

WILKES

SUMMER 2010

CONFLICT & CONSEQUENCES | SWIMMING WITH SHARKS
ENGINEERING ENTERTAINMENT | GOING SOCIAL

New Initiatives Enhance Undergraduate Experience and Benefit Region

When I was an undergraduate at the University of Delaware, a fellow student named Joe Biden and I both were candidates for president of our respective classes. We both lost the election. I went on to a career in higher education that brought me to Wilkes. But, as we know, Mr. Biden never lost his taste for elected office.

Joe Biden – now vice president of the United States – and I met again recently. As this issue of *Wilkes* magazine went to press, I had accompanied U.S. Rep. Paul Kanjorski to Washington to visit with Vice President Biden and Secretary of Energy Steven Chu on April 19. Our meeting took place in the Roosevelt Room, from which I could peer into the Oval Office. It was an honor to represent Wilkes in a place that has been the stage for much of our nation's history.

We were meeting with the vice president and secretary of energy to discuss the funding of a research center to assist northeastern Pennsylvania in addressing the opportunities and challenges associated with the Marcellus shale formation and accompanying environmental issues. Although there is much to be done, we are hopeful Wilkes will play a central role in this center and that this participation will greatly benefit our academic programs.

Other new initiatives have the potential to positively impact the academic experience of our undergraduate students and enhance the quality of our science, health and engineering facilities. For example, we are talking with The Commonwealth Medical College about a partnership that capitalizes on our strengths in the sciences, engineering and health professions.

Projects like these bring with them both excitement and concern. The pace of change at Wilkes in the last few years has been swift, with an explosion of growth in our graduate programs and a proposed new law school. Striking a balance between new initiatives and remaining true to our mission of a highly personal education for undergraduates is challenging. Many new projects, like the ones I've described in this message, will positively impact undergraduates by providing new opportunities for faculty/student research, new facilities and new faculty.

It is important for our alumni to know that our commitment to undergraduate education remains a strong focus. Indeed, over the past decade, we have made strengthening our traditional undergraduate programs a priority through an investment in mentoring initiatives, reduced student/faculty ratios and improved facilities. We'll continue to do that, even as we develop new programs.

The essence of education at Wilkes will continue to be one that focuses on mentoring students as they prepare to take their place in the world as tomorrow's teachers, scientists, communicators and business people.



Partnerships focusing on energy and health initiatives expand undergraduate research opportunities.

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Wilkes University President

WILKES MAGAZINE

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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, engenders a sense of values and civic responsibility, and encourages its students to welcome the opportunities and challenges of a diverse and continually changing world. The university enhances the tradition of strong student-faculty interactions in all its programs, attracts and retains outstanding people in every segment of the university, and fosters a spirit of cooperation, community involvement, and individual respect within the entire university.

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Gary Fabiano '89 hydrates a child he helped rescue in Haiti, where he was on assignment taking photographs.

PHOTO BY DAVID ALBERS.



Have a story idea to share?

Contact us at wilkesmagazine@wilkes.edu or *Wilkes Magazine*, 84 W. South St., Wilkes-Barre, Pa. 18766.

High School Teams Compete in Engineering Olympics

It was a weighty matter to consider: Could a bridge built by high school students hold up at the Wilkes Engineering Olympics?

It turns out that the team from LaSalle College High School had the winning answer. Their bridge held 94 pounds to finish first in the bridge-building competition at the event, held April 16 in the Arnaud C. Marts Sports and Conference Center. Bridge building was one of five events at the event that drew 70 students from seven high schools to compete for \$10,000 in scholarship money. The Engineering Olympics was sponsored by Wilkes' chapter of the Institute of Electrical and Electronics Engineers and the Division of Engineering and Physics.

The team winning first-place honors and a \$1,000 scholarship for each team member who chooses to attend Wilkes was Greater Nanticoke Area High School. Second-place honors went to LaSalle College High School, Philadelphia, and the third-place trophy went to E.L. Meyers High School, Wilkes-Barre.



Left: Dunmore High School students Colin Smith and Griffin Gerchman size up a problem during one of the events at the Engineering Olympics. PHOTO BY ALLISON ROTH.



The first-place team from Greater Nanticoke Area High School celebrates its victory with the Colonel. Left to right: Students Alexandra Bolinski, Arielle Domashinski, Claire Saunders, Mike Yalch, Lucas Domulevicz, team advisor Anthony Fleury, Tom Slusser, Matthew Smith, Chris Kropiewnicki, Alexander DelGuercio, Brett Schenck, and Rodney Ridley, Wilkes director of engineering. PHOTO BY KIM BOWER-SPENCE.

National Science Foundation Grant Funds Equipment for Plant Biology Research

The National Science Foundation has awarded the Wilkes biology department a \$210,880 grant to purchase six plant growth chambers. The equipment will allow Wilkes faculty and students to conduct more sophisticated plant research in sub-disciplines ranging from molecular biology to physiology and ecology. It also will improve the training of Wilkes students and enhance the appeal of plant biology.

The chambers provide full control over temperature, humidity, carbon dioxide concentration, day length and light intensity. This grant will dramatically enhance the capability of biology faculty and students to study the effects of environmental conditions on plant growth and development.

Biology faculty already engaged in plant research are the principle project investigators on the grant. They include William Terzaghi and Ken Klemow, professors of biology, and Mike Steele, biology department chair and the H. Fenner Professor of Research Biology.

Wilkes Admissions Marketing Videos Win Best in Show

Wilkes University was honored with awards for its admissions marketing materials. The local chapter of the American Advertising Federation, the Northeast Pennsylvania Ad Club, awarded "Best in Show" to the Wilkes "Be Colonel" TV spot. The same commercial won a gold award in the local, 30-second advertisement category and another gold award was garnered for the Wilkes "Be Colonel" microsite, the Web site that houses "Be Colonel" video advertisements. The University Marketing Communications Department worked with Philadelphia advertising agency 160over90 to produce the campaign. The commercials now will advance to compete in the American Advertising Federation's regional competition.

CUPRAP, the Association of Communicators in Education, also honored Wilkes at its annual CUPPIE awards. A gold award was given to the spring 2009 issue of *Wilkes* magazine; a silver award went to the Wilkes University Web site redesign, a project that included updating almost 2,500 active webpages; and a bronze award was given for a suite of three health sciences brochures featuring biological phenomena.

Wanted: Second Acts

Wilkes magazine is looking for alumni who have made career changes for a story in an upcoming issue. Whether you've switched paths due to the economy or simply because of a desire for change, we would like to hear from you. If you have a "second act" in your career that you would like to share, please contact Vicki Mayk, editor, *Wilkes* magazine, at vicki.mayk@wilkes.edu.

Speech and Debate Team Enjoys Renaissance

Wilkes University's speech and debate team has a long history in college forensics and it experienced another successful season in the 2009-2010 academic year. The team has enriched campus life for Wilkes students since 1933. After several years of inactivity, the debate team is once again enjoying success, winning more than 17 top awards this year, including a number five finish for the speech team in Pennsylvania.

The team includes two separate divisions. The speech team competes in oral interpretation and public address and the debate team competes in policy debate.

Christine Mellon, speech and debate team coach, explains that Harold Cox, University archivist, contributed an endowment to ensure that Wilkes students continue to benefit from participating in speech and debate activities.

"Without the resources provided by Dr. Cox, we wouldn't have a team today," says Mellon.

Generations of alumni contributed to the team's winning ways and current team members continue that legacy. David Cook, a sophomore English and communications major from Wilkes-Barre, and Jeffrey Niemiec, a senior engineering major from Laflin, Pa., made it to the semi-finals out of 62 debate



Speech and debate team member Sarah Mitrotz, standing at podium, is challenged by fellow team member Sarah Seman during a team practice. Also pictured, sitting from left, are David Cook, Casim Gomez and Nisarg Joshi. PHOTO BY VICKI MAYK.

teams at Liberty University with Cook also taking home an eighth-place speaker award. These debaters also participated in the quarterfinal round at Western Connecticut University and were ranked fifth and 14th in top speaker awards out of 124 competitors. Cook also brought home a third-place speaker trophy from the Navy Tournament at Annapolis.

As a member of the speech team, Niemiec earned first-place prizes in informative speaking at the Southern Northern Atlantic Forensics Union Tournament at Cedar Crest College and at Seton Hall University. Niemiec also won the coveted Ed Leonard Award at Seton Hall, one of the most prestigious awards in the competition. The award is given to the student who has exhibited passion, leadership and a competitive spirit throughout the year. Niemiec ranked 13th in the nation after competing at the American Forensics Association's National Tournament in Eau Claire, Wis.



The Wilkes speech and debate team displays its awards and trophies in Fenner Hall. PHOTO BY VICKI MAYK.

Cook, debate team president, attributes his success to the academic challenge and competitive nature of the sport. He says the most memorable experience was traveling with the team to President Barack Obama's Inauguration. "I'll never forget the history that was made that day."

Speech and debate team alumni also have fond memories of traveling with the team. Alfred G. Mueller II '93, interim assistant director of academic affairs at Penn State-Mont Alto, remembers traveling with former speech and debate team coach Bradford Kinney to Austin, Texas, where he had won a place in the prestigious Interstates Oratorical Competition. "We did not have the funds for a rental car. I think we walked over 20 miles during the three-day visit to Austin," Mueller recalls.

Kinney fondly reminisces about his group of students who were known as Kinney's Kids. "They were in fact just like my real children. Someone once asked me if they were all my kids; my students jokingly called me dad. From that point on, we became more like a family than a team," he says.

One of Kinney's Kids was Donna Sedor '85, executive vice president of the Wilkes-Barre Chamber of Commerce. "I am grateful to Dr. Bradford Kinney for being a wonderful teacher and mentor. He pushed us to work hard, but at the same time, we had fun," says Sedor.

Sedor explains that participating on the team gave her confidence and taught her skills that she uses every day. "It was a great day for me when I set the Wilkes record, reaching 100 career trophies, and also the day when I was elected student lieutenant governor for our regional chapter of Pi Kappa Delta—a forensics honor society for undergraduate university students."

— *By Melanie Thomas, senior communications studies major.*



Blake Mycoskie, founder and chief shoe giver of TOMS Shoes, Inc., is the guest speaker for the 2010 Outstanding Leaders Forum. PHOTO COURTESY OF TOMS SHOES INC.

Chief Shoe Giver of TOMS Shoes to Present Outstanding Leaders Forum Lecture

Blake Mycoskie, founder and chief shoe giver of TOMS Shoes, Inc., will be the guest speaker for the seventh annual Outstanding Leaders Forum on Nov. 9. The 32-year-old entrepreneur will speak on “Conscious Capitalism and the Future of Business,” a talk focusing on running a financially successful business that promotes his ideal of “In tough times, give more!”

TOMS Shoes, Inc. donates a pair of new shoes to underprivileged children for every pair of shoes the company sells. Mycoskie’s idea for TOMS came during a visit to Argentina, where he witnessed the number of children without shoes who were at risk for soil-transmitted diseases and infectious cuts and sores. Many children were also unable to attend school because shoes were part of the required uniform. Since establishing TOMS in May 2006, Mycoskie’s One for One business model has enabled customers to help give over 400,000 pairs of new shoes to impoverished children in Africa, South America and New Orleans.

Mycoskie has been featured in a major national ad campaign for AT&T and his company was cited in the Bill Gates *Time* magazine article, “How to Fix Capitalism.” Mycoskie lives on a sailboat in Los Angeles, Calif.

For more information on the Outstanding Leaders Forum, see The Colonel Connection or contact Rebecca Van Jura at (800) WILKES-U, Ext. 4306 or rebecca.vanjura@wilkes.edu.



Wilkes Students Raise Pennies for Peace

Wilkes University students learned that spare change can change the world when they held a Pennies for Peace campaign in conjunction with the appearance of humanitarian Greg Mortenson at the Max M. Rosenn Lecture in Law and Humanities. The campaign raised \$1,563 to support schools in Pakistan and Afghanistan.

The Pennies for Peace campaign is a program of Central Asia Institute (CAI), founded by Mortenson, author of *The New York Times* best seller, *Three Cups of Tea*. Mortenson delivered the Rosenn Lecture to a capacity crowd on April 25 at the F.M. Kirby Center. CAI is a nonprofit organization that promotes and provides community-based education and literacy programs, especially for girls, in remote mountain regions of Central Asia. Founded in 1996, CAI has built, to date, more than 100 schools in Afghanistan and Pakistan, which serve more than 28,000 students, 14,000 of whom are girls.

A competition among the 15 residence halls on the Wilkes campus highlighted the campaign. University Towers 1 and 2 raised the most money—\$127—and won an ice cream party, courtesy of Sodexo, the campus food service provider.



Jahmitza Perez '10 donates to the Pennies for Peace Campaign. PHOTO BY RACHEL STRAYER.

Alden Learning Commons Is New Addition to Farley Library

The Farley Library has a newly renovated study area that combines new technology with a cozy and collaborative learning environment. The Alden Learning Commons, located on the lower level of the library, debuted this spring.

The renovated space features four group study rooms, four diner-style group study areas and 16 small group study bays. Technology in the area includes Mac



The Alden Learning Commons features individual and group study spaces. PHOTO BY MICHAEL TOUEY.



Spaces for collaborative learning are a highlight in the Alden Learning Commons in Farley Library. PHOTO BY MICHAEL TOUEY.

computers, a white board projector and flat-screen televisions in the group study rooms. The area was designed to promote collaborative learning and provide a space for group projects.

Funding for the project included a \$75,000 grant from the Alden Trust and \$25,800 from Wilkes Student Government. The Alden funding paid for technology and furniture and student government paid for one of the group study rooms and the white board. Institutional funds covered the general construction costs, including new lighting, carpeting, paint and construction of the group study rooms and study areas.

Innovative Instructional Media Program Awards First Degrees

Ten educators and instructional media designers from the United States and Canada are the first graduates of the innovative online master's degree program in instructional media offered collaboratively by Wilkes University and Discovery Education.

Launched in June 2008, the 30-credit instructional media program prepares educators to engage today's students in learning through digital content. Graduates of the program are prepared to effectively blend academic rigor with the latest technology, from videos to Web 2.0 tools to virtual field trips.

"This master's in instructional media combines best practices in 21st century teaching with the outstanding expertise and media services from Discovery Education," says Michael Speziale, dean of the College of Graduate and Professional Studies. "We know our new graduates will have an immediate transformative effect on student understanding and achievement leveraging digital media that engages, inspires and ultimately helps each student live up to their fullest potential."

The instructional media degree program focuses on employing the latest technology and Web resources in the classroom. Courses include digital storytelling, differentiation supported by technology and digital media in the classroom. Course designers include nationally-known education technology leaders, including Kathy Schrock, Joe Brennan, Lance Rougeux and Steve Dembo.

Discovery Education and Wilkes University have worked together since 2005 to help educators integrate educational technology into classroom curriculum to ultimately improve student academic achievement. **For more information about the program and upcoming classes, visit www.discoveryeducation.com/masters.**

Decisions, decisions

ZACH PIZARRO MADE ALL THE RIGHT DECISIONS TO BECOME WILKES UNIVERSITY'S LATEST ALL-AMERICAN

By Gary R. Blockus '79



ZACH PIZARRO MAY BE THE POSTER BOY WHO PROVES that college is a major exercise in how each choice you make can affect your life.

The Wilkes University senior did not begin his college career at Wilkes and did not begin his college career as a wrestler, yet the choices he made eventually led him both to Wilkes and to wrestling.

Pizarro made those choices pay off on March 6, when he earned All-American status by claiming fifth place at the 2010 NCAA Division III Wrestling Championships at the U.S. Cellular Center in Cedar Rapids, Iowa.

“I wasn’t seeded at all,” Pizarro says of entering nationals and getting virtually no respect from a seeding committee that ranks the top eight wrestlers in a 16-man bracket. Pizarro’s reward for winning the 197-pound championship at the Metropolitan Conference Tournament was to meet defending national champion and top-seeded Jared Massey of Augsburg College in the opening round.

“I wouldn’t have considered myself as an underdog,” he says, “but to go into the national tournament with other people thinking of you as the underdog, and to come out as an All-American, that was a great feeling.”

But before Pizarro got the chance to wrestle Massey not once, but twice in Iowa, he took a long and winding detour that led him down Tobacco Road before ever reaching the banks of the Susquehanna in Wilkes-Barre.

“I attended North Carolina State University in the fall of 2005,” says Pizarro, who starred in football and wrestling at Easton (Pa.) High School, a perennial football and state wrestling power just 50 miles southeast of Wilkes-Barre. “I felt like the college experience was a little too much for me at that point in my life.”

After a semester off, he transferred to Wilkes and decided to play football in fall 2006, then found out the passion he had for the sport had worn thin.

“I spoke to coach [Jon] Laudenslager before arriving on campus, so I decided to give wrestling one more shot, and am happy I did,” he says.

“We actually tried to get him to come out for wrestling that first year, but he hurt his thumb in football,” says Laudenslager, who has coached four All-Americans in his seven years as head wrestling coach. “We got him to come out his sophomore year and he lost in the conference finals. He’s been in the conference finals three times and won twice.”

The Colonels finished second in the conference after setting a university record with 22 wins.

“We set the school record, but our percentage wasn’t as good as teams that were 21-0 and wrestled in Division I,” Laudenslager says. “We moved to Division III in 1999.”

Still, under Laudenslager, the Colonels garnered a conference championship in 2009, their first in 34 years.

Pizarro’s second trip to nationals is almost certainly his last, although he does have one semester of eligibility remaining. Pizarro did not perform as well as he had hoped in 2009 during his first time at nationals, where he watched roommate Frank Heffernan gain the podium as an All-American at 174 pounds. Heffernan entered the 2010 national championships as the No. 5 seed, but did not place.

“Wrestling at Wilkes has been more than I ever expected,” says Heffernan,

Wrestlers Win in the Classroom

Wilkes wrestlers such as graduating All-Americans Zach Pizarro and Frank Heffernan don’t limit their success to the mats. They also excel in the classroom.

The Colonels wrestling team combined for a 3.261 GPA to rank 15th nationally.

“Both Zach and Frank are solid students,” Wilkes head wrestling coach Jon Laudenslager says. “We encourage our wrestlers to be all-around students, to get their work done in the classroom. That work ethic from wrestling carries over to the classroom and creates a great environment for the team.”

Laudenslager is a firm believer that academics and athletics not only go hand-in-hand but offer similar tools on the road to success.

“If you’re not doing well academically, every aspect in your college life is going to struggle,” he says, “from athletics to your social life, to your family life when you get home. Our team goal is to graduate everybody in the program. We do study halls and things like that to get guys off to a good start when they get here.”

who ended his senior season 31-9 with more than 100-career wins. “Watching Zach at nationals, that was exciting. He lost both his matches to the No. 1 seed, the returning champ. He wrestled really well out there. He was just as tough in his last match as in his first.”

Pizarro, a business administration major who was as excited about job interviews lined up in April as he was earning All-American status, gave Massey all he could handle in the opening match, which he dropped 3-1. They met again in the consolation semifinals, where Massey scored a takedown in the first sudden victory period for a 6-4 decision.

“What really helped Zach,” Laudenslager says, “was having that defending national champion in the first match. He may have lost 3-1, but he walked away knowing he could beat anybody else in that bracket, including that kid. If he was in the other half of the bracket, he may have even made the finals. That first loss really helped him know he belonged there and could win there.”

Pizarro, who went 4-2 at nationals, ended his collegiate career by pinning Martin Porter from Delaware Valley College in 2:28 for fifth place.

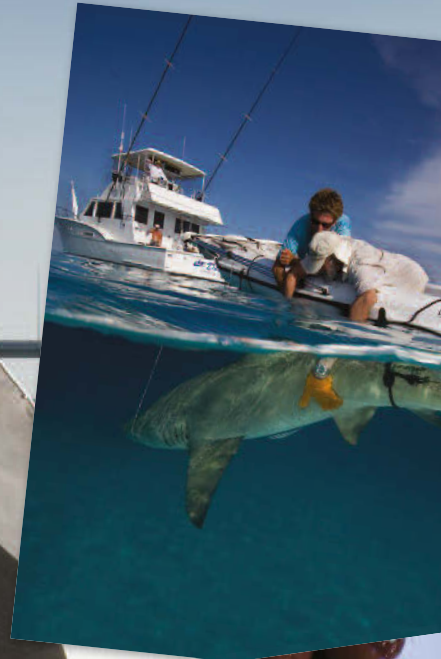
Top left: Wrestlers Zach Pizarro, right, and Frank Heffernan finished successful careers wrestling for the Colonels. Pizarro earned All-American status in 2010, and both wrestlers competed at nationals for two consecutive years.

Below left: Zach Pizarro pins an opponent with the skill that earned him All-American status.

Swimming *with* Sharks

PHIL BESLER '76'S
RETIREMENT TAKES HIM
UNDER THE SEA

By Vicki Mayk



Phil Besler '76 and Carol (Gusgekofski) Besler '76 aboard the Carolann2, the boat Besler uses for assisting with shark research. PHOTO BY STACY PEARSALL/CHARLESTON PHOTOGRAPHY CENTER.

Inset photos, top, shark researcher Samuel Gruber, in white, tags a shark. Bottom, a volunteer offers bait to lure sharks for tagging.

PHOTOS BY MDP PHOTOGRAPHY.

LESS THAN 50 MILES FROM FLORIDA, THE BLUE WATERS OF THE BIMINI ISLANDS RUN WARM AND CLEAR.

Phil Besler '76 is on his boat, the Carolann²—but this time, he ferries other passengers aboard besides wife Carol (Gusgekofski) Besler '76, for whom the boat is named.

The passengers include marine biology researchers from around the globe, Miami high school students and volunteers. The group is directed by Samuel “Doc” Gruber, head of the Bimini Biological Field station—also known as the Sharklab—a world-famous facility for studying sharks.

While this eclectic group sleeps, volunteers take turns baiting underwater baskets with fish heads and throwing out ground up fish in a process known as chumming. By the time Besler and his shipmates awaken, it's attracted 20 to 30 sharks to the boat. These include 12- to 14-foot tiger sharks and six- to 10-foot lemon sharks. The latter species is the focus of Gruber's research.

“After a couple of people check to make sure there are no aggressive sharks, we get in the water with scuba gear,” Besler says. “They put a food basket about 20 yards from you and you kneel in the sand down there. The sharks get within 18 inches of you before they make a 90-degree turn. You have to be careful you don't make any sharp movements. I've done this about three times; I'll tell you, it really gets the adrenaline pumping.”

Assisting with shark research has become a favorite pastime for Besler, a consultant who retired in 2006 at 52. Besler and his wife divide their time between homes in Long Beach Island, N.J., and Ocean Ridge, Fla. Early retirement became a goal when “I saw a lot of friends die in their 40s and 50s,” Besler says.

Career success has allowed him to pursue interests like scuba diving and shark tagging. Besler, a Trenton, N.J., native, came to Wilkes to play outside linebacker for the Colonels under coach Rollie Schmidt. Graduating with an accounting degree, he was soon hired by the state of New Jersey. “I started out auditing nursing homes and moved on to the state department of health, where I became responsible for hospital rate setting,” he recalls.

Then came a project that changed his career: New Jersey received a grant to pilot a new form of hospital reimbursement for Medicare called diagnosis-related groups, referred to as DRGs in the health-care industry. Developed by two Yale researchers, DRGs were adopted as the national standard under Medicare's prospective payment system in 1983. The new model paid a predetermined, set rate based on the patient's diagnosis. It revolutionized the health-care industry.

Because of his experience, “I became very valuable,” Besler quips. He ran a series of highly successful consulting firms focusing on health care financial management. He remains chairman of the board of Besler Consulting.

He played football until he was 50, when an injury sidelined him. Boating and scuba diving became favorite hobbies. Shark researcher Gruber, now a retired University of Miami professor, spoke at Besler's Florida scuba club in 2007 and asked for volunteers.

Scuba divers usually volunteer to shoot barracuda, which are used as shark bait. Besler also was able to offer boats to Gruber and his team. The Palm Beach area near Besler's Florida home has a large shark concentration because the waters provide lots of food for their courtship behavior.

For the past three years, from January to March, Besler contributed his boat and his time twice a week. He helps to tag the sharks. Each fish receives up to four tags, one of which may be a transmitter that can be tracked by satellite. It's not a simple task.

“One thing that I remember is pulling one of the sharks up so we can attach a monitor,” he recalls. “We're pulling up this 200-pound shark on a line, hauling it up the side of the boat. My forearms were aching: I was surprised it was such hard work.”

Gruber's research focuses on three areas: the role of lemon sharks in the marine ecosystem, changes that occur during its life cycle, and the conservation of the creatures in the marine ecosystem.

Gruber describes Besler as a “businessman Buddha,” a tribute to his prize volunteer's easy-going nature.

“He's a gentle soul, for a hard-nosed businessman,” Gruber says. “He's very down to earth. He's just a very happy person.”

Gruber first used Besler's smaller boat, a 25-foot Mako Walkaround. Later, he convinced him to lend him his 58-foot Sea Ray DB. “I think his wife was a little shocked when she saw what we had loaded on their beautiful yacht,” Gruber chuckles, recalling a stateroom filled with oranges and bananas for the research crew.

Gruber says Besler's support helps stretch his annual research budget of less than \$25,000.

Besler says he benefits as well.

“You get to see a different world when you're under the water. I've gone from being a recreational diver to an advanced diver, and I like being involved with environmental issues.”



Philip Besler

Long Beach Island, N.J., and Ocean Ridge, Fla., B.S., Accounting, 1976.

Career: Expert in health-care reimbursement and finance

Notable: Volunteers in shark research with world-famous marine expert Samuel “Doc” Gruber.

Favorite Wilkes Memories: Football under Coach Rollie Schmidt and dorm life in Grissom Hall.



ENGINEERING ENTERTAINMENT

WILKES GRADS PROVIDE FOUNDATION
FOR LOCAL COMPANY'S SUCCESS IN
STAGING EXTRAORDINARY EVENTS

By Helen Kaiser



Wilkes engineering alumni, from left, Matt Griffith '10, Paul Serkosky '96 and Sean Davies '06 are the experts behind Mountain Productions stages. PHOTO BY EARL & SEDOR PHOTOGRAPHIC.

BRAND NEW WILKES ALUMNUS MATT Griffith '10 used to enjoy rock concerts, fireworks shows and other high-profile events just like everyone else.

Now that he works for Mountain Productions, however, he also scopes out all the staging, roof systems, grandstands, rigging and hoists when he attends such events. Griffith and two other alumni practically form an adjunct Wilkes engineering department at the Wilkes-Barre firm, said to be the largest staging company in North America.

"They play an integral part in our success," says president and general manager James Evans about Griffith, Paul Serkosky '96 and Sean Davies '06. "There's not a project that leaves here that one of the three hasn't been involved in."

Mountain Productions' CEO Ron Simms, himself a 1960 Wilkes graduate, says the University's engineering faculty can be proud of the problem-solving capabilities of its graduates.

Mountain Productions is internationally known for providing equipment, engineering expertise and professional installations of staging—from a simple podium and dais to a complex industrial structure with vehicles suspended 50 feet in the air. The company has been involved in extraordinary events such as Pope John Paul II's 1995 visit to New York City, The Jacksons' Victory Tour, the inauguration of President Barack Obama, Live Aid Philadelphia in 1985, Live 8 in 2005 and many others.

Founded in 1979, Mountain Productions has staged more than 18,000 events. According to Evans, the company handles more events each year than any other such firm.

With the only accredited engineering program in the area at nearby Wilkes, Evans knows where to look for the expertise he needs in his 75-employee operation.

There often is a Wilkes intern on staff to help with the complex engineering computations needed for erecting each customized installation. Because safety is imperative, all results are triple checked—including a review by an independent registered engineer—before construction begins.

After the company's sales staff and designers determine a client's needs, the engineers set to work "to make it happen," says Serkosky.

They travel to the site to survey the facility and determine what is needed. With a transit, they determine elevation and other information. Starting with a basic drawing of the proposed structure, they then incorporate wind loadings to make sure it will be safe. Engineers also determine how much weight the structure can hold, including elements such as lighting and

sound equipment. Mountain Productions' shop workers build the stages on site.

"With traditional architectural engineering firms you might be working on one big project for years," Serkosky says. "Here we might have a week. We serve as project manager-engineer-draftsman and jack-of-all-trades."

"There's a gratification that comes from knowing I helped make (an event) possible," adds

Davies, whose portfolio includes Christmas tree installations at Rockefeller Center, annual Times Square New Year's Eve celebrations and the Pentagon 9/11 Memorial dedication in 2008.

Serkosky says he was particularly proud of his work on the stage in New York's Central Park for Pope John Paul II in 1995 and designing three stages for Pope Benedict's visit in 2008—including one at second base at Yankee Stadium, where no one was permitted to walk on the grass. Hired in 1996 after a two-year internship, Serkosky has served as a mentor to several other Wilkes interns who have come through the doors.

Davies is another former intern. He enjoys the camaraderie of a small engineering department, as well as the fact that "every one of our projects is different—in size, venue and location. We could be doing installations at a Super Bowl or a religious event; there are so many variables."

Griffith has worked for two years as an intern with plans to come on board officially after graduation. The internship program is a win-win for students and the company, because both can determine if an individual is a good fit for the work.

Griffith says he learned so much by doing. He traveled to job sites for a July Fourth celebration at the Philadelphia Art Museum and to Syracuse, N.Y., for a Dave Matthews Band concert.

"When you're learning theory in classrooms, sometimes you don't see how you'll ever use it. But as long as you understand the fundamentals and concepts of engineering you can make an educated decision out in the field," Serkosky says. His degree is in mechanical engineering, but a lot of what he does on the job involves structural engineering, which he taught himself "based on the foundations that Wilkes provided with the mechanical engineering degree."

“They play an integral part in our success. There's not a project that leaves here that one of the three hasn't been involved in.”



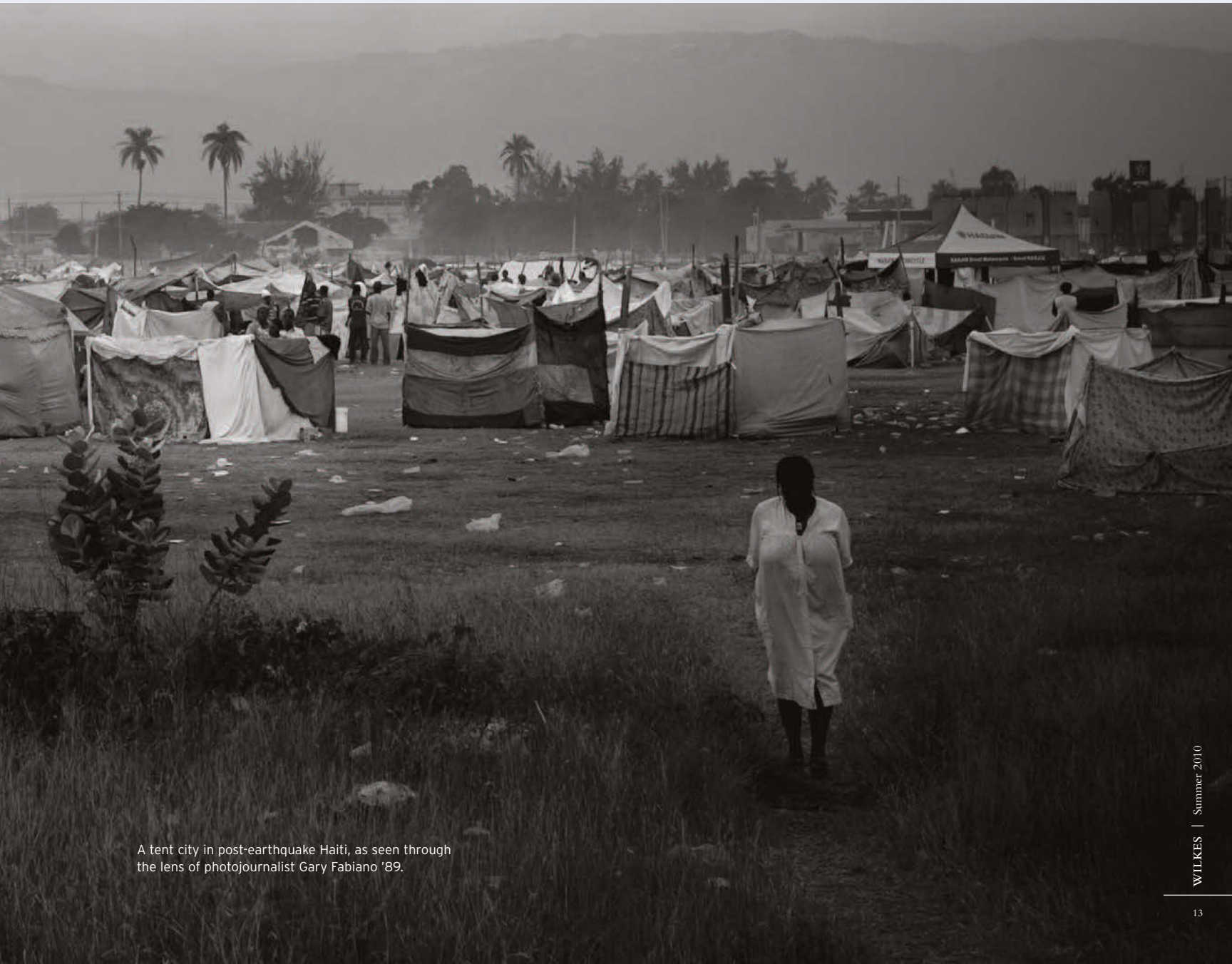
From left: Pre-performance at the 2009 Rothbury Music Festival, the stage for the Kenny Chesney Tour, and the stage for the 2008 papal visit in Yankee Stadium. PHOTOS COURTESY OF MOUNTAIN PRODUCTIONS.



Conflict & **CONSEQUENCES**

PHOTOJOURNALIST GARY FABIANO '89 PURSUES GLOBAL EVENTS
TO DOCUMENT TRAGEDIES AND THE HUMAN SPIRIT

By Kim Bower-Spence



A tent city in post-earthquake Haiti, as seen through the lens of photojournalist Gary Fabiano '89.



Haiti 2006

"Cite L'Eternal is one of the poorest neighborhoods in Haiti, but the human spirit lives on in the smile of this little girl who had nothing more than a random place to take a bath. Pigs and children walk among the same trash, mud and contaminated

water that flows through canals that surround the shacks. Although trash lay on the ground like a carpet, the sheer bliss shown in her smile.... served as a reminder that people move forward even in the toughest of conditions... "

– Gary Fabiano

AS PRESIDENT BARACK OBAMA SIGNED LANDMARK health-care legislation into law, Gary Fabiano '89 stood a few feet away—snapping photos. Just another day at the White House for this art major turned photojournalist.

A freelance photographer working with an agent, Fabiano has logged six years in the White House Press Corps. He spends several days a week following the U.S. president through the White House. Not all days are as memorable as the bill signing. Fabiano could spend all day at the White House and never see Obama, or just sit in the motorcade as the chief executive plays golf.

The central New Jersey native took a couple of photography courses with former Wilkes Professor Mark Cohen '66. "I thought he was brilliant, and he made some great photographs."



Rumors of voting fraud marked the 2006 election in Haiti. Large numbers of ballots were thrown away in the city dump without being counted. Fabiano captures these Haitians rescuing ballots against the backdrop of the setting sun.

All photos by Gary Fabiano '89.

The White House has a brooding look.



Fabiano started his career as a painter but soon decided he wanted to transition to an art form that would allow him to shed light on world conflict.

“A camera is a vehicle,” says Fabiano, who teaches photojournalism workshops for Columbia University. He wished to turn his camera on war, to immerse himself in conflict, to document and translate it so that people could see its consequences.

That makes it difficult to look at many of his images. They reveal death and suffering among both soldiers and innocent bystanders. He has documented violence and tragedy in Bosnia, Kosovo, the West Bank and Gaza, Israel, Haiti, Albania and Beirut.

He knows he’s done his job when he’s made a photo that’s hard to look at—but the viewer can’t look away. Fabiano’s work has appeared in numerous publications, including *Newsweek*, *Time*, *Life*, *U.S. News & World Report* and *Vanity Fair*.

“Our society in this country will not show a lot of these types of photos,” he admits. “At the end of the day, there are a lot of innocent people who are hurt and killed by conflict.” Fabiano stresses that he doesn’t set out to shock with his photos. “It is a record. I went overseas to give validity to people.”



An earthquake victim in Haiti is photographed in his hospital bed.

Asked once by a student if he ever takes photos of nice things, he reflected: "I'd rather take part and be involved in the nice things." He feels no desire to photograph rainbows. "I'd rather just look at the rainbow."

Fabiano was photographing an elections worker checking New York City voting booths the morning of Sept. 11, 2001, when he got a phone call that a plane had flown into the World Trade Center. He arrived at the scene just as the second plane hit.

He could have reached out and touched the building when he heard a loud noise and looked up to see it shift and begin to crumble. He ran and took cover under Building 7, which was buried by rubble. He used the flash on his camera to help guide

those trapped with him through black, choking dust to a small path to the street. The second building disintegrated minutes after Fabiano's exit. He ran from the billowing cloud, then turned and started taking pictures.

"You know what was tough about 9/11?" he asks. "It was at home."

Fabiano considers it an honor to document the president. He started the job during the Bush administration, and he was in Chicago with Obama on election night and at his swearing-in ceremony. "It is politics, and a lot of it is very set up and very staged," he admits. He tries to catch the telling moments between all the staged events.

Albania

"It was a hot summer day and the streets were quiet. I was walking slowly.... Ahead I saw a baby on the ground lying there with no one around. I approached and saw that the baby was alive and was next to sparse pieces of food left on the

cardboard as well as some small coins. It was an alarming sight to me.... I found out that this baby was left on the ground to beg for food and money as its mother went begging on another street, hoping to get more from two places than one."

– Gary Fabiano



A victorious President Barack Obama and his family as captured on election night in Chicago by photojournalist Gary Fabiano '89.



Fabiano reined in his flak-jacket lifestyle even further since the birth of his son, Jack, in 2009. “My priorities are different now,” explains the photographer, who lives in downtown Washington, D.C., with wife Connie and their son. A trip to Haiti to cover the earthquake was a necessity. The seasoned war photographer found documenting death and suffering among that nation’s children particularly difficult. He assembled a photo book called *Fractured Earth* to benefit the recovery effort.

Fabiano is turning his attention to filmmaking. “I want to progress as a person and as an artist,” he says. “I want to push myself to learn a new medium.”



Gary Fabiano

Washington, D.C., B.A. Art, 1989.

Career: Professional photographer who has documented conflict around the world and is now part of the White House Press Corps.

Notable: Photographs the president and the White House on a daily basis.

Favorite Wilkes place:

The Susquehanna River and the dike.



More on the Web

To view more of Gary Fabiano's photos visit www.garyfabiano.com.

In addition, Fabiano has recently

produced a book about the earthquake in Haiti. Proceeds benefit relief organizations. To view the book, visit

<http://www.blurb.com/books/1212983>.

Going Social

SOCIAL MEDIA—
FROM FACEBOOK
TO BLOGS—CHANGES
COMMUNICATIONS
AT WILKES

By Donna Talarico '00, MFA '10





WALKING THROUGH THE GREENWAY, JUST TO see who is hanging around. Strolling to Public Square to check out events on the Kirby Center marquee. Calling a classmate—from the dorm room telephone.

That's the social life of Wilkes University past. First instant messaging and cell phones revolutionized college-age communication. Now social networks like Facebook reign. Web 2.0 allowed everyday users to share content and interact online; social networking sites opened the floodgates for the user-generated content and two-way interaction first seen on blogs, wikis, forums and media-sharing sites.

According to Facebook, there are now over 400 million active users on the social networking site. Twitter boasts 50 million tweets per day. But social networking is not just to keep people connected. Organizations can use it to build community and reach a new audience. Wilkes University is among the social media savvy. Print and broadcast media are adapting how content is created and distributed, and the communication studies department at Wilkes is preparing students for this rapidly changing industry.

"We've recognized that social media is a very clear part of the professional communication landscape," says Mark Stine, assistant professor and chair of the communication studies department.

A new course in social media and public relations was added and existing classes and co-curricular activities are adapting. Blogs are used for class assignments, a social media presence exists for *The Beacon* and WCLH, and TV show *Wilkes World* broadens its reach through YouTube.

"Instead of 35,000 households, the audience can now include anyone, including alumni who would like to see what is happening on campus," says Stine.

Student-run public relations agency Zebra Communications embraces social media to benefit clients. A Facebook fan page for the Polish Room has over 100 fans. A fundraiser for the Victim's Resource Center was heavily promoted on Facebook and Twitter.

"We knew (Facebook) would help get the word out quickly about events," says Zebra account manager Breanne Ralston, a junior from Mountain Top, Pa., adding that social media sites such as LinkedIn can also aid in the career search.

Jane Elmes-Crahall, professor of communication studies and Zebra advisor, enjoys seeing students make connections between social media and traditional public relations. A few of her advisees have pioneered social media efforts during internships. "In fact, the students are constantly training and updating me," she says. They

include savvy students like senior Amanda Gunther of Boyertown, Pa., who took the new social media and public relations class.

"(Social media) is something that we, as growing PR professionals, should really make an effort to learn. When it comes time for us to enter the professional world, being proficient in social media will be something that will definitely be attractive to a potential employer," says Gunther.

The Alumni Association uses Facebook, LinkedIn and Twitter to complement existing outreach efforts such as the alumni community Web site, The Colonel Connection.

"Social media has created an opportunity for us to maintain and strengthen our relationship with current students and recent alumni, since these forms of communication have become the norm for this demographic. These tools allow the Alumni Association to create a presence in the daily lives of our alumni," says Director of Alumni Relations Mirko Widenhorn.

Bridget Giunta '05, associate director for alumni relations, finds Facebook is a great place for alumni to interact. "We encourage conversations among alumni by asking questions and posting photos, which often spurs a series of comments," she says.

Members of the graduate creative writing program effectively use Twitter to stay in touch between residencies and promote each other's works, most notably creating buzz for faculty member Kaylie Jones' memoir, *Lies My Mother Never Told Me*.

"Her students aided with the release by posting and re-tweeting info and as a result, Kaylie was able to cast a wider net for promoting her book," says assistant program director Jim Warner '01, MFA '09. Warner, a poet, encourages students to use social media to develop a personal brand; his own efforts have landed him new poetry gigs.

The changing nature of technology inspired Kenneth Klemow, professor of biology, to develop podcast interactive trail guides. Students produced an image-enhanced podcast series for three local trails in Kirby Park, with episodes exploring local plants and wildlife around each trail marker. The guides are free to download via Wilkes iTunes (itunes.wilkes.edu).

All around campus, people are using social media to communicate, educate and inspire in new and unique ways. As technology evolves, the Colonel community is sure to keep up, thanks in part to the newest generation of Wilkes students and alumni.

"I'm glad I have grown up around (social media) and know how to use most of them," says Ralston.



More on the Web:

Want to learn more about using social media? Donna Talarico '00, MFA '10 and Steve Moyer '09 presented a workshop to Wilkes alumni in February on the professional uses of social media. You can still catch it by watching a video of the presentation. Log

on to <http://community.wilkes.edu/socialmedia>.

You can also stay up-to-date with Wilkes on social media:

facebook.com/WilkesUniversity

twitter.com/wilkesalumni and at Wilkes Alumni

on LinkedIn: linkedin.com/wilkesalumni

Get Out and About in Northeastern Pennsylvania with Alumni Relations

Wilkes is bringing fun to alumni in northeastern Pennsylvania with a full schedule of events. The alumni association will give you some great excuses to get away, too!

Foodies who love to try new flavors, join us on Sunday, June 13, at the Great Tastes of Pennsylvania Wine & Food Festival at Split Rock. Hit the links at the 58th Annual John Chwalek Open at Wyoming Valley Country Club on Monday, June 28. Or relax and enjoy some fun in the sun at our annual Belmar Beach Bash on Saturday, July 10.

In addition to these activities, the association hosts an informative, complimentary workshop on identity theft and personal safety on Wednesday, Sept. 15. This important workshop will teach you what it takes to protect sensitive, personal information as well as important skills to stay safe in any situation.

For more information on these events and adventures, visit *The Colonel Connection* at www.wilkes.edu/alumni.



Get Social with Wilkes at Homecoming!

Reunion classes (Class of '60, '70, '80, '90, '00 and '05) aren't the only ones getting together at Homecoming!

- Biology and chemistry alumni are invited to come back to reconnect with faculty and friends to see how much has changed in the sciences at Wilkes!
- Were you in Circle K? Homecoming 2010 is the time to get together!
- Butler Hall alumni will gather to talk about old times and remember their days in Butler.
- Did you major in political science? Come back to meet with faculty and network with each other.

And there's more: Many other groups will be back on campus at Homecoming, including the band the Starfires, which will kick off the weekend with a live concert on the greenway (Fenner Quadrangle) on Friday evening. Homecoming favorites, both new and old, such as the Tailgate Tent, Pints with Professors, the Parade and Tent Festival will round out the weekend's festivities.

For the latest Homecoming news and schedules, visit www.wilkes.edu/homecoming.

Homecoming Hint: Book your hotel rooms early! Contact the Office of Alumni Relations at (570) 408-7787 or alumni@wilkes.edu for more information.



Alumni gathered in San Francisco on February 20. Front row: Kelly Van Aken, Fawn Ring, Sue Jolley, Kay (Brown) Coskey '86, Connie (Yahara) Lewis '60 and Lisa Rauschmayer '81; Back row: Drew Amoroso '06, Drew Landmesser '77, President Tim Gilmour, Michael Bianco '62, Ed Nowicki '88, Alicia Kowalchik, John Kowalchik '74, John Mishanski '07, Joe Wiendl '69, Bill Harries '89, Joe Rauschmayer '80, Don Lewis '60, Mike Wood. PHOTO BY MIRKO WIDENHORN.



Sherry '83, Michael and Andrew '13 Grandinetti, along with Sheena Zielenski, enjoy an evening at Lucky's Sporthouse before the Wilkes-Barre/Scranton Penguins game on March 31, 2010. More than 20 alumni and guests attended this northeastern Pennsylvania regional event, which ended with a victory for the Penguins. PHOTO BY BRIDGET GIUNTA.



Trustees Terrence Casey '81 and Jerry Moffatt '63, pictured with Mollie Moffatt, enjoyed the joint Wilkes and Wyoming Seminary alumni event held in Naples, Fla. Casey, administrative vice president and regional manager for M&T Bank, is an alumnus of both schools. M&T was community host for the event. PHOTO BY SUSAN JOLLEY.

Beverly Blakeslee Hiscox '58 Honored at Alumni Association Dinner

Beverly Blakeslee Hiscox's Wilkes connections began as a student in the 1950s and have continued uninterrupted ever since. She was honored for her contributions and commitment to Wilkes at the Alumni Association Scholarship Dinner on April 24. Each year, the Alumni Association honors a member of the Wilkes community, recognizing him or her for commitment to Wilkes. President Tim Gilmour recognized Hiscox in the company of family and friends for her important contributions to the Wilkes community. Michael Lennon, professor emeritus and adjunct faculty member in the graduate creative writing program, and Maravene Loeschke, Mansfield University president and former Wilkes provost, spoke in her honor.

Although her marriage to Harry Hiscox '51 and the subsequent addition of five children ultimately delayed her graduation, Bev has kept Wilkes in her heart. She has dedicated years of service to the Alumni Association and has served multiple terms on the University Board of Trustees. She remains an active member of the graduate creative writing program advisory board, which has been the most recent beneficiary of her vision and passion. Hiscox can also be found enlisting campaign support and



The Wilkes University Alumni Association honored Beverly Blakeslee Hiscox '58 at its annual dinner on April 24. Pictured from left are Fred Demech '61, first vice president of the alumni association, Beverly Blakeslee Hiscox '58 and Wilkes President Tim Gilmour. PHOTO BY CURTIS SALONICK.

sharing Wilkes memories with daughter Carol and daughter-in-law Jill, both members of the class of 1991. Sister-in-law, Kathryn Quinn and sister Roberta Wendel are also alumnae.

All proceeds from the dinner help to fund an annual scholarship. The Alumni Association Scholarship is awarded to a current student who each year demonstrates exceptional academic credentials and campus involvement and whose parent or grandparent graduated from Wilkes. This year's recipient, Joseph Lemoncelli, a junior history major from Clarks Summit, Pa., was recognized during the dinner. He is the grandson of Rigo Lemoncelli '50.

Alumni gathered in The Villages, Fla., on March 6 for a taste of Wilkes in the sunshine state. Pictured from left, front row: Jeff Slank '95, Tim Millard '03, Lois De Ronde, Mike Mattern '04, John Wartella '84, Gerry Sherman '63. Back row: Tim Banks, MaryElla (Poklemba) Banks '79, Floyd Miller '76, Theresa Mahon '99, Laad Harris, Judy Scott Harris '80, Dale DeRonde '62, Lucienne Robinson, Charlie Robinson '57, Sebastian Amico '61, Marion Sherman, Steven Wartella '37, President Tim Gilmour.

PHOTO BY MIRKO WIDENHORN.



1970**Reunion Oct. 1-3** 

Caleb A. McKenzie was named technical advisor to the City of New York's sponsored UrbanSHED International Design Competition. McKenzie represented the Illuminating Engineering Society of New York on a team made up of design experts and construction industry stakeholders. He was responsible for advising the semifinalists as they formulated final proposals for lighting and energy concepts which were sustainable and cost effective. The competition included 175 international submittals from architects, engineers and designers as well as students.

1973

Jerome W. Walsh was named superintendent of the State Correctional Institution at Dallas, Pa. He will oversee operation of the state prison, which employs more than 700 and houses nearly 2,200 inmates.

1978

Susan Maragalis Perlis was recently appointed the assistant dean for evaluation and assessment at The Commonwealth Medical College, a new medical school with three regional campuses in Scranton, Wilkes-Barre and Williamsport.

1979

MaryElla (Booth) Poklemba married Tim Banks on Jan. 8, 2010. Her sister, **Ann Marie (Booth) Cardell '79**, and brother-in-law, **Dan Cardell '79**, were in attendance.

1985

Dianne Charsha was named senior vice president of patient care services and chief nursing officer at Cooper University Hospital in Camden, N.J.

1992

Rebecca Steinberger published her second book, *The Renaissance Literature Handbook*, and is working on a third. Her first book was *Shakespeare and 20th Century Irish Drama: Contemplating Identity and Staging Boundaries*,

in 2008. She is currently in her second year as chair of the English department at Misericordia University.

1995

Marciann Albert and her companion, **Geoffrey Thomas**, announce the birth of their son, **Mason Henry Albert-Thomas**, born Jan. 24, 2010. The family resides in Emmaus, Pa.

1997

Dr. Cynthia G. Charnetski was appointed to the Wilkes University Alumni Association board of directors and serves as the board's secretary. She is on the alumni relations committee and is part of the alumni mentoring program for psychology students. She was also recently appointed to the board of directors of Step By Step, Wilkes-Barre. Charnetski is an optometrist at Northeastern Eye Institute. She resides in Kingston, Pa.

1999

Christopher Thompson graduated with honors from Xavier University School of Medicine in January 2010.

2000**Reunion Oct. 1-3** 

James Caffrey MBA '03 joined Wyoming Valley Health Care System as the vice president of administrative services. He will provide administrative oversight to environmental services, laundry, courtesy and transport services, safety and security, communications, switchboard and biomedical services. He will also manage real estate.

Dan Gilroy announces the birth of his son, **Daniel Leo Gilroy Jr.**, on Feb. 23, 2010. Gilroy Sr. was recently named vice principal at Riverside Junior/Senior High School in Taylor, Pa.

Jeffrey Nason and his wife, **Mary**, welcomed their third child, **Judah David**, on Nov. 9, 2009.

2002

Jeffrey Doran MBA '04 and **Jacelyn Hennigan** were married on Dec. 12, 2009. The bride is a client service partner at CIGNA Healthcare, Moosic, Pa. The groom is a human resource manager for Dove Vinyl Windows, Hanover, Pa. The couple reside in Eynon, Pa.

2005**Reunion Oct. 1-3** 

Christina Marie Harowicz M.S. '10 and **Michael David Kluger** were married on July 25, 2009. The bride is a teacher at GAR Memorial High School, Wilkes-Barre. The groom is a design engineer at PDS Solutions, Dunmore, Pa. They reside in Hudson, Pa.

Timothy R. Showalter and **Susan Marie Gryzic** were married on June 6, 2009. The groom was employed for several years as a second-grade teacher at the United Hebrew Institute before relocating to Philadelphia, Pa. An accomplished musician, he tours the country under the name Strand of Oaks with his latest album, "Leave Ruin." He voted to several top 10 lists for



William Hanbury '72, left, had the opportunity to volunteer with President Barack Obama, First Lady Michelle Obama and their daughters, Sasha and Malia, at a So Others Might Eat (SOME) service event in Washington, D.C., on Jan. 18, 2010. Hanbury is president and chief executive officer of the United Way, National Capital Area. OFFICIAL WHITE HOUSE PHOTO BY PETE SOUZA.

the year's best recordings. The bride works full time at Pearson Publishing, Philadelphia, as a content development editor.

Victoria Lynn Ziegler M.S. '09 and Henry Joseph Blazick III were married on Aug. 9, 2009. The bride is a math teacher with Wyoming Area School District. The groom is employed by Pompey Collision, Kingston, Pa. The couple resides in Trucksville, Pa.

2006

Jennifer Grace Compton see **Graduate Students 2008.**

Frank LoPresti see **Graduate Students 2009.**

Maleek Mills is an account executive at Konica Minolta Business Solutions, USA, in the Philadelphia area. His third quarter performance earned him the ranking of top account executive. He is also a 2010 Presidents' Club nominee.

2007

Adrienne Richards was promoted to public relations manager at the National Turkey Federation. Richards joined the federation in 2007 as public relations coordinator. In her new position, Richards will oversee the federation's consumer and food service public relations, manage the organization's social media presence and write articles for trade publications.

2009

Jef Bauman was promoted to lead guest service supervisor with Price Chopper Supermarkets. He was promoted to front end supervisor in September. His new position will involve bookkeeping and managing accounts for the store.

Dana Barrack '06 Builds Music With Track Masons

While a traditional mason builds with brick and stone, Dana Barrack Jr. '06 of Track Masons constructs songs out of rhythm and harmony. Along with Juan Carlos Jimenez III '06, Barrack has been pounding out original hip-hop tunes since his junior year at Wilkes. Now Track Masons is producing records too.

The communications major who "dabbled" in business administration never planned on a career in the music industry. His interest in radio led him to Wilkes and college station 90.7 WCLH, where he worked as the urban music director for two-and-a-half years. He met Jimenez at the station and their conversations about hip-hop transitioned from words to music in a few short years.

"We knew that we wanted to create music...from the ground up, using no samples or pre-existing musical arrangements," says Barrack. "Track Masons was the name that we agreed on."

Track Masons is a rare hybrid in the music industry. Barrack uses the title to represent the company. Under its umbrella, he writes original music and produces collaborative albums. Track Masons also aspires to be a record label. The team's passion for writing and producing music quickly merged with a desire to hear more hip-hop on the airwaves in northeast Pennsylvania. Barrack did his senior research project on the "feasibility of an urban formatted radio station" doing well in the Wilkes-Barre/Scranton area. He presented his findings to local radio companies.



Dana Barrack '06 poses for a promotional photo for his business, Track Masons. PHOTO COURTESY JOSH TAYLOR PHOTOGRAPHY.

"Surprisingly, the demographics support a station with an urban format," says Barrack, who lives in Reading, Pa. "Hip-hop is the new rock and roll."

While at WCLH, Barrack promoted local hip-hop talent with such tenacity that artists began contacting him. These contacts led Barrack and Jimenez to create music for rap artists like Bee Ez and Crusafix.

Barrack spends his days promoting Track Masons, contacting interested vendors and locating potential performance venues. This, combined with his management responsibilities for Italian restaurant chain Buca Di Beppo, keeps Barrack constantly on the go.

Track Masons has released four studio albums. Its next project is a solo album with Wilkes-Barre native The Rukus.

– **By Rachel Strayer**

David Dudick '78 Has Recipe for Success at Food Giant General Mills

If your shopping cart has carried a box of Cheerios, a container of Yoplait yogurt or a Betty Crocker cake mix, Wilkes alumnus David Dudick '78 may have had a hand in bringing those products to you. As president, U.S. channels for General Mills, the world's sixth largest food company, Dudick and his team market the company's products to non-traditional grocery retail outlets. These include stores like Wal-Mart, Target, warehouse stores, drugstores and other retailers whose sole focus is not groceries.

"These channels account for approximately 40 percent of General Mills business," explains Dudick, who is based at the company's Minneapolis, Minn., headquarters.

"Channels are the fastest growing part of our business. Carrying food products is a traffic draw for retailers. Most retail categories, such as clothing or cosmetics, are shopped less than a dozen times a year. But food is a category that is shopped more than 100 times a year. When you're trying to draw shoppers to your store, it's helpful to carry products that they buy more frequently."

Dudick says that introducing his company's products into outlets such as drugstores and dollar stores has been the highlight of his 32-year career with General Mills. He also likes the fact that many of the company's products combine health benefits with good taste, citing brands such as Fiber One, Yoplait and Progresso Soup as examples.

He joined the company when he graduated from Wilkes with a degree in business adminis-



tration and a minor in economics. A native of Wilkes-Barre, he grew up on Sherman Street, just two miles from the Wilkes campus in the city where his father was captain of detectives and his mother was head nurse at Wyoming Valley Hospital. But it wasn't just convenience that led him to choose Wilkes when it came time to go to college.

"Wilkes had a reputation for providing a strong education," he states. "My parents weren't captains of industry, so I really learned about business through my classes there. The embers were really stoked at Wilkes." The spark ignited at Wilkes led him to earn a master's degree at St. Joseph's University and a juris doctorate from Temple University.

He praises the value of the liberal arts education he received and says he has fond memories of being mentored by professor George Elliott and playing intramural sports. Wilkes was a family affair in the Dudick household, with older brother Chester Frank Dudick Jr. '77 and sister Cathy Dudick Gagliardi '82 also attending.

In addition to his work at General Mills, Dudick serves on the board of directors of Students in Free Enterprise (SIFE).

He makes his home with his wife, Kimberly, in Victoria, Minn., a Minneapolis suburb. They have eight children—three boys and five girls—ranging in age from 10 to 29. "We have a doctor, a dentist, a lawyer, some in graduate school—and the younger ones still at home," he quips.

Family is important to Dudick, whose tribute to his father, "My Father's Music," was featured on Garrison Keillor's *A Prairie Home Companion*. He says his most important lessons came from him.

"He taught me many things about life," Dudick says. "He taught me about love and about being available to family when they need you."

— By Vicki Mayk

David Dudick '78 has enjoyed a 32-year career with General Mills. PHOTO COURTESY GENERAL MILLS.

Michelle Woelkers '86 '10 Finds Second Time's a Charm at Wilkes

It was the second time around at Wilkes for Moscow, Pa., resident Michelle (Herstek) Woelkers '86, '10. She earned an art degree at Wilkes in 1986. When it came time to make a career change, Woelkers returned to her alma mater for a degree in elementary education. She was named Wilkes 2010 Outstanding Adult Learner. Luzerne County Council on Adult Higher Education presents the awards.

Woelkers worked in several fields before turning to teaching. Her career path included time as a graphic artist for First Eastern Bank, work as a book production editor at International Correspondence Schools and as a manager for the computer publishing department at Performance Learning Systems. Her voice also could be heard in northeast Pennsylvania as a voiceover artist on radio and television commercials before she returned to school. The joy of teaching her children, Charlette and Leo, now 14 and 12, to read gave her a taste of the satisfaction to be gained by teaching.

Woelkers says that attending school was different than it was in the 1980s. This time she juggled family obligations with homework on her way to a perfect 4.0 grade-point average in her major. "When the school bus

took my kids off, I knew they were safe and I'd be off to the library," states Woelkers, who says the support of her husband, Leo, was key to her success. In addition to her studies, she performs community service with her therapy dog, Annabelle and as a Penn State Master Gardener.

Wilkes assistant professor of education Robert Gardner '67, M.S. '73 and his wife, Judith '71, nominated Woelkers for the adult learner award, saying, "she distinguished herself both by her excellent academic work and by her ability to serve as a role model for other students."

— By Vicki Mayk

Michelle (Herstek) Woelkers was honored as Outstanding Adult Learner at Wilkes.



Graduate Students 2004

1989
Jerry A. Champi MBA was named interim president and chief executive officer of First National Community Bank. An executive at the Dunmore-based institution for almost two decades and a banker for more than 25 years, Champi most recently served as senior executive vice president and retail/commercial division manager at the bank.

2003
James Caffrey see 2000.

2004
Jeffrey Doran see 2002.

2005
Beth Ann Wenner MBA teaches at McCann School of Business & Technology in Hazleton, Pa., and served as a past director for the school in Scranton, Pa. She recently was elected to Freeland Borough Council.

2008
Don Anthony Morgan, M.S., married Angela Lynn Dwyer on Aug. 1, 2009. The bride is employed at the

Department of Veterans Affairs Medical Center as a physical therapist. The groom is employed by West Side Career and Technology Center as a physical education teacher.

Jennifer Grace Compton '06, Pharm.D. '08, and Nicholas DeVone Catella were married on Oct. 10, 2009. The bride is employed at Brigham and Women's Hospital in Boston, Mass., as a board-certified pharmacotherapy specialist. The groom is employed as a structural engineer with the firm of

Simpson, Gumpertz and Heger in Waltham, Mass. They live in Boston.

Holly Ann Miller MBA and Joshua Loren Courter were married on Sept. 19, 2009. The bride is employed as a human resources manager at Romark Logistics, Hazle Township, Pa. The groom is a collections director at Sallie Mae, Hanover Township, Pa. They reside in Laffin, Pa.

2009
Christine Durdach, Pharm.D. and Frank LoPresti

'06 were married on Sept. 26, 2009. The bride is a pharmacist for CVS Pharmacy, Easton, Pa. The groom is a mechanical engineer at Picatinny Arsenal, Dover, N.J. The couple resides in Bangor, Pa.

Victoria Lynn Ziegler
see 2005.

2010

Christina Marie Harowcz
see 2005.

In Memoriam 1943

Anita J. Sgarlat of Dallas, Pa., died Feb. 2, 2010. She was a member of the Republican Women of Kingston, a board member of the American Cancer Society of Luzerne County and the co-founder of Spark of Life and Women Against Cancer. Her late husband was **Frank Sgarlat** '37. She is survived by her son Frank Sgarlat; daughters Evelyn S. Smith and Suzanne Sgarlat Hood; step-daughter Maryanne Baumgartner; and granddaughters.

1949

Carl R. Dudeck of Butler, Pa., died Oct. 23, 2009. He served with the U.S. Navy and the Newfoundland Seabees during World War II. He graduated first in his class from the U.S. Naval Medical Corps School. Dudeck served at the Philadelphia Naval Hospital until the end of the war. He was chief of surgery and

president of the medical staff at Butler Memorial Hospital. He is survived by his wife, Frances Wentzel Dudeck; sons Carl Dudeck Jr., Lance Dudeck and Keith Dudeck; daughter Leatha Baker; and grandchildren.

Carl C. Popadick of West Chester, Pa., died Jan. 3, 2010. He is survived by his wife, Florence C. (Levandoski) Popadick, West Chester; son Carl R. Popadick; daughters Joan C. Anguilo, Christine J. Bilotta and Marie A. Gristi; grandchildren and great-grandchildren.

1950

Joseph M. Baltrushes of Larksville, Pa., died Feb. 25, 2010. He served in the U.S. Army as a lieutenant. He worked for the Metropolitan Life Insurance Co. in Torrington, Conn. and Rome, N.Y. He is survived by his wife of 63 years, the former Ethel Gasper; sons Joseph M. Baltrushes Jr. and Edward Baltrushes; daughters Joan P. Seningen, Janice K. Baltrushes, Ann I. Baltrushes, Lisa Marie Baltrushes and Jacquelyn S. Baltrushes; eight grandchildren and one great-grandchild.

Dolores P. DiMaggio of Doylestown, Pa., died May 20, 2009. She taught French and Spanish at Springfield High School. She is survived by her husband of 48 years, Peter DiMaggio; son John P. DiMaggio; daughter Julie Urban; and grandchildren.

John J. Surash of Rochester, N.Y., died Oct. 25, 2009. He served in the U.S. Army during World War II. He worked for the Eastman Kodak Company and was a long-time member of the American Chemical Society. He is survived by his wife of 56 years, Marlyn Surash; sons John and Robert; daughters Carol, Rosemary and Theresa; and grandchildren.

1951

Norman M. Cross of Wilkes-Barre died Jan. 4, 2010. He was an Army veteran of World War II, working as an aviation engineer. He was owner and operator of Cross Insurance, Wilkes-Barre, and also owned Odette's Travel and the Travel Shoppe, both in Wilkes-Barre. He is survived by his daughter Carol Bella and grandchildren.

Herman R. Kessler Jr. of Shickshinny, Pa., died Jan. 14, 2010. He served in the U.S. Army during World War II and worked for Sentry Insurance from 1953 until 1967. He taught at Wilkes University and Luzerne Community College. He also worked for 13 years for The Planning Council for Social Services of Lackawanna County in Scranton, serving as its executive director. He is survived by his wife, the former June Bencotter; son David Kessler; daughters Nancy Whitesell and Beth DeFrancis; grandchildren and great-grandchildren.

Joan Alicia Walsh of Wilkes-Barre died March 19, 2010. She attended Wilkes University before completing her degree at American University in Washington, D.C. She worked at the Washington office of the Congress of Industrial Organization and as a teacher and principal at the Brandeis Day School in San Francisco, Calif. She is survived by son Peter Goldman; daughter Meg Goldman; and grandchildren.

1952

Boyd L. Earl of Kingston, Pa., died Nov. 25, 2009. He served in the U.S. Army Air Corps during World War II. He was professor emeritus at Wilkes University, where he taught mathematics. Prior to Wilkes, he taught at Forty Fort High School and Bucknell University. Earl authored and co-authored several mathematics textbooks and was active in the Luzerne County Council of Teachers of Mathematics. He is survived by his daughters Lee Ann Earl-Sedor, Candy Scheatzle and Cathy Earl; son Joseph Earl; and several grandchildren.

William G. Hart of Rochester, N.Y., died Jan. 21, 2010. He served in the U.S. Army as a paratrooper. He worked for Eastman Kodak, Rochester, for 30 years as a chemist and in several

management positions. He also worked for the synthetic chemical division at Harvard after being selected for its master of business administration program. He is survived by his wife of 54 years, Virginia Hart; sons William, Lawrence and Kenneth Hart; and grandchildren.

Joseph Francis Moran of the Virginia Peninsula died Dec. 28, 2009. He completed flight training in the U.S. Air Force Cadet program and was assigned to the 4th Fighter Interceptor Wing in Korea. He held staff positions at the Pentagon and Langley Airforce Base. After his retirement in 1980, Moran continued his work in information technology with the Medical College of Virginia; the Norfolk School Board; and the Information Systems Graduate School, Golden Gate University. He is survived by his wife of 52 years, Nancy Moran; sons Sean and Kevin; and daughters Colleen, Erin and Susan.

1953

Stephen M. Rudawski of Round Rock, Texas, died Dec. 24, 2009. He was a choir director in several orthodox Christian churches in northeast Pennsylvania for over 30 years. He also directed the Pennsylvania Balalaika Orchestra in the early 1970s. He is survived by his sons Stephen Rudawski and Michael Rudawski and three grandsons.

Ann Hayes Wideman of Kingston, Pa., died Feb. 16, 2010. She was a local weather girl on WNEP-TV, Channel 16, for more than 17 years. She also hosted local talk shows and cooking shows, as well as area beauty pageants and fashions shows. She also modeled fashions for the Hollywood Shop. She is survived by her daughter, Caprice Hayes Wideman, and grandchildren.

1954

David George Phillips MBA '84 of Rutherford, N.J., died Dec. 28, 2009. He served in the U.S. Marines Corps Reserves and transferred to the U.S. Army in 1955 before serving in the Korean War. He worked as a journalist and photographer for the Hazleton Standard Speaker; The Times Leader in Wilkes-Barre, where he was city editor; and several newspapers in the Outer Banks, N.C. He is survived by his children, Georgia, David, Ian, Morgan and Elizabeth; and several grandchildren.

1955

Austin Sherman of Ocean Township, N.J., died Dec. 29, 2009. He began his teaching career in Hazlet, N.J. and became principal of Lillian Drive School. Sherman retired after 40 years, but remained active in his community, serving as president of the Logan Road Minyon in Ocean Township and a member of Brothers of Israel, Elberon, N.J. He established the Alan David Sherman

Scholarship at Wilkes in honor of his son, the late Sgt. Alan Sherman of the Marine Corps. He is survived by his wife Sarah Sherman; son Michael Sherman; and three grandchildren.

1961

Margaret Elizabeth Lucas of Dupont, Pa., died Feb. 16, 2010. She was a guidance counselor at Cliffside Park High School in New Jersey for 30 years.

1962

William Witkowski of Wilkes-Barre Township died Jan. 27, 2010. He served in the U.S. Navy during the Korean War, earning several medals and citations upon his honorable discharge. He was employed for 20 years as a clerk with the Pennsylvania Liquor Control Board.

1964

Malcolm Barry Baird of Leola, Pa., died Jan. 8, 2010. He was an Olson Memorial postdoctoral fellow and a research scientist at the Masonic Medical Research Laboratory, Utica, N.Y. He was most recently an associate professor of biology at Harrisburg Area Community College, Lancaster Campus. He is survived by his wife, Beverlee "Bonnie" I. Bennie Baird; sons M. Gregory Baird, R. Christiaan Baird and M. David Baird; and daughter, Brooke S. Allridge.

1965

John (Jack) Andrew Pikas of Denver, Colo., died Feb. 26, 2010. He was recruited by Martin Marietta and NASA to work on the Apollo Program and the moon walks. After he left NASA, Pikas became an independent computer programmer working for the U.S. Government and Odis Corp. He is survived by his wife Marilyn (Chop) Pikas; daughter Heather Pikas; step-daughter, Pam Stempora and grandchildren.

Mariann Rosnick of Alexandria, Va., died Feb. 12, 2010. She taught school in the Lake-Lehman School District before moving to Virginia, where she was employed by the Fairfax County School System for 30 years, teaching kindergarten and first grade.

1969

John (Jack) Thomas Loughney II of Lehman Township, Pa., died Feb. 18, 2010. He was an agent for the United States Secret Service. While serving his country he traveled the world and worked with presidents, kings, queens and other heads of state. He is survived by his wife of 26 years, Ellen Loughney; daughters Elizabeth Loughney and Erin Loughney; and son Andrew Loughney.

1971

Elaine A. Bauer of Dallas Township, Pa., died Feb. 2, 2010. She was a teacher at Wyoming Valley West High

School, retiring after 35 years in the English department. She spent 12 years directing the school's plays and musicals. She is survived by her mother Rowena Davis Watson; husband, William B. Bauer; son Kenneth B. Bauer; daughters **Kristine L. Sharar '91** and Katherine A. Klemmer; and grandchildren.

1973

Michael C. Dobbs of Kingston, Pa., died Feb. 26, 2010. He was general manager of the Westmoreland Club, Wilkes-Barre, for 20 years. He also managed the Valley Country Club, Hazleton, Pa.; Wyoming Valley Country Club, Hanover Township, Pa.; and Glen Maura Country Club. He and his wife owned and operated Java's Bistro, Edwardsville, Pa. He is survived by his wife of 35 years, the former Deborah Andresky.

1988

Joseph D. Ranieli of West Pittston, Pa., died Dec. 26, 2009. He was a self-employed realtor for more than 22 years, owning and managing several residential properties throughout the area. He was a member of the Greater Wilkes-Barre Association of Realtors and the Pennsylvania Association of Realtors. He is survived by his mother Rosemarie Amato Ranieli; and girlfriend Tina Mulea.

1990

Marie Grace Madden of Forty Fort, Pa., died Jan. 19, 2010. She worked for the Wyoming Valley Health Care System for seven years. She is survived by her husband of 46 years, Frank Madden; daughters Emilia Check, Lisa-Ann McCabe and Angela Madden; son Frank Madden; grandchildren and a great-granddaughter.

Thomas John Mericle of Edwardsville, Pa., died Dec. 16, 2009. He was certified as a drug and alcohol counselor. Mericle was self-employed as a private therapist and was president of Mericle Counseling Services. He was a member of American Legion Post 395 of Kingston, Pa. He is survived by his wife, the former Carol Novak; stepdaughters Dawn Abuiso, Carlene Mericle, Joann Mericle and Lori Woodard; stepsons Thomas J. Woodard and Adam D. Clark; step-grandchildren and a step-great-grandson.

1991

Michael W. Lenczycki of Baltimore, Md., died Jan. 25, 2010. He is survived by his parents William J. and Joan M. (Gittings) Lenczycki; son Dylan Lenczycki; daughters Hayley Lenczycki and Tara Lenczycki.

1998

Melvin E. Feldcamp of Hanover Township, Pa., died Dec. 28, 2009. He was a veteran serving with the U.S. Army.

1999

Lori A. Mihalko of Lehman Township, Pa., died Dec. 21, 2009. She was an accomplished cellist. She formerly worked as a systems analyst at Prudential. She was the leader of Daisy Girl Scout Troop 172 and assistant leader of the Brownie Girl Scout Troop 3965. She is survived by her parents Bernard and Carol Savage; husband Taras Mihalko; and daughters Samantha and Natasha.

2007

Ryan M. Broghamer of Forty Fort, Pa., died Jan. 12, 2010. He was a 911 telecommunicator for Luzerne County, an emergency medical technician for Swoyersville Ambulance and deputy emergency medical services chief for Wyoming Hose Co. No. 1. He was a member of the Wyoming Valley Barbershop Chorus. He is survived by his parents Robert and Gail Steinberg Broghamer.

Graduate Students

1971

Rosanne H. Mahler M.S. of Nuangola, Pa., died Dec. 18, 2009. She began a teaching career in 1964 at the Harrisburg Academy before teaching at the Wyoming Seminary Upper School. She was a professor of mathematics at the Pennsylvania State University, Wilkes-Barre campus when she retired in 2004. She is survived by her

husband of 47 years, Paul R. Mahler; sons Paul Mahler Jr., Eric Mahler and Nicholas Mahler; and four grandchildren.

Friends of Wilkes

Mildred E. Graver of Wilkes-Barre died Jan. 24, 2010. She was employed at the Wilkes University Library for 20 years, retiring in 1992. She is survived by her daughters, Marion Hooper and Nancy D'Amico; son, Robert Graver; grandchildren and great-grandchildren. Her grandson's wife, **Gabrielle D'Amico '04**, is a Wilkes alumna.

C. Russel Havey of Dallas, Pa., died March 20, 2010. He earned a bachelor's degree in engineering physics in 1955. He joined the U.S. Air Force until 1959. He received his MBA from Harvard in 1962. He worked for DuPont in Wilmington, Del., where he was part of a team that developed nylon carpet and Tyvek fabric. While there, he continued flying with the Delaware Air Guard, earning the rank of captain. Havey worked at Royer Industries in Kingston, Pa., before becoming a professor at Wilkes University's Jay S. Sidhu School of Business and Leadership. He is survived by his son Sean R. Havey; daughter Deirdre Jolley; and grandchildren.

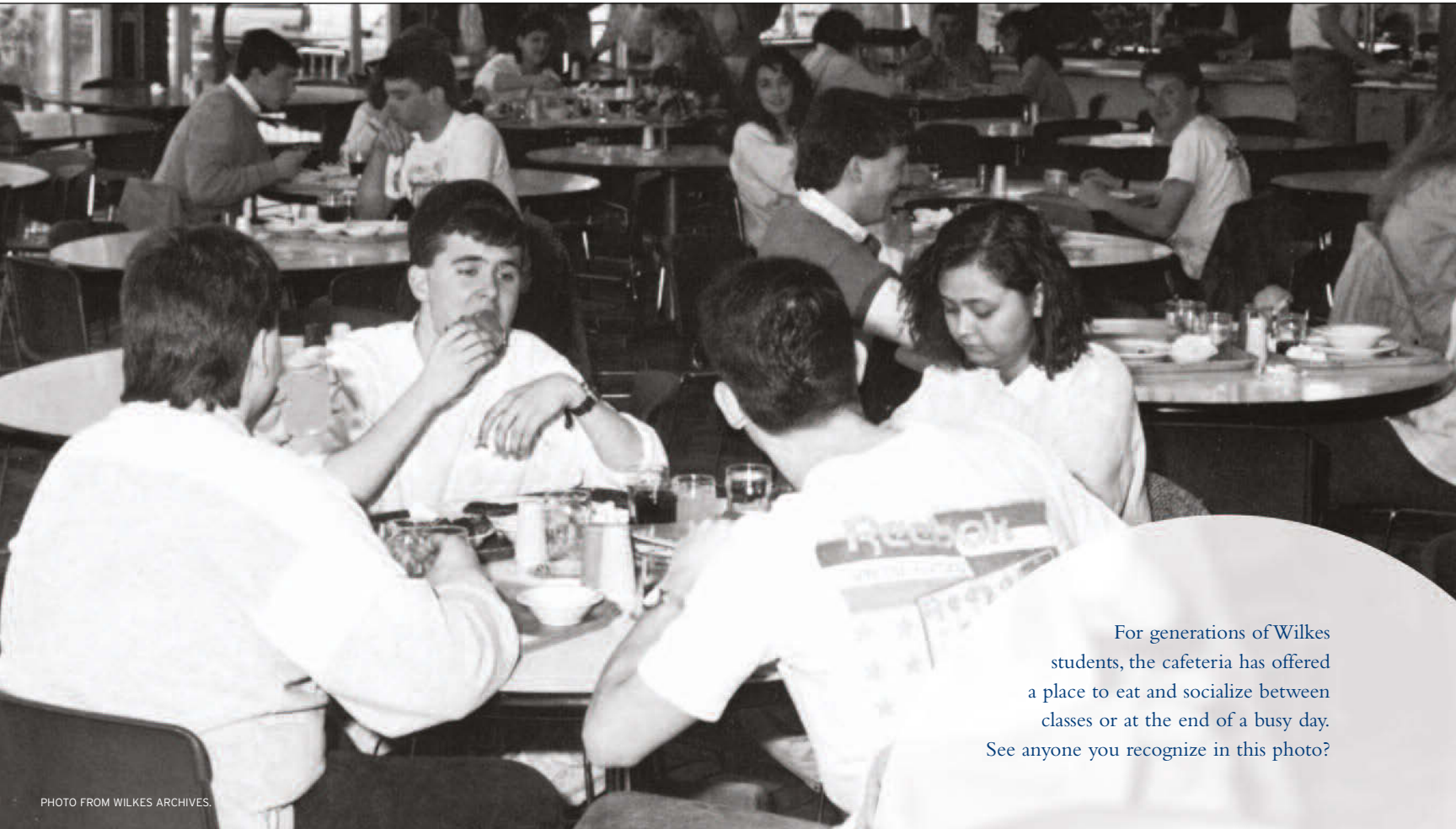


PHOTO FROM WILKES ARCHIVES.

For generations of Wilkes students, the cafeteria has offered a place to eat and socialize between classes or at the end of a busy day. See anyone you recognize in this photo?



More choices and a food court mark today's student dining experience—but socializing remains part of the menu.

PHOTO BY ALLISON ROTH.

ENGINEERING CLASS

Alumnus Norman Gates '53 has offered other identification for the engineering photo from fall 2009. Mr. Gates agrees the photo was Professor Edward Heltzel's class, but dates the photo as 1952. He identified it as a drawing board geometry class. According to Mr. Gates, the student to Heltzel's left is Norm Faramelli. To his right is Myron Dundy and to the left is Nat Frucci. In the right forefront of the picture, in front of Heltzel, is Ed Casey. The two students in the row behind Heltzel are Jim Gibbons and Bob Gillis. Would anyone else like to weigh in?



PHOTO FROM WILKES ARCHIVES.



calendar of events

June

- 13 Wilkes Alumni Association Trip to Wine & Food Festival in Split Rock, Pa.
- 28 58th Annual John Chwalek Golf Tournament, Wyoming Valley Country Club

July

- 10 Alumni Belmar Beach Bash, Lake Como, N.J.
- 26-Aug. 6 HHMI-WEBS Summer Science Camp

September

- 15 Alumni Association workshop on identity theft and personal safety, Henry Student Center
- 30-Oct. 3 Fall Theatre production, Darte Center

October

- 1-3 Homecoming

November

- 9 Outstanding Leaders Forum, featuring entrepreneur Blake Mycoskie, chief shoe giver, TOMS Shoes
- 12-14;
19-21 Fall Musical Theatre production, Darte Center

PHOTO BY BRUCE WELLER.