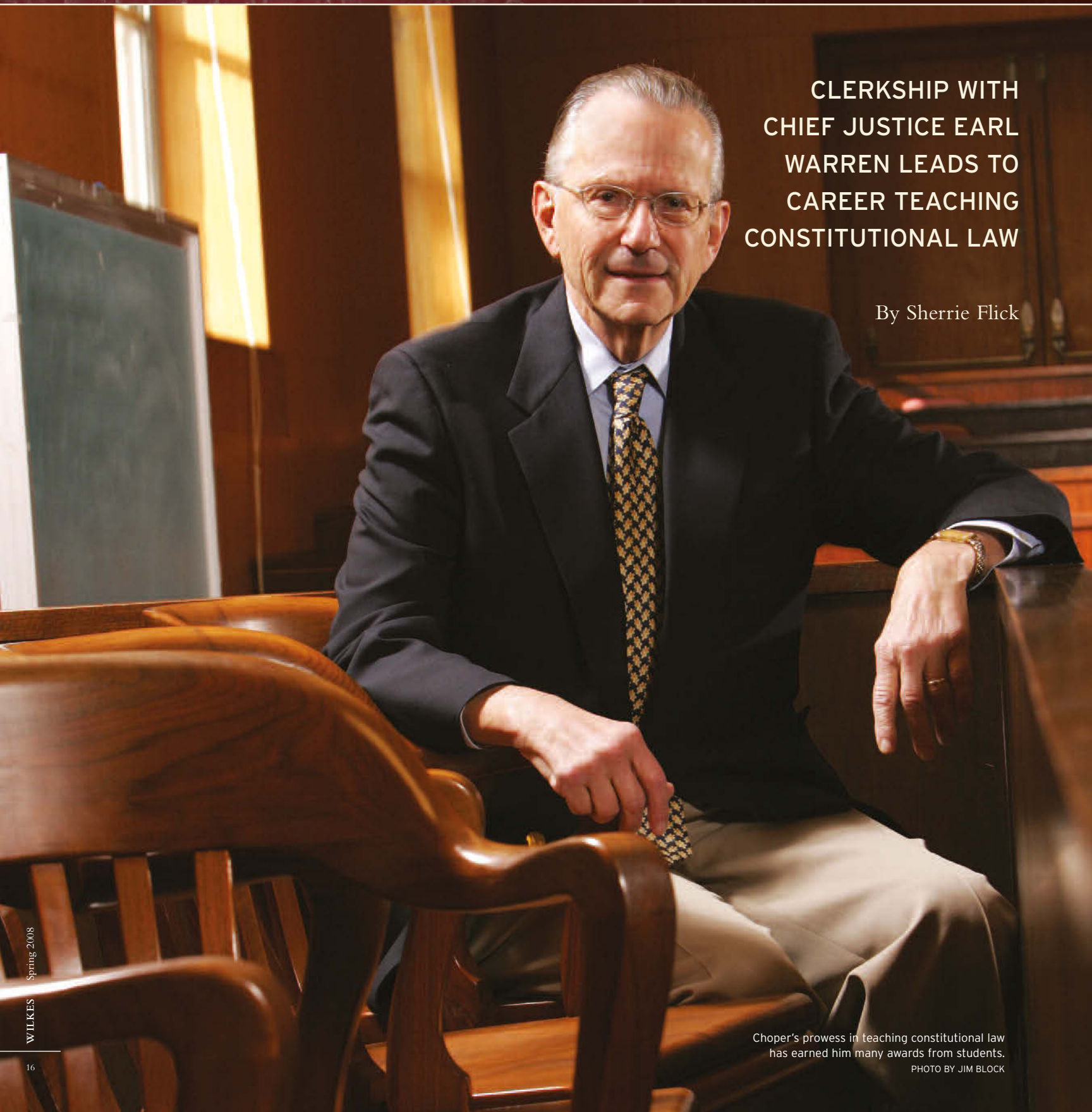
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Sailing San Francisco Bay is one
of Traverse's favorite pastimes.
PHOTO BY SHANNON McINTYRE

Constitutional

CLERKSHIP WITH
CHIEF JUSTICE EARL
WARREN LEADS TO
CAREER TEACHING
CONSTITUTIONAL LAW

By Sherrie Flick



Choper's prowess in teaching constitutional law has earned him many awards from students.

PHOTO BY JIM BLOCK

Calling

THE SAN FRANCISCO BAY AREA BUSTLED with counterculture in 1965. At University of California, Berkeley, the addition of a new law school faculty member might have flown below the radar of most hippies. But Jesse Choper had served a clerkship with Earl Warren, chief justice of the United States.

With interests in baseball, basketball, football, the racetrack and classical music, he would become an expert in constitutional law and dedicate his life to teaching others, never having owned a lava lamp. The hippies are gone now, but Choper is still there.

The Wilkes-Barre native was born into a Russian-Polish-Jewish immigrant family. He graduated from public high school and then attended Wilkes on scholarship after winning a math competition.

Choper doesn't put on airs. He seems surprised by the success he credits partly to his early years on the Wilkes debate team. "The debate team participated in the major tours in the East, including the national competition in West Point," recalls Choper. "It was a very strong experience for me in terms of learning how to engage in logical thinking. I then sharpened that a good deal in law school."

Choper was initially drawn to accounting and was headed to a job with accounting firm Price Waterhouse when Wilkes English professor and debate coach Arthur Kruger convinced him to try law. Choper attended University of Pennsylvania's law school while teaching accounting at its Wharton School.

After law school, he was offered a clerkship with Chief Justice Warren. Warren took on civil rights and civil liberties during a turbulent time in U.S. history and helped to make the Supreme Court



Choper, right, and John Bucholtz comprised the Wilkes Debating Society two-man team in 1955-56. They're shown prior to a Johns Hopkins tournament where they placed third. PHOTO FROM WILKES ARCHIVES

the extraordinarily powerful and controversial institution it is today.

"It was a heady experience," admits Choper. "Chief Justice Warren was a wonderful person. I was one of three people working for him. He was revered. He was 70 years old at the time, which seemed old to me then," Choper says with a chuckle. His time with Warren piqued his interest in constitutional law.

"Constitutional law involves a large variety of questions about the relationship of our government and its constituent parts. Some are of the highest importance, and some are less important," says Choper. "But they're all very challenging. My study of the U.S. Supreme Court is the study of a critically important institution. I want to have an impact in helping explain that to others."

“ He truly is
one of my
ROLE MODELS
for my own career
as a professor.

- Stephen F. Ross, Former Student

Choper served as dean of Berkeley's Boalt School of Law from 1982 to 1992. His greatest pride is in the success of his students. "I've been given a lot of satisfaction from students who have told me what an important impact I've had on their education."

Former student Stephen F. Ross, director of the Institute for Sports Law, Policy and Research at Penn State's Dickinson

School of Law, notes that Choper's influence wasn't purely academic. "His good word to then-Professor Ruth Bader Ginsburg was critical to my selection as one of her first clerks. He truly is one of my role models for my own career as a professor."

He recalls learning the Socratic method. "Jesse would always call on one student for some light, introductory questions, and then on a second student to provoke a disagreement. If the second student disagreed, he'd referee a fine discussion. If the second student lamely agreed, Jesse would then interrogate him/her. Our class quickly learned it was better to argue with a classmate than to tangle with Choper!"

Choper resides in Lafayette, Calif., with wife Mari. He has two sons, Marc and Ted, and two stepdaughters, Molly and Emily.

Jesse Choper, Lafayette, Calif.

B.S., Business Administration 1957

Career: A member of the University of California, Berkeley, law faculty and expert in constitutional law since 1965.

Notable: Clerked for Earl Warren, chief justice of the United States, following graduation from University of Pennsylvania School of Law in 1960.

Alumni Scholarship Dinner Honors Sheptock

The Annual Alumni Scholarship Awards Dinner will take place April 5, 2008, in the Henry Student Center Ballroom. Each year at this event, the Wilkes University Alumni Association awards the annual scholarship. To be eligible for the scholarship, you must have a family member who graduated from Wilkes.

The event this year honors head football coach Frank Sheptock. “The committee chose Coach Sheptock as honoree for his generosity of spirit, intelligence and his loyalty to Wilkes University,” says Fred Demech ’61, chairman of this year’s event. In the past, this event has raised more than \$5,000 for the scholarship fund. “We are hoping this year we can double that amount,” Demech says.

If you have any questions regarding this event, please contact Michelle Diskin, associate director of alumni relations, at (570) 408-4134 or michelle.diskin@wilkes.edu.



Head football coach Frank Sheptock will be honored at this year's Alumni Scholarship Awards Dinner.
PHOTO BY WARREN RUDA



Mirko Widenhorn

“Wilkes is such a DYNAMIC PLACE that I look forward to helping bring more and MORE ALUMNI BACK to the valley.”

Widenhorn to Join Alumni Staff

We are pleased to announce that Mirko Widenhorn joins the staff of the Office of Alumni Relations and Annual Giving as director of alumni relations and annual giving programs. He comes to Wilkes from the College of Europe in Bruges, Belgium, where he most recently was head of student affairs and communications manager.

He is eager “to join the Wilkes community and work closely with alumni on a wide range of programs. Wilkes is such a dynamic place that I look forward to helping bring more and more alumni back to the valley,” he says.

At the beginning, he will focus on relationship building through regional networks, alumni in admissions, graduate school programming and lifelong learning opportunities for alumni.

Born in Germany, Widenhorn moved to Indiana at age 9. He holds a bachelor’s degree in political science, French and German from Drew University in Madison, N.J., where he also worked as an assistant director of alumni relations. He earned a master’s degree from the College of Europe in European political and administrative studies.

Please make a point to meet and welcome him either electronically or the next time you’re on campus. His e-mail is Mirko.Widenhorn@wilkes.edu.

Alumni Association Steps Up Activities

With the advent of the new team of volunteer leaders, the Alumni Association's key initiatives of mentoring and relationship building are up and running under the leadership of President George Pawlush '69. Traditional association activities benefit from new energy generated as the University approaches its 75th birthday in 2008.

Plans are under way to breathe life into geographic networks of Colonels. Witness the Washington, D.C., holiday gathering hosted by Bill Hanbury '72 to introduce Provost Reynold Verret. Winter events were also planned for Doral Arrowwood, Rye Brook, N.Y., before the men's basketball game against Manhattanville; and a deans' visit to Boston, complete with dinner hosted by John Kerr '72. The traditional Naples, Fla., gathering was to bring together Wilkes-Barre Mayor Tom Leighton, President Tim Gilmour and Bill Miller '81 (trustee and Barnes & Noble vice president) to dynamically demonstrate how the partnership between the University and the city have benefited both beyond expectations.

Outreach to concentrations of alumni (and parents) focuses on bringing the good news from campus and Wilkes-Barre to those who have left the valley. For those who remain nearby (our alumni base's single largest population concentration), several new initiatives are in the works, including an event at Mohegan Sun at Pocono Downs, revitalization of The Colonels Club and special Wilkes entertainment opportunities at the E.M. Kirby Center for the



Wilkes Alumni gathered in Washington, D.C., in December. Top photo: Nicole Eileen Weiss '00 and Dana Sacoman '00. Bottom photo: Janice Raspen '92 and Mary Jo Rubino '91. PHOTOS BY SANDRA CARROLL

Performing Arts. Watch these pages or check The Colonel Connection Web site (community.wilkes.edu) for details on upcoming events.

If you have interest in being part of an alumni association committee, please complete and return the tear card in this magazine. Newcomers are always welcome.

Plan to Celebrate Wilkes' 75th Anniversary

It has been a journey of alternating success and hardship as the University has adapted and reinvented itself to meet new challenges. Today, its future is brighter than ever as the institution continues to expand in terms of academic excellence, prestige, resources and enrollment. Some would say it has been a bumpy ride, but all would agree it has been an interesting process.

In 75 years, Wilkes has educated thousands of alumni who have succeeded in securing positions of leadership in an endless array of organizations around the world. There will be many opportunities for you to share your memories of Wilkes as festivities unfold. We will kick off the official anniversary in September 2008 at our convocation celebrating the beginning of another academic year. As commemorative festivities are planned, you will be invited to the excitement that will last throughout the year.

New events will be organized, and traditional ones, such as Homecoming and the Athletic Hall of Fame, will bear the mark of the 75th in this special year. As the campus engages students, faculty, staff and alumni in planning, the spectrum of the 75th "touch" will be boundless. If you have a special memory or memorabilia you would like to share for the occasion, please let us know via the tear card within this issue. Stay tuned for more information!



Bill Montague '68 M'77 and wife Sue hosted fellow Wilkes alumni at Park Country Club, Buffalo, N.Y., in November. Front row from left are: Michael Sobolewski '98, Jennifer Sobolewski, Brittany Reynolds, Jason Reynolds '02. Back row from left are: James Aikman '40, Gary Quinn '99, Marvin Kurlan '57, Cheryl Quinn '00, Sue Montague, Donald Bowman '76, Bill Montague and Wilkes President Tim Gilmour.

1957

Patsy (Reese) Morris currently resides at Heritage Village in Southbury, Conn. She is active with the church bell choir, camera club and art. She moved around the country with her late husband, Bob, and raised three children: Pam, Jeff and Susan. Patsy worked as an art teacher in continuing studies and later became an upper division art teacher at Delaware Academy before becoming a closing secretary for a law office. She has three grandchildren.

1958**Reunion Oct. 3-5** 

Ronald A. Olson currently works at Eye Centers of Florida in Naples, Fla., as an ophthalmologist. He and wife **Leona (Baiera) Olson '62** have lived in Naples for four years. He previously served as an ophthalmologist at Geisinger Wyoming Valley Medical Center.

1962

Raymond Nutaitis is production studio director for classical radio station KBAQ (89.5) at Arizona State University.

1963**Reunion Oct. 3-5** 

Philip Siegel works at Florida Atlantic University, Boca Raton, Fla. Looking forward to retirement, he plans to return to Wilkes-Barre and spend winters in Florida.

1965

James and Leslie (Tobias) Jenkins reside in Aurora, Colo. Jim is retired from United Airlines but keeps busy with Civil Air Patrol, volunteering at Wings Over the Rockies Air and Space Museum, participating in BMW Car Club and flying with an airplane club. Leslie volunteers at a military pharmacy, BMW Car Club and American Association of University Women. She is a five-year breast cancer survivor.

1970

Alyce Marie (Puscavage) Zura of Duryea, Pa., was recognized by "Who's Who Among Executives and Professional Women." In addition to bachelor's and master's degrees from Wilkes, she earned a doctorate summa cum laude from Temple University. She is a third-grade teacher at Wyoming Area School District and a Spanish instructor for the Summer Academy of Languages. She is the widow of the late **Kenneth Zura '69**.

1977

John J. Minetola M'82 joined PMJ Productions Inc., a business brokerage and consulting firm based in Clarks Summit, Pa. He has four children and resides with his wife, Lenora, in Luzerne.

1980

Fred A. Pierantoni III was elected and sworn as president of the Special Court Judges Association of Pennsylvania. The association comprises more than 500 magisterial, municipal and traffic judges across Pennsylvania. Pierantoni has served Magisterial District 11-1-04 in Luzerne County since 1992. Pieroni graduated from Temple University School of Law in 1983.

1982

Dominick Augustine of Harrisburg, Pa., is a Mid-Atlantic sales manager for Maple Leaf Bakery. Augustine resides with his wife, Lisa, and three daughters: Joelle, Marissa and Nicole. He enjoys coaching soccer.

Maire (Anton) Box of Shavertown, Pa., works as a registered nurse at a breast center. After graduation, Box traveled to Houston, Texas, where she did a critical care nurse internship before moving back to Pennsylvania and working at the Nesbitt Hospital emergency room for 17 years. Maire resides in Shavertown with her husband, **Jeffrey Box '85**, and their children, Christopher and Adrienne.

Maurita (Gries) Elias M'83 co-owns the Woodhouse Spas Corporation, a national spa company that to date has franchised 31 spas throughout

the United States. She operates her own Woodhouse Spa in Kingston, Pa. She formerly owned and operated three retail stores in Wilkes-Barre and Scranton. She resides in Dallas, Pa., with her husband, Robert.

Shelley Freeman, Wells Fargo Los Angeles Metro Community Bank Regional president, received the "Excellence in Civic Leadership" award from the Southern California Leadership Network. The award recognizes the ways she has effected change in California. The Wilkes University trustee also is a member of the board of directors of the Jewish Home for the Aging and the Los Angeles Center Theatre Group. Freeman serves on the AIDS Project LA Ambassador Council and on the Advisory Councils for the Los Angeles Alzheimer's Association, the Trevor Project and the Los Angeles Library.

1984

Richard Cassidy, M.D., was named vice president of medical management for Blue Cross Blue Shield of Florida. Rich and wife **Debbie (Solowe) '83** reside in Ponte Vedra Beach, Fla., with their three children.

Sharon Gross is an independent "ecoprenuer" with the Citizenre REnU program.

Wilkes Alumnus Endows Scholarship with \$100,000 Gift

Peter Perog of Little River, S.C., recently committed \$100,000 for an endowed scholarship in entrepreneurship at Wilkes University, his alma mater.

The Peter W. Perog, CPA '60 Scholarship in Entrepreneurship will be awarded to one or two full-time student(s) demonstrating promise, ability and campus or community involvement. First preference will be given to an entrepreneurship major with financial need.

Michele Zabriski, director of individual giving at Wilkes, says, "We're grateful that Mr. Perog decided to make a gift of this magnitude to Wilkes. It will truly impact students' lives and contribute to the University."

"I remember the difficulty I encountered in financing my own college education," says Perog, "and I decided that if I could make this financial burden easier for a qualified student with financial need, it could benefit that individual. It is very gratifying to me to participate in such a worthwhile contribution to my alma mater."

Originally from Paramus, N.J., Perog started his career working with Price Waterhouse and Co. in Newark and traveled internationally with General Foods. Later Perog became controller of Great Gorge Ski Area in McAfee, N.J., before starting his own successful certified public accountant practice in Sparta, N.J. He retired in 1996 after 26 years as an entrepreneur and now enjoys travel, golf and yachting.

At Wilkes, Perog majored in accounting, was a resident of Ashley Hall and lettered in golf and soccer. He started the golf team with retired faculty member Welton Farrar.

Perog has fond memories of his time at Wilkes and expresses that this gift is "very rewarding to me on a personal level because I feel deeply in giving back to Wilkes what they gave to me."

- By Shannon Curtin '07



Peter Perog '60
PHOTO FROM WILKES ARCHIVES

From Campaign to Cable

When Susan (Havrilla) Wasserott '84 decided to run for office, she wasn't expecting to end up with her own television program. But the Shavertown, Pa., native's 2006 bid for a seat in the Maine state legislature yielded just that.

Wasserott's television show, *In My Backyard*, came into existence largely as a result of her campaign experiences. It was during the campaign that she realized her passion for issues affecting her fellow citizens; plus, the campaign trail was where she made the numerous contacts needed to succeed in a media venture.

Wasserott, who touted, "I'm not a politician, I'm a person who cares who's running for public office," garnered 43% of the vote while running against a two-term incumbent. After she communicated her positions in televised debates, the local television station suggested she contact them if she wanted to do a program.

Now Wasserott hosts the 30-minute "In My Backyard" on Bath Community Television, a local cable station in midcoast Maine. Her show deals with issues spanning locally significant topics such as: high health care costs, consolidation of county jails with state prisons, school regionalization and adoptees' access to original birth records.

In addition to her new position as a local television personality, Wasserott works as a human resources specialist at Mid Coast Health Services.

Wasserott credits Wilkes with "providing a desire for lifelong learning, as well as the foundation to [her] career." The psychology major knew she wanted to work in human resources, so she worked closely with Professor Carl Charnetski. Together they fashioned a curriculum that prepared her for her current career.



Susan (Havrilla) Wasserott '84

After earning her masters in human resource administration at University of Scranton, Wasserott and her husband, Paul, moved to Woolwich, Maine, where they reside with their yellow lab, Misty, and a cat, Sylvia.

Wasserott can be reached at IMBhost@gmail.com.

- By Shannon Curtin '07

1985

Naomi Cohen is employed by The Hartford in the property and casualty division. She resides in West Hartford, Conn., with husband Bruce and children Nathan and Abigail.

Eleanor Madigan and husband Nicholas announce the birth of daughter Danae Catherine, born May 2, 2007. She joins an older brother, Morgan. Eleanor works per diem as an emergency nurse at Robert Packer Hospital. She

recently submitted a case study on neuroleptic malignant syndrome to the Journal of Emergency Nursing. It has been accepted and is scheduled for publication in the June 2008 issue. The family resides in Towanda, Pa.

Donna (O'Toole) Sedor, executive vice president of the Greater Wilkes-Barre Chamber of Commerce, has been designated a certified chamber executive by the American Chamber of Commerce Executives. She is

a member of the American and Pennsylvania Chamber of Commerce Executives.

Donna and husband John '87 celebrated their 20th wedding anniversary on Aug. 15, 2007. They reside in Larksville with sons Sean and Evan.

1987

Maj. Allan C. Knox retired from the U.S. Air Force on Sept. 28, 2007. After 20 years of service, he retired as assistant director of operations for the Air Force Rescue Control Center. Knox continues to serve as a Department of the Air Force civilian working as the search and rescue program manager and as an instructor/course manager at the National Search and Rescue School. He and his family reside in Yorktown, Va.

Christine Rakauskas is a full-time faculty member at Brevard Community College in Brevard County, Fla.

1989

Maria DiCredico earned her Life Underwriter Training Council certification from The American College.

1990

Robert Johansen and wife Jen are currently acting in a two-person show in Indianapolis, Ind. He has been a professional actor for 15 years.

Communications Grad Produces Films

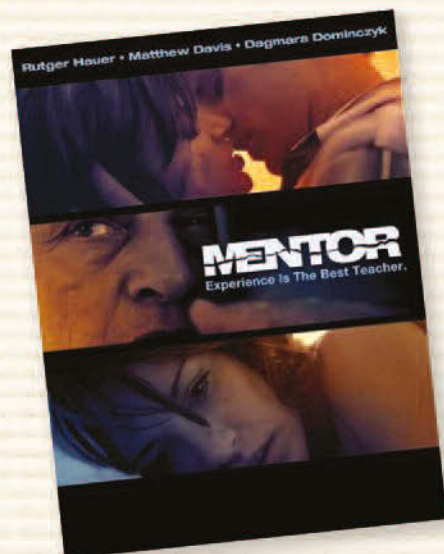
The mentoring in the film *Mentor*, produced by Jeff Eline '89, isn't the type Wilkes promotes. But it's making a name for the Baltimore-based filmmaker.

The independent feature film premiered at the 2006 Tribeca Film Festival in New York City and has run on the Encore channel. It won an award for best supporting actress in the April 2007 Los Angeles MethodFest film festival. The film depicts a love triangle between a college professor, a graduate assistant and a former student.

Eline majored in communications at Wilkes, minoring in theatre and business. Before graduating, he worked at WBRE-TV, running a studio camera for the newscast. He went on to direct weekday newscasts. Today, he owns e-LINE Productions, which produces industrials, commercials and instructional videos. He wrote, produced and directed his first feature film, *The Lottery Incident*, in 1995, and with friend William Whitehurst in 2001 produced and directed the short film *The Tears of a Clown*, about a birthday party clown who shows up for a gig and finds his old college girlfriend at the party. In 2002, the film won an award of excellence at the ninth annual Berkeley Video Film Festival.



Eline expects to release his second feature film this spring. PHOTO COURTESY OF JEFF ELINE



"I was first interested in theater. The power of a well-told story is exhilarating and inspiring," Eline explains. "I've also always been a gadget/techno geek. So the technical aspect — cameras, editing, computers — really appealed to me. The fusion of those two interests led me to film."

He just completed producing another feature film, *I Do and I Don't*, which he expects to be released in spring.

- By Kim Bower-Spence

1992

Lee Morrell is executive editor of *DRIVE! Magazine* and a senior media relations specialist for CCG Investor Relations. He resides in Santa Clarita, Calif.

Andrej Petroski was promoted to senior instructional designer in corporate learning at Highmark Blue Cross Blue Shield.

1994

Anthony Salerno is managing director of business development at Lyndon Group LLC in Newport Beach, Calif.

1995

Gino R. Angelozzi received a master's degree in business administration from DeSales University in Center Valley, Pa. He is employed as the network operations manager for Financial Resources Federal Credit Union in Bridgewater, N.J. He resides in Wind Gap, Pa., with wife **Pamela (Jones) '94** and children Daniela and William.

Christina Ortiz completed her master's degree in social work from Marywood University in May 1999 and received postgraduate clinical training at the Ackerman Institute for the Family, Manhattan, N.Y., in 2005-06. Ortiz is a licensed independent social worker in Ohio and a licensed clinical social worker in New York and New Jersey. She is employed by the U.S.

Department of Veterans Affairs and has accepted a position as a clinical social worker for family psychoeducation therapy at Newark Day Treatment Center. She also practices as a psychotherapist in a group private practice in northern New Jersey.

1996

Jennifer (Ryman) Davis and husband Glenn announce the birth of daughter Callie Claire on Aug. 1, 2007. She joins a brother, Logan. Jennifer works for VaxServe as a manager of financial analysis. They reside in Dallas, Pa.

Timothy Tenasco and wife **Tara (Kurland) Tenasco** welcomed their second daughter, Tessa McGee, on June 21, 2007. She joins a sister, Tehya Leigh. Tim and Tara work at Coe-Brown Northwood Academy in Northwood, N.H., as a social studies teacher and guidance counselor, respectively. They reside in Naymond, N.H.

1997

Clayton E. Bubeck of New Ringold, Pa., was named an associate and shareholder at Rettew, a Lancaster, Pa.-based engineering firm. Bubeck, an environmental engineer, heads the firm's Schuylkill Haven office.

Philip Siegel Jr. is a cost accountant in the construction industry. He resides in Bonita Springs, Fla.

1998**Reunion Oct. 3-5** 

Melissa (Rasnick) Coxe and husband Steve announce the birth of daughter Ashlyn Taylor on July 30, 2007. Melissa is an elementary music teacher. They reside in Greenville, N.C.

1999

Kelly Casterline Kester has joined BrightFields Inc., an environmental consulting firm in Wilmington, Del., in its brownfield development group.

2000

Nelson M. Braslow, M.B.A., is executive vice president of medical affairs and chief medical officer for MVP Health Care, a company serving the mid-Hudson Valley.

Paula (Gentilman) Gaughan accepted a position with Sacred Heart University, Luxembourg.

Amber (Deets) Lazo and husband Michael welcomed their first child, Emerson Elizabeth, on Dec. 19, 2006. They reside in Mountain Top, Pa.

Brian Lubenow and wife Amy announce the birth of their daughter, Molly, on June 27, 2007. The couple also has a 2-year-old son, Ian.

Carmela Smith and husband Thomas announce the birth of twin sons, Eric Anthony and Brian Thomas, on June 27, 2007. Eric and Brian join a big brother, Andrew Joseph.

2001

Matthew Reitnour was named the director of athletic communications at Canisius College in Buffalo, N.Y. Reitnour started at Canisius in August 2001 as a graduate assistant before being promoted to full-time status in 2003.

2002

Jessica Alferio married Brian Clark on July 14, 2007, in Scranton, Pa.

Beth Danner married Milt Kinslow on May 12, 2007, in Kansas City, Mo.

Aaron Kuzmick accepted a position in the manufacturing technology platform at Sanofi Pasteur in Swiftwater, Pa.

2004

Carlee Fitzsimmons married **Ryan Laubach** on April 22, 2006. She is a reading specialist for grades K-2 at East Elementary in the Riverside School District, Moosic, Pa.

Sabrina A. McLaughlin is an adjunct faculty member teaching English composition at Luzerne County Community College.

2005

Lee F. Hixon Jr. is a civil engineer and project manager with Roberts Engineering Inc., Blacksburg, Va. He is working on a master's degree and is married to Maria.

2006

Ashley Ambirge published her first book, titled *Become a Costa Rican in 30 Minutes Flat: Insider's Tips to Visiting Quepos/Manuel Antonio*.

2007

Jaclyn Francese is working at Pepperjam, an Internet marketing agency.

Donna Talarico is employed as a client advisor for E-commerce company Solid Cactus in Wilkes-Barre. Additionally she is a writer for the *eBiz Insider* magazine,

published monthly by Solid Cactus, and is pursuing a master of arts in creative writing at Wilkes University. She resides in Fairmount Township, Pa.

Mellas Travels Home to Open Brazil's First Starbucks

When Adriana Espinheira Mellas M'98 read an article by Starbucks founder and chairman Howard Schultz, she was so intrigued by the company she dropped off a resume. Soon the Wilkes MBA graduate was hired and has now been with the coffee corporation for three years.

The store manager has helped open six stores in the United States, including around the Rego Park, Queens, N.Y., area, where Mellas resides with her husband, William. She also travels internationally. Last year, Mellas was chosen for a Starbucks team that traveled to her native Brazil to open two stores. There Mellas assisted with training employees on customer service and coffee. "Going back home as an international businessperson was really a dream come true, as is work with Starbucks."

Starbucks' brand may be even stronger than its coffee, Mellas relates. She recalls leaving the Brazil store one day while it was still under construction. "One girl from the store next door asked us when we would open 'cause she couldn't wait anymore. So I asked her where she had been at a Starbucks, considering that we didn't have any in Brazil. She said she had never been to one, but she had seen the movie *The Devil Wears Prada*, so she wanted to try the same drink they had on the movie."

Mellas' position as a store manager requires her to train and supervise employees — her favorite part of the job. "The most interesting or enjoyable part of my job is socializing and drinking coffee! I really enjoy developing people and working with the employees from the beginning stages of the hiring and training phase."

Mellas also appreciates the efficiency of her company. "They're very big on systems, and it's like a real-life case study I get to do every day."



Mellas helped open the first Starbucks in Brazil.

PHOTO COURTESY OF ADRIANA ESPINHEIRA MELLAS

Her position includes a great number of challenges, as well. "We see about 700 customers every day, and there are 20 partners (employees) in the store. Sometimes it's a challenge to keep everyone happy, but it's fun."

She counts Verona as her favorite coffee. "It is a bold and yet smooth coffee with a sweetness to it, a blend of Latin America and Asia Pacific coffees. It is the coffee of romance. And my favorite beverages are a tall latte or an iced vanilla latte."

- By Shannon Curtin '07

Remembering Norman Mailer, 1923-2007

A friend of Wilkes and one of the literary masters of the 20th century died in New York on Nov. 10.

Norman Mailer was awarded an honorary doctor of Humane Letters degree by Wilkes President Christopher N. Breiseth in May 1995. His citation reads, in part: "In more than 40 books over 50 years, from your 1948 novel *The Naked and the Dead*, based on your experience as a rifleman in WWII, through your chronicle of the moon shot, *Of a Fire on the Moon* (1970), to your biographical studies of Marilyn Monroe, Muhammad Ali and Gary Gilmore, to your just-published study of the Kennedy assassination, *Oswald's Tale: An American Mystery*, you have, as one critic stated, tried 'to position yourself so as to stand face to face with the true identity of our time, our time in America.' Your works are as brilliant and varied as the post-war American culture you have chronicled, criticized and helped to create." Mailer went on to write eight more books before his death, including a novel depicting the early life of young Adolph Hitler, *The Castle in the Forest* (2007), and just days before he died, *On God: An Uncommon Conversation*.

In 2000, Mailer was the Max Rosenn lecturer at Wilkes and spoke at the opening of the Norman Mailer room in the Farley Library. He donated his speaking fee to the University to help establish a scholarship in the newly established graduate program in creative writing, now an M.F.A. program. Named after Mr. Mailer's wife, the novelist and painter Norris Church Mailer, the scholarship received many other gifts and is awarded annually to a promising writer enrolled in the program. This past June, Mrs. Mailer gave the graduation address and made the award to Craig Czury, a current M.F.A. student.

Shortly before the program was launched, Bonnie Culver, the program's director and co-founder, asked Mr. Mailer if he would serve as chair of the program's advisory board, and he readily accepted. She sent Mailer a draft of the guidelines for the program and he sent back comments and questions. He asked why it was necessary for writers accepted into the program on the basis of their work to also have completed a bachelor's degree. "Surely their work speaks for itself,"



Mailer readily served as chair of the creative writing program at Wilkes.
PHOTO BY CHRISTINA PABST

he said. Based on his comments, the requirement was changed and several students, including Mr. Czury, were accepted based solely on their creative work. Ever after, he was a strong supporter of the program and spoke at the writing conference when it was launched in June 2004. The faculty, students and staff of the program are grieved at his passing.

It has been said that if you could combine the artistic abilities of D.H. Lawrence, Herman Melville and Henry James, we would have another Norman Mailer. But there was only one singular, unprecedented, irreplaceable Norman Mailer. We salute the storyteller of the American Century.

- By J. Michael Lennon

J. Michael Lennon is a co-founder of the creative writing program, and Mailer's authorized biographer. His edition of Mailer's letters, 1940-2007, will be published by Random House in 2008.

In Memoriam

1938

Genevieve Brennan Davis, Havertown, Pa., died Thursday, Dec. 27, 2007. She grew up in Kingston, Pa., graduated from Bucknell University Junior College and earned bachelor's and master's degrees from Bucknell University. She also earned a master's degree in religious studies from St. Charles Seminary. Before her marriage, Davis was employed by Carnegie Illinois Steel Company in Pittsburgh, Pa. Later she worked for General Electric in Schenectady, N.Y., and DuPont in Wilmington, Del. More recently, she worked for the Haverford Township School District as a homebound and substitute teacher. Davis is survived by children Genevieve Shapiro, Gwendolyn Tierney, William C. Davis Jr., Lawrence P. Davis, and by five grandchildren. Donations in her memory may be made to the Genevieve Todd Brennan Memorial Scholarship Fund at Wilkes University, 84 W. South St, Wilkes-Barre, Pa. 18766.

1939

Robert M. Kerr, M.D., of St. Petersburg, Fla., died Sept. 18, 2007. Born in Wilkes-Barre, he attended Bucknell Junior College, Bucknell University, Jefferson Medical College of Philadelphia, and the Graduate School of Medicine of the University of Pennsylvania.

Kerr practiced medicine for 40 years, serving as president of Wilkes-Barre General Hospital in 1975, as well as serving as president of the Luzerne County Medical Society in 1973, a delegate to the Pennsylvania Medical Society, and the American Medical Association. Kerr was also a diplomate of the American Board of Internal Medicine and a flutist in the Wilkes-Barre Symphony Orchestra. He was on the boards of Planned Parenthood of Northeastern Pennsylvania, Wyoming Valley Chapter of the American Red Cross, and Children and Youth Services of Luzerne County. He was preceded in death by his wife of 40 years, the former Mary H. Zeller. He is survived by his wife, Anne Brockman Kerr; brother, Milton; sons Bruce, Brian and David; daughter Mary Lee Carson; nine grandchildren; and one great-grandson.

1943

Margaret (Wilson) Wood, 83, of Logan, Utah, passed away on Aug. 10, 2007. She celebrated her 60th wedding anniversary to John K. Wood on March 15, 2006. She is survived by four children, nine grandchildren, and four great-grandchildren.

1945

William I. Rozanski Jr., M.D., 80, of Glassboro, N.J., died Nov. 13, 2007. Raised in Plymouth, Pa., he graduated

from Plymouth High School and Bucknell Junior College before graduating from Hahnemann Medical College in 1949. Rozanski served in the U.S. Army as a medical doctor during the Korean Conflict. He was honored by the N.J. Medical Society for 50 years of practicing medicine and was a member of the Knights of Columbus, Assumption Council #3397, and St. Anthony Mutual Aid Society. He is survived by his wife, Ethel Marie (Re) Joyce; children Kathleen Schultes, William, Teresa Mancini, Michael, Susan Laspatha and Mary; 15 grandchildren; two great-grandchildren; and brother Lawrence.

1948

James F. Roberts, 86, of North Lake, Sweet Valley, Pa. passed away Sept. 1, 2007. A native of Plymouth, Pa., he graduated from Plymouth High School. After graduating from Wilkes College, he received his doctorate from Temple University School of Dentistry in 1954. Roberts served in the U.S. Army as a captain before practicing dentistry in Forty Fort until his retirement in 1987. He was preceded in death by his first wife, Clara (Smith) Roberts, and is survived by his wife, Ellen (Drake) Roberts; a son, James Jr.; one grandson; two great-grandchildren; and a niece and nephew.

1949

Betty Reese DeBarry, 80, of Dallas, Pa., died Aug. 19, 2007. She graduated from Bucknell University Junior College and was employed by Sterling Engineering and Manufacturing Co. She was also a reporter, journalist and columnist for local newspapers, including the *Dallas Post*, *Suburban News*, *Sunday Independent* and *Sunday Times Leader*. She was preceded in death by her husband, Stephen L. DeBarry Sr., in 1976. She is survived by sons Stephen L. and Paul A. and daughter Robin A. Sorber, as well as three grandchildren.

Donald Wolfe, of Edwardsville, Pa., passed away Sept. 10, 2007. Born in Kingston, he was a graduate of Kingston High School. He served in the U.S. Army Reserve as a lieutenant colonel and was employed by the Pennsylvania Department of Welfare until retiring in 1981 as a manager. He is survived by his wife, Mary (Naylis) Wolf; sons Donald and Sean; brother Jack; and sister Joan Bryant.

1950

Armin J. (Bud) Gill passed away March 21, 2007, after a lengthy illness. Gill was a graduate of Coughlin High School in Wilkes-Barre and served in the U.S. Army Signal Intelligence Service during World War II. He was branch manager of Monroe

Calculating Machine Co. of Clarksburg W.Va. and is survived by his wife of 59 years, Betty, of Kingston, Pa., three children, seven grandchildren and two great-grandchildren.

1952

Robert M. Rudnicki, 79, of Berwick, Pa., died Sept. 18, 2007. Born in Plymouth, he was a graduate of Plymouth High School. He attended St. Louis University on a football scholarship in 1950 but transferred back to Wilkes College before taking a job with the former Consolidated Cigar Corporation, where he would become plant manager. Rudnicki was a World War II and Korean War veteran, having served as a sergeant in the U.S. Army. He is survived by his wife, Margaret (Loughlin) Rudnicki; son Michael; daughters Joanne Guenther and Lesa Angell; five grandchildren; and three step-grandchildren.

1959

Samuel Marshall Davenport III of Kingston, Pa., died Dec. 11, 2007. He served as alumni director at Wilkes University, had been a teacher in the Lake Lehman School District, and was co-owner of the former Vaudeville night club. He earned his bachelor's degree from Wilkes and a master's from Bucknell University. Davenport was also a U.S. Army veteran, attaining a rank of corporal.

2007

Travis Bo Tkach, 25, of Slatington, Pa., passed away July 20, 2007. He graduated magna cum laude from Wilkes and had recently accepted a position as a sales representative with Ris Paper Company, Pennsauken, N.J. He is survived by parents James and Sandi (Keiper) Tkach, sister **Tristin '06** and brother Tyler.

Faculty

Sylvia Dworski, Ph.D., of Silver Spring, Md., died Dec. 24, 2007. She taught French and Spanish at Wilkes from 1948 to 1962. Memorial contributions may be sent to the Sylvia Dworski, Ph.D., Scholarship at Wilkes University, 84 W. South St., Wilkes-Barre, Pa. 18766.

Friends of Wilkes

Anne Marie (Sterner) Michelini, wife of former Wilkes President Francis "Mike" Michelini, passed away Aug. 19, 2007, following a battle with cancer.

A native of Lansford, Pa., she earned her bachelors' degree in home economics from Immaculata College. She was employed as a dietician at Germantown Hospital in Philadelphia until moving to Wilkes-Barre with her husband, who joined the faculty of Wilkes College in 1955.

At Wilkes, she was active as a leader of the faculty wives club and served as the first lady of Wilkes College during his tenure as second president. During his presidency, the 1972 flood caused by Hurricane Agnes submerged 58 campus buildings, including the president's home. She provided leadership for restoration of that campus property and support for faculty families who suffered from that devastation.

Her family moved from the Wilkes-Barre area in 1975 and has resided in Upper Allen Township since that time. She is survived by her husband of 55 years and three daughters: Michelle Hardiman, Galloway Township, N.J., Lisa Spengler, Egg Harbor Township, N.J., and Lucia Michelini, at home; four grandchildren; and a brother.



Submitting Class Notes

Share personal or career news in any of three ways:

- E-mail it to news@wilkes.edu.
- Post it at [The Colonel Connection](http://TheColonelConnection.com) Web site at community.wilkes.edu.
- Or mail it to: **Class Notes**
Wilkes Magazine
84 W. South St.
Wilkes-Barre, Pa. 18766



LABORATORY EXPLORATION

Morris Feinstein '49 of Havertown, Pa., identifies himself as the first man on the left in this photo from the 1947 yearbook. He also recognizes the late Paul Koval '47, third from left in the back. He recalls that many World War II vets were in that class making up for lost time.



"Others of us were going to college 12 months a year to get as much college education done before we were drafted."

Recognize any musicians from this photo?

Share their names or reminisce about musical memories at The Colonel Connection message boards, found at community.wilkes.edu. Or send responses to *Wilkes* magazine, 84 W. South St., Wilkes-Barre, Pa. 18766.

PHOTO FROM WILKES ARCHIVES



The Wilkes Civic Band, under the direction of Philip Simon, continues to welcome students, adult community members and advanced high school students to join in rehearsals and performances of concert band repertoire.

PHOTO BY MICHAEL P. TOUEY

March

- 30 “Sweetheart Like You: Roller Derby Portraits,” photographs by Michael Poster, Sordoni Art Gallery, runs through May 4

April

- 17-19 Shakespeare’s *As You Like It*, presented by the Visual and Performing Arts Department, Dart Center
- 19 Flute Ensemble Concert, Dart Center
- 19 Civic Band Concert, location TBA
- 20 Civic Band Concert, Dart Center
- 26 American Society of Mechanical Engineers Car Show, Henry Student Center Parking Lot
- 26 Spring Dance Concert, Dart Center
- 27 Chorus Concert: An Earth Day Celebration, St. Stephen’s Church, Wilkes-Barre
- 28 String Ensemble, Dart Center
- 29 Jazz Concert, Dart Center

May

- 17 Spring Commencement
- 31 Ballet Northeast presentation of *Cinderella*, Dart Center



PHOTO BY MARK GOLASZEWSKI

For details on times and locations, check www.wilkes.edu and **The Colonel Connection**, www.community.wilkes.edu.



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