INNOVATOR

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ANNUAL FASHION SHOW
Showcasing Jefferson Fashion and Textile Work of 2019
Thursday, April 18 • 7 p.m.
MOULIN AT SHERMAN MILLS

Spirit of Design Award Honoree:
CARSON KRESSLEY, Emmy Award-winning TV personality
Jefferson.edu/FashionShow

INNOVATORS’ EXPO
Senior Design Show
May 3 – 10 • 8 a.m.– 8 p.m.
EAST FALLS CAMPUS • GALLAGHER CENTER

CELEBRATION OF INNOVATION
Benefit, Innovation Exhibition and Awards Ceremony
Wednesday, May 8 • 6 p.m.
EAST FALLS CAMPUS • GALLAGHER CENTER
Jefferson.edu/CelebrationofInnovation
This state-of-the-art jacquard loom from industry partners Stäubli and Itema allows textile design students in the FASHION and TEXTILES FUTURES CENTER to fully realize their trend and conceptual visions. These innovative textiles are created for collaborative projects with fashion design, industrial design and architecture, as well as for individual collections.
College of Architecture and the Built Environment associate professor CHRIS HARNISH captures drone footage with biomedical engineering students from the MALAWI UNIVERSITY of SCIENCE and TECHNOLOGY. Jefferson students will use this survey footage to help redesign Malawi’s Kamuzu Central Hospital.
HERB MAGEE COURT—home of the men’s and women’s basketball teams and women’s volleyball team—got a fresh look debuting the new JEFFERSON RAMS brand.
A MESSAGE FROM THE PRESIDENT

While our passion is the future, our purpose is to create that future with our students. We talk a lot about creativity, because I believe creativity is the key skill we need as professionals—the ability to look at change with optimism. Sadly, professional education too often focuses on risk-avoidance, too often makes us fear mistakes. Not here. Jefferson is driven with purpose and passion to ensure our students are ready for next year, for the next decade, and indeed, for ever-changing careers in re-imagination.

Increasingly, higher education is being asked to prove its value, to ensure that students are prepared to lead in years to come. Employers want people who can see around corners. They want emotional intelligence, integrity and empathy. In the age of robots and augmented intelligence, they want people who will be the humans in the room, even if that room is virtual.

For us at Jefferson, the key is designing those professions of the future now, which is why we talk about fashion and engineering, textiles and pharmacy, nursing and human design, smart and healthy cities, textiles and sports. Leadership itself is finding the ‘both/and’ for creative opportunities, not the ‘either/or.’ When I talk to students, the best examples I hear is their desire to make a difference in society. Student Government President Vanessa Faith, for example, makes beautiful clothing with powerful messages. She’s more than designing classes. It’s more than volunteering. It’s more than our multi-campus university. It’s all of that and more. It’s working in offices where you’ll have a career. It’s factory visits to learn manufacturing processes.

These are all examples of ‘both/and’ thinking. What’s clear is that Jefferson is committed to championing change. Transformation is our goal, and it’s what we teach our students.

I urge all of you—alumni, colleagues and friends—to join our excitement. Come back and attend something, reconnect with faculty, enjoy the work our students are doing, and even donate to a program you care about. Our greatest creative collaboration is with you and we’re eager for it.

Bottom line: the Rams ARE the future!

Stephen K. Klasko, MD, MBA
President, Thomas Jefferson University

DR. KLASKO’S GUIDE TO CREATIVITY

We spend a lot of time applying creativity to our curriculum, but here is my personal guide as you continue your journey. Think of your own creativity in four stages.

1. Flex Your Creative Muscles
Read something you’ve never usually pick up. Take a different route home and notice a different route. Listen to new music. A changemaker sees a problem and then assembles the resources to fix it—usually by allowing other people to join the team and contribute to the solution. Instead of changing ahead, ask other people how they would solve the problem. Ask “what are the many ways we can solve this?” instead of getting frustrated by roadblocks.

2. Be a Changemaker
A changemaker sees a problem and then assembles the resources to fix it—usually by allowing other people to join the team and contribute to the solution. Instead of changing ahead, ask other people how they would solve the problem. Ask “what are the many ways we can solve this?” instead of getting frustrated by roadblocks.

3. Use Creativity to Advance Your Profession
I’ve often said that the most important skill for any professional—and the one least taught—is creativity. When it looks like your industry is mired in the past, use creativity to both disrupt and collaborate and find a new path.

4. Create Art
We cannot all be writers like J.K. Rowling or geniuses like Leonardo da Vinci. But we can find a passion and pursue it. Take the time—break your own calendar—and write, paint, sing, create.
JEFFERSON PARTNERS WITH CHEYNEY UNIVERSITY ON INSTITUTE FOR THE CONTEMPORARY AFRICAN AMERICAN EXPERIENCE

Representatives from JEFFERSON and Epcot Crenshaw Corporation joined Gov. Tom Wolf on the campus of Cheyney University of Pennsylvania in July 2018 announcing the formation of the Institute for the Contemporary African American Experience (ICAAE). The ICAAE is expected to work beyond the walls of academic institutions to serve as a catalyst and facilitator in creating networks, fostering communications, and developing and testing solutions for contemporary issues among individuals, organizations and communities.

Jefferson and Epcot Crenshaw are among the initial partners in the newly formed institute, which is intended to leverage Cheyney’s reputation and legacy as the nation’s oldest historically black university to study contemporary issues related to race, ethnicity, access and diversity in American society. Starbucks Foundation also will partner with the institute on a future research project.

TEXTILE DESIGN STUDENTS SWEEP VIRGINIA JACKSON DESIGN COMPETITION

Jefferson textile design students once again swept the top awards in the International Textile Alliance’s Virginia Jackson Design Competition with honors going to A. ZARINAH NURI M’19, EMILY OLSEN ’18, JIYOUNG PARK M’20, EMILY REPPERT M’20 and NINA NICKERSON ’18, recipient of the Collection 18 Scholarship.

ARCHITECTURE ALUMNA’S WORK ON DISPLAY AT MOMA

Architecture alumna KRISTY BALLIET ’99 and her firm BairBalliet were featured at New York’s Museum of Modern Art (MoMA) as part of its Young Architects Program; their Loud Lines installation (pictured above) responded to the competition’s challenge for architects to develop creative designs for a temporary outdoor installation that provides shade, seating and water, while addressing environmental issues, including sustainability and recycling.

GRAPHIC DESIGN COMMUNICATION PROFESSOR NAMED EDUCATOR TO WATCH

Graphic Design USA has named FRANK BASEMAN, graphic design communication professor, one of its Educators to Watch. Baseman has taught at Jefferson since 1998, and in 2007, he earned the University’s Innovation in Teaching Award. Work produced by his students has been recognized by the Adobe Design Achievement Awards, AIGA, Graphics New Talent Design Annual and UCDA. Baseman is also the creative director and principal of Baseman Design Associates. In addition, Graphic Design USA named STEPHEN ANDREO ’19 and ABBEY PITZER ’19 Students to Watch 2019.

DEAN KLINKHAMMER TO CHAIR NATIONAL LEADERSHIP COMMITTEE OF ACSA

BARBARA KLINKHAMMER, dean of the College of Architecture and the Built Environment, has been selected to chair the national Leadership Committee of the Association of Collegiate Schools of Architecture (ACSA). The national organization of accredited U.S. architecture programs represents over 200 member schools and 5,000 faculty members.

What’s Happening at Jefferson?

A. Zarinah Nuri M’19 won first place in the print (top) and jacquard (bottom) categories.
FASHION STUDENTS’ COLLECTIONS SHINE AT NYFW

With fashion industry leaders, media and influencers watching, a pair of University students showcased their work at the Designers’ Premier show as part of New York Fashion Week (NYFW). Fashion design seniors VANESSA FATH ’19 and ALEGGRA PRONESTI ’19 shined as the only student collections included in the Feb. 9 show. “Showing at NYFW is an incredibly unique opportunity and one that very few designers ever get to experience, let alone student designers,” said Carly Kusy, fashion design instructor at Jefferson. “It’s a really exciting moment for them and a proud moment for faculty as well. We’re always amazed by what our students create.”

JEFFERSON HELPS LAUNCH WORLD’S FIRST INTERNATIONAL MEDICAL DEGREE

In collaboration with prestigious institutions in Italy, Jefferson signed an agreement to launch the world’s first-ever dual-medical degree program, enabling a cohort of physicians to practice medicine in both the United States and the European Union. This partnership will enable medical students at Università Cattolica del Sacro Cuore in Rome to earn a Bachelor of Science degree from Jefferson and Doctor of Medicine degrees from the SİDNEY KİMMEL MEDİCAL COLLEGE at Thomas Jefferson University and from the School of Medicine and Surgery at Università Cattolica in Rome—all within just six years.

INDUSTRIAL DESIGN STUDENT WINS AWARD FOR TRIPLE CHAMBER AUTO INJECTOR

MS in industrial design student JULIA ANTHONY M’19 has received $5,000 from Jefferson’s STEPHEN SPINELLI JR., PhD, INVESTMENT FUND for the development of her triple chamber auto injector for lyophilized drugs, which combines multiple layers of lifesaving medications into one delivery system. The device would increase availability, decrease errors and expand access to treatment by simplifying the medicine delivery process. Anthony’s concept had previously won Jefferson’s Top Ram idea and business model competition and received the MATT GLASS AWARD FOR ENTREPRENEURSHIP—established by STEVEN GLASS, MD— in honor of his late son, MATT GLASS ’15.

GRAPHIC DESIGN STUDENTS EXPLORE DIABETES PREVENTION AND MANAGEMENT

Graphic design communication students enrolled in the systems design integration course worked with the LEADER OF INNOVATION FOR POPULATION HEALTH to explore opportunities for intervention to combat a diabetes epidemic facing Cambria and Somerset counties; currently, approximately 13 percent of adults in these areas have type 2 diabetes and 30 to 40 percent of adults are classified as obese. The graphic design communication sensors developed a design system that provides information, tools, and resources to this rural community about type 2 diabetes prevention and disease management. To help inform their solution, the graphic design students also collaborated with third-year pharmacy students in Jefferson’s diabetes immersion class.

JEFFERSON CREATES NATION’S ONLY UNIVERSITY-BASED CANNABIS SCIENCE GRADUATE CERTIFICATE PROGRAMS

With 30 states now allowing the use of medical marijuana, the multibillion dollar legal cannabis industry is projected to be one of the fastest-growing sectors of the U.S. economy in the next decade. Until now, healthcare providers, researchers and industry professionals have found few credible, evidence-based educational options to learn about the health benefits and risks of cannabis in appropriate clinical settings. To address this need, the LAMBERT CENTER FOR THE STUDY OF MEDICINAL CANNABIS AND HEMP at Jefferson has created the nation’s first—and only—university-based, graduate-level certificates in cannabis education for healthcare and industry professionals.

ELECTRONICS PROTOTYPING KIT WINS TOP RAM BUSINESS PITCH COMPETITION

A kit for electronics prototyping and programming earned first place in Jefferson’s annual Top Ram idea and business model competition presented by Blackstone LaunchPad. The DKO Smart Kit, pitched by MS in user experience and interaction design student JOHN RODRIGUES M’20 and MS in industrial design student DELARA KIANI M’20, is an affordable kit and course that helps designers develop their prototype without having to learn to code, saving both time and money and allowing people to see their inventions come to life faster. Rodrigues and Kiani were also recipients of the MATT GLASS AWARD FOR ENTREPRENEURSHIP—established by STEVEN GLASS, MD—in honor of his late son, MATT GLASS ’15.

TEXTILE DESIGN STUDENT USES MICROBIAL DYES FOR FORWARD-THINKING FASHION

Synthetic dyes rank as one of the major pollutants in the fashion industry. With the growing interest in sustainability, researchers continue to search for alternatives. Dyeing fabric and yarn through microbially derived pigments is one possible option. This technique, being explored by MS in textile design student SIVAN ILAN M’19, can reduce the demand for synthetic pigments and allow for more creative applications that can harness the power of organisms. At the 2018 London Design Festival, Ilan showcased a new line of apparel designed with Philadelphia-based biotech startup Bonaloo’s Microbial Designer Kits.

INDUSTRIAL DESIGN STUDENTS TAKE TOP PRIZES IN DESIGN WITH LIGHT COMPETITION

Out of 10 awards, Jefferson INDUSTRIAL DESIGN STUDENTS earned first, second and third place and six of seven honorable mentions in the Philadelphia section of the Illuminating Engineering Society’s Design With Light competition. This marked the third year in a row that Jefferson has dominated the awards podium in this competition.

OUTSTANDING FASHION DESIGNER

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OUTSTANDING FASHION DESIGNER
**Jefferson Institute for Bioprocessing Set to Open**

Opening in spring 2019, the **Jefferson Institute for Bioprocessing** will provide state-of-the-art education and training in the fast-emerging field of biopharmaceutical processing, which advances new therapeutics to treat a range of acute and debilitating diseases.

**Parviz Shamloo, PhD, as Executive Director**

Parviz Shamloo, PhD, has been appointed executive director and head of the Jefferson Institute for Bioprocessing.

**Five Jefferson Students Win Prestigious YMA Fashion Scholarships**

Five students received $5,000 awards from the 2019 YMA Fashion Scholarship Fund—the largest fashion scholarship program in the world. The winners include fashion design seniors **Tommy Heidebrecht ’19** and **Culton Snavely ’19**, sophomores **Kinley Lingenfelter ’21** and **Mchenzi Higdonini ’21**, and industrial design junior **Elena Krupicka ’19**. The educational fashion non-profit recognized Heidebrecht and Snavely for the second and third years in a row, respectively.

**Jefferson and Pitt Open Arlen Specter’s Senatorial Papers to the Public**

Jefferson and the University of Pittsburgh formally opened Arlen Specter’s Senatorial Papers to the public in a ceremony this past fall. This notable collection documents major legislation and political activities during Specter’s 30-year tenure as Pennsylvania’s longest-serving senator. Specter’s years in Congress were marked with memorable and influential events, including his work on the Senate Judiciary Committee regarding the Supreme Court nomination of Robert Bork in 1987 and Clarence Thomas in 1991. He also held a front row seat to many other defining political moments, such as President Bill Clinton’s impeachment trial, the decision to pursue action against Iraq and the passage of the Affordable Care Act in 2009.

**Jaz Tank: CanNavaTTion Explores the Future of Medicinal Cannabis and Industrial Hemp**

From scratch and sniff labels for cannabis, to cannabis- and hemp-infused sunscreen, sead butter, seven teams from across the United States and Canada pitched their ideas on the future of medicinal cannabis and industrial hemp at the University’s Jaz Tank: CanNavaTTion. The winning concept, an algorithm to speed up the cannabis strain selection process for patients in medicinal cannabis dispensaries, won $10,000 in financial support, plus business mentorship, legal support and business consultation from Jefferson.

**Jefferson Soars in Latest Rankings from U.S. News & World Report**

Rising to the No. 15 spot in the **Best Regional Universities (North category)**, a huge jump from last year’s ranking of No. 64, Jefferson continues to demonstrate its ability to provide students with the education required to meet the needs of the global market. Additionally, and for the first time, Jefferson was named one of the **Most Innovative Schools** in the North Region, as well as a **Best Value School**, showcasing the strength of the new Jefferson brand.

**RANKINGS ROUNDDUP**

**DesignIntelligence** has recognized the BS in interior design and MS in interior architecture programs at Jefferson as prestigious annual rankings. Last year’s focus was interior design; this year, the top 10 for interdisciplinary collaboration across architecture, engineering and construction, and interior architecture earned top 10 spots for project planning and management, sustainable built environments, adaptive design/restoration and practice management.

The **Sidney Kimmel Medical College** at Thomas Jefferson University was featured as one of the nation’s 10 largest medical schools in a report by U.S. News & World Report. **Fashionista** has named the University’s fashion programs No. 7 in the world and No. 3 in the United States. This marks the best ranking ever for Jefferson fashion by the influential website. Both **CFO World Magazine** and **Business of Fashion** have recently named the University’s fashion programs among the world’s best as well.

The MS in emergency management degree program has been ranked No. 25 in the Top 50 Best Value Interaction Design/UX/UI HCI Graduate Degrees for 2018, according to **Value Colleges**. Jefferson also earned a spot by the **Brookings Institution** on the cost and outcomes of downtown research universities, Jefferson ranked 32nd best overall and eighth for stability.

**Graphic Design USA** has named Jefferson a **Top 10 New MFA Program**.

The **Nursing Schools Almanac** has ranked the Jefferson College of Nursing the No. 4 nursing college in Pennsylvania and No. 10 in the Mid-Atlantic region. **TheBestSchools.org** has named Jefferson the No. 7 online degree program in Pennsylvania and the University’s MS in disaster medicine and management program the No. 3 and No. 4 online’s emergency management degree program in the nation.

Visit Jefferson.edu for the latest University news.
Jefferson is dedicated to improving lives by redefining humanly possible.

Our Strategic Academic Framework

We are a distinctive university with preeminence in transdisciplinary, experiential professional education, research and discovery, delivering exceptional value for 21st-century students with excellence in ARCHITECTURE, BUSINESS, DESIGN, FASHION, ENGINEERING, HEALTH, MEDICINE, SCIENCE, TEXTILES and the SOCIAL SCIENCES.

STRATEGIC AREAS OF FOCUS

FIELDS OF TOMORROW
- Couple new offerings to evolving professional disciplines
- Build learning for life architecture
- Infuse computational thinking throughout

CURATED, PERSONALIZED EDUCATION
- Hard-wire co-curriculum
- Distinguish professional education
- Blur undergraduate-graduate divide

OUTWARD-LOOKING ENTERPRISE
- Leverage regional and global partnerships
- Power research with shared resources
- Build pooled partnership model with assured admission links

DYNAMIC ACADEMIC COMMUNITY
- Link portfolio of marquee programs to legacy strengths
- Bridge disciplinary boundaries
- Enrich faculty, students and staff

STRATEGIC AREAS OF FOCUS

"We're heading into a post-rational future where qualitative and quantitative approaches combine to form a more holistic and comprehensive definition of quality. Teaching to the fields of tomorrow requires the ability to define the future in very direct ways."

ROB FLEMING is professor and director of the MS in sustainable design program and the Salaman Family Chair in Sustainable Design at Jefferson.

"Jefferson values the unique aspirations of individual students and inspires them to discover an authentic and distinctive academic path leading to a rewarding professional career."

PHILIP RUSSEL, PhD is professor of finance and dean of the School of Business at Jefferson.

"We're a forward–driven enterprise that has mastered the art of creativity, collaboration and design thinking and project–based management on a global scale. Transdisciplinary thinking is ingrained in our brand DNA and embedded in our culture."

NIOKA WYATT is associate professor and director of the fashion merchandising and management program at Jefferson.

"We're enriched by a community of scholars—educators, discoverers, practitioners, visiting scholars—powering an embrace of reimagined 21st century professions. These thought leaders, together with our students, engender a dynamic academic community bubbling with creative ferment."

MARK L. TYKOCINSKI, MD is provost and executive vice president for academic affairs at Jefferson, and the Anthony F. and Gertrude M. DePalma Dean of the Sidney Kimmel Medical College.
HAROLD RONSON ‘51 wanted to enlist in the Armed Services during World War II. His two older brothers and brother-in-law already were overseas. One problem: He was only 17, and the mandatory age to enlist was 18. However, at the time, recruits could enlist at as young as 16 with their parents’ consent. Brash and confident, he hatched a plan to lie about his age and join the Navy.

Sneaking into a nearby bathroom, he forged a permission letter from his father, which gained him passage into military service. This is one of the many stories of a remarkable man who used hard work, talent and grit, infused with a bit of humor, to overcome any circumstance and achieve extraordinary success.

GROWING UP IN THE CITY

For Ronson, growing up in Brooklyn was a special time when the playing fields were the streets and concrete courtyards and his daily activities consisted of doing jigsaw puzzles, painting, collecting stamps, frequenting local museums and following the New York sports teams. He enjoyed hanging out with the “gang,” finding new and inventive ways to entertain themselves using their imaginations and limited resources.

“We didn’t have much, but we didn’t know it,” Ronson fondly reminisces. Other childhood recollections center around his family, especially his parents. His father was a “funny guy who never took anything seriously,” and his mother was hardworking, religious and loving. And the things he learned through their influence—humor and giving back—have followed him throughout his life.

A LIFE-ALTERING EXPERIENCE

Ronson served in the amphibious forces at Iwo Jima, Okinawa and the Philippines from 1944 to 1946. Enamored with the thoughts of adventure and heroism, his expectations didn’t mirror reality. When he arrived in California to board the vessel he would call home for the next few years, he did a double take. Expecting something large and ocean-bound, he transitioned to a “rusty, little landing craft, whose floatation abilities were in serious question,” Ronson laughs. “It was so small it didn’t even have a name.”

His recollections of his service are filled with memories of landing troops, firing smoke mortars from this flat-bottomed vessel designed to support amphibious missions, and feeding a machine gun alongside a gunner whose face was struck by Japanese mortar. Iwo Jima was the worst of his experiences, filled with violence, killing and chaos. In Okinawa, he witnessed kamikaze raids in which his group created a smoke barricade in the harbor during the evening, so the suicide planes couldn’t spot the Allied forces’ ships.

His most life-threatening experience occurred at Okinawa on his birthday, when a torpedo shot under his landing craft. “Two more feet and it would have blown us into a million pieces,” Ronson recounts. Intertwined with combat recollections are stories of occasionally lighthearted moments and inadvertent humor. On Cebu, a province of the Philippines, Ronson manned a submachine gun and ascended the island through a torrential downpour, they cautiously canvassed the area for enemy troops. Suddenly, the banana grass rustled...
A college degree gave me a license to run in life’s race.

True to his nature, Harold enjoys finishing his narrative with humor. One day while visiting campus, he ventured into his eponymous building, Ronson Hall, to use the bathroom. Not knowing who he was, a student monitoring the front door told him the building wasn’t a public facility, so he couldn’t enter.

Bemused yet unshaken, he replied, “What’s the name on this building?” to which the student said, “Ronson Hall.”

“Well, I’m Ronson,” he said. The perplexed student responded, “Oh, you’re Mr. Ronson. I thought he was dead.”

In his golden years, Ronson continues to remain involved, enthusiastic, and giving. He still regularly plays tennis, travels between New York and Florida, enjoys the opera and cultural events, and supports numerous charitable and educational organizations. As Ronson sees it, “I like to be somebody, I like people to know me and I like to leave a mark.”

Jefferson leadership broke ground on the state-of-the-art Kay and Harold Ronson Health and Applied Science Center. Ronson was joined by his daughters, Norma Ronson Koppel and Joanne Ronson Tuttleman, as well as the Kay and Harold Ronson Simulation Lab. The building will promote collaborative learning where students from different backgrounds and educational disciplines can learn and work together with expert faculty to innovate and solve problems.

Thanks to generous donor support, particularly that of its namesake, Harold Ronson, it will open for full operation in fall 2019. The building will promote collaborative learning where students from different backgrounds and educational disciplines can learn and work together with expert faculty to innovate and solve problems. Designed to run parallel with and overlook Henry Avenue, this building will transform the “face” of East Falls Campus, becoming its first-noticed and most prominent feature. “When people drive by this campus and look at the Kay and Harold Ronson Health and Applied Science Center, they are supposed to know that this is a place where innovation happens,” said Stephen K. Klasko, MD, MBA, president of Thomas Jefferson University, during the groundbreaking ceremony.

Key features of the 60,000-square-foot building include a gross anatomy lab; six breakout rooms for team learning; enlarged medical simulation lab; enlarged physical diagnosis lab; athletic training diagnostics lab; labs for use by nutrition, respiratory therapy, occupational therapy and trauma counseling; enhanced textile materials lab; shielded space intended for health innovation maker space; and footprints that expand collaborative teaching and learning.

Explore more about the building on the next two pages.
Thanks to the generosity of Harold Ronson, a new health and applied science building broke ground last year on Jefferson—East Falls Campus. It will open for full operation in fall 2019.
By Merrill Meadow

Jefferson has developed a world-class reputation for graduating designers with a demonstrated capacity for developing robust solutions for real-world problems.

A 4-year-old boy cruises down the sidewalk in his new Lightning McQueen motorized kiddie car, delight in his eyes, a huge grin on his face. His blaze-red vehicle was an off-the-shelf model that had been custom-retrofitted for the child, who has severe neuromotor and developmental deficits and only can walk short distances with a walker. Before, he could neither control the car nor sit comfortably. Now, specially designed modifications enable him to drive it smoothly and safely, with a sense of joyful independence he’d never before experienced.

An avid photographer, who suffers from spinal muscular atrophy type II, a genetic disease that causes lack of motor function, muscle weakness and muscle atrophy, now can easily adjust and maneuver his camera while in his wheelchair. An adjustable camera stand, which was conceptualized and developed by a transdisciplinary team of University students, attaches below the armrest, so it doesn’t impede the chair’s maneuverability, yet can be adjusted for three planes of movement and operated by remote.

Fifth-year architecture students work with a Philadelphia-based architectural firm to envision the future of building skins combining bio-inspired approaches, textile material strategies, and computational design methods and digital fabrication. Their goal is to discover novel materials strategies that address environmental concerns of energy efficiency, scarcity of natural resources, greenhouse gas, recyclability of building systems, and human comfort and well-being.

Here’s where each of these stories started: a concrete problem that directly affected the well-being of real people. Each problem was multifaceted and complex, requiring multiple kinds of knowledge and skills to solve. And each story’s happy ending depended on the skills and creativity of a team of Jefferson designers and their collaborators, employing an approach called “design thinking.”

Design thinking is a specific way of approaching problems and solutions. It has come to define a 21st-century approach to all forms of design. And it’s particularly suited to solving multifaceted problems in a complex, changing society.

To understand why requires a quick primer: The design-thinking process employs a series of steps through which designers explicitly define the problem, describe many potential solutions and their impacts, and develop and test concrete ideas; each of these steps is deeply analyzed—and often reiterated—before the designers define and present a clear and compelling solution.

“Design thinking demands that we take a holistic view of challenges—that we put our arms around as many relevant aspects of the human experience as we can and develop ways to connect them for maximum impact,” explains Michael Leonard, dean of Jefferson’s School of Design and Engineering and associate professor of industrial design.

“It encourages us to draw on many areas of knowledge and perspectives and to test many options to understand what about them works or doesn’t work in a given situation.”

The result of this process is frequently novel, fresh and innovative. That capacity for driving new thinking and product innovation is one of the process’s major benefits.

Although its intellectual roots go much further back, the term design thinking was coined in the 1960s, and its principles were developed and honed during the succeeding decades and applied in myriad settings. By the early 2000s, corporations began employing design thinking to make their strategic planning and problem-solving exercises more productive and the results more innovative. Design-thinking principles also had become the intellectual foundation for many graduate-level design programs. Jefferson, however, pioneered the use of design thinking as the framework for undergraduate education in the design professions.

It was the intellectual cornerstone for the Design, Engineering and Commerce (DEC) core curriculum launched in 2011—which introduced students to integrative design thinking in their first-year courses. And over the last decade, the University’s design programs have developed a world-class reputation for graduating designers with a demonstrated capacity for developing robust solutions for real-world problems.

So far, so good. But what’s on the mind of every design school dean is the future.
The challenge is how to keep our design development is having a staggering impact economics, communication and culture. And we’re only beginning to understand such as climate change and population migration. Our responsibility as educators is to ensure that the designers we train are fully prepared to address change in its many facets.

"Of course, we’re going to train them in the latest software and technical tools, but that’s the easy part," he continued. "More challenging is enabling them to intuit changes being driven by global challenges, such as climate change and population migration. Our responsibility as educators is to ensure that the designers we train are fully prepared to address change in its many facets."

The best way to stay ahead of the change wave, Leonard believes, is to rejoice the power inherent in design thinking.

**COLLABORATION and RESEARCH**

One of design thinking’s central principles is research—broad and deep information gathering. “It is essential to build a multifaceted understanding of the problem and the people who will be affected,” Leonard says. “You have to analyze as much evidence as possible from as wide an array of sources as possible.

Indeed, the early 1980s were a difficult period for newly minted designers. The country’s economy lagged, and companies’ resources were strained. But the situation fostered a habit of financial discipline for Leonard—which served him well when he launched his own practice. At the same time, personal computers and other new technologies were just entering the workplace.

Leonard has conducted decades of hands-on research on the problem of how to create and maintain a world-class design-training program. (See sidebar on page 29.) He’s been both practicing and teaching design virtually from the moment he finished his own undergraduate training nearly 40 years ago. His multifaceted career has yielded a deep evidence base on the training required for young designers to excel.

In presenting him with the Philadelphia University President’s Award for Excellence in 2011, former Jefferson Chancellor Stephen Spinelli Jr., PhD, observed that Leonard was both one of the best educators and the most experienced industrial designers in the country—and emphasized how inextricably intertwined those facts were.

“I entered the field at a notable time, and my early experiences taught me lessons that I have carried since,” Leonard says. “They inform both my practice and my thinking about design education.”

The world of the 1980s, when Leonard began his career, was vastly different from today. But the challenges young designers faced then—navigating economic and cultural challenges and the impact of new technologies—are parallel to those that emerging designers face now. The key distinctions today are higher pace of change, the ever-increasing complexity and the 21st-century expectation that students bring into the classroom and studio. But something else has changed in the decades since design thinking became the profession’s central intellectual pillar: The way design thinking itself is viewed and interpreted.

For too many people, design thinking is being defined in broad conceptual terms, and they end up missing many of its essential components,” Leonard explains. “A multifaceted concept is being reduced to a handful of oversimplified equivalences: Design Thinking = Quality Design Thinking = Innovation

As a result, the term is slowly becoming a buzzword—a rhetorical spice sprinkled on someone’s concept; a way of shading to sophisticated ideas without actually engaging with them. And the design-thinking process is in danger of being viewed as something passive—a set of plug-and-play ideas or an autopilot mode for developing a successful design.

In this context, even the word “thinking” is something of a buzzword; people tend to overstock the “thinking” part of design thinking. “Today, when we describe our approach to training designers, we say, ‘We design thinking,’” he notes. “We’re putting as much emphasis on the thinking as on the designing.”

This isn’t merely parsing semantic nuances. Definitions matter. The ways that design-thinking principles and processes are presented directly affects students’ abilities to hit the ground running and to excel. In practical terms, then, what does “we design thinking” mean? First, it places an emphasis on design as a process. The integrative design process has both key steps and a reiterative design nature. We help them learn to pull things apart and observe all the relevant factors at work. We tell students that the word design is both a noun—that is, a product of their effort—and a verb—the process through which they exert their effort,” Leonard says. “As teachers, we measure our success by how well we help our students engage in design-as-verb. Indeed, we throw them right into the deep end of the pool, immediately asking them to apply their skills through the process. We encourage them to have a ‘dive right in’ attitude. And our goal is that they grow increasingly confident in using the process to guide their skills and to identify where they need to add or enhance skills.

Our intent with ‘we design thinking’ is to help our emerging designers build the capacity to drive their own lifelong process of gaining knowledge. We want them to recognize that good design changes the way you look at the world, the way you interact with the world. That designing is, in itself, an education. We want to make them hungry for that new knowledge.”

"We design thinking" also is a way to restate what innovation is and to clarify how it comes about.

"Innovation is the result of deep engagement with a problem and with the people who want it solved; it emerges from deep knowledge and a careful analysis of needs and opportunities," he says. “That’s why we don’t teach our students to be innovative, per se. We help them learn to pull things apart and observe all the relevant factors at work.”

**DESIGN THINKING, RENEWED**

"Working with wholly new products made me understand the importance of testing material from which to build solutions," he recalls. "Indeed, we throw them right into the deep end of the pool, immediately asking them to apply their skills through the process. We encourage them to have a ‘dive right in’ attitude. And our goal is that they grow increasingly confident in using the process to guide their skills and to identify where they need to add or enhance skills.

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The way the design-thinking process has evolved is similar to the process of developing a successful design. We help them learn to pull things apart and observe all the relevant factors at work. We help them learn to pull things apart and observe all the relevant factors at work. We help them learn to pull things apart and observe all the relevant factors at work.
Leonard’s own “7/4/428 Method” for analyzing a product or service is one tool—a simple and effective one—that Jefferson students learn as they master the iterative thinking-through-process. It has the designers break down the product’s use into seven steps, then get more granular and identify 14 steps, and again into 28 steps. The exercise forces designers to understand in great detail how the product is to be used and how it uses each viewer just as if it were a user. Inevitably, the designer learns which are the most important steps, which the most troublesome, which can be superfluous—and whether a wholly different approach might enable the user to accomplish his or her goal faster, better and easier.

"7/4/428 is not rocket science; it doesn’t demand extraordinary creativity," Leonard muses. "It’s just a small, simple process within a larger process that can drive new insights and effective solutions."

But it’s exponentially more powerful than throwing buzzwords at the problem. And it’s an elegant example of what Leonard means by “we design thinking.”

LEVERAGING THE CONTEXT

Context is essential in the design process—and key to Jefferson’s design programs. The unique environment in which the University’s students learn is, in part, a natural extension of its Nexus Learning approach. Nexus Learning is project-based, collaborative, real-world focused and brings industry partners into classrooms in novel ways. Reflecting this approach, Jefferson’s design programs are both more hands-on and collaboration-focused than those of most other design schools.

“From day one, we treat students as professionals,” Leonard says. “That means engaging them in the kind of projects they will be tackling after they graduate.”

The average Jefferson undergraduate design student will have completed eight corporate presentations and worked with dozens of professional designers and corporate staff members.

This is a natural connection, building on clear commonalities between the design and health professions,” Leonard says. “We share a mission: improving the human condition—helping people feel better, be more comfortable, work more effectively. We both are grappling with how best to train professionals to apply specialized knowledge to complex problems; and how to leverage processes—rather than rely wholly on memory, intuition, creativity or individual experience—to achieve optimal results.”

Those commonalities and the shared context mean that—perhaps for the first time—designers will have regular, direct access to the practice of medicine and public health. It gives them ongoing opportunities to assess how healthcare products and services work and to identify potential points of improvement. Moreover, designers and health professionals will be able to offer each other new ways of assessing problems and unique approaches to asking and answering questions.

“I know that our design students can make important contributions to enhancing health care,” he says. “In my experience, most doctors have ideas for new products that could improve care, but they haven’t had easy access to people who can help develop, test and evolve products. And, certainly, patients would be grateful to have designers thinking about ways to make the ‘waiting experience’ more pleasant and productive.”

“Overall, the prospect of deeply infusing design-thinking—and the we design thinking approach—into health professions education and healthcare delivery is creating excitement throughout the institution.”

REFLECTION

Ultimately, one of the most important elements of the design-thinking process is the one that appears in parentheses, repeatedly: reflection. It’s another prompt to engage in the thinking part of the designing. It’s a reminder for the designer to consider what he or she sees, hears and feels as information flows back from prototyping and testing and user feedback. And reflection also serves as a continuing reminder that Jefferson’s goal is to foster students’ capacities to excel on both sides of the design-thinking formula: being creative and analytic, proposing solutions and analyzing problems.

Upon his own reflection, Leonard is confident in the University’s approach. Its design students’ extraordinary track record suggests his confidence is well placed. Companies that traditionally employ only designers with a master’s degree are hiring Jefferson bachelor’s degree holders—knowing they have both technical skills and a clear, practical understanding of how to move the design process ahead effectively and expeditiously.

A growing number of organizations are asking to sponsor projects in Jefferson classrooms; and, increasingly, these projects address companies’ most important lines of business and most challenging problems.

“Recently, I sat back and thought about the implications of what we’ve been able to do here,” Leonard says. “We have created one of the largest and most effective ‘idea development’ centers in the United States. From across Jefferson, we have brought together an enormous number of highly trained, creative, engaged professionals—people who can solve problems, address new opportunities and bring perspectives to long-running debates. Together, we are turning hopes into ideas, ideas into action and action into concrete results.”

MICHAEL LEONARD earned his BS in industrial design from what’s now Philadelphia’s University of the Arts (UArts) in 1980. That same year, he began lecturing on industrial and interior design at UA and, over the next two decades, taught there, and at the Art Institute of Philadelphia and Drexel University. He became an adjunct professor of industrial design at then Philadelphia College of Textiles and Science in 1997 and joined the full-time faculty in 2008.

Along the way, he won half a dozen awards for his teaching, including the Philadelphia University’s President’s Award for Excellence, which recognized his work in the classroom, commitment to mentoring students and standing as a role model for faculty colleagues. He also was named the Laurel Goldstine and Libby Rose Chair of Design and Engineering—an acknowledgment of his key role in creating the award-winning DEC curriculum and building the University’s industrial design program.

One reason that Leonard’s been such an effective teacher and academic leader is that he rarely paused in his own learning. He holds an MA in education focused on digitally based learning and an MS in higher education focused on project-based design learning.

Leonard’s first professional position was managing product design at Exxon Office Systems. But within two years, he launched his own firm and has maintained a private industrial design practice for nearly four decades, turning product concepts into physical reality and making existing products better. He has worked with clients ranging from major manufacturers to biomedical companies to the U.S. Army. And he’s designed a breathtaking array of products: from insulin delivery systems to gaming consoles; bathroom sinks to Sesame Street toys; dental floss dispensers to automated supermarket checkout systems. That body of work has drawn admiring attention and been featured in exhibitions and publications, such as Design World Magazine, Industrial Design, ID Magazine and Popular Science.
For centuries, Western society viewed creativity in a very narrow way—as an innate spark, a unique capacity manifested primarily by true artists who captured humanity’s most important experiences in word, music and image. Creativity was seen almost as a kind of magic, conjurable by a precious few. Many people might dabble at creative endeavors. But, ultimately, they had to fall back on mundane grit—working diligently, learning through trial and error—rather than the Olympian flash of creativity in a very narrow way—as an almost as a kind of magic, conjurable by a precious few. Many people might dabble at creative endeavors. But, ultimately, they had to fall back on mundane grit—working diligently, learning through trial and error—rather than the Olympian flash of inspiration that marked the truly creative.

However, over the last four decades in particular, our society has developed a more sophisticated view of what creativity is and who has access to it. That broader perspective has been spurred, in part, by three developments: a growing understanding of how the human brain works, how we think, learn, remember and connect ideas; an acknowledgement of creativity’s role in technological and scientific innovation; and the spread of computer technologies and applications that provide creative tools and instruction virtually anyone with a web connection.

Today, we recognize myriad kinds of creativity, innumerable places where it can gestate and bloom, and countless ways it can be put to use. In addition, while we rightly continue to honor artistic genius, we understand that creativity across disciplines is vital for society and for our students to be prepared for the future of work. In fact, it is our obligation to confront what has amounted to a crisis-level shortage of creativity in the U.S. We have the capacity to be creative in meaningful ways, and there is no cap on our creative potential. Further, creativity can be cultivated, and institutions of higher learning—especially those training professional leaders—have a responsibility to foster students’ (and faculty members’) creative skills.

There are many paths to creativity, many settings that nurture creative thinking. In my experience as a researcher and educator, I have most often seen creativity emerge when people ask boundary-breaking questions and interrogate deep-rooted assumptions; when they engage in thought experiments, unfettered by pragmatism or received wisdom; and, especially, when they are helped to see through others’ eyes and feel through others’ experiences.

The author Steven Johnson, widely respected for his books on science, technology, society and innovation, deeply understood what kind of environments are best for promoting creative breakthroughs. His answer, in essence, is that creativity and new ideas emerge most frequently at intersections. On the micro level, these intersections are places where people from different backgrounds and perspectives interact, share ideas and question each other—like the 17th century’s newly emerged coffee houses and contemporary tech companies’ open gathering spaces. On the macro level, Johnson observed, creativity and innovation are generated where fields, disciplines or industries intersect.

At its most fundamental level, the creation of the new Jefferson is exactly that—a strategy for designing fruitful intellectual and professional intersections. Indeed, it was an intersection that sparked the Medicine + Design co-curricular pathway, a new profession that emerges a decade from now. I am excited to see how widely creativity is blossoming at Jefferson. Even more, I am eager to see the fruits of our students’ creative skills and innovative spirit—and the world-changing impact they will have.
Two industry experts and educators share experiences and insights on the textile industry.

From the time MARCIA WEISS ’83 and MARK SUNDERLAND ’84, M’06 first arrived as undergraduate students at what was then the Philadelphia College of Textiles and Science at the turn of the 1980s, they knew they found something special. “My father told me that it was the Harvard of textiles, and he was right,” Sunderland says.

For more than three decades, Weiss and Sunderland excelled in their field. They returned to Jefferson to teach. Today, Weiss serves as the director of the Science at the turn of the 1980s, they knew they found something special. “My father told me that it was the Harvard of textiles, and he was right,” Sunderland says.

What was education like when you studied at Jefferson?

MW: I majored in one of the first transdisciplinary majors: textile marketing and management. It allowed me to interact with professors and industry professionals. It was a very hands-on experience, which is why students chose Jefferson both then and now.

MW: It was also collaborative and interdisciplinary. There were five undergraduate textile majors at the time, and students were mixed together in courses about yarn manufacturing, weaving and knitting. We learned from each other. We also had an amazing wealth of knowledge in our faculty.

What was the industry like when you graduated?

MS: In the mid-1980s, knitting and manufacturing companies had a big presence in Philadelphia. Everybody knew everyone. But the industry was at an inflection point. The next five years were very different.

MW: I joined Burlington Industries at graduation. In 1983, they were one of the “big three” textile firms, with 80,000 employees globally. They made everything in-house, but they soon realized the advantage of partnering with international manufacturers to reduce costs.

How did the industry evolve over the next two decades?

MS: The 1980s and ’90s saw great change in logistics and the supply chain. Goods and products moved to countries with cheaper labor. The transition from Main Street to malls and strip malls began. And cotton was king. In the 2000s, the industry began developing advanced textile manufacturing. It was a resurgence of innovation—embracing digital textile printing, seamless and digital knit apparel; shaping a garment without sewing; and weaving technology from 2-D to 3-D. Athletics and performance apparel and products have connected diverse functional yarns and fibers to accelerate textile manufacturing technologies.

MW: The industry also accelerated significantly in color trend and time-to-market. When we graduated, it took a year for trends to move from fashion to home. Today, it’s instantaneous because we’ve so interconnected.

MS: It used to be linear. Brands chose the fashions and pushed them through the supply chain. Now, it’s circular, with customer preferences driving brands and fashion forward.

MW: industry accelerated significantly in color trend and time-to-market. When we graduated, it took a year for trends to move from fashion to home. Today, it’s instantaneous because we’ve so interconnected.

What was the industry like when you studied at Jefferson?

How has education at Jefferson stayed ahead of the curve?

MW: We’re responding to what our students crave. In textile design, students want to learn about sustainability. Our students are also interested in the explosion of make-spaces and artisanal heritage. They’re equally interested in new technologies.

MW: Empathy plays a significant role as well. We focus on what the end user, consumer, patient or athlete wants or needs—what delivers value. The students begin to seek out opportunities and explore new pathways, which creates a transdisciplinary learning experience.

LEARN MORE about fashion and textiles by visiting Jefferson.edu/FuturesCenter.

What types of jobs are Jefferson alumni getting today?

MW: Companies large and small visit Jefferson to interview students regularly. Nike hires textile designers, textile product scientists and textile engineers into their innovation kitchen. Our graduates take jobs in color-and-trend and print-and-pattern with companies like Urban Outfitters. They design upholstery fabric. They work on biomedical research for firms that are part of Johnson & Johnson.

MS: Our graduates also work at fashion- and technology-forward companies like Everlane and Mountain Hardware. We have students who work on quality, compliance, technology and product development at the Department of Defense and Federal Mogul. As soft flexible textile composites find their way into the technology sectors as products, we expect graduates to work in high-tech firms like Google, Intel and Apple.

What does the industry’s future look like?

MW: Sustainability in fibers, yarns, textiles and apparel is a hot topic. Transparency across all market sectors is increasingly important. We’re not far from the day when all ingredients used in making a textile can be accessed through a QR, barcode or app. And soon, we’ll be asking not what can textiles do, but what can’t they do. Imagine us rolling up our laptops instead of folding them. Textiles are the only way to do that.

MW: There’s a movement in sustainability called fibershed. It’s a network of smaller companies that sources materials within a 100-mile radius, which less directly into the explosion in the growth of make-spaces. Combined with advanced technology and manufacturing, these innovations will reduce minimums and lead times while further increasing speed to market.

What is Jefferson doing to prepare students to shape that future?

MW: At Jefferson, we’re asking our students to solve open-ended problems to build their critical thinking skills. We also get students out of the classroom so they understand today’s global opportunities and challenges. Our students go to West Africa to see artisanal practices. We partner with students at Heriot-Watt University in Scotland. Mark travels to China with students on an annual basis.

MS: Students bring those experiences back to the classroom to share with others. And that’s happening throughout the industry, too. Today’s students will be lifelong learners, constantly retraining and re-educating themselves. Our students inspire us, and we’re incredibly fortunate to educate them.
Dyed in the Wool

G.J. Littlewood & Son is tied to the fabric of Jefferson. By Trish Shea

Sprawling textile mills once dotted the Philadelphia-area landscape, and while many have become casualties of the shrinking U.S. textile industry, one company has continued to thrive and now stands in the oldest textile dye house in the country.

Since 1869, G.J. Littlewood & Son Inc. has operated as a commission, raw stock dye house. Its longevity comes from the founder’s philosophy, which the fifth generation of Littlewoods still espouses: to work closely with clients to meet their needs. Simple but true, this mantra guided the Littlewood operation to maintain control of the U.S. wool and synthetic dyeing markets for 150 years.

G.J. Littlewood & Son, son of Graham J. Littlewood III ’42 (a chemistry alumnus and former president of the company), believes a successful business requires being stalwart and a good listener.

“The Littlewoods, we do whatever is necessary to give our clients exactly what they need,” he says. “We’ve built a reputation in the industry as the go-to company if you want dyeing and color done right.”

Janet Brady, associate professor of materials technology at Jefferson, marvels at the company’s tenacity to protect and uphold an American institution that has fallen victim to an evolving global market and an ever-changing economic landscape.

“The Littlewoods celebrate their 150th anniversary as a textile dyehouse this year,” says Brady, also director of the University’s Grundy Materials Evaluation Laboratory. “That is itself is amazing. It speaks to their ability to meet the needs of a transforming industry and find ways to develop new business even in niche markets.”

It all began when founding father Graham J. Littlewood brought his company to the United States from England when the European market was losing trade to less expensive foreign industries. Appropriately, he established his first factory on Dye Street in Philadelphia. Years later, the business moved to its current location on Main Street in Manayunk, notably a more textile-driven spot.

Today, the company has over 40 domestic clients, ranging from artisan crafters to the U.S. Navy—weighing pigments on a gram scale; formulating the color mix; evaluating customer standards using international color matching techniques; running lab dye machines; writing lab formulas; filing production dye records; and maintaining material safety data sheets.

“Richard frequently shares information with the University about advances and trends in fiber dyeing,” and on one occasion, Brady recalls how the company helped out in a pinch.

“You had a very large piece of test equipment delivered to us while down in Manayunk at the Philadelphia University Research Center,” she says. “Our location was only a couple of blocks from Littlewood. The delivery truck was too large to drive down Station Street to our door and had to offload the equipment on Main Street. Richard came up with a forklift and delivered the equipment right into the lab and placed it on the table. I was so thankful. I don’t know how we would have moved the instrument into our lab had it not been for their assistance.”

As a longtime member and former president of the University’s Alumni Association, Graham J. Littlewood III understood the importance of continually engaging the next generation of textile professionals. The Graham J. Littlewood III ’42 Memorial Award was established to recognize alumni who demonstrated a thorough commitment to the continued excellence of the school, and the newly named Graham J. Littlewood III ’42 Time, Talent and Treasure Award honors those who have shown a similar dedication.

But this partnership has been mutually beneficial. “I have performed work for them in the Grundy Materials Evaluation Laboratory for many years,” Brady says. “We have also worked together as members of the American Association of textile Chemists and Colorists’ Delaware Valley section to develop educational events for members to share their developments, needs and interests within the textile industry. Jefferson students were always invited and hosted, along with students from other area schools studying textile-related programs.”

The Littlewoods have worked harmoniously with the industry, Jefferson and each other for five generations. They have withstood the test of mergers and acquisitions, preserving their legacy by facilitating new ideas and incorporating novel approaches to business and technology.

“We remain committed to working with the growing number of clients who depend on us for our quality dyeing services,” Richard says. “We’re still here as G.J. Littlewood, and we won’t let them down.”
Assistant Vice President of Athletics Tom Shirley looks back at 30 years on campus.

In addition to his coaching duties, he runs the day-to-day operations of the University’s athletic department, including scheduling, budgets, event management and alumni relations. He has seen the school move from Philadelphia College of Textiles and Science to Philadelphia University to Jefferson and helped manage those transitions to create the current landscape of Jefferson Athletics.

His journey at the school began in 1989 as associate athletic director and head women’s basketball coach. Three years later, he became the director of athletics.

He guided the team to a 26–6 season in 1991–92 before turning in a program-record 27 wins the following year. The Rams remained a dominant force in the 1990s, as his teams won 20 or more games for 10 straight years, made three NCAA Tournaments, produced two All-Americans and one National Player of the Year in Tammy Greene ’94 in 1994. In 1998, the Rams grabbed a win in the NCAA postseason, the program’s first since reaching the national semifinals over a decade earlier.

“Recruiting Tammy Greene set the program up as a major player once again,” Shirley says. “Former head coach Julie Soriero took those transitions to create the current landscape of Jefferson Athletics.

Shirley and the athletic department left the New York Collegiate Athletic Conference (now called the East Coast Conference) in 2005 to join the Centennial Atlantic Collegiate Conference (CACCC). Since then, the

University has won 30 conference titles, including two in women’s basketball (2008–09 and 2015–16).

“Moving to the CACC was one of the best things the athletic department has done in my tenure,” he says, noting that the completion of the Gallagher Athletic, Recreation and Convocation Center in 2007 also helped to further build the foundation of athletics on campus. “The conference is the most geographically friendly in the nation with a centralized recruiting base and has set us up with local rivalries with Chestnut Hill, Holy Family and USciences.”

The Rams have continued success throughout the 2000s as the school merged with Thomas Jefferson University, still competing at the Division II level in the CACC. In their first campaign as the Jefferson Rams in 2017–18, the team won 26 games, the most since their 1995–96 season, while making the NCAA Tournament for the third time in the past four seasons.

Beyond the University, Shirley served as the CACC president for 10 straight years, made three NCAA committee appointments, Coach Shirley has positively impacted the lives of countless students—on and off the court.

In 2008, he established the Kathleen and Thomas R. Shirley Sr. Scholarship in memory of his father, a World War II veteran who served in the Navy. The award provides a non-athlete who resides in East Falls, Manayunk or Roxborough with a tuition-assistance scholarship for four years. The scholarship has raised almost $275,000 to date, with the goal to reach $500,000 to celebrate Shirley’s 30 years on campus.

“I wanted to honor my parents, people who worked every day to make a better life for their children,” Shirley says. “Having a scholarship helps with the fear of not being able to pay for school. Now, I can focus more on school as opposed to trying to get to work after class.”

— DEANNA HAGMAN ’19

Visit Jefferson.edu/ShirleyScholarship to make a gift to the Kathleen and Thomas R. Shirley Sr. Scholarship.

Assistant Vice President of Athletics

‘COACH SHIRLEY has had a huge impact on my career as a student-athlete, professional athlete and now a collegiate coach. Not only did he teach me how to become the best basketball player I could be, but he also taught me lessons that I now apply in my coaching career. While playing for Coach, I learned the importance of preparation, attention to detail, teamwork, loyalty and communication. Without Coach, I wouldn’t be where I am today. I wish him continued success. Go Rams!’

— BRIA YOUNG ’15

formed Ram standout and Harlem Globetrotter and current assistant coach for the Saint Francis University women’s basketball team

‘Recruiting Tammy Greene set the program up as a major player once again.’

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For women’s soccer, KATIE NEVEIL ’19 was named to the All-CACC first team, while MARYKATE UHLEN ’20 was selected to the second team. ERIN TINNEY ’20 was part of the CACC All-Tournament team, and MORGAN FOSTER ’19 earned CACC Academic All-District laurels.

COURTNEY WENSEL ’19 became the volleyball program’s all-time digs leader with 1,565. She earned All-CACC second team 2017-18 season. In addition, women’s CACC—had eight students recognized as Scholar-Athletes.

For women’s soccer, LEIDDY ’20 was part of the CACC All-Tournament Team and was chosen to the All-CACC second team. In addition, women’s rowing—which doesn’t compete in the Courtyard sponsorship, received Shirley earned his 600th win at the helm of the Rams on Nov. 10, before suffering a season-ending injury vs. West Chester on Nov. 28. Head coach SHIRLEY opened the season with a pair of victories. Shirley earned his 600th win at the helm of the Rams on Nov. 10 before tallying his 750th victory overall on Nov. 11.

In Returning to the University, New Assistant Men’s Basketball Coach Carideo Joins Select Few

STEPHANIE CARIDEO ’11, M’12, the new assistant men’s basketball coach, fondly calls the University her second home. As a decorated player for the Rams, she helped lead the women’s squad to the CACC Championship in the 2008-09 season, made the All-CACC Team twice, and finished her collegiate career with over 1,000 points, 400 rebounds, 400 assists and 200 steals.

“Working under Naismith Hall of Fame Coach Herb Magee is a privilege,” Carideo says, who earned her BS in psychology and innovation MBA. “As a player, I have always had the utmost respect for Coach and the program that he has created. Now, as a coach myself, I’m looking forward to learning from him and assisting in any way I can to help achieve the ultimate goals of winning the CACC, and making a run for the NCAA Championships.”

The former point guard most recently served as the women’s basketball head coach at Division III Penn State University’s Abington campus for two seasons. She went 5-16 in her first season there to setting a program record for wins going 22-5 in 2014-15 and being named the North Eastern Athletic Conference Coach of the Year and the Nittany Lions’ Jim McGihten Coach of the Year.

In making the move to the Rams, Carideo enters a small active female coaching staff with the likes of Edniesha Curry of Division I University of Maryland and being named the North Eastern Athletic Conference Coach of the Year and the Nittany Lions’ Jim McGihten Coach of the Year.

Junior small forward/center JOSH BRADANESI ’20 was a standout for men’s soccer earning All-CACC, first team, D2CCA All-East Region second team and United Soccer Coaches All-East Region first team accolades. In addition, CHARLIE LIVESEY ’22 and VAL MONKRESS ’21 made the CACC All-Tournament Team.

Men’s cross country finished third at the 2018 CACC Championship with ETHAN FADALE ’19 and BEN NARDI ’21 earning All-CACC accolades for their top-15 finishes. Fadale went on to garner All-Region honors, placing 23rd at the NCAA East Region Championships. He also received Philadelphia Inquirer Academic All-Area distinction.

LAUREN CANDIA ’21 of women’s tennis was chosen to the All-CACC second team. She went 7-4 from No. 5 singles and 8-3 from No. 1 doubles during the fall season.

Women’s cross country won its fifth straight CACC Championship and the 10th in the past 11 years. ERIN YOUNG ’20, MEGHAN MORAN ’20, KALI SAHER ’21, NICOLE STOUGH ’20 and MADDY FRASCH ’22 all ran their way to All-CACC honors. Young wrapped up the season by taking 22nd at the NCAA East Region Championships for All-Region accolades. DAVE THOMAS was named the CACC Coach of the Year for the eighth time.

The CCAA recognized Jefferson as part of its PRESIDENT’S AWARD for ACADEMIC EXCELLENCE program for achieving a four-year Academic Success Rate of 90 percent or higher. This puts the Rams at second in all of Division II and first in the CACC. It’s the fourth straight year and the seventh time overall the Rams have received the honor.

Working under Naismith Hall of Fame Coach Herb Magee is a privilege,” Carideo says, who earned her BS in psychology and innovation MBA. “As a player, I have always had the utmost respect for Coach and the program that he has created. Now, as a coach myself, I’m looking forward to learning from him and assisting in any way I can to help achieve the ultimate goals of winning the CACC, and making a run for the NCAA Championships.”

The former point guard most recently served as the women’s basketball head coach at Division III Penn State University’s Abington campus for two seasons. She went 5-16 in her first season there to setting a program record for wins going 22-5 in 2014-15 and being named the North Eastern Athletic Conference Coach of the Year and the Nittany Lions’ Jim McGihten Coach of the Year.

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Athletics Highlights

HICK FRANCHI ‘21 of men’s golf earned the CACC Top XII Award for posting the highest cumulative GPA at the 2018 CACC Championship.
Congratulations to the recipients of the Annual Alumni Awards: Bushra Swayne ’18, Mark L. Tykocinski, MD, provost and executive vice president for academic affairs at Jefferson, and the Anthony F. and Gertrude M. DePalma Dean of the Sidney Kimmel Medical College; Christina Wong ’08, recipient of the Young Alumni Award; Mark Sunderland ’84 M’06, recipient of the Frank L. Giese Textile Award; John Oughton III ’71, recipient of the Graham J. Littlewood III ’42 Time, Talent and Treasure Award; and Matt Dane Baker, senior vice provost.

Homecoming 2018

On Oct. 5-6, 2018, alumni descended on Jefferson’s East Falls Campus for a fun-filled weekend. Through campus tours, cheering on the men’s and women’s soccer teams at the Ramily BBQ and the annual Homecoming Dinner Dance, alumni got the chance to see what has changed and observe all that’s still familiar about their alma mater. A special congratulations to the class of 1968, who were inducted into the Golden Ram 50-year society!

Go Rams!

Alumni cranked up their school spirit at the Ramily BBQ.

SAVE THE DATE!

Homecoming 2019 | October 4-5

The class of 1968 celebrated the largest attendance of any 50th reunion on campus to date.
Alumni, friends and students were all smiles at the Scholarship Reception held Oct. 5 in the Kanbar Campus Center. The event was held in conjunction with the welcome reception for the class of 1968 as the kickoff to Homecoming Weekend. ELIZABETH DALLE, EdD, MPA, executive vice president and chief advancement officer for the Office of Institutional Advancement, thanked guests for attending and stressed the impact of scholarship funding for students. STEPHEN K. KLASKO, MD, MBA, president of Thomas Jefferson University, expressed his excitement about the growth and future of Jefferson. VICTORIA RIVKIN ’21 explained how the Marianne Able Scholarship provided the financial resources she needed to participate in the New York Fashion Immersion Program last semester and the hopes to study abroad next year. And LIZ COPPLE ’84 talked about how much her mom, MARIANNE ABLE, loved the students here and how the scholarship in her memory allows her legacy to continue.

P RIVATE S CHOLARSHIPS WERE A WARD ED TO O V E R 300 S TUDENTS THANKS TO 750 D ONORS WHO GAVE $667,000

T HANKS T O O U R 2018 S PONSORS:

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Carol and Bob ’68 Lockyer/Michael Lockyer
Springhouse Apartments, Trappe, Pa.

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Liong Keng Kwee ’68
McGinn Security

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METFLAG
NorthEastern Floors Inc.
Philip Roseau Company
The Shafer Family
Stanley’s Hardware

D RIVER S PONSORS
Jean Mack ’85
John Kelaher
Tom Shirley

G OLFER S PONSORS
Both ’82 and Bill Pizark
Tom Shirley

D ONATION
Baron Rowland

The 17th annual Robert C. Lockyer ’68 Golf Invitational raised a net of over $56,000 for Jefferson Athletics and student financial aid. Nearly 100 golfers joined us on June 7 for a fun day at the 1912 Club (formerly Plymouth Country Club).

The Athletics department plans to use the funds to help purchase “donkeys” for the sports fields. Donkeys are multimedia towers that will go on the soccer, softball and baseball fields, providing space for announcers and equipment to film or webcast games. This is especially exciting since the CACC has just partnered with Blue Frame Technology to create the all-new CACC Network, enabling us to webstream game broadcasts to one platform provided by Blue Frame, beginning with the 2018-19 athletic season.

SAVE THE DATE for the 18TH ANNUAL ROBERT C. LOCKYER ’68 GOLF INVITATIONAL on JUNE 13, 2019
Class Notes

DAVID NEVISON ’64
David, former chief planning, development and government relations officer for Philadelphia Corporation for Aging, received the 2018 ASA Award from the American Society on Aging for his outstanding contributions to the field of aging.

PATRICKE ALLEN ’71
Patrick is officially and happily retired in Hartsville, S.C.

JOHN PORRECA ’71
John’s daughter, Sarah Jon Porreca, carries on the family tradition by working in the apparel industry, handling her creations of “Salty Mermaid,” a swimwear line based in Tampa, Fla.

L. TADD SCHWAB ’75
Tadd has been appointed to the new Jefferson Academic Board of Trustees.

BOB SMITH ’76
Bob, president and CEO of the IMARK Group, was elected by the IMELCO Supervisory Board to chairman of IMELCO. Bob will serve in this position through June 2020.

EDWARD BALOTSKY ’77
Edward has been appointed as associate dean for undergraduate programs at the Haub School of Business at St. Joseph’s University in Philadelphia.

DAVID CHERRY ’86
David has been reappointed as the chair of the Arizona State University Academic Board of Trustees.

DAVID GOODMAN ’71
Dave passed away Feb. 7, 2019. Dave was known for his Textile heritage and credited much of his success to his experience at the University. He was president of Diversified Marketing Group, a sales and product development company dedicated to the military clothing, textiles and sewn equipment industries. In 2010, he moved to Charlotte, N.C., and became active with the Carolina Alumni Network, hosting alumni events in the region. Dave was a generous supporter of the Carolina Alumni Scholarship, which helps the University recruit students from the Carolinas.

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DANIEL LEVY ’75
Daniel passed away Dec. 29, 2017, after a sudden illness. Dan was an accomplished athlete and a member of the cross country and tennis teams while at Textile. He served in the U.S. Army for 21 years, stationed throughout the country and around the world. Dan was a member of the Sigma Phi Epsilon fraternity and remained close to his brothers. Living a life of service, Dan gave back to his alma mater, supporting student athletes and multiple scholarship funds.

L. TADD SCHWAB ’75
Tadd has been appointed as the chair of the Arizona State University Academic Board of Trustees.

ROBERT THOMPSON ’76
Robert was a beloved teacher and mentor to many students at Jefferson. He passed away Aug. 7, 2017, leaving a lasting legacy in the academic community.

DAVID NEVISON ’64
David, former chief planning, development and government relations officer for Philadelphia Corporation for Aging, received the 2018 ASA Award from the American Society on Aging for his outstanding contributions to the field of aging.

KAI OLSEN ’96
Kai has been promoted to director of design at HOK.

JUSTIN DETWILER ’01
Justin was unanimously appointed to a seat on the Architectural Committee. Justin is the senior project designer at John Milner Architects, managing a variety of landmark historic preservation and high-end residential projects. He’s also in his 16th year as an adjunct professor in the College of Architecture and the Built Environment at Jefferson.

IAN HERTZLER ’03
Ian married MICHELLE LAMBERTY ’02 on Oct. 22, 2016, in Peapack, N.J.

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Ian married MICHELLE LAMBERTY ’02 on Oct. 22, 2016, in Peapack, N.J.

MARYN GEMGNANI ’12
Maryn and her husband, Brad Rupel, welcomed their third child and first son, Ford Gemgnani Rupel, on May 22, 2018.

BRIANNA PENROD ’12
Brianna and Aaron Reed proudly announce the birth of their daughter, Olivia Grace Reed, born on Nov. 25, 2017.

MIKE DECKER ’13
Mike and TIA PION ’15 were married in Carlisle, Pa., on April 28, 2018. Twenty-four alumni attended the wedding (pictured below).

ALEXANDRA JAGIELLO ’15
Alexandra continues her journey in education by embarking on a new adventure to China to teach English.

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IN MEMORIAM
Kenneth Blake ’38
Stanley A. Goldenberg ’47
Joseph S. De Bow ’49
Jerome Goldmark ’50
Robert Klar ’50
Elliott Lavinisky ’50
Maxwell Lifitwitz ’52
Norbert Weinberg ’53
Nathan Harvey ’58
Richard Wheeler ’60
Donald G. Green ’64
Allen Fine ’66
Jeffrey Shapiro ’67
Hirsch Rubin ’68
Joseph Scholes ’69
Edward Wachowski ’69
Jerome Hissler ’70
Alan Karr ’70
Crawford Allison ’71
David Goodman ’71
John Lecompte ’72
Edward Ganey ’73
Robert Gore ’74
Wayne Morris ’74
Robert Paisotte ’74
Daniel Levy ’75
Charles Rhoads ’75
Robert Thompson ’76
Kevin Lindsay ’77
Carol Kline ’78
George Albert ’84
Jack Machtan ’84
Barry Tompkins ’84
Donald Hoover ’90
Elizabeth F. Lutz ’92
Michael Fox ’01
Michael P. Lyons ’01
Drew A. Justice ’03
Shauna Harrington ’09
Katherine Burns M’12
Join Jefferson alumni to explore, learn and experience the world!

As part of our commitment to lifelong learning, the Office of Alumni Relations offers Jefferson alumni the chance to see the world through group travel programs. With our partnerships with expert travel providers, a varied itinerary of destinations has been selected for 2019 that combines educational forums and excursions to places of historical and cultural interest. Alumni also have the chance to enjoy unplanned experiences and unique adventures.

- **PANAMA TO PARADISE**
  OCEANIA CRUISES
  APRIL 1 – 17, 2019

- **GEMS OF THE DANUBE WITH PRAGUE**
  RIVER CRUISE
  APRIL 28 – MAY 9, 2019

- **TUSCANY ~ CORTONA, ITALY**
  JUNE 4 – 12, 2019

- **NORMANDY ~ HONFLEUR: 75TH ANNIVERSARY OF D-DAY**
  JUNE 29 – JULY 7, 2019

Check out all upcoming trips at Jefferson.edu/AlumniTravel.
THE KAY and HAROLD RONSON
HEALTH and APPLIED SCIENCE CENTER
Opening Fall 2019