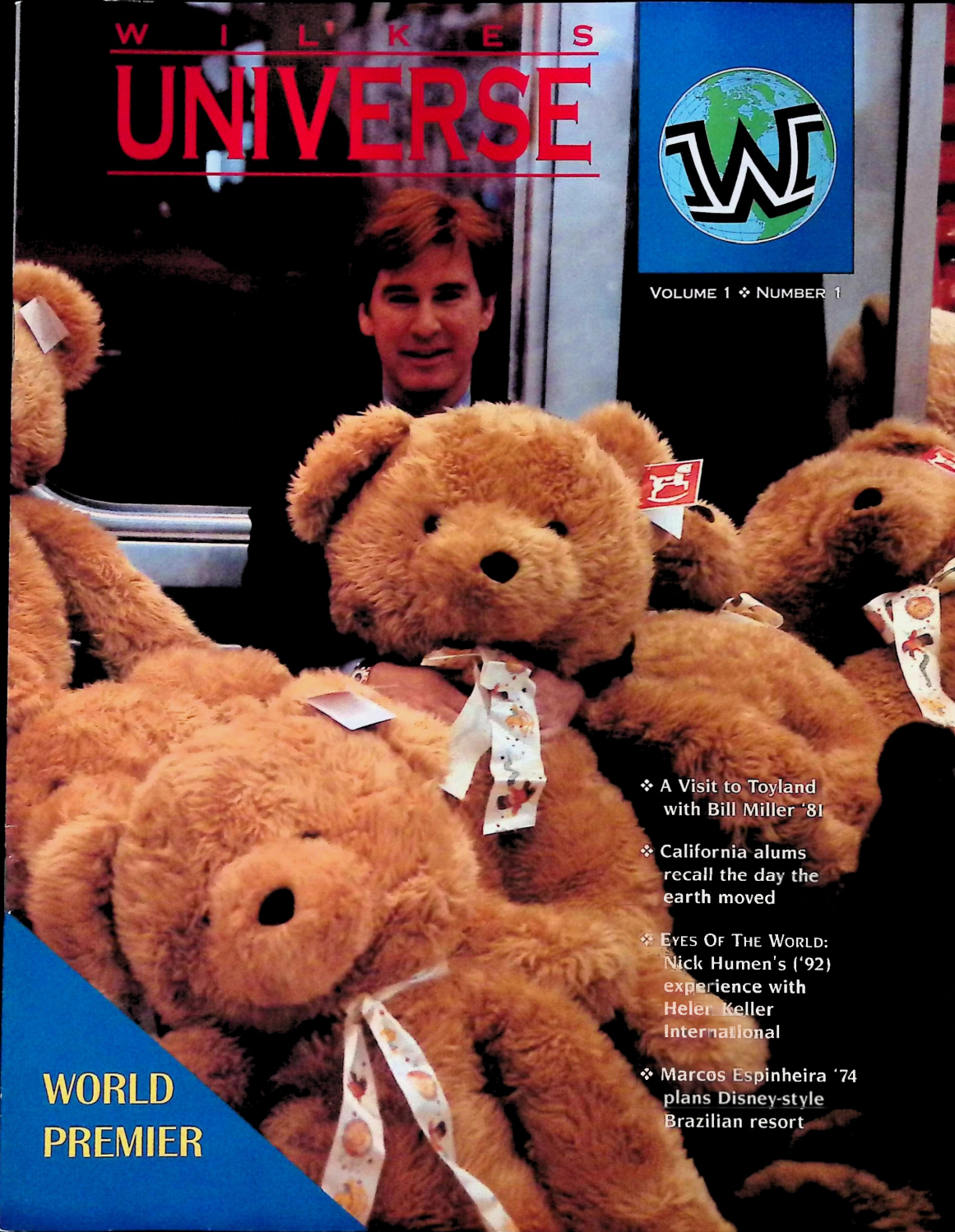


W I L K E S
UNIVERSE



VOLUME 1 ♦ NUMBER 1



**WORLD
PREMIER**

- ❖ A Visit to Toyland with Bill Miller '81
- ❖ California alums recall the day the earth moved
- ❖ EYES OF THE WORLD: Nick Humen's ('92) experience with Heler Keller International
- ❖ Marcos Espinheira '74 plans Disney-style Brazilian resort



WILKES UNIVERSE

Volume 1 • Number 1

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FROM THE EDITOR

Changes in the air at Wilkes

Lately there's been a lot of talk about change on the Wilkes campus.

Indeed, the most evident change will occur this summer as the University embarks upon its \$25 million construction plan and institutes the Doctor of Pharmacy curriculum.

But there's also been a marked change in the way Wilkes views itself and how it's perceived by the outside world. There's an aura of confidence and excitement here as Wilkes prepares to step into the next century. Our intent is to capture that essence within this new magazine.

The name *Wilkes Universe* is symbolic of a broader view this publication will take of Wilkes and the world it influences. Herein, we'll examine issues which affect you, our alumni readership, and focus on your individual dreams and accomplishments. The stories will be written to capture your interest, inform and entertain you, and give you news from campus in an honest and objective manner. Ultimately, we hope this publication will serve as a forum for all Wilkes constituencies—alumni, students, faculty and administration.

But if this magazine is to truly be your voice, we need your input. Upcoming editions will include a feedback section which will highlight your comments, criticisms and kudos. So please drop us a line—we welcome your ideas.

There have been many changes at the institution that began as Bucknell University Junior College more than 60 years ago—new buildings, new programs, new people. But we hope you view it all as Wilkes's own Dean George Ralston does.

"Change is inevitable," Ralston said recently. "But progress is change of an evolutionary nature, the ultimate of which is good. And there is a lot of progress here at Wilkes. Your alma mater is constantly improving upward and onward."

As Wilkes continues to progress, we sincerely hope you'll join with us through the pages of this magazine.

Welcome to the *Wilkes Universe*.

Sincerely,

Vaughn A. Shinkus '91
Editor

(By the way, you now should be receiving a publication from Wilkes approximately every second month. The Alumni Journal, which will contain stories about Homecoming and Reunion weekends, as well as class notes and other alumni events, will be produced in March, July and November. Publication months for Wilkes Universe are January, May and September.)



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On the Cover

Bill Miller '81, senior vice president and general manager of FAO Schwarz, poses with a pack of "Truffles," the toy company's signature stuffed bear. FAO Schwarz is famous for its plush stuffed animals, life-sized toys and high-tech playthings.



Sabols Donate Electron Microscope to Biology Department

Andrew '60 and Vicki '64 Sabol have donated a Coates and Welter 100-4 Scanning Electron Microscope which will enhance the research and teaching capabilities of the University's Biology Department.

Originally valued at more than \$100,000, the microscope uses a beam of electrons to reveal cell surface architecture. It is widely used for research in the life sciences, engineering and industry for product failure analysis.

Scanning electron microscopes are available in a wide variety of types and formulations. The Sabols' gift is one of the more sophisticated versions and will be used for research in upper-level biology courses specifically designed for science majors. This advanced model will be used in conjunction with the department's existing Coates and Welter electron microscope, which has been in use for the past six years.

"We are profoundly grateful for this donation which will complement our existing teaching and research efforts in electron microscopy for our life sciences students," said Biology Department Chair Lester J. Turoczi, Ph.D.

Mr. and Mrs. Sabol are the owners of Andrew R. Sabol Electronics, Waterville, New York. The company specializes in used electronic test equipment.

- Alexandria Marchel '95

Expansion Plan Modernizes Campus



An artists rendering of the 40,000-square foot classroom and office building which will be constructed on South Franklin Street behind Stark Learning Center. Groundbreaking is slated for late summer 1994.

Wilkes University has begun work on a \$25 million campus building program designed to take the institution into the 21st century. The five year strategic plan includes:

- ❖ Renovations to Stark Learning Center to accommodate the new Doctor of Pharmacy program.
- ❖ A 40,000 square foot complex which will house new classrooms and offices for the School of Business, Society, and Public Policy, as well as additional space for the School of Liberal Arts and Human Sciences.
- ❖ A combination dining hall and student union building which replaces the current facilities.

❖ Accommodations which will improve campus housing.

The new buildings will be designed to complement the architecture of the traditional buildings in the Wilkes community.

The campus building plan divides the 27-acre campus into two distinct areas. The northern half of the campus will encompass an academic quadrangle, which will house all of the campus classroom and laboratory buildings. The southern half will be the residential quadrangle where many of the student residence halls will be located. The plan also calls for additional parking facilities as well as a "greenway" through the center of campus.

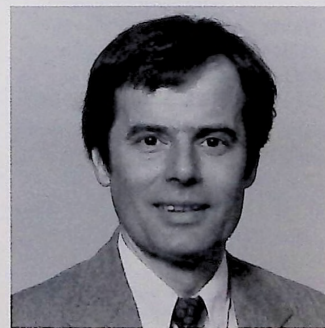
Vinovrski Returns as New Dean of Student Enrollment Services

Former dean of Admissions and Wilkes alumnus **Bernard Vinovrski '69, M '76, MBA '78** has returned to the University to accept the newly created position of dean of student enrollment services.

Vinovrski will report to the vice president for academic affairs and will be responsible for recruitment and admissions, financial aid, registration, student records, and the Wilkes TODAY program.

He most recently held the position of director of Admissions and Records at Bloomsburg University for the past four years. He also served as the school's interim assistant to the president, associate director of Admissions, and director of Admissions before returning to Wilkes.

Vinovrski began his professional career as Wilkes's director of Continuing Education and associate director of Admissions for seven years. He and his wife, **Marcella '70, M'78**, have three sons, Martin Charles, Todd Joseph, and Scott Michael. Martin is a freshman engineering student at Wilkes. The Vinovrski family resides in Courtdale, Pa.



Bernard Vinovrski



DOCTOR OF PHARMACY PROGRAM TO BEGIN IN FALL SEMESTER

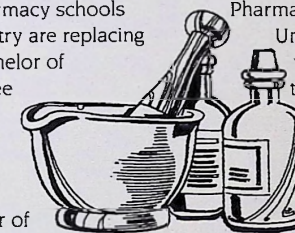
Wilkes University has instituted a new Doctor of Pharmacy program to meet the growing demand for pharmacists needed to service an aging population. Studies have shown that pharmacy schools across the country are replacing the current Bachelor of Pharmacy degree with the Doctor of Pharmacy. Experts predict that by the year 2000, the Doctor of Pharmacy degree will be the sole and terminal degree in the field.

Students are being recruited nationally for acceptance into the

program, which is slated to begin in the fall semester. The six-year, professional program includes two years of pre-professional studies which will lead to a Doctor of Pharmacy degree. The

University's faculty and staff will be increased by more than 15 members and extensive laboratory renovations will be made to accommodate the new program.

Wilkes is the only college in Northeastern Pennsylvania and one of only 11 Mid-Atlantic colleges to offer the Doctor of Pharmacy degree.



Additional Financial Aid Offsets Tuition Increase

Wilkes President Christopher N. Breiseth has announced a 6.2 percent increase in tuition, room and board—the smallest increase in five years—and a 9.6 percent increase in financial aid for the 1994-95 academic year.

The Board of Trustees recently passed the preliminary 1994-95 budget of \$34.6 million, which sets tuition at \$11,150, and room and board at \$5,130. The \$11,150 tuition represents the "sticker," or full price. A majority of the full-time undergraduate students at Wilkes receive some form of University supported financial aid to help meet expenses.

Total aid available now stands at \$5.2 million, which represents 15% of the University's budget. The approved aid also includes as much as \$130,000 in new financial aid which will be made available to top students (see story page 18).

Wilkes's tuition remains below the private college and university average for both the nation and the state of Pennsylvania. In the last six years, total tuition increases at Wilkes have been the smallest of Northeastern Pennsylvania's private colleges and universities. At many other schools, students taking more than 15 credits pay an additional charge. Full-time students at Wilkes may take as many as 18 credits each semester without additional cost.

As an independent, nonsectarian, comprehensive University, Wilkes is largely dependent on the income from tuition for its operating budget.

Wilkes Provides Foundation for Pawlushes' Career Success



by Alexandria Marciel '95

The Pawlush children, from left, David '79, Michael '82, Hope '73, Neil '84, and George III '69.

For George and Anne Pawlush, education and religion were always of the highest priority in raising their children.

That's why Wilkes College was such a large part of their lives for two decades. All five of their children—George III '69, Hope '73, David '79, Michael '82 and Neil '84—are Wilkes graduates. And three of them married fellow Wilkes alumni.

Their father, George, former pastor of Holy Trinity Church, and Holy Resurrection Cathedral, Wilkes-Barre, says that Wilkes made it possible for them to give their children an affordable, quality education.

"Raising five children, we had to send them locally," says the elder Pawlush. "Wilkes did it very nicely."

"We're very proud of them," adds his wife, Anne.

And with good reason—they're all extremely successful in the professional world.

CAREER PATHS

Hope recently received her master's degree in Education and Counseling from the University of Western Kentucky. Michael is a programmer/analyst with the Department of the Navy based in Mechanicsburg. Neil, the youngest of the family, received his doctoral degree from State University of New York, Buffalo. He is one of several Pawlushes employed in the healthcare industry.

After graduating from Wilkes, David earned his medical degree from the Pennsylvania State University College of Medicine and became a staff cardiologist at Hershey (Pa.) Medical Center. He recently joined the practice of Moffitt, Pease and Lim Associates in Mechanicsburg. His wife, the former Lorraine Edwards '82, is a staff nurse at Hershey Medical Center.

George, who also received his master's degree from Wilkes, is a strong believer that a college education goes beyond books and lectures. In fact, he credits much of his career to knowledge he

gained outside the classroom at Wilkes.

"I began to develop writing and communications skills as a result of working in the Office of Public Relations at Wilkes," he says. "That informal experience was just as important as the classroom experience."

George's work-study experience paid off. Shortly after graduating, he became Wilkes's first full-time sports information director and later director of Public Relations. "I graduated one day and joined the staff the next," he says.

After 11 years on campus as student and employee, George accepted a position at Nanticoke/Pittston/Wyoming Hospital (NPW), which later became Geisinger Wyoming Valley Hospital. He then worked at Yale-New Haven Hospital, Connecticut. "My experience at Wilkes prepared me academically and professionally for Yale," he says. "I never felt at a disadvantage among ivy-league graduates."

Today he is vice president of Public Affairs at Danbury Hospital.

The Pawlush Children in their Wilkes Senior Pictures



George III '69



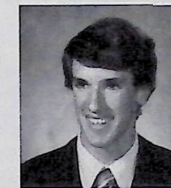
Hope '73



David '79



Michael '82



Neil '84

CAMPUS LIFE

The Pawlush children led hectic lives during their years on campus. Hope, Michael and David were all student-workers in the Registrar's Office. George was president of Circle K, edited the Kiwanis newsletter, worked on *The Beacon* staff, and was active in Student Government. Neil and David were involved with the Chemistry Club and spent much of their time doing laboratory work. Hope, a biology major interested in teaching, also spent many hours in the labs. And Michael and George were football statisticians.

As their mother, Anne, puts it, "They were always kept busy."

According to Michael, the friendly atmosphere at Wilkes was a benefit to the family.

"The size of the College worked well for us because students received a lot of individual attention," he says.

"I knew many of the professors and administrators," adds David. "The family-type atmosphere made it comfortable to learn."

Indeed, Professor Charles Reif influenced David in more than one way. It was in Reif's biology class that he met his wife, Lorraine, a nursing major. They were married shortly after her graduation in 1982.

Hope's husband, Reverend Theodore Boback '73, transferred to Wilkes after studying theology at another institution. He is now a

chaplain with the United States Army at Fort Knox, Kentucky.

And George met his wife, the former Carol Corbett '79, in 1973 when she worked as Dr. Richard Raspen's secretary in the Financial Aid Office. Carol currently is a Wilkes admissions consultant for the Connecticut area and is active with the Alumni Association.

LIBERAL ARTS AND ATHLETICS

David is grateful for the liberal arts background he obtained at Wilkes, even though his field of study was chemistry.

"Wilkes is more than a training school," he says. "It gave me the opportunity to gain an appreciation for language, literature and politics. You have to be a renaissance man and acquaint yourself with the arts as well as your area of specialization."

While David was reading Dante, George was recording statistics for the football team. His enthusiasm for Wilkes athletics continues. He recalls 1964 as a turning point for the athletic department.

"At that time we were playing at Artillery Field, but in the fall of 1965, they opened Ralston Field," he says. "They really began to build up a strong athletic program. It was a golden era for Wilkes."

George also remembers the late Arthur Hoover, Wilkes's dean of Student Affairs, as a driving force behind the success of Wilkes athletes.

During Hoover's forty-year relationship with Wilkes College, he was often referred to as the University's number one sports fan, attending almost every event.

"I believe the University misses him very badly," says David. "He was very supportive of all the students."

It was people like Art Hoover who left a lasting mark on the Pawlushes and many of the other students who attended Wilkes.

"Wilkes professors were people who taught you how to think," says David.

George, on the 25th anniversary of his graduation, says it best.

"We all became woven into the fabric of Wilkes."



A young George Pawlush IV, son of George III '69 and Carol '79 Pawlush, with George Ralston in a 1977 photograph. George IV will begin the next generation of Pawlushes at Wilkes in the Fall 1994 semester.

Surviving the Quake

"If you can imagine someone taking your shoulders and shaking you as hard as they could shake you, that's how forceful it was."

Judith (Bellas) Ohmott '80

It's 4:30 a.m. and you awaken in mid air. Around you, you hear the shattering of glass as mirrors and china meet hardwood floor. Seconds later, the rumbling stops. Dazed and groggy, you stumble in the darkness, looking for a flashlight.

You've survived another earthquake—but this one was different.

"I weigh about 210 pounds and it threw me right out of bed," recalls Ed Strucke '67. "The next thing I heard was furniture falling over—lamps, pictures. The outside perimeter walls were falling into the swimming pool and all the water was sloshing off the sliding glass windows. It was just utterly amazing what it felt like. It was just amazing."

Strucke lives in Granada Hills, California, just four

miles from the epicenter of the devastating January earthquake which killed 55 and left much of Los Angeles County in a shambles. For nearly 40 seconds, the earth seemed to shudder with malevolence, tossing about its inhabitants like toys.

"If you can imagine someone taking your shoulders and shaking you as hard as they could shake you, that's how forceful it was," says Judith (Bellas) Ohmott '80, who lives with her husband Edward Ohmott '80 just two miles from the declared epicenter in Northridge.

"I had been through quakes where it felt like someone was kicking the bed," describes Geoffrey Dent '91, who was living in

by Vaughn A. Shinkus '91

ing world percussion at California Institute for the Arts. "This was more like two big guys using the bed as a trampoline."

Official reports record the quake at 6.0 on the Richter scale, a gauge used to measure the magnitude of the earth's movement. But many who experienced the violent shaking assert that it was much stronger, that the true magnitude has been concealed to save the Federal government the financial burden of recovery.

"I don't think the magnitude that was reported is correct," says Strucke, who's lived through several earthquakes—though none this severe—since he and his wife, Patricia Ann (Novak) Strucke '67, moved west 21 years ago. Adds Ohmott, "I truly believe the government

is hiding the intensity of the earthquake."

"It was definitely higher than 6.6," says Dent. "I've heard anything from 6.8—and it could have been over a seven. It just sounded like an explosion."

When the shaking ended, the real problems began. Amid sounds of screaming sirens and whirling helicopters, residents emerged from their homes to survey the damage. Many slept in the street or in their cars where they were safe from falling debris. And some took refuge elsewhere, fleeing the damage which enveloped the city.

"An earthquake only lasts 30 seconds," says Dent. "What's bad is the hysteria that comes afterward."

That's where people like Paul Brotzman '68 come in. Fifteen minutes after the rumbling stopped, he was out of his home and at work in West Hollywood, where he is city manager. He immediately established a command center in the city from which he coordinated rescue and relief efforts. The challenge that morning was to create emergency phone lines, set up shelters and distribute emergency food and water, since the quake had disrupted water, power and gas lines.

"It's ultimately my responsibility to make sure that all of the emergency operations are in place," says Brotzman.

In the days that followed, residents used water from their swimming pools to flush toilets and filled plastic containers at tanker trucks, which rolled into their neighborhoods. It took several days before power and gas were restored, and weeks until tap water was safe to

drink.

As their frozen foods began to thaw in their dormant refrigerators, neighbors gathered in the streets to barbecue their perishables.

"You come to realize how inconvenient it is when you don't have water or electricity," says Strucke. "You just get right back to

fares very, very well as a city. The day after the quake, people were back in business. It didn't have any operational impact in the community."

Others weren't as fortunate. Of the 195 units in the Ohmotts' Northridge town house complex, 40 had to be demolished. Their unit suffered nearly \$40,000 in

for were canceled."

Though California has become known as the state with four seasonless seasons—earthquake, fire, flood and drought.—many residents wouldn't live anywhere else. And they believe the public's image of California is distorted.

"The perception that many people have about California is that catastrophic disaster is overwhelming the area," says Brotzman. "But it is in far better shape than you would believe when you see the media reports from a distance."

It's been over four months since the major tremor, and people in Los Angeles County are picking up the pieces of their lives—replacing drywall, painting, plastering. The state's intricate freeway system was severely disabled, causing detours which lengthen work commutes by hours. Says Strucke, "Anyplace you go in the Los Angeles area you spend a lot of time looking out the windshield."

"It's going to take a long time," says Ohmott. "In the mean time we just live with boarded up windows and cracks everywhere."

Each day as they rebuild, the earth continues to tremble, sending subtle reminders of its power. Since the quake, seismologists have recorded over 8600 aftershocks. And many can't help but wonder when the next one will come.

"When the earth moves you can't control it—there's nowhere to run," says Ohmott. "And that's what's really scary."

Items from Geoffrey Dent's ('91) refrigerator were ejected onto the floor of his Valencia apartment.



the basics real quick."

In an earthquake, how much you lose depends on how lucky you are, since geography and the direction your valuables face in relation to the earth's movement are key. "We didn't have a glass break, a plate break—nothing," says Dent, who had valuable musical instruments in storage at Cal Arts. "As it happened, nothing of mine was facing the wrong direction."

"It's strange because you can go from one block to another and one block is devastated and the other block is fine," describes Ohmott.

On the other side of the Hollywood Hills from Northridge, Brotzman's West Hollywood sustained minimal damage since the foothills acting as a buffer for the shock waves. "We

broken water pipes, shattered windows and cracked floorboards.

The Struckes had more than \$30,000 in damage—cracked concrete, split decking, crumbled plaster, ruptured gas lines, along with a multitude of destroyed pictures and personal items.

"But we are a lot better off than most people," says Strucke. "A lot of people can't even live in their houses yet."

Dent was not planning to return to his home in Wilkes-Barre until summer, but was forced back three months early by the quake, which damaged parts of his school and canceled the musical performances in which he had planned to take part. "There was no reason for me to stick around," he says. "All the things I was staying there

California's intricate freeway system was uprooted, causing long delays for Los Angeles commuters.



The Northridge apartment complex which sits on the epicenter of January's quake.



A visit to the store where everything is larger than life

Retailing In Toyland

by Vaughn A. Shinkus '91



Bill Miller '81 dances on FAO Schwarz's famous giant piano.



A dance on the giant piano. A photo shoot among the bears. An interview with CNN. A sale in the Barbie boutique. A price quote for the mini-Mercedes. Bill Miller's job is fun. Literally.

Miller '81 is a senior vice president and general manager of FAO Schwarz, the New York-based toy store renowned for its larger-than-life displays and upscale playthings. But his job is more than child's play.

"This business is inherently fun," says Miller. "There's a lot of pressure on us to produce results, but at the same time, it's not bad if you can go out and dance on the piano and sort of work out your tensions."

ON THE JOB

Miller's responsibilities are diverse. Promoted in January, his duties have expanded to include marketing and consulting for the chain's 25 stores, in addition to managing the flagship Fifth Avenue store. He is also one of five officers on FAO's board of directors.

Miller's complete job title—senior vice president of store strategy and development/general manager-Fifth Avenue—is one indication of just how much responsibility he has. "It sounds like I do everything but mop the floors," he says, "and that's pretty much accurate."

After seeing him in action, you'd agree. Even in his prominent position, he is not above completing mundane tasks. As he walks through the store he stoops to pick up papers, rings up a sale, packages an order, and answers customer inquiries. He also makes it a point to know nearly all of the store's more than 120 employees on a personal level.

"Retailing happens on



Among the stuffed animals and Nintendo games are high-priced toys like this mini-Mercedes which retails for \$8,000.

the sales floor," says Miller. "I think you lead by being a role model. I'm the leader of the team, so I have to pitch in and work as part of the team."



BACKGROUND

In the game of retailing, Miller has played every position. A Forty Fort native, he began his career as a clerk at Hess's department store in Wilkes-Barre's Wyoming Valley Mall. After progressing within that company's management training program, he moved to New York City and accepted a position at Macy's.

During his seven-year tenure there, he travelled around the world as a buyer and worked in product development.

Miller's career at the "Ultimate Toy Store" began

five years ago when he introduced himself at a cocktail party to retailing giant and former FAO owner Peter Harris. The two hit it off immediately, and Harris

FAO Schwarz's Fifth Avenue store is one of the top five tourist attractions in New York City. Says Miller, "When they think of toys, they come here."

offered Miller a position as manager for a group of stores outside New York City. In 1991, he was promoted to general manager of the Fifth Avenue store.

Miller was never one to sit still for too long. While at Wilkes, he was president of Commuter Council, vice president of his class, a member of the speech and debate team and a work-study student in the Farley Library. He says he uses many of the same skills in business that he learned while planning student activities such as Homecoming forums and Cherry Blossom Weekend.

"A lot of what I do now is similar to that in some respects," says Miller. "Many of my organizational skills came from working on Student Government. In my first job after graduation, I found I was better able to deal with different kinds of people than were some of my peers."

Miller uses his talents within the community as well. He is active with the New York Pediatric AIDS Committee, a California-based foundation which raises money for children inflicted with the disease, and has hosted benefit receptions at the Fifth Avenue store.

"It's very sad when you see kids who really didn't have a choice in this," says Miller. "As a company, we focus very much on children's charities. This is one that we are really

behind."

Additionally, Miller supports the Mount Sinai Children's Center and is a member of The Guggenheim Circle, a group which helps to raise funds for the Guggenheim Museum.

WILKES CONNECTION

Throughout his career, Miller has taken Wilkes with him. When the institution was in the midst of its Wilkes Tomorrow capital campaign, Miller hosted over 50 alumni at a New York City event held at FAO. In February, he visited Wilkes for three days and taught marketing classes to upper-level business students. And when the company looks for interns, Wilkes is the first recruiting stop they make.

With the addition of 10 more stores, FAO is actively recruiting students for internships and management positions. Former student government president Chad Lojewski is one of four Wilkes students who have been offered internship positions for this summer. "We're hoping to have a real group of people here from Wilkes," says Miller.

Successful interns stand a good chance of getting full-time positions within the company. Already, three Wilkes

graduates have joined FAO's management team.

"I feel I can give something back to Wilkes because when I went there I got a lot out of it," he says.

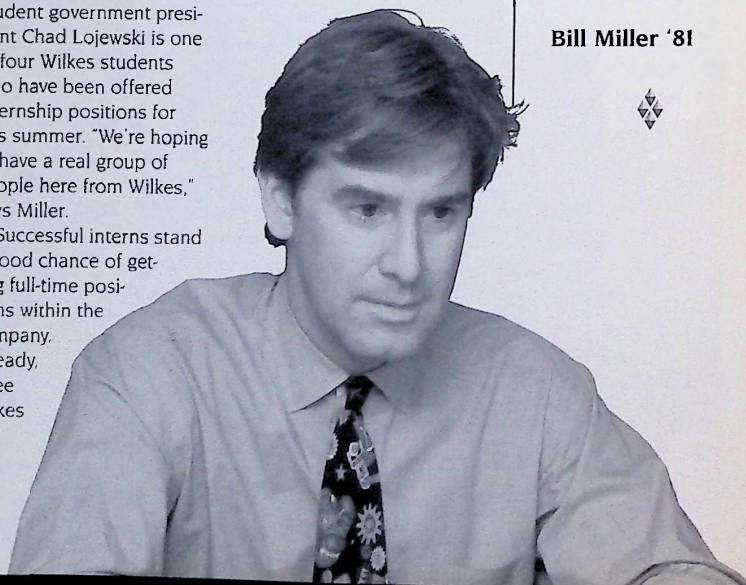
Miller also has taken an active role in the Alumni Association and is excited about the introduction of the Pharmacy program and the campus construction plan. "It's nice to go back there and see the energy level and people who are really working to make a difference," he says. "I think these are really positive changes."

ABOUT FAO SCHWARZ

Founded more than 130 years ago by its namesake Frederick August Otto Schwarz, FAO Schwarz operated at numerous locations before moving to Fifth Avenue in 1931.

"I think you lead by being a role model. I'm the leader of the team, so I have to pitch in and work as part of the team."

Bill Miller '81



Eight years ago the flagship store moved across the street to its current location in the General Motors Building. Owned by Dutch retail corporation K.B.B., the company is expanding in the United States and plans to add boutiques in Amsterdam and throughout Europe.

The Fifth Avenue store is one of the top five tourist attractions in the New York City. And for many New Yorkers, says Miller, FAO Schwarz is a traditional part of their childhood.

"So many grown-ups come here and say 'my first memory is of great toys from FAO,'" he says. "For so many people who live in New York City, when they think of toys, they come here."

At Christmastime, they come by the thousands. For Miller, preparation for that holiday is a year-round event. Each September, he begins the process by installing extra cash registers, planning displays and nearly tripling the store's employees.

"It's sort of magical," says Miller. "We kind of have this reputation from generation to generation of being this awe-inspiring wonderland. And it's great to be a trustee of that."

"Part of the fun is seeing people's reactions," he adds. "Everything is bigger than life-size here, right down to the robot which you and I are dwarfed by. And particularly for kids, it is truly a world of wonder."



Bill Miller '81 among the animals in FAO Schwarz's Fifth Avenue store.

PRODUCT LINE

What do today's kids want? Power Rangers. Like the Cabbage Patch Kids and Teddy Ruxpin crazes of years past, Power Rangers are a wildly popular item. (For the uninitiated, Power Rangers are five miniature action figures which turn into superheros "to pursue evil space aliens wherever they flee.") When FAO first received the toys, more than 3000 people crowded the store to buy them. "Since I've been here, I've never seen a craze like this," says Miller. "The company can't make enough right now."

FAO's business is not all action figures and

Nintendo, however. The company also focuses on child-development toys and educational products like "Bookmonster," FAO's high-concept bookstore that is "so large that only its feet make it in the building." Other popular items include classic collectibles such as teddy bears, diecast cars and Barbie dolls. In fact, Barbie has her own corner boutique in FAO, complete with its own entrance from Madison Avenue.

"You have to think like a kid," says Miller. "I'm not selling to the final consumer, I'm selling to the parents. First you have to convince the parents that

this is a good toy for their kids to play with."

Like the children who visit FAO Schwarz, Miller is constantly growing within his career. He hopes to progress within the company and further his career.

"I like this business," he says. "I like providing fun and making kids happy and consequently, their parents happy. You're around a lot of people who are growing and growing up and it keeps you young at heart."

"It's very hard to be bored here."



Nick Humen '92 poses in the boardroom at Helen Keller International World Headquarters in New York.

A Trip to Morocco with Nick Humen '92

Helping the World See

by Vaughn A. Shinkus '91

One week after graduating from Wilkes in 1992, Nick Humen began his world experience by packing everything he owned into a moving van and trucking to the Big Apple.

He hasn't looked back since. "When I first moved to New York I had no money and no job," Humen says. "I felt like a minnow in a sea of big fish, and I knew it was sink or swim."

He swam. Using his background in intercultural communication and his natural ability in mathematics, Humen landed a job at Helen Keller International (HKI), a world-wide health organization dedicated to the prevention and cure of blindness in developing countries around the globe.

Promoted in September to field support officer, Humen now is responsible for financial tracking and funding allocation for the organization's 12 foreign bureaus—a strange mix of duties for someone who holds a degree in communications with a minor in French.

"I never thought my career would be in international health, but I was surprised at how much I knew," he says, adding, "what I already knew prepared me to learn more."

From his 15th floor office two blocks from the World Trade Center at HKI World Headquarters, Humen is in daily contact with field officers in Africa, Asia and Latin America. The job requires that he communicate not only with people in different countries, but with people from different cultures.

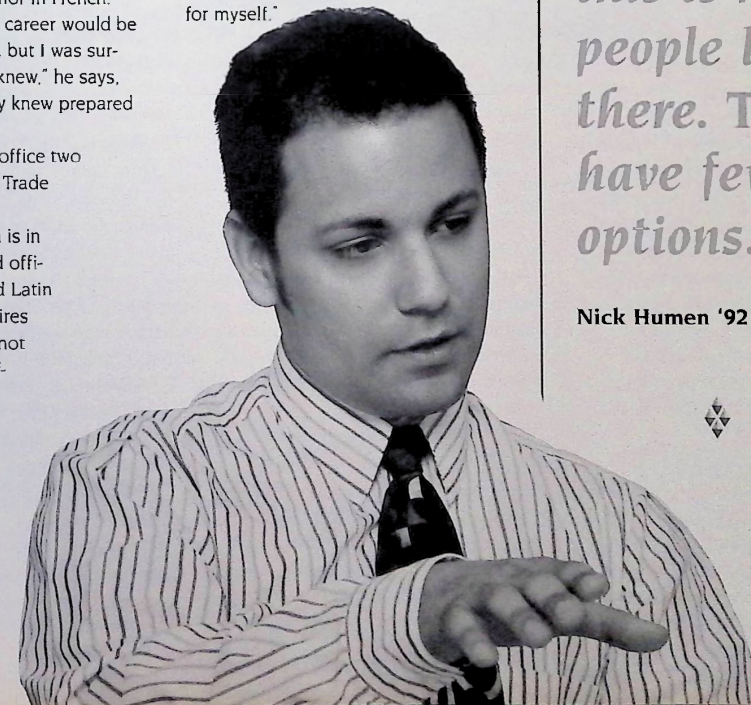
"With some cultures, you have to communicate more directly than would be considered polite in this country," says

Humen. "Those are the types of things people can't tell you—you have to find out for yourself. But much of my experience stems from the intercultural and interpersonal communications I studied at Wilkes."

During his years at Wilkes, Humen was a student of all things multicultural. With the help of his academic advisor, associate professor of Communications Dr. Iane Elmes-Crahall, he personalized his curriculum, choosing courses which reflected his interests and aspirations in theater, French and communications.

"I was pleased that the curriculum structure allowed a very bright, ambitious student to do that," says Elmes-Crahall. "It didn't need to be a formal process." As a result, she adds, "Nick got a great deal out of his education here."

"My professors always treated me like an adult, even though I didn't like being treated like an adult sometimes," says Humen. "They held me accountable and made me take responsibility for myself."



"It was like something you see in an Indiana Jones movie... But you realize that this is how people live there. They have few options."

Nick Humen '92



Humen's fascination with foreign culture was solidified during his sophomore year when he attended Richmond College in London, England through the American Institute for Foreign Studies. While overseas, he traveled throughout France, Italy and Switzerland. It was then he realized he was destined to work in the intercultural realm. "Nick really took advantage of the opportunities while studying abroad," says Elmes-Crahall. "He was exploring and roaming—he really wanted to utilize his background in French."

"Study abroad totally enlightened my perspective of what I wanted to do," says Humen. "It developed a thirst for me to experience different things."

Humen has had many new experiences since he joined HKI. In December the organization's director of eye health, Karima Kerby, asked him to assist her during a two-week workshop in Morocco. The trip was arranged to finalize details for the beginning of a nutrition program involving four countries and HKI World Headquarters. Humen seized the opportunity.

"I was excited because it was the chance to interact with a set of people I had never had exposure to," he says.

While his colleagues in New York were experiencing one of the worst East Coast winters in years, Humen was in Agadir, touring historic mausoleums and partying at authentic Moroccan festivals—in 80 degree

weather. But it wasn't all recreation. The trip also provided Humen with a first-hand look at the people HKI helps. While there he saw the realities of an impoverished culture, like the maze of poverty that is the Moroccan Casbah.

"It was like something you see in



The skyline of Agadir, Morocco, where Humen stayed while working for two weeks in December.

an Indiana Jones movie," notes Humen. "But you realize that this is how people live there. They have few options."

He also found that sexism is a well-established norm in the North African nation. He and Kerby attracted the attention of native Morroccans, who are not accustomed to seeing a woman in a position with authority over a man.

In Moroccan society, Humen observes, "Women are absolutely treated as second-class citizens. They are not in positions where they have the opportunity to use their minds."

Despite the differences in culture, Humen says he enjoyed the Arabic

people. "They're very down to earth, very real." And he adds, "When you visit another culture, you accept their guidelines."

Humen is satisfied knowing that his work in the international community is benefitting others. But he also believes that non-profit organizations are a great place to develop skills necessary to succeed in corporate culture. For recent graduates, he advises: "perfect your communication skills, learn everything you can, research careers in a field you enjoy, and remain flexible. The key is to recognize what you personally want to accomplish."

He also believes that students should study abroad. "It makes you realize the world is not everything just where you live," he says. "You get to witness things you've never felt or seen before."

With Helen Keller

International, Humen is helping to restore sight to people of the world. But the experience has opened his eyes to the plight of the underprivileged around the globe.

"I never knew how much red tape exists," he says. "But I've come to realize there is a process to everything. I still think more can be done."

In the future, Humen hopes to continue working in the intercultural arena, while maintaining a comfortable New York lifestyle.

"I'm not easily satisfied," he says, "but my goal is to work in order to live, not live in order to work. Look how much I've learned already."



Bigger than Disney? Wilkes Alumnus Plans Brazilian Resort

by James B. Gittens
Citizens' Voice



Tents now stand on the ocean front Porto Sauipe site of the proposed Brazilian resort.

When **Marcos Espinheira '74** was a student at Wilkes College in the early 1970's, who would have thought he might be another "Disney"?

And who would have thought he would give a group of people from Northeastern Pennsylvania the first preview of his coming world?

Well, he is.

And he has.

On 2,000 hectares (about 5,000 acres) of breathtaking landscape called Porto Sauipe—stretching from a beachfront to a rain forest—in Bahia, Brazil, Espinheira is heading a project which one early visitor has called "bigger than Disney."

Bigger it might be because it goes beyond being a resort or amusement park, although it

does envision a full complement of both.

Bigger it might be because Espinheira's plan includes an "Ecological Park" where visitors from all over the world would be able to experience and be educated about one of the world's most important ecosystems.

The idea of combining vacation and education is a brainchild of Dr. Emilio Odebrecht, the president of the corporation which will oversee the project and the company for which Espinheira works.

"Learning through leisure" is the phrase which Odebrecht uses.

It rings true to others.

"Charles Darwin knew of this place," says Dr. Mahmoud Fahmy, Wilkes's special assistant to the president for external

affairs, who in January led a delegation to study educational and economic ties between Brazil and Northeastern Pennsylvania.

Dr. Fahmy taught Espinheira, a native Brazilian, 20 years ago when the young man was an exchange student at Wilkes.

Darwin said of the place, Fahmy points out, that he wouldn't believe it if he hadn't seen it—even if he had been shown photographs. It is that unique.

Even as only a few tents stand where a park will be, members of the Northeastern Pennsylvania group expressed a sense of future promise.

Statistics compiled by Espinheira and Odebrecht indicate as many as 660 species of vegetation alone

may be found on one acre of the Bahia, Brazil land area.

The plants and animals—from sea turtles to exotic birds—are astounding.

Plans aim for an opening of the park in 1998. The estimated cost of the project is \$3.2 billion.

Ecological awareness permeates every aspect. Resort facilities will include 6,000 hotel rooms with all the amenities—golf, tennis, swimming. And adjacent to the resort will be an amusement park on a world-class scale. But no building will be taller than the coconut palms which already inhabit the waterfront site.

Odebrecht has experience with such ecologically sensitive work. Recently, an extensive project called the Green Line was completed.



Marcos Espinheira '74 explains his vision for a Brazilian resort to members of the Northeastern Pennsylvania delegation.

If Marcos Espinheira has his way, millions of visitors from the U.S. will be able to see much of this in an accessible, self-contained trip.

This is a highway which eases along mile after mile of Brazilian coastline and through the forest with almost no environmental disturbance.

"All of Brazil is proud of this," says a guide describing the highway to the visitors from Northeastern Pennsylvania. Indeed, native Brazilians take pictures of each other at the green letters "Linha Verde" marking the entrance to the highway.

During the next five years, Espinheira and Fahmy hope to expand their 20-year relationship into a working link between Brazil and Northeastern Pennsylvania. With area schools educating Brazilians in English. With area travel experts giving input into tourism. With Pennsylvania environmental officials exchanging ideas with planners in Brazil. And even with elected officials offering suggestions on public-private procedures on the mammoth project.

As it is now, travel in Brazil—on a learning through leisure scale—might best be compared to a graduate-level course.

A language barrier (Brazilian Portuguese is difficult to grasp) and a long flight have somewhat limited South America's popularity as an American tourism destination. Yet Germans and Italians frequent Brazil on "holiday." And the number of U.S. travelers to Brazil is increasing by leaps and bounds—from only 117,000

in 1992 up to 1 million in 1994.

For a sophisticated U.S. traveler in a group or with a guide, the rewards of the journey can be many.

Rio de Janeiro, Brazil's seacoast city, possesses one of the most beautiful landscapes on earth. Stretches of beautiful beaches. Steep, plant-covered cliffs. And parabola-shaped mounts, one of which is topped by the famous art-deco statue of Christ, a monument on a scale to rival any art in any city in the world.

Salvador, the colonial capital of Brazil, opens the eyes of the North American traveler to the history, society and culture of South America - which, curiously, is largely unknown. Most of the buildings are over 250 years old. There are 365 churches. There are restaurants in this city which have been reviewed in the New York Times. "Potent" is the word for Brazilian food. The sugar seems twice as sweet. The salt is much saltier. The coffee is five times as strong - like espresso by the mug. The portions of beef and seafood are king-sized. The domestic wine and beer are excellent.

Brasilia, the capital city, epitomizes the ups and downs of government planning, and is nothing less than fascinating to students of politics. The city was carved out of the jungles in the late 1950s. Its architecture is the ultimate in "modern." But, it was paid for by way of an offi-



Dr. Mahmoud Fahmy

SISTER STATES: Strengthening ties between Northeastern Pennsylvania and Brazil

Since their trip to Bahia, Brazil earlier this year, members of the Northeastern Pennsylvania delegation have been working to solidify a working relationship between the two "sister states."

According to Dr. Mahmoud Fahmy, Wilkes's special assistant to the president for external affairs and leader of the project, members of the delegation are now working independently with their Brazilian counterparts on plans to promote tourism, educational exchange, and financial investment.

Already, a delegation from Brazil is planning to visit Northeastern Pennsylvania later this year. The ambassador of Brazil in the U.S., the hosting governor of Bahia and some of his development experts are expected to be among the visitors.

"We're working to reconstruct the partnership with Northeastern Pennsylvania and Brazil," says Fahmy, cautioning, "It doesn't come immediately, it has to be fermented."

Plans include:

- The Odebrecht Corporation, planners of the theme park, will send about a dozen Brazilian managerial candidates to Keystone Junior College, La Plume, to learn the English language for better communication between Brazilian employees and American tourists.
- The Greater Wilkes-Barre Chamber of Commerce and Tenenbaum Travel will col-

laborate to develop travel packages which will promote tourism from U.S. to Brazil and the State of Bahia

- Among the several American groups planning to tour Brazil in 1994, representatives of the African-American community in the Northeastern Pennsylvania region are organizing a trip to experience first-hand the African heritage displayed in Bahia.
- Area financial agencies are developing a plan to attract U.S. investors interested in promoting tourism to Brazil and particularly Bahia.
- Fahmy is structuring an internship program which will allow marine-biology, ecology, environmental sciences, management and finance graduate students to spend at least six months in Bahia working on the site of the ecological theme park.
- Arrangements will be made so that Brazilian citizens can complete courses in tourism, hotel and restaurant services at colleges and universities in Northeastern Pennsylvania. Wilkes University will play the lead role in structuring this program in cooperation with Cornell University.
- The Pennsylvania Department of Environmental Resources will share technical knowledge on environmental issues with the Brazilian and Bahian governments.
- Local public television affiliate WVIA has produced a program which highlights the delegates' trip. The special will air this summer as part of the station's State of Pennsylvania program.

cial policy of inflation which still wracks the Brazilian economy—and the president who was its prime mover ended up in exile in Paris 10 years after its completion.

Manaus, a city of two million on the Amazon, and the Amazon region itself, offer the visitor even more than expected. The name, the guide says, would translate in English to "big

place." It is said that 30 percent of the world's oxygen is produced by the trees and plants of the Amazon area. And 20 percent of the world's fresh water. There are lily pads so large a grown man can walk on them. The land is so lush that trees grow out of the tops of telephone poles. The width of the river Amazon is more than a mile. These are sights

one cannot imagine. They are things, as Darwin said, which one must see.

If Marcos Espinheira has his way, millions of visitors from the U.S. will be able to see much of this in an accessible and self-contained trip. The beach. Golf. Fine dining. And the rain forest.

Like a good student, Espinheira has been doing his homework—working on

everything from statistics on American needs to strategies to reduce air fares.

Can he do it?

Dr. Fahmy likes to quote Dr. Norberto Odebrecht, chairman of the Odebrecht Corporation, as saying of Espinheira, "This one is a leader."

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AMY BLAKE



JILL FASCIANA



MICHAEL FRAS



REGINA TARONE



AIMEE WAERHOUSE



JEFF ZAPOTCZNY

WILKES ESTABLISHES ADDITIONAL AID FOR TOP STUDENTS

The University Board of Trustees recently announced names of six high school seniors who have accepted full-tuition scholarships to Wilkes beginning in the fall semester.

The final Trustee Scholars were chosen from among 61 high school seniors in competition for the six awards. Each candidate was interviewed by a committee of faculty and administration and met with professors and students in their academic departments.

For 1994-95, the Trustees have approved a 9.6 percent increase in financial aid, including \$130,000 in new merit-based aid for academics. The additional money is in response to a 60 percent increase in the number of students competing for the full, four-year paid Trustee Scholarships. The additional aid will allow all of the students who do not receive a Trustee Scholarship to be offered half-tuition scholarships to the University.

According to Emory Guffrovich, dean of Admissions, the new money has given Wilkes an added advantage in recruiting high-caliber students from throughout the Northeastern United States.

"The additional merit aid gives us a better time factor in our recruiting

efforts," said Guffrovich. "We're now able to commit scholarship money to potential students by mid-March. It really gives us an edge."

The University continues to provide individual aid packages to students based upon financial need. Total aid available now stands at \$5.2 million, which represents 15 percent of the University's 1994-95 budget.

Trustee scholars are recruited beginning in their junior year from high schools throughout New York, New Jersey, Pennsylvania, Virginia and Maryland. Each is in the top five percent of their class with board scores over 1200. This year's recipients include:

AMY BLAKE

First in her class at Valley View High School, Blake is president of the National Honor Society, treasurer of the Future Business Leaders of America, vice president of the Students Against Drunk Driving chapter, and captain of the Cross Country Team. Additionally, she is active in the earth, poetry and Spanish clubs and is a peer counselor.

Blake has been accepted into the Wilkes/Hahnemann/Guthrie Scholars Program and plans to major in biology. A native of Archbald, she says she chose Wilkes because "it's close to home— but not real close."

JILL FASCIANA

A West Pittston native, Fasciana is treasurer of the Key Club, president of the National Honor Society and active in cheerleading and student council at Wyoming Area High School. Ranked second in the senior class, she's been featured in Who's Who Among American High School Students and received the Wilkes-Barre Junior Leadership Award.

Additionally, she works part time, studies piano and is active in the youth group at St. Anthony's Church in Exeter.

Fasciana says she has already noticed the personal attention she received at Wilkes. "Everyone seems to know you by name," she says. Accepted into the Wilkes/Hahnemann/Guthrie Scholars Program, she plans to major in biology.

MICHAEL FRAS

A student at Binghamton High School, N.Y., Fras is a member of the French Club, National Honor Society and Medical Explorers group. He was a national winner in the NASA/NSTA Space Science Student Involvement Program, and is included in Who's Who Among American High School Students. He is also active as a community service volunteer.

At Wilkes, Fras plans to major in psychology and has been accepted into the Wilkes/Hahnemann/Guthrie Scholars Program. He chose Wilkes because of its "academic credentials," but looks forward to social events such as Winter Weekend.

REGINA TARONE

First in her class at Hazleton Area High School, Tarone is active in numerous school activities, including Student Council, Future Business Leaders of America, the Foreign Languages Organization, the Hi-Jinx-Cadettes, Students Against Drunk Driving, Ski Club and Yearbook Staff. She is also a member of the tennis team and works as a lifeguard at Mountain Laurel Pool, near her hometown of Hazleton.

Tarone chose Wilkes because "it's close to home and has a good accounting program." She plans to live on campus and participate in intramural sports.

AIMEE WAERHOUSE

At Bishop O'Hara High School, Waerhouse is a member of the National Honor Society, the Latin Club, Liturgy Club, Student Council and Varsity Cheerleading Squad and recently competed on the school's Scholastic Scholarship Bowl Team.

Waerhouse plans to major in biochemistry at Wilkes and has been accepted into the Wilkes/Hahnemann/Guthrie Scholars Program. She says Wilkes was highly recommended to her by friends and she "loves the campus."



by Christopher N. Breiseth

President's Perspective

At its meeting on April 29, 1994, the Wilkes Board of Trustees authorized an additional expenditure of \$100,000 in merit aid. An additional \$30,000 from the Mildred Johnson estate brings the total amount to \$130,000 to provide scholarship assistance for 20 students who were finalists for, not recipients of, the six Trustee Scholarships given each year. The Trustee Scholarship "University Scholarship," equal to half tuition, we hope to

attract a large percentage of this very talented group of students who meet the demanding criteria for the Trustee Scholarship. There were more than 60 students eligible this year. At this writing, 20 students beyond the six selected have accepted the University Scholarship and will be coming to Wilkes.

I share this decision with you because it is a revealing instance of how Wilkes is struggling with the financial aid dilemma. Facing ever stiffer competition from sister institutions that are increasing financial aid budgets to attract students, Wilkes has sought to hold down increases in both tuition and the total amount allocated for financial aid. Financial assistance to students now represents about 15 percent of our operating budget (next year's budget is \$34,600,000). Many independent colleges and universities are devoting 20 percent, some as high as 25 percent of their operating budgets, to financial aid. Since 1980, independent sector institutions across the country have increased financial aid by 250 percent. States have increased their support to students by 135 percent and the federal government grants have actually gone down by two percent, with federal loans going up 100 percent in this same period. Thus financial aid is crucial if independent colleges and universities are to remain accessible to moderate income students. But too much aid can put an institution at financial risk, particularly if there is a serious enrollment shortfall sustained over two or three years.

Wilkes has tried to continue its tradition of providing aid to those students whose families demonstrate financial eligibility. Nearly 80 percent of the students attending the University receive some form of financial aid. At the same time, Wilkes has gradually expanded its merit-based aid to attract the academically strongest students. The University Scholarship represents such a step. Coming in the same year as the announcement of the new Pharmacy Doctoral program, which inspired an increase in applications of academically outstanding students (not all interested in Pharmacy), this new program seemed a prudent expansion of our financial aid strategy to strengthen the overall academic profile of the student body while not reducing the amount of money dedicated to need-based aid. We made this decision with the conscious awareness that the great Wilkes story continues to be of the high school student who has not yet demonstrated his or her true potential, but catches fire when at Wilkes and graduates with distinction, ready for top graduate or professional schools and real success in the future. We will remain true to this tradition while also trying to attract the most outstanding high school students who we know can also benefit from a rigorous Wilkes education.

JEFF ZAPOTCZNY

A native of Swoyersville, Zapotczny is a student at Wyoming Valley West High School, where he is a member of the marching and jazz bands and writes for the school's literary magazine and newspaper.

Zapotczny is considering a major in English or Engineering, and has already taken several Wilkes courses through the Young Scholars Program. He plans to join the crew team, and perhaps work

on the radio station and *The Beacon*. "I became well acquainted with Wilkes early on," says Zapotczny. "I saw no reason to go away for college when I have such an opportunity just across the river."



SPORTS TEAMS ACHIEVE BEST SEASONS IN YEARS

by Tom McGuire '85, Sports Information Director

"It's as good as it's ever been at Wilkes right now."

Phil Gianficaro
Citizens' Voice
Sports Writer

Success.

That one word best describes how the Wilkes athletic teams have fared in the 1993-94 sports season. From the national playoff appearance by the football team, to the ECAC Championship of the field hockey team, to the ECAC playoff appearance of the men's basketball team, to the national recognition achieved by wrestling coach John Reese for his 500th win, to the MAC championship of the baseball team and the MAC playoff appearance of the softball team, success has been written all over Wilkes athletics this year.

How sweet it is.

Wilkes's success has not been limited to the teams—several individual players and coaches have also joined in winning several awards. In field hockey, senior Toni Farinella was named a third

team All-American, the first such honor ever for a Wilkes field hockey player. Farinella's coach, Addy Malatesta also was honored as the Middle Atlantic Conference (MAC) Freedom League Coach of the Year after the Lady Colonels posted a record of 11-8-1 and won the MAC Freedom League title.

In football, two players, junior Jake Cole and senior Jason Feese each earned All-American honors. Head Coach Joe DeMelfi also brought home several awards, including the Middle Atlantic Conference Freedom League Coach of the Year, Kodak Region 2 Division III Coach of the Year, and the crown jewel of coaching awards, the Jostens Division III National Coach of the Year. DeMelfi guided the Colonels to their best regular season ever with a 10-0 mark and a trip to the NCAA playoffs for the first

time in school history.

In women's tennis, the doubles team of senior Karen Beling and sophomore Jessica Bixler won the Middle Atlantic Conference Doubles championship for the first time in school history.

John Reese became only the second collegiate wrestling coach in the nation to reach 500 career wins. And the men's basketball team had its best season ever, reaching the 20-win plateau for the first time in school history.

The spring was just as successful, with the baseball team winning the MAC championship for the first time since 1977 and coach Bob Duliba walking off with Freedom League Coach of the year honors. The softball team had its second best season ever, setting several school records in the process.

Along with outstanding coaches in each sport, part of the reason for more and more success at Wilkes can be traced to the outstanding facilities on campus.

With the Marts Center and Henry Gymnasium and the newly renovated fieldhouse at Ralston Field, shining stars on each side of the Susquehanna River, student-athletes now have two great places to refine their game.

"We now showcase our facilities to our recruits like never before," says Wilkes Athletic Director and men's soccer coach Phil Wingert. "The Ralston Field area is now a starting point when we have a recruit on campus."

The modern facilities "allow our coaches to emphasize the commitment the administration has made to athletics," he adds. "The improvements have also helped with student retention."

Wilkes Associate Athletic Director and field hockey coach Addy Malatesta agrees.

"There is no doubt that the quality facilities, field maintenance, and the availability of good equipment go hand in hand to attract more serious student-athletes to a collegiate program," says Malatesta.

While those who view Wilkes athletics on a daily basis see a marked level of improvement, the true mark of success is how Wilkes is viewed by those in the community.

"In every aspect the athletic programs at Wilkes have grown tremendously over the last few years," says Citizens' Voice sports writer Phil Gianficaro, who has been covering Wilkes athletics since 1982.

"It's as good as it's ever been at Wilkes right now."

Florida's Player of the Year to Attend Wilkes

Tampa Catholic High School senior Elijah Powell, Florida's 2-A Player of the Year, has announced that he will continue his academic and athletic career at Wilkes University this fall.

A 5'6", 165 pound tailback, Powell was named the 2-A Player of the Year in the state of Florida by the Florida Athletic Coaches Association this past year.

At Tampa Catholic, Powell rushed for 3,655 yards in three seasons while scoring 37 touchdowns. This past year Powell rushed for 1,538 yards and 20 touchdowns while leading the high school to an 8-3 record and a spot in the state playoffs.

In addition to being named the Florida 2-A Player of the Year, Powell was named a first team 2-A All-State player, and the Tampa Tribune 1-A and 2-A Player of the Year.

Powell selected Wilkes over scholarship offers from Florida A & M, Southwestern Louisiana and Marshall, among others.

"I want to major in pharmacy," said Powell. "With the University starting a pharmacy program this year, that was a big part of the reason why I wanted to go to Wilkes."

Wilkes is now admitting students for the Doctor of Pharmacy program which begins this Fall. The only doctoral program in Northeastern Pennsylvania, it is a six-year professional program leading to a Doctor of Pharmacy degree.

Powell was recruited to Wilkes by Colonels Assistant Coach Butch Jones, a former assistant coach with the Tampa Bay Buccaneers. Jones, who has remained in contact with high school coaches in the Tampa area, first saw Powell in action on a videotape given to him by his friend, Tampa Catholic Assistant Coach Matt DiBernardo.

"After I saw the tape I told (DiBernardo) I wanted to recruit the tailback (Powell). He laughed and said that Elijah Powell could go anywhere he wanted on a football scholarship."

After talking with another Tampa Catholic assistant, Calvin McGee, Jones met with Powell and found he was interested in Pharmacy.

"Elijah is very academically oriented" said Jones. "He has a 3.2 grade point average and the first question he asked was not about football, but about the Pharmacy program at Wilkes. That showed me that he is a special kind of student-athlete."

"Coming from a very poor area of Tampa, Elijah knows that he wants to make something of his life," added Jones. "He isn't concerned at what level he will play football because he knows football will take

care of itself."

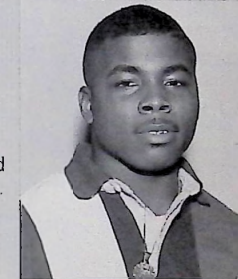
"Elijah knows football is just a means to an end," added Tampa Catholic Head Coach Bob Henriquez. "He has a career in mind and understands that a strong academic program is what will help him achieve his goals. Our whole staff is excited about the opportunity that Elijah will have at Wilkes"

Wilkes head coach Joe DeMelfi is excited about getting a student-athlete like Powell.

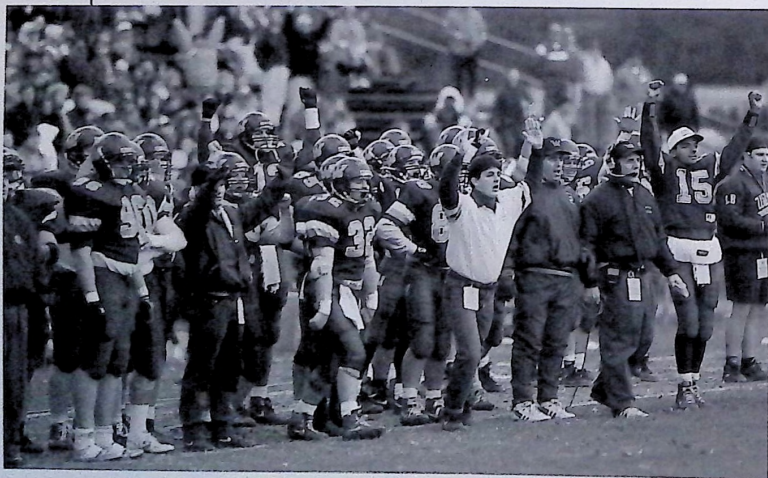
"Elijah has great skills both in the classroom and on the football field," said DeMelfi. "He will definitely be an impact player from the very start."

Powell will get a chance to display his talents on September 10th when the Colonels open their 1994 season against Division II Southern Connecticut University. Wilkes will open defense of its Middle Atlantic Conference crown the following week in a home game against Lebanon Valley.

- Tom McGuire '85



Elijah Powell



Colonel football players celebrate after capturing the MAC Championship in November 1993.

Reunion At Sea

Make a splash at the ultimate alumni get-together! The Alumni Association has created a Bermudian cruise package especially for graduates of Bucknell University Junior College, Wilkes College and Wilkes University.

The seven-day trip aboard Norwegian Cruise Line's Dreamward departs August 6 at 5 p.m. from New York City. The cruise itinerary includes



two days each at the ports of St. George's and Hamilton, Bermuda. The special alumni rate of \$1,344 per person includes stateroom accommodations, all meals with gratuity included, entertainment aboard ship, special cocktail reception and port charges.

For information or reservations, contact Enterprise Travel Agency at (717) 366-1166 or the Alumni Office.

Wilkes Introduces Alumni Ring



The Alumni Association has commissioned Keepsake jewelers to design and create a signet ring and pendant especially for alumni of Wilkes College and Wilkes University.

These lovely remembrances are hand-crafted in 10 or 14 karat gold and bear the Wilkes University seal. The men's signet ring is \$299 for 10 karat or \$399 for 14 karat. The women's signet ring is \$249 for 10 karat or \$299 for 14 karat. The women's pendant is \$259, available in 14 karat only. Prices do not include the \$7 shipping to be added to the total amount of the order. A

10-payment interest-free monthly installment plan is available through Keepsake. Order forms can be obtained through the Alumni Office. To order direct, call Keepsake toll-free at 1-800-707-7700.

Bring Wilkes Home With You

Remember the beautiful, classic architecture of the Wilkes neighborhood? Now you can take that architecture home.

Pencil sketches of Weckesser Hall and the Annette Evans Alumni and Faculty House are now available on engraved prints, coffee mugs, t-shirts and sweatshirts. These Wilkes University mementos make excellent gifts.

The laser-engraved prints feature a classic pencil-sketch of Weckesser Hall mounted in a beautiful metallic gold frame. The price of the package is \$50. The coffee mugs feature a drawing of the Annette Evans Alumni and Faculty House. The 11 ounce mugs are navy and white and are microwave-safe. They are \$7.95 each or \$25 for a set of four.

The Classic Ash T-Shirt featuring Weckesser Hall is printed in Navy and Gold. These 100 percent cotton t-shirts are available in large and extra-large and are \$12 each.

The heavyweight cotton sweatshirts, also ash in color, display the Annette Evans Alumni and Faculty House, framed by "Wilkes University," in navy and gold. The sweatshirts are available in large and extra-large and are \$35 each.

To purchase any of the items listed, contact the Alumni Office.

For further information on Alumni activities, contact the Wilkes University Alumni Office: (717) 831-4130 or (800) WILKES U Wilkes University, P.O. Box 111 Wilkes-Barre, Pennsylvania, 18766

Nominations Accepted For Alumni Award

The Wilkes University Alumni Association is currently accepting nominations for The Eugene S. Farley Memorial Alumni Award. The award is presented annually to a Wilkes alumnus who exhibits the characteristics of an educated person as formulated and adopted by the Wilkes faculty in the 1948 creed, "Marks of an Educated Man."

A current officer, immediate past president of the Alumni Association, or employees or trustees of Wilkes University can not be considered for this award.

The award will be presented by the President of the Alumni Association at the annual Summer Commencement program on September 1, 1994. The recipient must be present.

Nominations should be sent to the Alumni Association. Please include the name and class year of your nominee as well as reasons for placing your candidate in nomination.

Olivia Named Distinguished Young Alumnus for 1994



The Wilkes University Alumni Association congratulates **Robert Olivia '86**, the 1994 recipient of the Distinguished Young Alumnus Award. Olivia is orchestra librarian

at the New England Conservatory of Music. He was the 1992 winner of the Artists International Young Artists Competition which awarded him the opportunity to debut at Carnegie Hall on April 3, 1993.

Olivia is the son of two Wilkes alumni, **Eileen '59** and the late **Robert R. Olivia '59**.

An Educated Man or Woman . . .

Seeks truth, for without truth there can be no understanding;

Possesses vision, for we know that vision precedes all great attainment;

Is aware of the diversity of ideas and beliefs that exists among all people;

Has faith in the power of ideals to shape the lives of each of us;

Knows that mankind's progress requires intellectual vigor, moral courage, and physical endurance;

Cultivates inner resources and spiritual strength, for they enrich our daily living and sustain us in times of crisis;

Has ethical standards by which to live; respects the religious convictions of all people;

Participates constructively in the social, economic, cultural, and political life of the community;

Communicates ideas in a manner that assures understanding, for understanding unites us all in our search for truth.

developed by **Eugene S. Farley and the Wilkes College faculty.**



Wilkes Plans Business Journal

Wilkes University is in the process of creating a business and entrepreneurial journal to aid in the networking of alumni. This new journal will include profiles on outstanding business professionals and a directory of graduates working in business.

In order to update our pool of information, questionnaires were mailed recently to alumni in the business field. If you are involved in business or entrepreneurial ventures and haven't received a questionnaire, please write to:

Wilkes University Professional Journal
University Relations Office
P.O. Box 111, Wilkes-Barre, PA 18766
or call **1-800-WILKES U** extension 4779.

We are interested in hearing of your career developments, family news and community activities for inclusion in the journal. Please include your class year, major field of study, any honors you received and advanced degrees.

Events Calendar

June 17, 1994

New York City Alumni Benefit, "Beauty and the Beast" at the Palace Theatre. Pre-show buffet reception.

August 6-13, 1994

Bermuda Cruise from New York City on Norwegian Cruise Line Dreamward.

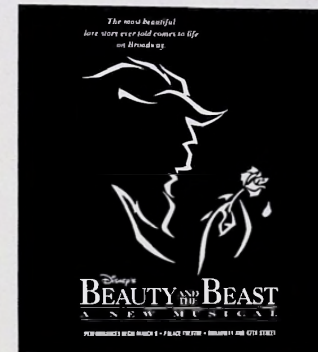
October 7-9, 1994

Homecoming Weekend - will include reunion for the classes of '79, '84, and 89.

Look for an expanded Class Notes section in the July edition of the Alumni Journal.

NYC Alumni Benefit Features "Beauty and The Beast"

The next stop on the alumni tour is the Big Apple, where Wilkes alumni are invited to indulge in the elegance and excitement of New York City, while showing support for the Alumni Association.



The highlight of the June 17th New York City Alumni Benefit will be the Disney musical "Beauty and The Beast." The 8 p.m. performance will take place at the Palace Theatre, Broadway and 47th Street. Tickets for the show are \$85 for one orchestra seat. A portion of the ticket proceeds will benefit the Wilkes University Alumni Association.

There also will be a pre-show buffet reception from 6 to 7:30 p.m. at the Broadway Museum Cafe Cabaret in the Embassy Suites Hotel, which is located above the Palace Theatre. Tickets for the reception are \$40 per person.

A special alumni bus will be departing from Wilkes-Barre the day of the show. Tickets for the bus ride are \$20 per person.

For tickets and information concerning this special alumni event, please contact the Alumni Office.



Political Correctness THE COONSKIN CAP OF THE 90'S

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

I have always been a pushover for a fad. Forty years ago, you could spot me right away, the slightly overweight child in the Davy Crockett coonskin cap, swinging wildly inside of my hula hoop. So, it should be no surprise that about two years ago, I could not resist becoming firmly entrenched in the great political movement of our day, which some people refer to as "political correctness."

It started out innocently enough. Terms like "Senior Citizen" and "African-American" slipped their way into my vocabulary, replacing "elderly" and "black." I rooted against the Atlanta Braves in the World Series because of the team's insensitivity to Native Americans.

Soon after, things began to deteriorate. Girls became women or pre-women, depending upon their age, and fat persons presented an alternative body image. "Handicapped" evolved rapidly into "disabled," then "differently abled," and finally, "handi-capable." Even my cat, who emulates my every emotion, began swatting me if I temporarily lapsed and referred to her as my pet. She had become my "animal comparison," this elevation in status being accompanied, of course, by dolphin-free people tuna replacing her 9 lives.

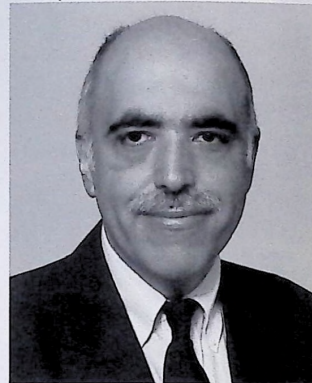
I purchased "The Official Politically Correct Dictionary And Handbook," committed it to memory, and set about to embarrass, coerce and otherwise threaten those around me who would not conform to the movement. My domestic incarceration survivor (wife), who for years complained about my non-traditionally ordered (sloppy) and motivationally deficient (lazy) existence, threatened to leave me if I continued in this cerebrally challenged (stupid) ideology. My response to her was that I would continue sensitizing others until the day I became metabolically different (dead).

I became aware that even the term "politically correct" was no longer politically correct, being replaced by "multiculturally sensitive." I was truly at the cutting edge.

Now it's happened, almost overnight. The new movement, known as the "politically correct backlash" has arrived. I am forced to relearn my old vocabulary and establish overtones of sexism and other forms of intolerance. Maybe, I should just search through my attic for my old coonskin cap to cover my follicularly challenged, oops, I mean bald, head.

But I draw the line at the hula hoop.

Anthony L. Liuzzo, J.D., Ph.D. is Associate Professor of Business Administration at Wilkes University.



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

"Even my cat, who emulates my every emotion, began swatting me if I temporarily lapsed and referred to her as my pet. She had become my 'animal companion.'"



In celebration of
Wilkes
University's
60th
Anniversary



The
Campus Shoppe is
now offering
a special anniversary
historical
atlas and poster.

Visit the Wilkes University Campus Shoppe or mail a check or money order, along with the order form, to Wilkes University Campus Shoppe, 187 South Franklin Street, Wilkes-Barre, Pennsylvania 18766. Mastercard and Visa are also accepted.

Quantity	Item	Each	Total
	Poster	\$5.00	
	Atlas	\$6.50	
	Poster & Atlas	\$10.00	
	Tax (Pa. Residents add 6%)		
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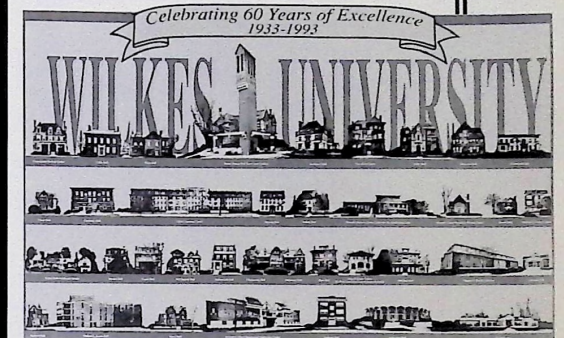
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The glossy 22 x 14" poster, "Celebrating 60 Years of Excellence," is adorned in the University colors of blue and gold. It features images of 35 campus buildings and residence halls shadowed by the Wilkes University logo and the Burns Alumni Bell Tower.

The Wilkes University Historical Atlas



The Wilkes University Historical Atlas chronicles the physical development of the University from its beginning as Bucknell University Junior College to the present. Using photographs, maps and historical data, the Atlas reflects on the families who built the mansions bordering the Susquehanna River. The closing section, "From College to University," is a fresh look at the future of Wilkes. Wilkes University is moving toward the future while retaining the splendor of its past.

W I L K E S

UNIVERSE

Wilkes University
Wilkes-Barre, PA 18766

ADDRESS CORRECTION REQUESTED

If this magazine is addressed to a graduate who no longer maintains a residence at your home, please tear off the mailing label and mail it, with the corrected address, to the Alumni Office.

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