

WILKESuniverse

The voice of Wilkes University Alumni
VOLUME TEN, ISSUE ONE



Sunrise or Sunset?

Will you be ready to retire when the time comes?

WILKESuniverse

VOLUME TEN, ISSUE ONE

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On the cover: William and Connie Umphred on the beach in Naples, Florida. Photo by Randy Smith Photography.

Be a part of the great change

BY STACY SMULOWITZ '93

IT'S BEEN JUST OVER A YEAR since I left the world of corporate communications and product marketing to return home as alumni director at Wilkes. It's definitely been a rewarding, and eye-opening, experience.

It didn't take me long to discover I had joined an organization in the midst of great change. With an entirely new administration at the helm, and a steadily growing student population, Wilkes is undergoing a rapid transformation. My challenge has been to interpret these changes for you, our alumni, and to strengthen your connection to Wilkes at this exciting moment in our history.

But by far my biggest joy has been in hearing what you're passionate about. With more than 25,000 alumni of varying ages, cultures, and professions around the world, it's a major challenge to keep up with you. But I've met so many fascinating people in my travels and have learned a lot about how you want your alma mater to interact with you.

For example, you've told me you prefer reunion events that bring together dorm-mates, sports teams and other club groups, rather than class years. As a result, we have moved Reunion Weekend from the spring to a portion of Homecoming Weekend in the fall.

Those of you who live outside Northeastern Pennsylvania are eager to connect with fellow alumni who live right in your own community. So, for a start, I've been meeting with alumni in NYC and the Lehigh Valley of PA to rejuvenate chapters and programs in their area. And increasing numbers of alumni have expressed an interest in getting together on campus or as a regional chapter.

I've learned that there is much more we can do as a university to keep you connected. Despite our best intentions, there have been times when we've fallen short in communicating about events or delivering on what we've promised. This is changing. Our mission is to put you first and to do what we tell you we're going to do.

As we reshape the University for success in the years ahead, there is widespread understanding that Wilkes will not succeed without its alumni. We need more than just your financial support. As a volunteer, you can offer time and creativity that are invaluable in making Wilkes an institution that you and other alumni will rely on as a primary source for learning opportunities throughout your lives.

There are so many of you who truly care about Wilkes University and want to sustain it for future generations of Colonels. I look forward to working with you to continue to improve the Wilkes University Alumni Association as an organization that meets the needs of all Wilkes alumni and students. [1]

To reach Stacy you may e-mail her at stacys@wilkes.edu or call 1-800-WILKES-U (945-5378) extension 4132.



PICTURED LEFT TO RIGHT: STEVE FLOOD '66, HEATHER PAULHAMUS, AND STACY SMULOWITZ '93

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

The voice of Wilkes University Alumni



PICTURED ABOVE: GARFIELD JONES '72, ALUMNI ASSOCIATION BOARD OF DIRECTORS FIRST VICE PRESIDENT; DR. ROBERT CAPIN '50, PRESIDENT EMERITUS; DR. TIM GILMOUR, PRESIDENT

One person makes a difference

Members of the Wilkes family gather to honor the man who so deeply inspired and shaped their lives—President Emeritus Dr. Robert S. Capin '50.

WILKES UNIVERSITY alumni and friends joined together at the Westmoreland Club on April 5 to honor Dr. Robert S. Capin for his 45 years of selfless commitment to Wilkes, its students, and the community. Capin was the guest of honor at the 2003 Scholarship Fund Dinner Dance.

Of the 50 people who attended to pay tribute to the man with a gentle spirit, brilliant mind, and heart of gold, none was more grateful than Thomas Kelly '69. To him, Capin served not only as a teacher, but also as a mentor.

"Bob is a very special human being. His integrity as well as his personal warmth and values, have significantly impacted my life and the lives of countless others who benefited from his exemplary teach-

ing and wise counsel," said Kelly. "He is one of those people to whom you point when you honestly assess who influenced your life and career."

William Montague '68 explained how Capin inspired him to become the person he is today. Reflecting on Capin's life and career, Montague described him as an "educated man, professional, community leader, family man, mentor and simply teacher."

Over the years, Capin fulfilled roles as professor, director of Evening and Summer College, dean of academic affairs, president, and now president emeritus.

Under Capin's leadership, Wilkes employed prudent management practices, enabling itself to operate in the black. He implemented and piloted two successful multi-year, multi-million-dollar capital

campaigns, the financing and construction of a new residence hall, and the extensive refurbishment of many historic campus facilities.

On the academic side of the house, Capin assisted in the development of the MBA program, specialization of Accounting, the advancement of the Wilkes-Hahnemann medical program and establishment of the Nursing School. Another significant achievement was re-accreditation by the Middle States Association of Colleges and Universities.

But of all the positions he's held, his greatest satisfaction came from being a professor. "To teach is to touch a life forever," he said.

To this day, Capin continues in that role as a professor in the Accounting Department. ☐

Turoczi Genomic Lab close to becoming reality

BY SUSAN DANTONA JOLLEY, CFRE

Corporate and alumni supporters pledge \$200,000 to establish new lab



ALUMNI AND FRIENDS OF DR. LES TUROCZI GATHER TO CELEBRATE HIS 30 YEARS OF SERVICE TO WILKES. FIRST ROW (LEFT TO RIGHT): DR. MARIANNE SCICCHITANO REXER '85, ARLENE HERRON '76, ALENA OCHAL BARRY '90, DR. RENEE STRUCKE MATHEUR '68, DR. MICHAEL RUPP '87, DR. ROSS COHEN '86, DR. GREGORY HOLLIS '74, ROBERT (DON) JARRETT '72, M'75. SECOND ROW (LEFT TO RIGHT): CHRISTOPHER REXER '85, M'86, MICHAEL MEY '80, GEORGE PSARRAS '92, DR. JOHN WARTELLA '85, TODD DZIAK '86, DR. RAEF FAHMY '84, DR. PETER NOVROSKI '88, DR. LESTER TUROCZI, DR. MICHAEL STEELE, PATRICK DWYER '83, GENE CHIAKOWSKI '84, DR. WILLIAM (WILBUR) MCCANN, DR. PAUL MASTROKYRIAKOS '85 (ABSENT FROM PHOTO: NEIL WILLIAMS '87).

AS OF JUNE 2003, more than 90 alumni and the Angeline Kirby Health Foundation have pledged \$200,000 to support the development of a leading-edge genomics laboratory named for retiring biology professor Dr. Les Turoczi.

The funds will be used to acquire equipment that will help position Wilkes as a leader in undergraduate genomic education. Slated to open in Fall 2004, the Dr. Les Turoczi Genomic Research Laboratory will give Wilkes students an edge in the science marketplace.

The project was announced at a

Homecoming weekend dinner reception where more than 60 of Turoczi's former students and friends gathered to celebrate his 30 years of teaching and scholarship. Alumni traveled from as far away as New Hampshire and Maryland to honor their former professor.

In opening remarks, Biology, Chemistry and Health Sciences division chairman Dr. Michael Steele thanked Turoczi for leading a transformation during his years as department chairman.

"Under Dr. Turoczi's leadership, our division has begun to take on an entirely new image, that of an undergraduate

program where research activities are a major focus of the education not for just some, but all undergraduates," said Steele. "Our students in Biology and Chemistry learn the process of the science, not just the facts. Investigative research is now integrated across the curriculum, in the laboratories, in the classroom, and outside of class in a variety of ways."

According to Steele, training in the use and capabilities of these cutting-edge techniques and tools is essential. With training in the new laboratory, students will be prepared to engage in sophisticated levels of acquisition, analysis, and dissemination of genomics information.

Students in laboratory courses will have hands-on experience with emerging methods of genomic data analysis and Wilkes faculty members and students will be able to significantly expand their active research. Additionally, the acquisition will allow the University to serve as a resource to the greater community by providing applied research capabilities.

The department hopes to acquire three additional pieces of equipment that faculty have identified as critical to furthering genomic studies.

Already, the University has received an Amersham megaBACE DNA sequencer with an estimated value of \$100,000 from Inveit Genomics Corporation, Newark, Del., through vice president of applied technologies Dr. Gregory Hollis '74. ☐

To support the project, contact Sue Dantona Jolley, Director of Development, sdjolley@wilkes.edu or 1-800-WILKES-1/ ext. 4318.

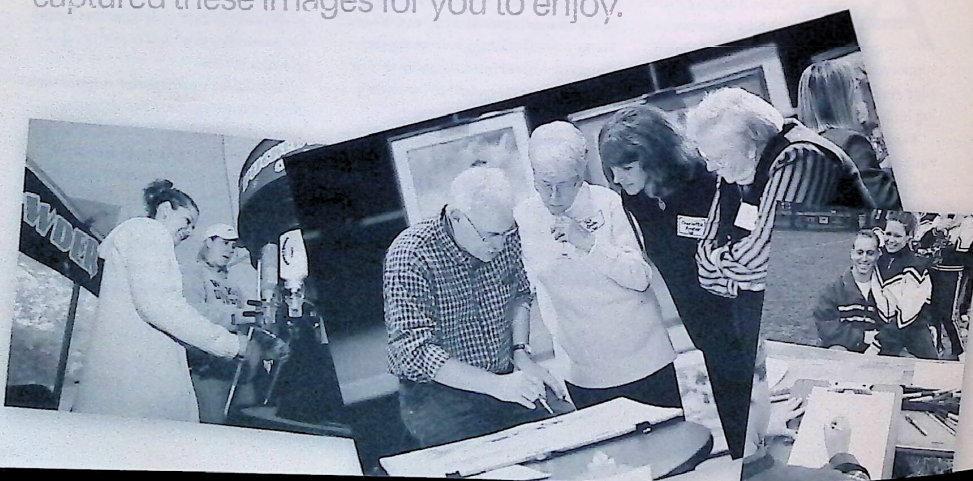


CLOCKWISE FROM LEFT: YOUNG GRADS GET SILLY WITH A GIANT CUT-OUT AT THE NEW TAILGATE TENT; A FUTURE ALUMNA READS THE LATEST CAMPUS NEWS IN THE BEACON; ART ENTHUSIASTS ENJOY ART IN THE AUTUMN; ATLANTA BRAVES PITCHER KEVIN CRYBOSKI '85 GREETES GUESTS AT THE FRIDAY NIGHT FROLIC; CHOW TIME AT THE TAILGATE TENT; JASON LEACH (ANNVILLE, PA.) AND HOLLY SHIBER (DALLAS, PA.) EMBRACE AFTER BEING CROWNED HOMECOMING KING AND QUEEN. BELOW: A WILKES COUPLE GETS THEIR CARICATURE DRAWN; A LOCAL ARTIST, TINI WEAVER, SHARES HIS CRAFT WITH ALUMNAE; AND ALUMNI TRY THE CANDY ART MACHINE UNDER THE TAILGATE TENT. CHECK OUT WWW.WILKES.EDU/ALUMNI FOR MORE HOMECOMING PHOTOS.

Homecoming sees big turnout

Photos by Michael P. Touhy

If you haven't heard by now, Homecoming Weekend 2002 was a huge success. Our roving photographer captured these images for you to enjoy.



LUZERNE COUNTY CHAPTER ALUMNI LEADERS: SCSELBA, DROBISH, REICHL, SKIRO.

Luzerne County Chapter Alumni Leaders

The new leaders for the Luzerne County Chapter of the Alumni Association are energized and ready to take action. Pictured from left to right are: Victor Scselba '01 (Treasurer/Secretary), Amy Drobish '00 (Program Chair), Jeff Reichl '00 (President), Wendy Skiro '00 (Membership Chair). Absent from photo: Beth Danner '02 (Vice President).

Alumni Benefits

As a member of Wilkes University's Alumni Association, you are entitled to a number of special benefits including:

e-Newsletter

Go to www.wilkes.edu/alumni to sign up for a monthly email newsletter to help keep you updated on Wilkes events.

Group Insurance Program

Liberty Mutual Insurance Company offers a special discount on automobile and homeowners insurance for alumni. Call 800-526-1547 for more information.

Credit Card Program

Watch for changes to the Wilkes University credit card program.

2002 Alumni Directories

A limited number of hardbound directories are still available. The cost of each is \$79.99 plus S&H.

Alumni Cookbook

This 359-page softbound book features recipes donated by members of the Wilkes

family and some of our country's top celebrities. Cookbooks are \$10 each.

Hotel Discount Plan

Your S.O.S. (Significant Organization Savings) card will save you 20% on any member of the Choice Hotels International including Sleep, Comfort, Clarion, Quality, Ridgeway, EconoLodge and Main Stay Suites.

License Plates

As a graduate of Wilkes University, you are invited to participate in the Commonwealth of Pennsylvania's Special Organization (license) Plate Program.

Plates embossed with the phrase "Wilkes University Alumni" and Wilkes University logo are currently available for passenger cars, motor homes and trucks with a registered gross weight of 9,000 pounds or less. Motorcycles and trailers do not qualify for this plate, and personalized plates are not issued under this program.

A one-time \$35 fee (separate from the annual registration renewal fee) is charged for each plate. A portion of the fee goes to support the Alumni Association.

Sangy Reunion

Each summer, the BUJC ladies reunite with their favorite Wilkes icon, Dr. Norma Sanguliano Tyburski. This year's luncheon will be held on July 9th in the Henry Student Center Ballroom.

Beach Bash

Join Wilkes alumni and those from Kings and Marywood for summer fun at Beach Bash 2003. The event will be held at Bar Anticipation in Belmar, NJ on July 19 from 2-8 p.m. Only \$5 per person includes Wilkes University mug, BBQ lunch, volleyball sandpit, drink specials, and wristband for admission to the nightclub.

Chapter Reorganizations

NYC and Lehigh Valley alumni are ready to revitalize their chapters. If you're

interested in joining or helping to start a chapter near you, contact the Alumni Office.



Florida Reunions

Alumni reunions were held in Orlando, Tampa, Naples and Aventura this past February. Pictured at the Aventura, Fla. home of Pauly and Sidney Friedman are: (Seated) Pauly Friedman, Carolyn Basler '88, Stacy Smulowitz, '93; (Standing) Sidney Friedman, Jack Basler, Gregg Cook '80, Bryan Hoffman '88, Dr. Tim Gilmour. View more photos from the Florida reunions at www.wilkes.edu/alumni.



Philadelphia Chapter Gathers

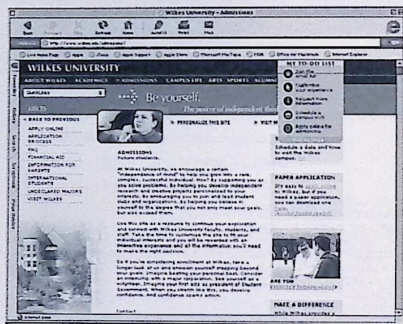
Members of the Philadelphia Chapter got together to enjoy an Eagles game. Pictured are: Sean Lockhead '90 and Karyn (Keegan) Lockhead '91, Deb (Miller) Renner '89 and Andrew Renner '90. Jason Griggs '90 and Andrew Harris '89. Oh yeah, they still love their wings! !!!

FOR MORE INFORMATION, PLEASE CALL THE ALUMNI OFFICE AT 800-WILKES-U (945-5378), EXTENSION 4130 OR EMAIL ALUMNI@WILKES.EDU.

Wilkes launches a new .edu



The new www.wilkes.edu features a fresh design, user-friendly navigation, and personalization tools for those considering attending Wilkes



THE NEW HOMEPAGE (ABOVE) FEATURES RESTRUCTURED NAVIGATION BASED ON A PARTICULAR AUDIENCE, AND THE ADMISSIONS PAGE (LEFT) HOUSES POWERFUL SOFTWARE THAT ALLOWS STUDENTS TO PERSONALIZE THE SITE TO FIT THEIR NEEDS AND INTERESTS.

ON NOVEMBER 2002, Wilkes University launched a newly redesigned and interactive website at www.wilkes.edu.

The new site provides a personalized Web experience for prospective students. By sharing information with Wilkes about their academic and co-curricular interests, they receive the latest information customized to their needs on the site and via email. The site allows them to manage the enrollment process on-line by using services such as an on-line request form, interactive survey features, and a dynamic database for frequently asked questions.

According to Vice President of Enrollment Services Mike Frantz, one of the major goals of the re-launch was to integrate on-line and off-line communications and increase inquiries and applications from those considering Wilkes.

"Our communications with prospective students — whether in person, over the phone or through the mail — always illustrate that Wilkes is a University where individual needs are met," said Frantz. "The new Web services add another layer of sophistication to our

ability to provide them with a personalized experience."

"Results of initial testing among high school students and parents have been overwhelmingly positive," adds Pamela Fendrock, the University's new Web content manager.

"We are encouraged by this response, but won't rest on our laurels," said Fendrock. "We continue to update and refine the site's content daily and are working on the development of other applications to make the site more useful to prospective students, alumni, current students, faculty and staff."

The site uses software provided by LiquidMatrix, one of the nation's leading providers of 1-to-1 internet communications for colleges and

universities. Wilkes also partnered with Noel-Levitz, a nationally recognized consulting firm specializing in higher education, to integrate the Web component with its existing enrollment management processes.

The launch is the first step in the development of many new on-line services. Planned improvements include redesigned alumni and development sections, on-line event registration and centralized calendar system, gift and fee processing services, and a portal site for current students.

Prospective students can tailor the site to their specific interests by visiting www.wilkes.edu and clicking on the Admissions link. [1]

Four new trustees, one goal: To advance Wilkes University

Attorney Linda Fisher, Dr. Alan Guskin, President & CEO Michael Mahoney, and Attorney James Sandman are the newest members of the Wilkes University Board of Trustees. Each brings a wealth of experience to their role as members of the university's governing body.

Linda A. Fisher, J.D.

Fisher's first introduction to Wilkes came nearly 30 years ago when she served as a law clerk to (Wilkes Trustee Emeritus) The Honorable Max Rosenn in the U.S. Court of Appeals for the Third Circuit. Following her clerkship, Fisher joined the Philadelphia-based law firm of Dechert, Price & Rhoads in 1974, where she specialized in personal financial and estate planning and contested probate and trust matters for nearly 26 years.

In her position with The Glenmede trust Company, Fisher assists clients in the management of family foundations, including grant administration, tax and legal compliance, and foundation investing. She is also a member of The American College of Trust and Estate Counsel, where she serves on the Charitable Planning and Fiduciary Litigation Committees; is a director of Philadelphia Futures, a non-profit organization dedicated to assisting inner-city students to enter

and succeed in college; and is a director of City Year Greater Philadelphia.

Fisher writes and speaks frequently on estate, trust, and philanthropic matters. Her article "Donor Advised Funds: The Alternative to Private Foundations?" appeared in *The Philadelphia Business Journal* and *The Cleveland Bar Journal*. She is on the Editorial Advisory Panel of *The Family Foundation Advisor*, a national publication for Family Foundation directors and trustees.

Alan E. Guskin, Ph.D.

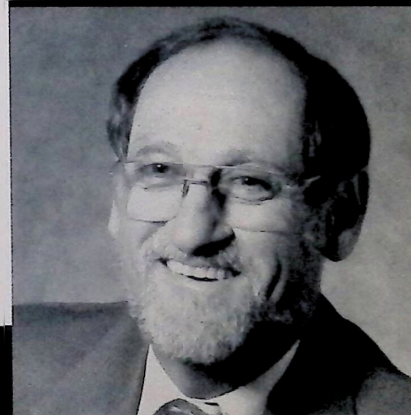
Guskin's leadership positions in higher education include serving simultaneously as president of Antioch University and Antioch College and then after a university reorganization, as chancellor. He also served as chancellor of the University of Wisconsin-Parkside and acting president and provost of Clark University. Throughout his administrative career, Guskin has remained an active teacher and author.

Guskin currently serves as co-director of the Project on the Future of Higher Education and as a faculty member in Antioch's new and highly innovative Ph.D. Program in Leadership and Change. His activities with the project

involve collaboration with 14 of the leading thinkers and practitioners in higher education. The team is developing models for the future of undergraduate education that focus on the enhancement of student learning and the quality of faculty work-life in the context of limited financial resources.

Alan E. Guskin, Ph.D.
Distinguished University Professor
Antioch University
(Edmonds, Washington)

Brooklyn College,
Bachelor of Arts
University of Michigan,
Ph.D. in Social Psychology



Linda A. Fisher, J.D.
Managing Director of
Philanthropic Advisory Services
The Glenmede Trust Company
(Philadelphia, Pennsylvania)

University of Rochester,
Bachelor of Arts

University of Pennsylvania
Law School,
Juris Doctorate



Michael J. Mahoney, C.P.A.
President and CEO
Commonwealth Telephone
Enterprises, Inc. (CTE)
 (Dallas, Pennsylvania)
Villanova University,
Bachelor of Science in Accounting
Certified Public Accountant
 (Pennsylvania)



In 2001 Guskin received the Morris T. Keeton Award from the Council on Adult and Experiential Learning "for his long and noteworthy history in higher education as an administrator, teacher, writer, consultant, and speaker, and his demonstrated commitment to student learning and innovation and change in higher education."

While a graduate student in 1960, Guskin organized a student group on the Ann Arbor campus of the University of Michigan that is widely credited with inspiring John F. Kennedy to establish the Peace Corps.

Michael J. Mahoney, C.P.A.

Mahoney brings decades of extensive financial, managerial, and operational experience in the telecommunications industry to his roles with CTE and as a trustee for Wilkes.

He joined C-TEC Corporation (predecessor to CTE) as executive vice president of its cable television unit and was responsible for all cable television operations. Under his forward-looking leadership, C-TEC invested in Northeast Networks, making it one of the first traditional telecommunications companies to invest in a competitive service provider outside of its established geography. In February 1994, Mahoney was appointed president and chief operating officer of C-TEC and served in that capacity until September 1997.

Mahoney served as president, COO,

and director of RCN Corporation, a spin-off from C-TEC, from September 1997 until October 1999. He helped develop the overall RCN business plan; played a major role in securing the necessary funding approvals to launch and build RCN's first two markets, Boston and New York; had responsibility for the company's expansion to the West Coast; and was responsible for all regulatory initiatives.

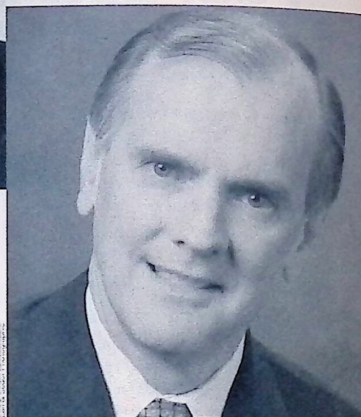
Prior to joining C-TEC, Mahoney served as executive vice president and treasurer/COO of Harron Communications, a Pennsylvania-based, cable and communications company with operations in eight states.

James Sandman, J.D.

Also a former law clerk of Judge Rosenn, Sandman came to "know and respect Wilkes" through his association with him from 1976-1977. He's been a managing partner with Arnold & Porter since 1995 and has the overall management responsibility for the 700-lawyer, 1550-employee, international law firm, with offices in five cities.

Sandman maintains an active practice as a litigator and counselor with an emphasis on the defense of product liability cases. He also has experience in a wide range of other types of litigation, including antitrust and employment matters. His practice has involved cases in state and federal courts throughout the United States.

A member of the Board of Overseers of the University of Pennsylvania Law



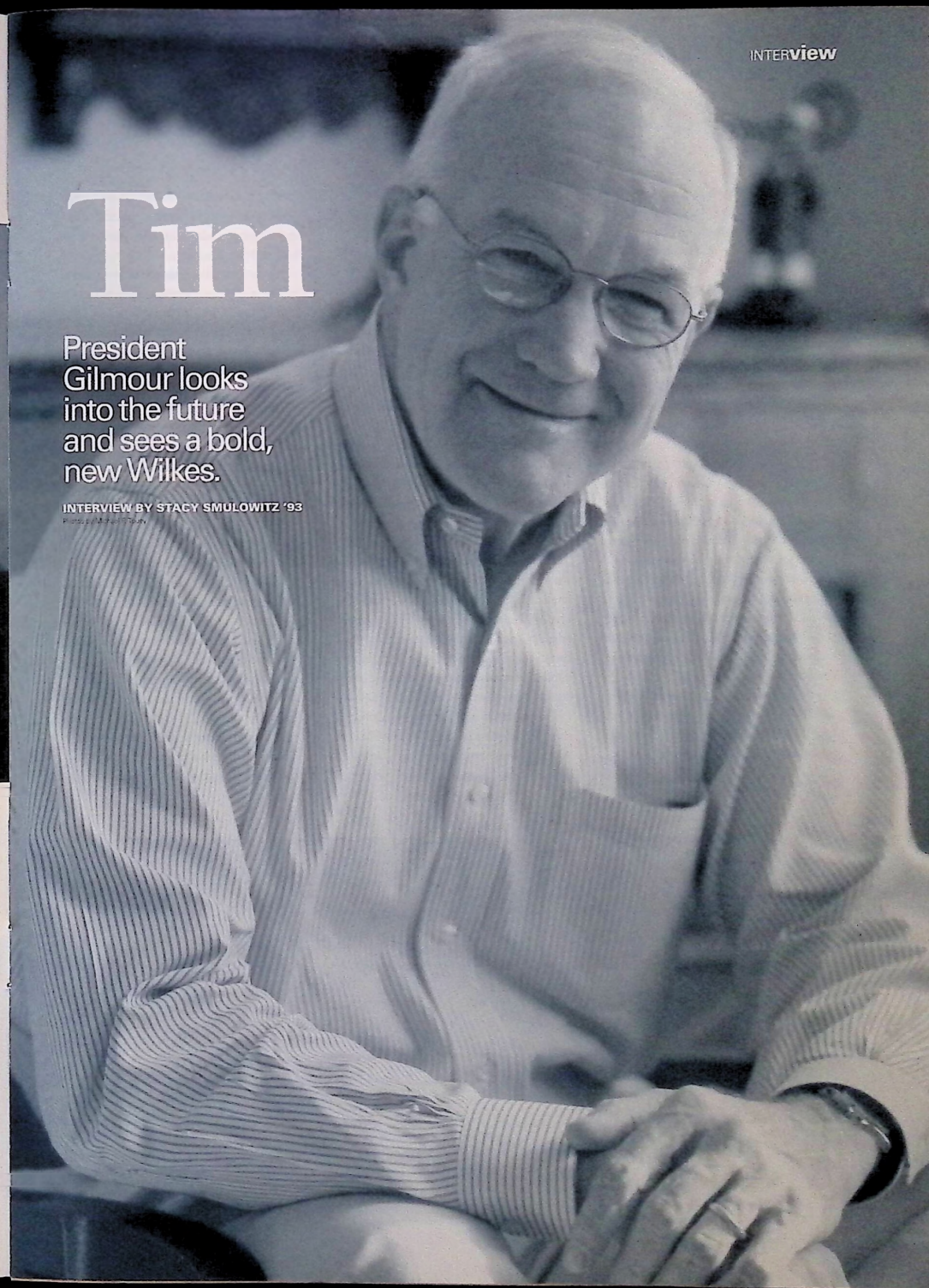
James Sandman, J.D.
Managing Partner
Arnold & Porter
 (Washington, D.C.)
Boston College,
A.B.
University of Pennsylvania
Law School,
Juris Doctorate

School, Sandman also serves on the boards of the Neighborhood Legal Services Program in Washington, D.C.; the Whitman-Walker Clinic, Inc.; and the Washington Performing Arts Society. He is chair of the District of Columbia Bar's Committee on Multijurisdictional Practice and a member of the D.C. Bar's Committee on Multidisciplinary Practice. Sandman is a Fellow of the American Bar Foundation. [1]

Tim

President
 Gilmour looks
 into the future
 and sees a bold,
 new Wilkes.

INTERVIEW BY STACY SMULOWITZ '93
 Photos: Michael Toney



The Buzz around campus these days is about growth. As the University prepares to welcome its largest freshman class in more than 10 years, faculty and administration are tackling the challenges that come with it, such as increased demand for residence hall space, staff support and class sections. For President Tim Giltner, it's all part of the plan—the strategic plan, that is. Dramatic growth in enrollment is one of the many laudacious goals he and the Wilkes community have set in its Vision 2010 plan. When he joined Wilkes in 2001, Tim immediately began a comprehensive review of programs and finances as part of his goal to create a culture of open communication and participative planning.

Leading strategic change is a discipline Tim knows well. He previously served as provost at Northwest Missouri State University and vice president for strategic planning at Georgia Tech. He also has held executive administration positions at the University of Maryland College Park and Penn State University. He has a B.A. in history, an M.Ed. from the University of Delaware, and a Ph.D. in Higher Education from the University of Michigan.

To find out more about Tim and the ambitious vision he is leading campus toward, Alumni Relations Director Stacy Smulowitz '93 spent some time with him on a recent Friday morning at his home.

"As your alumni representative and a Wilkes alumna myself, I hoped to find out more about how the president plans to shape the future of our alma mater," says Smulowitz. "Tim is an extremely humble individual, and it takes considerable prodding to get him to talk about himself. When he does, it's clear that he truly believes his role is as servant to the Wilkes community."

On leadership.

Of his many responsibilities as president of a comprehensive and growing university, the largest Tim is charged with is leading all 380-plus employees to accomplish the institution's strategic long-range plan. This grand effort will take a leader who is skilled in the art of empowerment and motivation.

"Leaders are people who help an organization understand its opportunities and challenges and excite its members to change what they're doing to actions that advance the institution toward its opportunities," he said. "That takes a lot of communication, persuasion, and helping people to do the right things."

Tim sees the "old" concept of leadership—in which a leader defines a direction for an organization and the staff follows through—as outmoded. To him,

the "new" concept of leadership is to help people find ways to become successful by meeting the needs of those they are assigned to serve.

"By doing this you create an institution in which all of its members are solving problems and creating an agile and flexible organization responsive to its environment and those it serves," he said.

On why he chose Wilkes University.

Tim has spent much of his career at larger, state-assisted universities. Northwest Missouri State, for example, is about twice the size of Wilkes. But those experiences have given him a unique outlook on how Wilkes fits in the big picture of higher education.

"First, you need to know that I believe higher education faces significant challenges and opportunities in the years ahead as the environment changes," he said. "The institutions that will succeed are those that are able to read what's happening in their environment and have the capacity to adjust quickly to those changes."

"What attracted me to Wilkes is that it is precisely the kind of institution that can thrive in a changing environment," he

added. "It has always been a creature of the Wyoming Valley— responsive to the needs of the community and uniquely focused on the learning needs of its students. Wilkes is a great place to work, a place where people see themselves as part of a close-knit family. Being part of an organization that shows it can respond, in the sense that we have people who can and do want change, is an incredible opportunity."

On opportunities and challenges.

"Every higher education institution has challenges," said Tim, "including developing support programs that respond to changing needs; building institutional strength through enhancing the capacity of faculty, staff, and alumni; raising funds to create the margin of excellence; and fostering outstanding leadership throughout the organization. At the same time, we must address rapidly rising costs. Our challenge at Wilkes is to stop growth in costs while growing in size, reaping economies of scale, and in stature."

Tim believes that although Wilkes faces some serious challenges in the coming years, the opportunities for it to grow and

better serve its students and the community at large are plentiful.

"Our opportunities are tied to our historic ability to respond rapidly to the educational needs of Northeastern Pennsylvania," he said. "We are growing this region to create a larger service area, bringing greater strength over the long haul. And we will find there are many opportunities for new residential programs with real excitement and excellence, as we did with the School of Pharmacy."

"In addition," he continued, "we will increase offerings in continuing education/post baccalaureate programs, as we did with the graduate education program. I believe that the institutions that can provide a focused array of high demand programs at this level will be the ones that will thrive in the future."

On the Wilkes University of today.

Wilkes has changed dramatically over the past 10 years. For alumni who may not have been back to Wilkes in a while, the institution may look like a different place, but still feels like home.

According to Tim, enrollments are increasing, costs are being controlled,

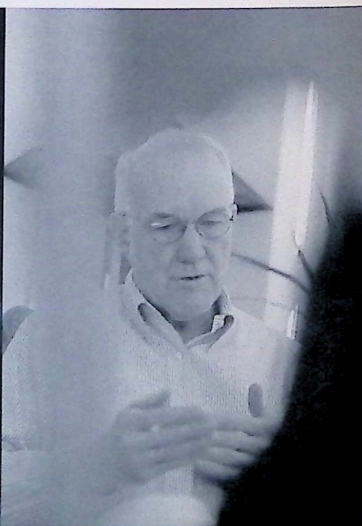
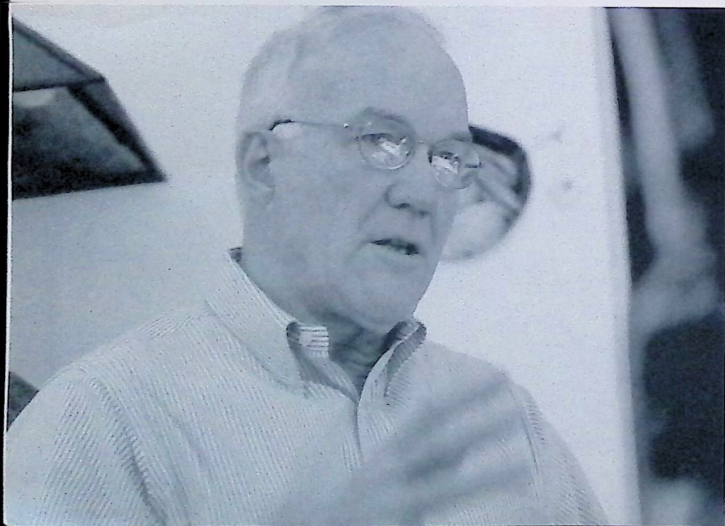
and we have a complete collection of programs that attest to our strength. But to ensure a promising future, today's opportunities must be seized in order to succeed tomorrow.

On the Wilkes University of tomorrow.

According to Tim, the Wilkes of the future will be founded on a single principle: exceeding student expectations.

"First we need to focus on student needs by adding more programs that place our graduates in lucrative professions and enable alumni in the workplace to continue their education and enhance the current skills needed to prosper in their chosen careers," he said. "We also need to increase the use of technology for enhanced student learning."

He noted that even with the increases in enrollment over the past few years, there is still room for our undergraduate and graduate enrollments to grow. The Strategic Long-Range Plan calls for an increase in current enrollments from 2600 full-time equivalent students to 4000 in the year 2010. That means residential programs need to grow from 1850 to 2200 and post-baccalaureate offerings from 750 to 1800.



"Our goal always is to serve our students at a cost that doesn't unduly strap them after graduation."

"In addition, we will look to greatly strengthen our financial stability, faculty and staff capacity, information technology, and facilities," said Gilmour.

On Wilkes University's financial strength.

In order for Wilkes to move forward, it has to have the financial strength to support such growth. Building this financial strength, Tim says, is the top objective.

Financial strength of any university is derived largely from its endowment, which is similar to an individual's savings and investment. An endowment is made up of a combination of restricted and unrestricted gifts by alumni, friends, university family, and community members. These gifts are invested and a percentage of the income (currently +.5 percent) is used to support scholarships and designated operations to offset dollars from tuition and fees.

"Currently, 90 percent of the University's operating budget comes from tuition and fees. Compared to our competitors this is very high. Over time we need to increase the proportion of budget from other sources," Tim said.

Vision 2010 calls for the endowment to triple from its current level of \$21 million to \$60 million. "To reach this number," explained Tim, "we will rely on careful budgeting, cost savings, and asking our constituents to help us build our financial strength."

"The Wilkes faculty, staff, and administration will become more efficient with its processes and significantly reduce our costs in the years ahead," he said. "In doing so we will need to maintain our quality and competitiveness in the marketplace.

"Our goal always is to serve our students at a cost that doesn't unduly strap them after graduation," added Tim.

Principle funding sources for the future include continued reliance on tuition, but watching costs and being realistic about what our students and their parents can afford; larger endowment for scholarships and targeted programs to support students; state funding, which has decreased over the years; and major grants from government and foundations to enhance specific programs.

On continuing education and distance learning.

"I'd like to see greater emphasis on meeting the needs of our alumni, especially in terms of continuing education, distance education, and lifelong learning," said Tim. "Distance learning will play a strong hand in our future. As we move forward in our graduate education programs we will see greater reliance on technology, whether it is through a course offered on campus or via the Web."

President Gilmour envisions that within the next few years "we will be able to track our alumni (who request service) and provide them with an educational portfolio and the advice and assistance they need to keep up-to-date with advances in their field and remain competitive."

"We want to be the educational provider of choice for alumni and others...an institution of lifelong learning."

On getting from today to tomorrow.

To move toward this ambitious vision, Wilkes will need to redefine and create an undergraduate experience that is the best in the Mid-Atlantic region. The key

will be the creation of a portfolio of challenging academic programs that use technology to its fullest and are capable of meeting changing societal needs. At the same time, Wilkes must also control costs and invest in the physical plant to enhance our financial strength.

"Certainly one of the things we will seek is greater support from alumni for continuing education needs, referring students, volunteering to help the Alumni Association, and financial support to build the endowment," he said.

"We want our students to feel like they have control over their destiny, can think independently, and feel an obligation to be citizens with a sense of social responsibility." (1)

WILKES' VITALS

SAT SCORES (FALL 2002)	
VERBAL	514
MATH	523
TOTAL	1037
NATIONAL AVERAGE	1020

ENROLLMENT (FALL 2002)	
UNDERGRADUATE	
FULL TIME	1,633
PART TIME	283
TOTAL	1,916
FTE*	1,724

GRADUATE	
FULL TIME	69
PART TIME	1,714
TOTAL	1,783
FTE*	740

FIRST PROFESSIONAL (PHARMACY)	
FULL TIME	255
PART TIME	0
TOTAL	255
FTE*	255

TOTAL	
FULL TIME	1,997
PART TIME	1,997
TOTAL	3,994
FTE*	2,719

NUMBER OF MAJORS 46

NUMBER OF GRADUATES PER YEAR	
2002	974
2001	1022
2000	852

NUMBER OF INCOMING FRESHMEN	
2003	526
2002	487

2003-04 UNDERGRADUATE COSTS	
TUITION & FEES	\$19,810
RESIDENCE HALL	\$ 5,080
FOOD SERVICE	\$ 3,280

*full-time equivalent
Data from Wilkes' 2002-03 Fact Book

Sunrise or Sunset?

BY SAM ALCORN

Retirement. Some get there sooner. And some in worry-free financial shape.

The Wilkes Universe talked to three Wilkes graduates — one in the work force less than 10 years, another who took early retirement, and one who's enjoyed his for more than a decade.

What financial steps did they take? What can you learn? Stay tuned. We asked two financial experts — Frederick Herrmann '79, a managing director and portfolio manager at BlackRock Inc. in New York City, and Dan Cardell '79, a professor at the University of Illinois — for their analysis.

TALK RETIREMENT THESE DAYS and the conversation turns to stocks. After all, the U.S. stock market's three-year slide hit some portfolios hard. The sputtering economy and uncertain labor market are forcing some to rethink their retirement plan. Some will work longer — and harder — to reach their retirement goals.

The 13th annual Retirement Confidence Survey found that the share of workers not at all confident they will have enough money saved to live comfortably in retirement jumped to 16 percent in 2003, up from 10 percent the year before. Those feeling very confident declined to 21 percent from 23 percent.

Thirty-seven percent haven't calculated how much money they will need to retire. Worse, nearly a third of today's workers haven't yet started to save for retirement. Ouch. And many of today's workers won't be eligible for full Social Security benefits until age 67. But more than half the respondents were unaware of the phased increase in the retirement age from 65 to 67.

Sounds grim, but the young worker to whom we talked aims to retire at age 55 and our two retirees are doing fine, thank you. Read their stories and learn.

Consider Sumner Hayward '65. He didn't plan to retire early. At age 55, though, health forced him to re-think life and he said goodbye to the job he loved — teaching.

"I had a heart bypass and I didn't want to be in the middle of a school year with a contract and not be able to fulfill it," says Hayward, now 60, of Winslow, Maine. "I decided that was the time I should retire. I did agonize over it. I loved teaching. I would have gone on forever, but I thought that my health was more important."

Fortunately, he found himself on solid financial footing.

Hayward went straight into teaching after graduation and was a diligent saver from the start. "I always put money into annuities and, when IRAs (Individual Retirement Accounts) became available, I put money into them. I always did that to a maximum. I worked summers doing other things to supplement my teaching income."

In addition to tax-sheltered vehicles, he bought Maine real estate and, along the way, stock-indexed mutual funds and a few individual stocks he liked. Those assets, coupled with a pension from nearly three decades of teaching, allowed him to start a new life chapter with little financial worry.

His reason for saving: "I wanted to make sure that there was security for me and my wife (Barbara) — although I didn't really care about retirement. I've always felt it was important to put money aside and to realize that sometime you may need to use it."

Saving, says Hayward, may mean lifestyle choices.

"I don't have big financial needs. I'm a pretty simple person," he says. "I don't need a million-dollar house. I don't need a big car. Also, Maine is not an extremely high cost of living state. If I were living in New York City, I'd probably need more money than I need here."

Early retirement has afforded Hayward new opportunities. One is as a part-time antiques dealer and he's an avid reader in his areas of interest — English china, American pottery, Maine pressed glass, and Civil War memorabilia. He enjoys the business, and the income helps to fund his other passion — travel.

"I like being able to do what I want to do and I do like to travel," he says. "I can travel cheaply because I can travel off season. It doesn't necessarily have to be as



Peter Foxwell Studio

expensive as in the heart of the season. I've been in England, Italy, Paris, and Florence. I go to Spain. I just got back from Arizona. I like to be here and there. I sometimes organize trips with other teachers."

In the cards is another trip to Italy and more exploration of the U.S. A time-share he and his wife bought offers a host of domestic possibilities.

While resigning from teaching was "really heart breaking," he still visits the school. "I see students in the hall and say, 'Oh, God, I'd love to work with these guys.'" He has that opportunity — as a volunteer in the after-school theater program.

Hayward's retirement advice for new grads is the same he's given his own daughter. "Save 10 bucks every week. By the end of the year, it begins to look like some money. By the end of 10 years, it looks like big money," he says. "With interest compounding, even though rates aren't that high right now, it still grows. That way you have money for a rainy day or retirement or whatever happens."

The voice of Wilkes University Alumni



Turn G. Pham



Turn G. Pham

"I am trying to save like crazy. Since I got out of college, the first job I had, I wanted to put anything I could into a 401(k)."

KIANA PHUONG BUI '88

Analysis: Both Herrmann and Cardell are pleased with how things worked out for Hayward. The pension, for one thing, is a nice cornerstone.

Another thing they like is his use of stock index funds. "The average fund manager doesn't beat the S&P 500. It's difficult to pick the right manager," says Herrmann. "Index funds are an excellent way to get broad exposure to the market and to have a diversified portfolio across individual names and market sectors. And you generally have lower fees and lower turnover — all which add to performance over time."

Cardell says it's important to put pre-tax dollars to work in tax-deferred vehicles like 401(k)s and IRAs. "The real value there is the compounding of this tax-free money. Instead of paying a portion of that out each year in taxes, you get the interest on the interest. When you add that up, that's the power of compounding."

Starting early, too, like Hayward did, is vital. "Studies have shown if you put money in your first 10 years, then stop, you'd still

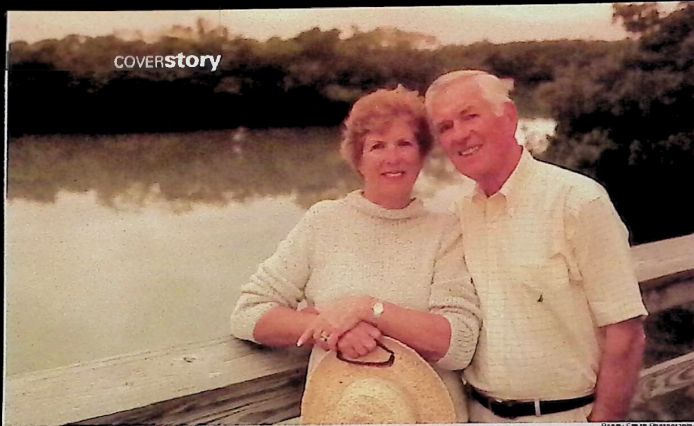
be ahead of those people who skipped the first 10 years and then started. That's because you had the compounding effect of that money," says Cardell.

They, too, like Hayward's side business. "If in your retirement you can generate a cash stream by doing something that you wanted to do anyway, that's a real benefit," says Herrmann. "But, certainly, in retirement if you can spend part of your time doing something that generates income that's only going to improve your lifestyle — which he has accomplished."

Another plus — living in a low-cost area. "That really helps the balance sheet because you're going to deplete your savings at a much slower rate," says Cardell.

"I like being able to do what I want to do and I do like to travel."

SUMNER HAYWARD '65



Kinsey Smith Photography

"I learned a long time ago not to spend too much time worrying about things that I don't have any influence over."

WILLIAM '52 AND CONNIE UMPHRED

Thirty-year-old Kiana Phuong Bui '96 and her friends dream about retiring and retiring early.

Working as a benefits assistant at a consulting company, Bui, of Vienna, Va., says, "I am trying to save like crazy. Since I got out of college, the first job I had, I wanted to put anything I could into a 401(k)."

The magic of a 401(k), in addition to allowing employees to contribute to a retirement plan with pre-tax dollars, is that employers can match a worker's contribution. Employers can contribute up to 100 percent of an employee's compensation or up to \$40,000 — whichever is less. Important for young professionals like Bui who are climbing career ladders and changing jobs is that they're portable. If they change employers, their retirement plans follow.

Bui thinks it best to spread her investments over different asset classes and figures she's young enough to take the risk of the volatile technology sector. "Your money can be in the wrong fund — so you can lose," she says. "Because I'm young right now, it's okay to be aggressive in some of the funds. Sometimes, when you get your quarterly statement it doesn't look too good."

Diversification, though, is an investment lesson her husband learned when his WorldCom Inc. 401(k) went south. "He lost everything," she says. "Like they teach you at school, don't put all your eggs in one basket. He's starting all over."

Bui doesn't understand friends who don't save. "The money they make, they

spend it all. It goes toward bills or something else. Saving for me is not a problem." Being a two-income family helps and she uses automatic withdrawal from her paycheck and checking account to fund her 401(k) and savings.

Driving Bui's saving is her future. "I want to not have to work when it's time to retire," she says. "I want to be able to survive on the money I've saved because Social Security is not going to be enough." Major retirement plans include travel and she'd like to do it at a young enough age to enjoy it and not have to worry about health. She thinks age 55 would be an ideal time to retire.

"All of us want to retire early," says Bui of her and her friends' plans. "We talk about what we need to save now. But then down the road, if something happens, how things may need to be reorganized." "Hopefully, I get to travel," she says, perhaps returning to her native Vietnam. Europe, too. "That's what I want to do now. But it's hard working and trying to get vacation time."

Analysis: "She's 30 years old and recognizing that she can afford to take more risk. That's a good thing. Her time horizon will afford risk," says Herrmann. "Because of that she's in technology funds. I think investing in a sector fund — particularly a volatile sector fund — is not much better than holding one stock. These stocks are in the same sector, often impacted by the same economic events and by the same kind of things that happen in the economy. Her port-

folio should be more diversified. She should be building a portfolio across all sectors, large cap and, perhaps, small cap, and international."

Cardell agrees that diversification is essential. But he also notes that many small investors tend to buy last year's winners and worries that Bui may be making the same mistake with her technology bet. "Studies have shown that subsequent performance of these funds is that they tend to underperform," he says.

Is her early retirement feasible?

"The problem is not that people want to retire at 55 but they are forgetting that they may have a 30-year retirement. She could have a retirement as long as her working life," says Cardell. "The expected life span of a woman is close to 80 now. She could live quite a long time. You've got to earn quite a bit of money at 55 to get you through the rest of the way. Life expectancy has gone way up."

"Kiana makes the point that Social Security won't be enough," says Cardell. "It's not going to be there at all, in my opinion. Soon, there will be two retirees for every worker. There's no way the system can support that. If you're counting on any kind of Social Security then you're mistaken. You need to do it on your own."

Says Herrmann: "Will she be able to do it? A lot depends on her expected lifestyle and her lifestyle now. It's all about setting priorities, realistic goals, living within your means and accumulating. You have to be prepared to adjust because a lot of people who were ready to retire at the end of 2000 or 2001 had to re-adjust."

William Umphred '52 of Naples, Fla., and his wife, Connie, both Wilkes trustees emeriti, live the quintessential good life.

Umphred, now 74, retired at age 61. His first spouse died, but he married Connie, 70. They now split time between Florida's Gulf Coast and Northeast Pennsylvania.

Umphred decided to retire after being invited to Naples by friends. "They said Naples was a paradise. I came down for a visit in 1988 and then came back in 1989 and spent a month. By the time I was ready to leave, I was hooked on the lifestyle and decided to retire at the end of that year at the age of 61 — four years earlier than I would have had to retire."

Living by the motto his father taught him, he says, helped to lay the groundwork to make it possible.

"He said a person should always pay himself first," says Umphred. "What he meant by that was that whatever your earnings are, put a percentage away in savings or investments. I started doing that as soon as I was making a meaningful salary."

He bought stock in the company for whom he worked and participated in the employee stock purchase plan and re-invested his dividends.

"Then along came the 401(k)," he says. "It in effect paid people to save their money and companies match your contributions up to a certain level. How could one turn that offer down? Then the government came out with the IRA. I had some independent income and I was able to start an IRA for myself. Then I participated in an executive stock option program."

Those things together, he says, built an asset base over the course of a 30-year career that made the retirement decision easy. "I said to my late wife, 'We can afford to retire. Let's do it because we like the kind of life we saw down in Naples.' It was a long-term program and not intended to lead me to retirement. It was a program intended to provide security for my family and myself over a long period of time."

What would he do differently?

"Do more of what I did do," says Umphred. "What got us to the level of financial security was the willingness to sacrifice things in the early years in order to have more later. What we gave up maybe were some trips I might have taken. Sometimes I look back at that and think I should have done more of that with my children. But I am very comfortable with the way things worked out for us."

Early retirement has afforded him and Connie a wealth of leisure time and they consider themselves blessed that they have the health to enjoy it.

"When you have all that time, a lot of people think they couldn't handle retirement because they wouldn't know what to do with themselves," says Umphred. "Connie and I both agree that we find we have more time to spend with family and friends. We have 13 grandchildren between the two of us and we have a lot more time to do those things."

They remain active. They bother little with television but play golf with friends several times a week and relish the time together. Adds Connie: "We both belong to a church and have become very active there. We can walk to the philharmonic and we've taken advantage of all the opportunities there — lectures, book reviews, and concerts. We walk every day. We can walk to the beach. We bike and we have a golf course across the street. We have the best of many worlds."

And Umphred has no problem figuring how to spend time. "I do the things I always did. I do a lot of reading. I spend a lot of time with The New York Times every day. And my experience has been that at the end of the day, I've not completed the list of things I wanted to complete that day. I never have any problem filling my time."

They keep watch on their investments — with the help of professional money managers — and stay abreast of economic developments. But the fussy stock market hasn't cost them lost sleep.

"I learned a long time ago not to spend too much time worrying about things that I really don't have any influence over," says Umphred. "I don't dwell on the economy. You go through periods of upturns and downturns. Meantime, there's nothing I can do about it, so I don't worry about it because it's not affecting us adversely."

"Maybe the market value of our portfolios isn't worth as much as it might have been two or three years ago," he adds, "but the returns coming from the portfolio are very much the same. We still have the wherewithal to do the things we want to do."

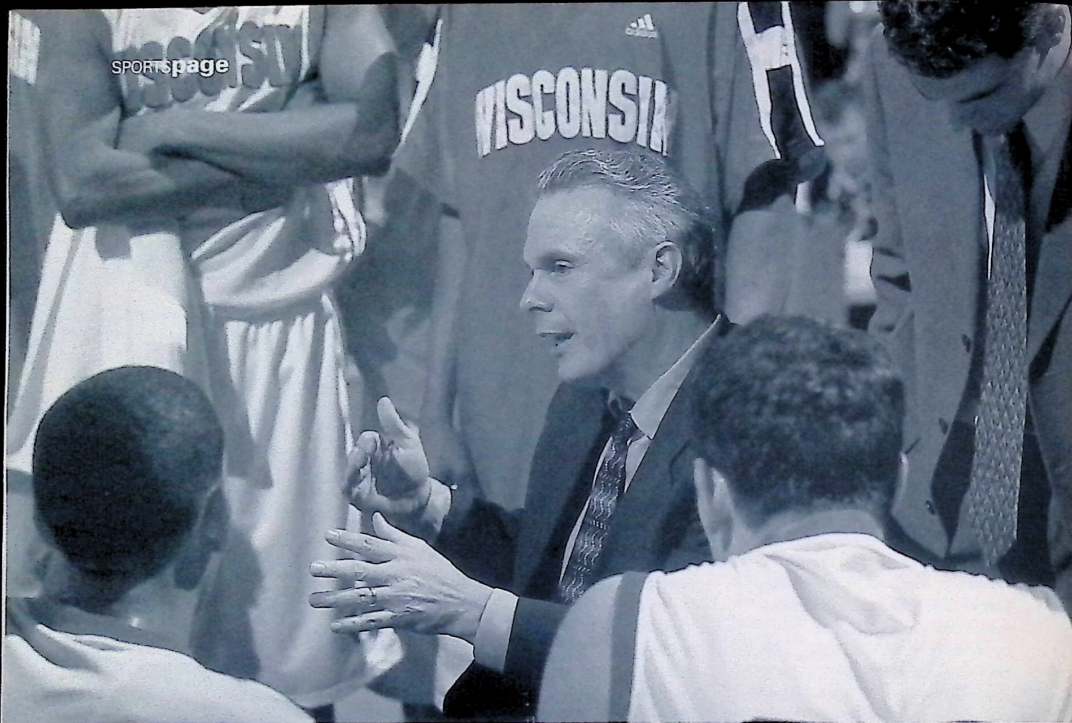
Analysis: "Pay yourself first. That's good advice. Allocate an amount of income to savings before you have the opportunity to spend it," says Herrmann.

Umphred, he notes, bought company stock and participated in an employee stock purchase plan and re-invested dividends as well as 401(k) and IRAs. "He took advantage of every opportunity before him. The rate of savings is as important as the rate of return. Perhaps more important. A lot of investors are focused on return as opposed to effective and systematic saving."

Using tax-deferred vehicles like 401(k) and IRAs actually lowers the cost of funding these plans, says Herrmann. "Using tax-deferral and letting Uncle Sam pitch in is a way to reduce your costs and get the thing going."

Cardell cautions, though, that putting too much money into one employer's stock or a pension plan that invests primarily in that company's stock leaves one too dependent on that company. Worst case scenario: "You lose your job, the stock becomes next to worthless, and the chance of actually collecting a pension declines."

Says Herrmann: Take advantage of employee stock purchase plans, but diversify holdings when permitted. And focus on the long-term. |||



COACH RYAN, ON THE SIDELINES DURING WISCONSIN'S FINAL HOME GAME, HOPES THE COACH OF THE YEAR HONOR IS JUST A BLIP ON THE RADAR SCREEN AND A PREVIEW OF GREAT THINGS FOR THE BADGERS.

From Wilkes-Barre to Wisconsin

BY DAVID DIMARTINO '01, M'03 Photos courtesy of Wisconsin Sports Information Department

Bo Ryan '69 named Big Ten Coach of the Year, but to him, that's only the beginning.

IN THE MOVIE THE WIZARD OF OZ, Dorothy followed the Yellow Brick Road. In his quest for a Division I national title, University of Wisconsin head basketball coach Bo Ryan '69 has followed the "W Road." And although the top prize still waits for him at the end of it, Ryan is collecting quite a few Ws, and awards, along the way.

Ryan's journey began when he enrolled at Wilkes in 1965. A high-scoring guard for the Colonels, he graduated in 1969 with a degree in Business Administration. His experiences, he says, were lasting.

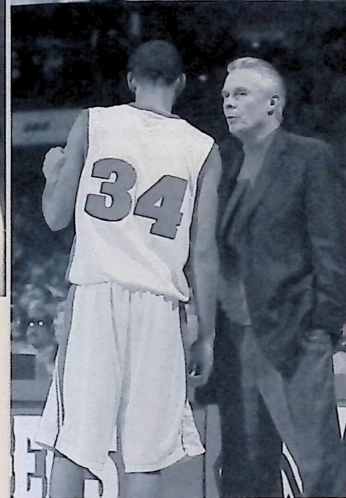
"It was exciting living in what was then Butler Hall, along the Susquehanna, with all the basketball guys," he said. "It was really something special, and I have maintained those relationships to this day."

After graduation, Ryan bounced around until ultimately landing a college head coaching position in 1984. His first year at the University of Wisconsin-Platteville was not great, as the team posted a 9-17 record. But that would be the final sub-500 year he would endure. In his 15-year tenure, the Pioneers went 314-87 and won four National Championships. Included among his national titles was the 1998

championship, in which his alma mater, Wilkes, finished fourth.

Platteville was the NCAA's winningest men's basketball team of the '90s in all divisions, and Ryan's 1996-97 squad set the all-time single-season Division III scoring defense mark, allowing a stingy 47.5 points per game. Ryan was also named the National Association of Basketball Coaches Division III Coach of the Year four times and the Wisconsin Intercollegiate Athletic Conference Coach of the Year on six occasions.

"My biggest achievement was my first national title at Platteville," said Ryan. "It



seasons. Ryan posted a 30-27 record as coach of the Panthers, but was their first coach to stage back-to-back winning seasons in eight years. Ryan also experienced a 161% home attendance increase in his first season at the helm in Milwaukee. In 2001, Coach Ryan made it to the "Emerald City," so to speak, when he was offered the University of Wisconsin head spot.

In his rookie campaign with Wisconsin, Ryan directed his squad to 19 wins and the Big Ten Championship, inking his name into the record books. Named the Big Ten Coach of the Year, Ryan is the first-ever Wisconsin coach to earn that honor. "I call that award the 'staff of the year' award," said Ryan. "The award really means that the team played well."

After his record-setting year, Ryan was also named the Collegeinsider.com National Coach of the Year and became the winningest first-year coach in University of Wisconsin history.

Entering the 2002-2003 season, Ryan had the highest winning percentage among active Division I coaches with at least 15 years of coaching experience (.776). He tops a list of names that includes Bobby Knight (Texas Tech and formerly Indiana), Jim Boheim (Syracuse), and Mike Krzyzewski (Duke).

This season, the Badgers once again captured the Big Ten Championship, marking their first outright title since 1947. For their efforts, the squad was awarded a five-seed in the NCAA Tournament, knocking off Weber State

"I made it to where I am because I had parents who believed in me and believed that there was something better out there for me... They gave me the opportunity and helped me to believe in myself."

and Tulsa before dropping a 63-57 decision to top-seeded Kentucky in the Sweet 16. Since season's end, Ryan has been named Big Ten Coach of the Year for the second straight year.

Like Dorothy, Ryan could not make his journey alone.

"I made it to where I am because I had parents who believed in me and believed that there was something better out there for me," said Ryan. "They gave me the opportunity and helped me to believe in myself."

Every journey has a starting point. In Bo Ryan's case, the yellow Brick Road began in Wilkes-Barre. ■



meant so much for the school, the student-athletes, and the community. To then win three more national titles was just unbelievable."

Also included in Ryan's collection of hardware are two gold medals. He received one in 1993 as an assistant under Virginia coach Pete Gillen at the U.S. Olympic Festival and the other in 1995 under former Atlanta Hawks coach Lon Kruger at the World University Games.

Upon leaving Platteville, Ryan stayed in Wisconsin but moved to the Division I level at the University of Wisconsin-Milwaukee, where he coached for two

The Accounting Profession Comes Out Swinging

BY ELIZABETH SKRAPITS

Should the unethical practices of a few erode public confidence in an entire profession? That's the question facing public accountants nationwide ever since "the scandal."

BACK IN MID-2001, the average person on the street most likely had never heard of, or knew very little about, a Houston, Texas-based energy company called Enron, even though Fortune 500 listed it as the seventh-largest corporation in the U.S.

But over the course of just a few short months, the name Enron, and that of its accounting firm Arthur Andersen, seeped into the American consciousness. The tale of deception, fraud, and corruption that implicated high-ranking government figures — including the President of the United States — and average working people alike, unfolded in the media to a fascinated audience.

In October 2001, Enron's third-quarter financial report revealed losses of more than \$600 million and a reduction of \$1.2 billion in shareholder equity. The company's stock price and credit rating plummeted, and in December, it filed for bankruptcy — the largest in U.S. history.

Arthur Andersen was put on the hot seat for fraudulent accounting, "cooking the books," to make the company's financial picture look bright. In March 2002, a Houston grand jury indicted Arthur Andersen for destroying Enron documents and hindering an investigation by the Securities and Exchange Commission. The firm was found guilty of altering evidence and was given the maximum sentence of five years probation and a \$500,000 fine.

But Enron and Arthur Andersen weren't the only ones tarnishing the once golden profession. Investigations into WorldCom, Tyco International, Global Crossing, and Xerox all contributed to the buzz.

As a result, jokes and caricatures featuring the energy and accounting giants were everywhere, from newspapers read during breakfast to late-night TV. And accountants, who were traditionally viewed as solid and upright, were suddenly and unwittingly thrust into the spotlight.

The question remains... did these fiascos cause a collapse in public opinion?

William R. Lazor CPA '71 thinks so, and he should know. An officer and shareholder with the Kingston, Pa. firm of Kronick Kalada Berdy & Company PC, Lazor served on the House Special Advisory Committee on Pension Protection and Investment Fraud, and in June he became president of the Pennsylvania Institute of Certified Public Accountants (PICPA).

"I think that the scandals have definitely had an impact on the public's perception of the CPA profession," says Lazor. "It has required us to take an inward look at the way the profession is governed, the way the profession conducts itself, and the process under which the profession subjects itself to self-regulation."

"As in any occupation, there are good people and there are perhaps people who bend the rules," he adds. "The profession has no tolerance for those CPAs who don't abide by the rules. There are hundreds of thousands of practicing CPAs in the United States who do the right thing each and every day."

In the wake of Enron, Congress enacted the Sarbanes-Oxley Act to establish standards for corporate accountability and responsibility, financial disclosures, and conflicts of interest. The law also establishes an accounting oversight board.

Gary Swartz '93, financial advisor, Branch Management for Morgan Stanley, feels Sarbanes-Oxley "will improve auditing, quality control, and hopefully the standards by which accounting professionals will be required to uphold."

"This reform will encourage the elimination of various conflicts of interest, such as firms exploiting their powers with corporate clients in order to win over lucrative investment banking relationships and other such dealings," says Swartz. "This increased filing and reporting by the accounting industry is essential to restore consumer confidence

and its perception of corporate America."

Suzanne M. Fletcher '85, Principal for Parente Randolph, PC in Wilkes-Barre, agrees that many of the Sarbanes-Oxley reforms are necessary and will have a beneficial impact on corporate governance.

"The changes have affected my career in the need to keep up with the increasing complexities of the profession, she says. "I expect that the Act will provide our firm and our team members, including myself, greater opportunities to provide services to public companies."

The Sarbanes-Oxley Act has also been incorporated into the Wilkes curriculum, in classes taught by Dr. Marianne M. Rexer '85, an associate professor and the Robert S. Capin Chair of Accounting.

Rexer noted that although it may not be obvious or well publicized, there is currently a national shortage of accountants. Enrollment in the MBA program at Wilkes is rising, she said, but the number of undergraduate students choosing to major in accounting is down. "We always had an upper echelon that did well, but there's a shortage," she says. Rexer explained that there is an abundance of opportunities available for them. In the bigger cities in particular, there are exceptionally high salaries and terrific sign-on bonuses.

"There is more of a need than ever for talented, competent young people in the accounting profession," agrees Lazor.

So, the question now is how will those in the profession restore its credibility and make accounting more desirable?

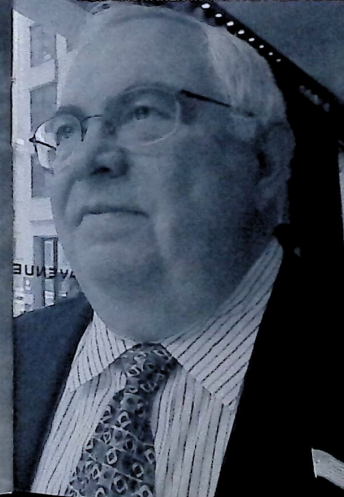
"Right now in Pennsylvania we have, through the PICPA, devoted considerable resources to a very successful image-enhancement and publicity campaign to inform the public—and particularly young people—what the CPA profession is and what it does," says Lazor.

Much like a prizefighter slowly climbing to his feet during the hard count, it appears that the accounting profession will rise again, its reputation stronger than ever. |||

"The profession has no tolerance for those CPAs who don't abide by the rules."

WILLIAM R. LAZOR CPA '71

TRUSTEE JACK MILLER '88 KNOWS FULL WELL THE HITS THE ACCOUNTING PROFESSION HAS TAKEN IN THE PAST FEW YEARS.



CLASSnotes

Bachelor's

1953 Leonard Kurello and wife Sabina celebrated their 50th wedding anniversary on November 22, 2002. They have four children: Dr. Leonard J. Kurello, Muskegon, Mich.; Dr. Phillip J. Kurello, Lehman, Pa.; Britney Kurello, Funkhannock, Pa.; and Dr. Anastasia Katany Forest, Va. They also have four grandsons and two granddaughters.

1954 Stanley Krupich, Ph.D., received the Judge Max and Tillie Rosenn Excellence in Teaching Award at College Misericordiae. The award is given annually to the faculty member identified by students as the most outstanding full-time faculty member. Stanley resides in Humlock Creek, Pa. with his wife, Beverly.

1956 Clifford R. Brantigan was inducted into the Hightstown High School Athletic Hall of Fame, Hightstown, N.J. Clifford resides Somerville, N.J.

Juanita (Patience) Moss recently completed the meditation novel, *The Battle of Plymouth*, N.C., April 17-20, 1864: The Last Confederate Victory, published by Willow Bend Books of Westminster, Md. The 255-page book, complete with 65 photos, documents, bibliography, index, and end notes, took two years to write and is available in softcover, selling for about \$30 (1-800-576-6103). Juanita gave a presentation and held a book signing at the Fort-O-Plymouth Museum, during the weekend of the re-enactment of the Battle of Plymouth, in April.

1958 Charles Mazzearella and wife Angela celebrated their 40th wedding anniversary on October 16, 2002. They have two sons, Azade and Dominic.

1960 Clifford Kobland, Ph.D., is an adjunct professor at Oswego State University in the Communication Studies

Department. He resides in North Syracuse, NY with his wife Barbara. They have two children, Beth and Keith.

1963 Anne-Marie Turko-Lloyd-Lane is a substitute high school teacher. She retired from full-time teaching in 1995, after 32 years. She resides in Hershey, Pa. with her daughter Cherie. She also has a son, David, and three grandchildren.

Thomas Saba, Ph.D., was named associate vice president for health sciences research and graduate education at West Virginia University.

1964 Barbara Rappaport was among employees and volunteers of Allied Services John Heinz Institute, Wilkes-Barre Township, honored for their more than 20 years of service to the hospital. The tribute reception and dinner was held in October, 2002.

1968 Dr. Albert E. Stofko, an oral and maxillofacial surgeon, became the first dentist in Northeastern Pennsylvania to be awarded a Fellowship by the American Dental Society of Anesthesiology. He was also named a Diplomat of the National Dental Board of Anesthesiology. Albert and wife Alice reside in Clarks Summit, Pa.

1969 Will Hooper was named interim principal at Charles D'Amico High School, Albion, N.Y. He and wife Carol reside in Albion, N.Y. They have a son, Marc.

Marc M. Levey, a tax partner with Baker & McKenzie, N.Y., was voted among the world's leading international tax attorneys by in-house counsel, corporate clients, and other leading tax professionals. His achievement is recognized in *Euromoney* Legal Group's Guide to the World's Tax Advisers. He and his wife, Janie, reside in Weston, Conn.

1970 Georgiana Cray Bart exhibited her artwork at the Widmann Gallery, Kings College, Wilkes-Barre, the Hoyt Institute of Art, New Castle, Pa., the Chablis Gallery, Placerville, Calif., and the Butler Institute of American Art, Youngstown, Ohio. Georgiana also won an award for a piece at the Summer Solstice Art Walk, Scranton, Pa., and had a piece included in an issue of *Pastel Artist International Magazine*, September/October 2002.

1972 David E. Roberts is an area business manager of advanced therapeutics for Aventis Pharma in Bridgewater, N.J. He manages all critical care specialists for Advanced Therapeutics in a four-state area. David and his wife, Kay, and two children, Jennifer and Brian, reside in Wexford, Pa.

1976 Ronald Dziadosz was honored with the Commonwealth Telephone Enterprises 2002 Award for Excellence.

William Goldsworthy, Jr., was confirmed by the Pennsylvania State Senate as a member of the 20-person Municipal Police Officers Education and Training Commission. He resides in West Pittston, Pa., with wife, Jannet.

1977 Katherine (Kaby) Anselmi, Ph.D., earned her law degree from Syracuse University's College of Law. She was recently profiled in the fall/winter issue of *Insights*, a publication produced biannually by the Syracuse University's College of Human Services and Health Professions. Katherine created the class, Health Care and the Law, to teach the college's nursing students how the U.S. legal system can affect the health care profession. She and husband Dr. Lanning Anselmi reside in Dallas, Pa.

Denise (Schaab) Cesare, C.P.A., was honored for her outstanding contributions to

the community by Leadership Wilkes-Barre. She resides in Moosic, Pa.

1978 Alexis Guarnieri was honored with the Commonwealth Telephone Enterprises 2002 Award for Excellence.

Harriet (Smith) Rabinowitz and husband Philip celebrated their 25th wedding anniversary. She is an administrative legal assistant to the senior partner of Greenbaum, Rowe, Smith, et al., in Iselin, N.J. They reside in Old Bridge, N.J.

1979 Alexander J. Grohol and wife Stacy announce the birth of their daughter, Mikaylee Kathleen. Alex is national program manager of Medical Management Services for AIG Claim Services, Inc., in Parsippany, N.J. They reside in Garwood, N.J.

Kathy (Herpich) Joyce is the principal of St. Peter the Apostle High School in New Brunswick, N.J. Kathy and husband Richard reside in Colonia, N.J.

1982 Rosanne (Thomas) Lamorceaux and her husband, Sheldon (Skip) '87, announce the birth of their third child, Emma. Skip is a CRNA (Certified Registered Nurse Anesthetist) and Roseanne is an RN (Registered Nurse) in the Outpatient Department Recovery Room at the Penn State Hershey Medical Center. They and sons Alex and Scott reside in Hershey, Pa.

Regina Morse accepted the position of assistant director of nursing at Citrus Health and Rehab Center, a skilled nursing and rehab facility in Iverness, Fla.

Janine Tucker is employed as an administrative assistant to the Peninsula Outpatient Administrator, a member of Covenant Health System in Knoxville, Tenn. She resides in Oak Ridge, Tenn.

1984 Theresa (Kassay) Bello, BSRN, passed the certification exam and is now an International Board Certified Lactation Consultant. Theresa has been a breastfeeding educator with the Medical Center of Plano in Plano, Texas for the past 6 years and resides in Garland, Texas with her husband Reed, '84 and two children.

Stephen J. Voyce, M.D. was appointed director of cardiology at Moses Taylor Hospital, Scranton, Pa. He has been affiliated with the hospital for 10 years, previously as a staff cardiologist. He maintains a practice with Cardiovascular Consultants in Scranton and Carbondale, Pa. Stephen, wife Peggy, and children Stephen J., Michael, Daniel, and James reside in Clarks Summit, Pa.

1985 James Harnen and wife Lynn announce the birth of their daughter, Katelyn Marie, on October 1, 2002. They reside in Franklin, Tenn.

1988 Douglas Colandrea joined Bear Stearns & Co., Inc., New York, N.Y., as a senior managing director and head of high grade fixed income research. He oversees the firm's coverage of high grade credits and assumed lead coverage telecom, cable, and media sectors.

Gregory A. Krager, Maj, USAF, is the chief of the Force Structure Branch of the Directorate of Plans and Resources, Air Force Communications Agency at Scott Air Force Base in Ill.

1989 David Edward Geller works in the Program Analysis and Support Unit, in the Division of Managed Care Systems Support, of the Bureau of Data Claims Management, Office of Medical Assistance Programs, for the Department of Public Welfare. He resides in Harrisburg, Pa.

1990 Courtney A. McFarlane and wife Diane Fendrock-McFarlane '92 announce

Shelley Freeman Promoted to Regional President of Wells Fargo



Wilkes University Trustee Shelley Freeman '82 was promoted to regional president for Wells Fargo &

Company's community bank in Los Angeles, Santa Barbara, and Ventura Counties, in California. Formerly its executive vice president of Investment Internet Services, she is currently responsible for 220 banking stores and a team of 5,500 team members.

Since earning her Bachelor of Arts degree in English from Wilkes, Shelley has written the script for her professional career. Before joining the giant diversified financial services company with \$315 billion in assets, she was the marketing director and head of high net-worth services at Lehman Brothers in New York City.

Then in 1993, Shelley joined Wells Fargo as director of private banking and brokerage administration, combining the financial consulting sales force with private banking. A year later she was selected to head its Private Client Services marketing, product development and management, training, sales information and strategy, technology, and compliance areas.

The daughter of Felice (Oxman) Salsburg '73 and the late Joseph Salsburg, Shelley is a native of Wilkes-Barre. She resides in Los Angeles, Calif.

William Lazor '71 Ready for PICPA Presidency



June 2003 marked the start of what promises to be a memorable year for William R. (Bill) Lazor, CPA/PFS, CSEP, the newly instated president of the Pennsylvania Institute of Certified Public Accountants (PICPA). Lazor is charged with advancing the mission of the 19,000-member professional association, the second-oldest and fifth-largest state CPA organization in the United States.

While this year holds a lot of promise for Lazor and the PICPA, 2002 also marked the start of a remarkable professional opportunity. In August, House Majority Leader John R. Perzel appointed Lazor to serve on the PA House Joint Finance and Judiciary Special Advisory Committee on Pension Protection and Investment Fraud. As part of the 15-member committee, Lazor will help strengthen the integrity of Pennsylvania's public pension plans.

As an officer and shareholder with the certified public accounting firm of Kronick Kalada Berdy & Co. PC, in Kingston, Pa., Lazor concentrates in the area of taxation, with particular expertise in the areas of local and multi-state taxation. He has been practicing at the partner level for more than 22 years.

He and his wife, Mary Ann, reside in Scranton, Pa. They have five children and four grandchildren.

the birth of daughter Lydia Rose McFarlane, born September 20, 2002.

Stephen and Tammy (Newell) Fidyk '90 announce the birth of their son, Joseph Robert on December 4, 2002.

Keith Silligman and wife Nancy announce the birth of their second child, Christopher Matthew, on September 6, 2002. Keith is the operations director, ancillary services, for the Children's Hospital in Omaha, Neb. The Silligmans, including daughter Ashley, reside in Omaha.

Janell R. (Testa) Yzciik opened her optometric office in Waymart, Pa. Janell, her husband, John, and children Joshua and Jeremy reside in Waymart, Pa.

1991 *Raymond Ott* was named assistant high school principal with the Pennridge School District in Perkasie, Pa.

Amy (Schukis) Sheehan and husband Jay welcomed daughter Emma Adare on September 15, 2002. They currently reside in Simsbury, Conn.

Patricia Shozelas is a development officer with Stop Hunger Now in Raleigh, N.C.

1992 *Mick Dungan* is a professional diabetes specialist with Takeda Pharmaceuticals America. He, his wife, Marianne, and two children, Katie and Sean, live in Collegeville, Pa.

Deborah Erdner was appointed director of admissions at the Philadelphia College of Osteopathic Medicine. She is responsible for the overall recruitment, counseling, and admission of students to the D.O. program.

Shawn (Kolb) Guzzo M'94 and husband Michael announce the birth of their son, Joseph. She is an associate for Booz Allen

Hamilton in McLean, Va. They reside in the Metro Washington, D.C. area.

1993 *Joelle (Schwab) DeLuca*, a teacher at Elmer L. Meyers High School, was honored in the 2002 edition of Who's Who Among American High School Teachers.

Robert C. Simmons was named assistant coach for the Lehigh University men's basketball program.

1994 *Gail Humphrey* joined the Harrisburg office of Wolf Block Government Relations, LP, a wholly owned subsidiary of Wolf, Block, Schorr and Solis-Cohen LLP. She had previously served as a member of the Rendell Administration's Health Transition Team.

Caryn A. Stapski earned a Doctor of Pharmacy degree from the University of the Sciences in Philadelphia, Philadelphia College of Pharmacy in May 2002. She is currently employed by the Hospital of the University of Pennsylvania Pharmacy.

1995 *Kara M. DeMarco-Jarrett, Esq.*, joined the regional defense litigation firm of Marshall, Dennehey, Warner, Coleman, Goggin as an associate in its Scranton, Pa. office. Kara concentrates her practice on defending worker's compensation matters on behalf of insurance carriers and self-insureds.

Wendy R. Zewe married Matthew Dunnachie. She is the west coast regional operations supervisor for a leading packaging conglomerate. They reside in Sacramento, Calif.

1996 *Ahmad Azaizch* was honored with the Commonwealth Telephone Enterprises 2002 Award for Excellence.

Karen B. Bednarczyk married Scott Cowan on June 29, 2002. They reside in Lakeland, Florida.

Orlando E. Bellomo was named band director of the Wyalusing Senior High marching band in Wyalusing, Pa. He resides in Mountaintop, Pa.

Gerald (J.J.) N. Grube, Jr. accepted a position for the State of New Jersey.

Eric Morinello earned his Ph.D. from the University of North Carolina at Chapel Hill. For his dissertation, Eric characterized the genotoxic effects of the carcinogenic vinyl chloride in order to provide quantitative data that may help to improve human risk assessments. Currently a research toxicologist, or study director, with the Southern Research Institute in Birmingham, Ala., Eric is supervising the study-related activities of technical personnel in support of programs funded by the National Toxicology Program, National Cancer Institute, National Gene Vector laboratory program, and commercial clients. In August, Eric married, Erin. They reside in Alabama.

Ali Qureshi recently accepted a position at the U.S. House of Representatives as the branch manager for web systems. Working within the House Information Resources Division, Ali "lives and breathes" e-government on the Capitol Hill campus in Washington, D.C. He formerly worked for Accenture for more than 5 years.

1997 *Cynthia G. (Charnetski) Sites, O.D.* accepted the position of chief optometrist at Bucci Laser Vision, Wilkes-Barre. She recently completed a rigorous yearlong fellowship at Bucci. Cynthia is board certified and is licensed in optometry. She resides in Shavertown, Pa. with her husband Jason.

Paula L. (VanFossen) Vinsho and husband William welcomed daughter Mercedes Elizabeth on November 6, 2002. They reside in Wilkes-Barre.

1998 *Michael T. Bechem IV*, accepted an administrative position within University Housing at Temple University, Philadelphia, Pa. He is responsible for opening the new Kardon Building, housing first-year students.

James Domzalski married *Jennifer Tingley '01* on October 19, 2002. He is an administrative case manager for Children's Service Center of the Wyoming Valley and an assistant baseball coach at Wilkes University. Jennifer is a pharmacist at Wegman's Supermarket in Wilkes-Barre. They reside in Mountaintop, Pa.

Melissa Rasnick earned a Master's Degree in Music Education from East Carolina University in Greenville, N.C.

1999 *Quinn Kirk* married Rachel Phillips on June 21, 2002. They reside in Philadelphia, Pa.

Gregg A. Severs received the Richard E. Colarusso, DO, memorial scholarship from the Philadelphia College of Osteopathic Medicine, Philadelphia, Pa., where he is a fourth-year medical student.

2000 *Floyd Allen* married Beth Ann Smith on August 5, 2001 and is currently working at the Philadelphia Stock Exchange. They reside in Philadelphia, Pa.

Brian Ewashko and *Colleen Pastewait* were married on December 1, 2001 and currently reside in Grand Forks, ND, where Colleen is a squadron section commander and Brian is a pilot.

Stephen Morrissey, 1st Lt. USAF is an AWACS software project manager at Tinker Air Force Base, OK, where he is working on all the coalition communication requirements, plans, and implementation.

Alumnae Trek to Quebec for Special Weekend



Last fall eight friends, and former Wilkes classmates, set off for Quebec City, Canada, on a special Alumnae Weekend, a tradition that has spanned more than 20 years.

Once every two years, (front row left to right) Jeannie Bennis Seidof '81 of Florida, Mary Giblin Gaietto '81 of New Jersey, (back row left to right) Sharon Snyder Bergin '82 of Florida, Karen Snyder Zeiser '83 of Connecticut, Helen Gorgas Goulding '82 of Maine, Geri MacAfee Dougherty '81 of Pennsylvania, Maureen Falvey Creamer '80 of New Jersey, and Gina Scazzaro Fair '82 of Florida leave their supportive husbands and children home to enjoy some quality time with each other.

On this adventure to Quebec City, the alumnae visited the statue of St. Joan of Arc and the Parliament. For their cocktail party at the Chateau La Frontenac, they donned special "Ya Ya Sisterhood" hats (a term by which they've been calling themselves for many years, even before the movie). Have fun in 2004!

Elwood Disque's Legacy Memorialized by Friends



Ralph Waldo Emerson said, "The only way to have a friend is to be one." Former Wilkes professor Elwood Disque '76 personified this quotation so deeply that his friends saw fit to secure his legacy on campus permanently.

On October 29, 2002, Wilkes University honored the contributions of "Herr" Disque with the dedication of the Elwood Disque Language Laboratory in Christopher N. Breiseth Hall. Disque taught German and French at Wilkes for more than 25 years and also chaired the Foreign Language Department.

Miss Sylvia Dworski, Ph.D., professor of French and Spanish at Wilkes from 1948 to 1963, donated the plaque in memory of her former associate. A current resident of Silver Spring, Maryland, she was not able to attend the unveiling.

Participating in the event were (from left to right): Dr. Darin Fields, Dean, College of Arts, Humanities, and Social Sciences; Gordon Roberts '60, of Plains, Pa.; Dr. Paola Bianco, Associate Professor, Foreign Languages and Literatures; and Susan Dantona Jolley, CFRE, Director of Development at Wilkes.

member of St. Stephen's Church, Mount Juliet, Tenn.

1989 *Angela Mazzarella*, of Oakwood Park, Laflin, Pa., was a graduate of Pitston High School and graduated summa cum laude from Wilkes. Surviving are her husband, Raymond Mazzarella; mother, Carrie Musto; children, Raymond, Lisa, Andrea, and Anthony; six grandchildren; brothers and sister; nieces and nephews.

In Memoriam Friends

Anthony J. Bartuska, husband of Doris (Gorka) Baruska '49, M.D. and father of Ann Bartuska Walbridge '75, Ph.D., graduated from Nanticoke High School, attended Susquehanna University and was a graduate of the U.S. Naval Academy. A U.S. Navy veteran, Anthony retired as a Captain. He was employed by RCA for many years.

Gerald A. Gatti, of Scotch Hill, Drifton, Pa., attended Wyoming High School and earned a bachelor's degree from the University of Scranton and a master's degree from Bloomsburg University. During World War II Gerald worked for the U.S. Army civilian engineers. During his lifetime, he owned and operated the Gatti Atlantic Service Station (Wyoming, Pa.), was founder and president of Gatti Engineering (Hazleton, Pa.), and was founder and owner of Big Buck Coal Co. (Eckley, Pa.). In 2001, he retired from Gatti Research Inc. (Hazleton), of which he was the founder.

Leon M. Remakus, long-time friend of Wilkes, was the co-founder and owner of Power Builders, Inc., in Plains, Pa., a company that contributed greatly to improving the aesthetic beauty of the Wilkes campus. Power Builders worked on the

renovation projects for the Munson Fieldhouse; Capin, Passan, Sturdevant, Pearsall, Kirby, and Weckesser Halls; the President's home; Stark Learning Center, and the Allan P. Kirby Center for Free Enterprise and Entrepreneurship. An active supporter of Wilkes, Leon chose to be buried in his official Wilkes Colonels' Blazer.

Lawrence W. Roth, of Kingston, Pa., died February 9, 2003. An ardent and active supporter of Wilkes athletics, Larry was a partner of the law firm of Rosenn Jenkins & Greenwald, LLP, in Wilkes-Barre, and practiced in the firm's litigation department. The son of Wilkes Trustee Attorney *Eugene Roth* '37 and his wife Connie, Larry graduated from Wyoming Seminary, Ithaca College, and Duquesne University School of Law.

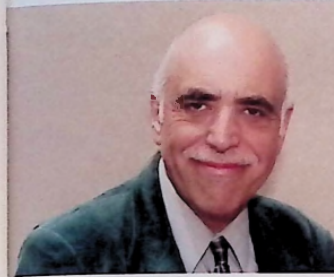
David Weaver, of Tunkhannock, Pa., died on January 21, 2003. A native of West Pittston, David was a U.S. Navy veteran and was employed by Dayco Corp., in Succasunna, N.J. He and wife Betty owned and operated Betty Weaver's Market in Center Moreland until their retirement. They were married for 51 years. ❏

Attention Writers:

WE'RE LOOKING FOR ALUMNI WRITERS FOR UPCOMING ISSUES OF THE UNIVERSE. IF YOU WOULD LIKE TO BE A CONTRIBUTING WRITER, PLEASE CONTACT STACY SMULOWITZ '93, ALUMNI RELATIONS DIRECTOR AT 800-WILKES-4 EXT. 4130, OR STACY@WILKES.EDU

Time for a dressing down

BY DR. ANTHONY L. LIUZZO



I first noticed it while I was watching some footage of a New York Yankee game from the 1940s. There was something different about the crowd of people. It finally dawned upon me. They were well dressed!

When did America get so sloppy? It doesn't seem that long ago that people would actually dress up before leaving their homes. Females would don a dress, or a neat pair of slacks with matching top; males would wear a shirt that had devices called "buttons" on it, and might even put on a sport jacket. I am probably dating myself when I confess that I can remember women wearing fancy gloves — even during the summer months.

Today, of course, dressing down is all the

rage. Wearing underclothes as outer clothes seems to make perfect sense. The T-shirt used to be worn under the shirt. Now, not only is it en vogue to wear it in full display, but most individuals call attention to it by splashing political slogans, obscenities, or the names of their favorite metal heads and rappers on both front and back sides. Shoes that look like slippers, pants that resemble pajamas, disheveled hair, and one-day-old beards — what an appropriate way to visit the local restaurant.

Also, why is it that so many people insist on advertising products on their clothing? Beer, bars, cartoon characters, and tourist destinations all show up on everything from socks to underwear. The words of the prophets cover us like graffiti. And who exactly are Ralph, Liz, and Tommy, and why are their names emblazoned on our apparel?

To think that my mother used to admonish me to remove all headgear upon entering a building. Now, I could write an entire treatise on the appropriate usage of the baseball cap. The brim of the cap is placed in a variety of directions, presumably communicating, in some encoded form, the wearer's philosophical position on major policy issues. These hats are purchased in the "one size fits all" mode, with adjustable plastic strips on the

reverse side employed to fit them upon one's head. I am embarrassed to admit that I possess actual knowledge of my hat size — a seven and a half.

Sometimes it seems that I am the last of the holdouts. I refuse to justify sloppiness by blaming the hot weather. I do not wear shorts, lest my skinny legs be the subject of ridicule; I refuse to wear sandals, as I allow my toes to be viewed only by my most intimate friends and my podiatrist; and I will never wear a tank top, since I maintain a jaundiced view of the effectiveness of the deodorant products currently on the market.

I also persist with the silly notion that certain types of clothing are suitable for certain occasions. I would respectfully inform those people who advise me to "be myself," that "myself" can be the person mowing the lawn in my jeans, having breakfast in my nightclothes, or dining elegantly in a tuxedo. — or writing this article in my undies. ❏

Anthony L. Liuzzo, J.D., Ph.D., is Professor of Business and Economics and Director of the MBA Program at Wilkes University. You can spot him on the Wilkes campus by his purple bow tie with orange polka dots.

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If you have, fill your fellow alumni in on your accomplishments. After your event has occurred, go to www.wilkes.edu/alumni, click on the link for CLASSnotes and fill out the form. If you would like to send in your note, please send to: CLASSnotes Alumni Relations Office, Wilkes University, P.O. Box 111, Wilkes-Barre, PA 18766

Email your news items, story ideas, feedback, or anything else you want to say to alumni@wilkes.edu. Thank you for keeping us connected!



Save the Date!

When you see what waits for you on campus this autumn, you'll want to save the date for **Homecoming Weekend 2003 October 3-5!**

HOMECOMING WEEKEND 2003

We're throwing a three-day party for you, so bring your friends and family. Last year's events were a huge success. This year promises to be even more fun, offering events for everyone—alumni, parents, friends, kids, teens, adults, and seniors!

Here are just a few activities on tap:

- Reunions for graduates from the years ending in 3 and 8
- President's Breakfast honoring the Golden Colonels of 1952 and 1953
- Alumni Golf Tournament at Irem Temple
- Football Reunion
- Tailgate Tent during the football game against Widener University
- Art in the Autumn Festival

Bookmark www.wilkes.edu/alumni/homecoming and check back often to view the growing list of activities being planned. Or, call us at 1-800-WILKES-U (945-5378) to get involved. See you soon!



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