

2020

Innovator - Winter 2010

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PHILADELPHIA UNIVERSITY

INNOVATOR

MAGAZINE

Winter 2010

Students Design the Fueling
Station of the Future



LEADING THE GREEN REVOLUTION

125 Years, 125 Great Things

• Meet the New Provost

• Personalized Medicine

On the Cover

PHILADELPHIA UNIVERSITY

INNOVATOR MAGAZINE

PHILADELPHIA UNIVERSITY
SCHOOL HOUSE LANE & HENRY AVENUE
PHILADELPHIA, PA 19144-5497
PHONE 215.951.2700
WWW.PHILAU.EDU

PRESIDENT

Stephen Spinelli Jr., Ph.D.

VICE PRESIDENT FOR MARKETING AND PUBLIC RELATIONS

Patricia M. Baldrige

VICE PRESIDENT FOR DEVELOPMENT AND ALUMNI RELATIONS

James C. Garvey, Ed.D.

DIRECTOR OF ALUMNI RELATIONS

Linda J. Hollenback

EDITORIAL STAFF

EDITOR

Florence "Freddi" Ford
Director of Communications

PRODUCTION MANAGER

Andrew Davis
Public Relations Associate

FEATURES EDITOR

Debbie Goldberg
Director of Media Relations

CONTRIBUTING WRITERS

Patricia Baldrige
Andrew Davis
Thomas W. Durso
Florence "Freddi" Ford
Debbie Goldberg
Joshua E. Liss
Sarah Punderson
Brittany West '12

GRAPHIC DESIGN

Kelsh Wilson Design
Alexa Couphos '07
Senior Graphic Design Specialist

PHOTOGRAPHY

Andrew Davis
Addison Geary Photography
Michael Long Photography
Jason Minick Photography
James Rennie

CLASS NOTES EDITOR

Hazel Winborn

WWW.PHILAU.EDU/INNOVATOR

Christopher Davis
Director of Web Communications

Leading the Green Revolution



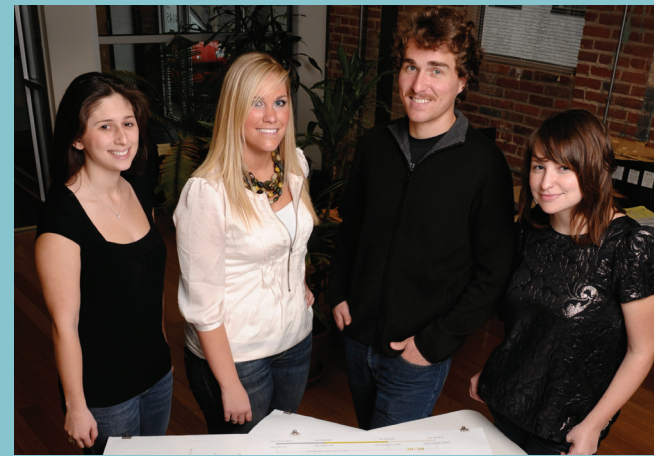
During the fall semester, Philadelphia University graduate students in the M.S. in Sustainable Design Program participated in an alternative-fueling station project, resulting in innovative approaches and solutions for achieving low-carbon transportation. Students were challenged to envision future transportation and infrastructure needs and create a viable business around their designs.

Graduate students (pictured below from left) Bethany Shiner, an interior designer; Laura Wilson '09, an interior designer; Kyle Sanphy, a mechanical engineer; and Ashley DiCaro, a landscape architect; developed a fueling station they named "30x30."

Their concept resulted from the city of Philadelphia's current plan to divert 70 percent of trash from landfills by the year 2030. The team strived to answer the question, "What about the other 30 percent?" The "30x30" concept targets the remaining 30 percent of trash, ultimately bringing Philadelphia to a landfill-diversion rate of 100 percent by the year 2030.

30x30 is an eco-share alliance center in the city that will turn trash and organic matter into electricity and energy sources. Members of the alliance who dispose of trash at the 30x30 station would earn points that would be used for fuel, mass transit, car-sharing programs, food and other services. The 30x30 building rendering (shown above and on the cover of the magazine) is a conceptual design that would replace a gas station currently located in Center City Philadelphia.

This is just one of the many exciting and innovative sustainability research projects for students at Philadelphia University. Go to page two to read more about how Philadelphia University is a leader in green education and how our distinctive programs are preparing students to be leaders in their professions.



Philadelphia University *Innovator Magazine* is produced by the Public Relations Department. Letters, editorial contributions and photographs from alumni should be directed to Linda J. Hollenback at Philadelphia University, Alumni Relations, School House Lane and Henry Ave., Phila., Pa. 19144; phone 215.951.2929; email alumni@PhilaU.edu. Follow PhilaU online! Check out links at www.PhilaU.edu/today.

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DIVISION II
NATIONAL
CHAMPIONSHIPS



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MEET THE
NEW PROVOST



LEADING THE GREEN REVOLUTION

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on the web!

WWW.PHILAU.EDU/INNOVATOR

PHILADELPHIA UNIVERSITY 125 YEARS



LEADING THE GREEN REVOLUTION

Stepping Forward as a National Model

PHILADELPHIA UNIVERSITY HAS TAKEN A LEADERSHIP ROLE IN ACHIEVING SUSTAINABILITY BY FOCUSING ON FOUR KEY AREAS: **GROUNDBREAKING ACADEMIC PROGRAMS, APPLIED RESEARCH PROJECTS, CAMPUS OPERATIONS AND STUDENT ENGAGEMENT ACTIVITIES.**

Across campus and beyond, Philadelphia University faculty, students and administrators are tackling the real-world challenges of sustainability and coming up with creative solutions to help make the University and the world a greener place. "Philadelphia University's mission is to educate professionals ready to lead in the 21st century," says Randy Swearer, Ph.D., provost and dean of the faculty. "And sustainability is one of the most pressing challenges society faces today. It's clear we as a society need to become much more sustainable in everything we do, and our students will be poised to be the leaders across the many disciplines — architecture, business, science and engineering among them — in which these challenges will play out in the future."

Indeed, Philadelphia University has taken a leadership role in achieving sustainability by focusing on four key areas: groundbreaking academic programs, applied-research projects, campus operations and student-engagement activities. The fundamental principles of sustainability are incorporated throughout the University's range of academic programs and operational practices, from hands-on research to tray-free food service.

"I think what sets us apart is that the goal of sustainability has been widely accepted across the entire University," says Cathy Rusinko, Ph.D., associate professor of management and an expert in sustainable business practices. "There really is a shared commitment shaping everything we do."

PhilaU's multi-faceted approach to sustainability presents a chance not just to meet societal needs of enormous importance, but also to advance key priorities of the Strategic Plan. The University's Signature Learning, for instance, places a priority on collaborative, hands-on learning that addresses real-world issues and focuses on finding solutions.

Consider the project that graduate students in sustainable design worked on during the fall semester to design the fueling station of the future (see one example on the cover). In two design studio classes, some

40 students from diverse backgrounds — including architects, designers, builders and entrepreneurs — worked in teams to figure out what the technology for fueling transportation will be in the future and how best to deliver it to vehicles.

"Through this project, we are meeting a critical need of society," says Robert Fryer, assistant professor of architecture who teaches the design studio class. "We are finding design solutions to challenges that we know are just ahead of us."

With its sustainability approach, Philadelphia University has "gotten out ahead of the pack," says Tom Schrand, Ph.D., director of the B.S. in Environmental Sustainability Program, now in its second year. "Last year when we launched the undergraduate sustainability program, there were only a few other programs nationally. What we were able to do is foresee the need for this type of program, build on our existing areas of expertise and establish an innovative curriculum that is a model for other institutions."

A NEW WAY OF TEACHING AND LEARNING

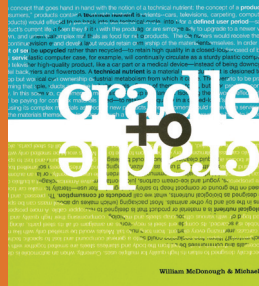
Today, Philadelphia University offers a breadth of sustainability-focused academic programs that are incorporating new ways of teaching and learning to equip students with the skills they will need to make a real impact in the world.

The M.S. in Sustainable Design Program, for instance, was one of the first of its kind in the country. "We started with a blank slate and created a program to accomplish specific goals," says Rob Fleming, a LEED-certified architect, associate professor of architecture and director of the M.S. in Sustainable Design Program, which focuses on creating green buildings, products and businesses. "Sustainability isn't a discrete topic you can simply add on as an afterthought. It touches every dimension of every project."



[Left] Near the University, the Monoshone Creek was a treasure trove of macro-invertebrates for ecology students, including Victoria Unger '11, who were shin-deep in the water last Sept., counting these tiny creatures that provide a biological indicator of pollution levels. [1.] In Townhouse C, junior Jennifer Rushalski, a marketing major, is blogging away about the eco-friendly living habits she and her roommates are implementing, such as using LED light bulbs, thanks to the University's Eco-Challenge. [2.] Graduate programs in architecture and sustainability will be housed in the new Center for Sustainability, Energy Efficiency and Design (SEED), the University's first LEED-certified building, slated to open Aug. 2010. [3.] Philadelphia rowhouses, when torn down, present the problem of exposed walls for neighboring homeowners. Asked by the city to find a solution, faculty members Rob Fleming and Chris Pastore developed an exterior insulation product, Exolation, which has received a patent.

The 2009 First Year Experience Summer Reading Program required all incoming freshmen to read *Cradle to Cradle*, by William McDonough and Michael Braungart. The program broadened the students' understanding of sustainable practices by engaging them in green education from the start of their Philadelphia University experience. Integrating curricular and co-curricular learning, students participated in online discussion groups throughout the summer prior to starting the 2009-2010 academic year. During the fall semester, students participated in lectures and panel discussions revolving around the *Cradle to Cradle* topic.



This reality has led Fleming and his colleagues to shape a program that gives new meaning to the term “interdisciplinary.” Architects, business people, designers, engineers, construction managers and even a boat builder make up the diverse student body of the program, each bringing his or her own expertise and background to collaborate on each class project — whether it’s designing a sustainable fast-food enterprise or zero-carbon chairs.

This approach, typically referred to as integrated design, has emerged as a best practice in industry, Fleming says, but is still new in academia. Another important aspect is the program’s real-world focus on budget. “We’re not educating our students to be dreamers,” Fleming says. “For them to effect real change, they need to create solutions that meet LEED Platinum certification, that are carbon-neutral and that fit a given budget.”

The sustainable design program and its goals clearly are resonating with students — enrollment in the program has increased more than four-fold since its start in fall 2007. Meanwhile, other sustainability-related programs share this emphasis on active, project-based learning, real-world pragmatism and leadership in a changing world.

As part of a sustainable food-chains course, students in the B.S. in Environmental Sustainability Program, for instance, have collaborated with landscape architecture students and Harvey Lermack, interim dean of the School of Business Administration, to analyze a campus site and develop a business plan for an organic vegetable garden. “They see that all the dimensions of a solution interconnect,” Schrand says. “Each new option brings costs of its own that they need to weigh and balance.”

In addition to classroom learning, environmental and conservation biology undergraduates spend a lot of time in the field, helping to develop environmental management plans for organizations such as the Schuylkill Center for Environmental Education and Fairmount Park Commission. At the W.B. Saul High School of Agricultural Sciences organic farm in neighboring Roxborough, the students are conducting an insect inventory — a key step in ensuring successful pesticide-free agriculture. They are also busy at sites across the Delaware Valley cataloging species from gray squirrels to blue herons as part of a biodiversity assessment called BioQUEST.

“Innovative curricula focused on solutions to real-world problems are important strategic initiatives at Philadelphia University,” notes Anne Bower, Ph.D., associate professor of biology and environmental and conservation biology program director. “We do this by engaging community partners, assessing environmental and social conditions and then presenting viable options for the organization to try based on cutting-edge scientific practice.”

Going from biology to business, in the M.S. in Construction Management Program, the practices of sustainable construction are as central as scheduling or cost control. “Today, green projects may represent just one slice of the market, but green building is the future,” says Ed Keeter, director of the campus’ newest green program, which was established in the fall. “The federal government recently announced it will require LEED certification for all its projects, and private developers are moving in the same direction.”

In the School of Business Administration, principles of sustainability are incorporated into courses that don’t have a specifically green focus. In Rusinko’s management classes, for example, students are required to research a real company, analyze its sustainability practices and develop a business plan that incorporates both sustainability goals and overall business objectives.

“Even five years ago, you had to explain sustainability to a lot of business people,” Rusinko says. “Now most managers are on board. They need qualified people, and Philadelphia University is leading the charge in educating them.”

Educational commitment to sustainability goes beyond the classroom. Just tune in to *Ecoman and the Skeptic*, PhilaU’s green radio show that broadcasts on The Green Talk Network. Each week, hosts Fleming and Chris Pastore, professor of engineering and co-director of the Engineering and Design Institute, offer an informational and entertaining look at a wide variety of green topics and interview prominent guests, including experts in government, politics, academia, sports — think the Eagles and their green initiatives — and business. Last fall, actor and environmentalist Ed Begley Jr., star of Planet Green’s *Living With Ed*, was a guest on *Ecoman and the Skeptic*, which reaches a national audience.





RESEARCH WITH IMPACT

What if walls could breathe? And what if these breathable walls could also protect people from getting sick? That notion is not so much science fiction at PhilaU, where a team of researchers led by Alexander Messinger, professor in the School of Architecture, has developed a new breathable-wall system that will combat sick-building syndrome, an irksome phenomenon that takes a toll on worker health and productivity nationwide.

Affixed to walls in patterns that could be mistaken for monochromatic abstract art, panels of this high-tech fabric diffuse and balance light while trapping and killing airborne mold and bacteria. The breathable walls have proven so successful in testing that the researchers have received copyright protection on the drawings and are awaiting patent protection.

At PhilaU, faculty are not only educating the next generation of professionals trained in sustainability, they also are working on cutting-edge research projects to find solutions to real-world environmental problems.

Brian George, Ph.D., associate professor of engineering, has been working with an auto parts manufacturer to develop sound-absorbing material for car interiors made from natural and recycled materials. The material debuted in some 2010 car models.

Meanwhile, graduate textile engineering students in a nonwovens course are developing an insulation product made from scrap textile materials. The insulation, which includes textile scraps and fibers from shredded seat belts, will be tested for its heat-retention properties compared with typical housing insulation primarily made of fiberglass. This insulation could be both more environmentally friendly and less costly than what is now on the market. "These seat belt scraps would be piling up in a warehouse," George notes. "The fibers are so stiff they can't be used for applications that require flexibility, but insulation is static — you just put it in and leave it for years."

And, in another collaborative project, Professors George and Bowers are planning to test a material made from a by-product of flaxseed processing that could be used for gardening applications. The researchers plan to produce the fabric and begin testing later this spring.

In the School of Business Administration, Rusinko has been researching the effect of sustainable practices on corporate competitiveness and profitability. In a recent survey of the carpet industry, she found that such steps as recycling and re-use can, in fact, save manufacturers money. "In addition, we found that longer-term investment in designing sustainability into products and processes tends to make companies more innovative as a whole, and more attractive to customers," she says.

The research is important since it replaces formerly anecdotal information and can encourage more companies to commit to environmentally friendly practices.

Continued on page 25

M.S. IN SUSTAINABLE DESIGN PROGRAM RECEIVES U.S. GREEN BUILDING COUNCIL AWARD

Philadelphia University's M.S. in Sustainable Design Program received the 2009 Excellence in Green Building Education Recognition Award from the U.S. Green Building Council (USGBC).

The sustainable design program, established in fall 2007, was one of the first graduate programs in the country to focus on educating professionals across a range of disciplines — including architecture, design, real estate and construction — to build environmentally friendly buildings and support sustainable business operations.

The program features special laboratory and design-build courses focusing on green materials. It also includes funded research projects that give students the opportunity to connect theoretical knowledge with important environmental and energy-efficiency challenges. For instance, for one project, students had to design a LEED-Platinum, carbon-neutral fast-food company that covered all aspects of the business, including architecture, interior design and operations and practices.

"Sustainable design is an innovative program that encourages trans-disciplinary collaboration among faculty members and students from diverse academic backgrounds," said Fleming, director of the program. "It's very gratifying to see the Sustainable Design program recognized by the U.S. Green Building Council as one of the top academic programs in the field of green building and education," said Vini Nathan, Ph.D., dean of Philadelphia University's School of Architecture.

Philadelphia University was one of five colleges and universities nationwide that were recognized by the USGBC for their green-building education programs. The other awardees are Duke University, Rensselaer Polytechnic Institute, Iowa State University and the University of Arkansas.

For more information on the M.S. in Sustainable Design Program, go to www.PhilaU.edu/Green/.

125 THINGS THAT MAKE PHILADELPHIA UNIVERSITY GREAT

**ACHIEVING INNOVATION ...
BEING AT THE FOREFRONT OF
PROFESSIONAL EDUCATION ...
GIVING OUR STUDENTS POWER TO
DO — THESE ARE THE HALLMARKS
OF OUR 125-YEAR-OLD HISTORY.**

THE MOMENTS, MILESTONES, IDEAS, TRADITIONS AND EVENTS, ENHANCED BY OUR SIGNATURE LEARNING, ARE WHAT ENABLE US TO FULFILL OUR MISSION AND DEFINE OUR VISION OF BEING THE MODEL FOR PROFESSIONAL EDUCATION IN THE 21ST CENTURY.

IN HONOR OF OUR 125TH ANNIVERSARY, WE'VE COMPILED A LIST OF 125 THINGS THAT MAKE PHILADELPHIA UNIVERSITY GREAT. PRINTED IN THIS ISSUE OF *INNOVATOR MAGAZINE* ARE HIGHLIGHTS OF THE LIST. FOR THE COMPLETE LIST, VISIT THE 125TH ANNIVERSARY WEBSITE AT WWW.125.PHILAU.EDU.

SO MANY THINGS HAVE MADE PHILADELPHIA UNIVERSITY WHAT IT IS TODAY THAT IT WAS DIFFICULT TO STOP AT JUST 125. PLEASE REMEMBER: THIS IS JUST A LIST, NOT A RANKING OR A COUNTDOWN. IF YOU WANT TO ADD TO THIS LIST, PLEASE SEND AN EMAIL TO PR@PHILAU.EDU.

AND NOW, IN NO PARTICULAR ORDER, HERE ARE SOME HIGHLIGHTS OF OUR 125 GREAT THINGS ...

47 FACULTY & STUDENT APPLIED RESEARCH

33

The first graduate degree, the Master's of Business Administration, offered in 1976.

The Annual Fashion Show

produced by Philadelphia University's student Fashion Industry Association (FIA), the largest fashion event of its kind in the Philadelphia area and one of the most anticipated events of the academic year.



The Benson Rower industrial design students Dan Tafe '09 and Tim Poiesz '09 developed the Benson Rower in collaboration with business students, and engineering and industry professionals. A striking example of student innovation, the Benson Rower mimics the range of motion that a rower truly experiences on the open water. This is just one example of how our students are changing the world.



1970 Men's Basketball Team

NCAA Division II Men's Basketball National Champions, led by Coach Herb Magee '63, over Tennessee State.

Philadelphia Textile School (1884) → Philadelphia Textile Institute (1943) → Philadelphia College of Textiles and Science (1960) → Philadelphia University (1999)

21

68 Collaboration is more than a buzz word here, it's a way of life. Just take a look on our website for the extensive array of collaborative projects happening across disciplines and throughout the University.



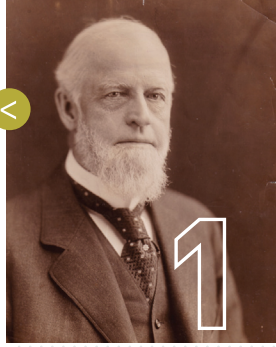
The leading-edge Biomedical Textile Structures Laboratory,

including a one-of-a-kind MAGEBA Jacquard Shuttle Loom; HERZOG Braiders; Kato-Tech Nanofiber Spinning machine; and a state-of-the-art prototyping machine called a Vertical Machining Center, which was generously donated by MAG-Industrial Automation Systems, whose Chairman and CEO is alumnus and trustee Mo Meidar '70.

83 THE ANNUAL SENIOR DESIGN SHOW

an extensive exhibit of exciting student work from all design disciplines.

Theodore Search's bold, innovative idea in 1884 to found the Philadelphia Textile School — the first textile college in America.



17

Green education leading the way in green education, our four-point environmental and sustainability strategy consists of academic programs, student engagement, applied research and campus operations.

Innovative Research: Exolation

Professors Rob Fleming, Chris Pastore, and former professor Tom Twardowski, developed an external insulation product, called Exolation, that insulates exposed rowhouse walls, saves fossil fuels and helps create new green jobs. Exolation was recently awarded a U.S. patent.

The introduction of **mechanical, architectural, and industrial and systems engineering**

majors beginning in 2006



The University's Guggenheim Fellow and Fulbright Scholars

Phil Tiemeyer, assistant professor of history, recieved a Guggenheim Fellowship to study at the Smithsonian National Air and Space Museum in Washington, D.C. during the 2009-10 academic year.

THE RAMS originally nicknamed the Weavers, the mascot changed during the 1958-59 academic year.



73 Innovative student projects, such as the **Fueling Station of the Future, Workplace of the Future and Aging in Place projects.**

4 The first bifurcated aortal graft in the late 1950s, Dr. Thomas Edman '48, alumnus and then-chairman of the knitting department, and his staff at the University worked with Dr. Michael DeBakey, a pioneer cardiologist at Baylor University, to develop a machine that would produce multi-branched seamless tubes that could knit fibers into blood vessels needed for artificial blood vessels called vascular grafts.

29 The Career Services Center's track record in helping place students in internships, graduate school and the workplace, through programs such as Design Expo, Corporate Connections and more.

THE SWEATING MANIKIN, COMMISSIONED BY THE U.S. ARMY, TO TEST COMBAT UNIFORMS FOR BATTLEFIELD CONDITIONS





69

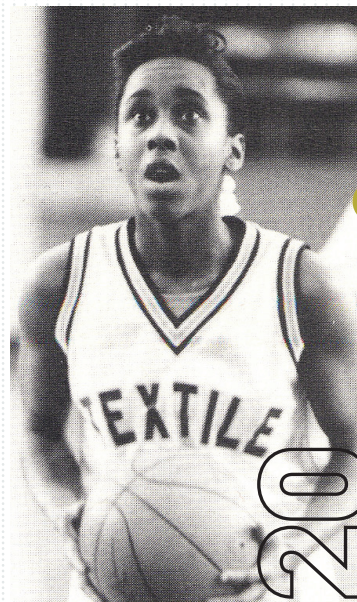
LEGACY OF INNOVATION IN TEXTILE ENGINEERING, DESIGN AND RESEARCH

Alternative fuel-source projects four mechanical engineering students developed an air-powered go-cart to test the feasibility of compressed air as an alternative, greener fuel source; and an industrial design student developed an air-powered, lawn-mowing system.

2

Philadelphia University Signature Learning

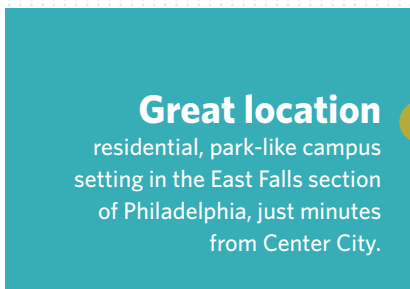
active, collaborative and real-world learning infused with the liberal arts. It's what makes us the model for professional education in the 21st century.



Tammy Greene '94 as one of the most remarkable women's basketball players to hit the court at Philadelphia University, she was named the Champion National Player of the Year.



Distinctive graduate programs such as Occupational Therapy, Physician Assistant Studies, Midwifery, Sustainable Design and MBA, to name a few.



Great location residential, park-like campus setting in the East Falls section of Philadelphia, just minutes from Center City.



96 Academic programs focused on innovation such as Architecture, Industrial Design, Professional Communications and Fashion, that prepare our students to be leaders in their fields.

91 Walter "Bucky" Harris, who led the Rams to a series of stellar athletic seasons in the 1950s and early 1960s.



Lace Futures, the largest interdisciplinary, collaborative event on campus

88 The University's one-of-a-kind, historic textile collection that not only documents the textile industry in Philadelphia from its birth, but also features items from around the world such as 2,000-year-old Egyptian Coptic fragments, pre-Columbian woven and printed textiles and 19th-century Chinese imperial court robes.



> **Developing first LEED-certified building on campus**

39
Curriculum focused on achieving innovation

59 M.S. in Disaster Medicine and Management's

full-scale disaster drill where more than 500 students, faculty, first-responders, Homeland Security, SWAT teams, fire, police and medical professionals participated in a realistically staged campus emergency.

6 U.S. Army color olive drab

in 1902, the U.S. Army turned to the University for help in developing an alternative to dark blue and light-colored khaki military uniforms. After long discussions and a hunting expedition that bagged a quail, Dr. Edward France, director of the school, suddenly realized that the protective coloring of the quail was just what the army needed. Blending ground quail feathers with wool, the University developed the Army's ubiquitous olive drab.

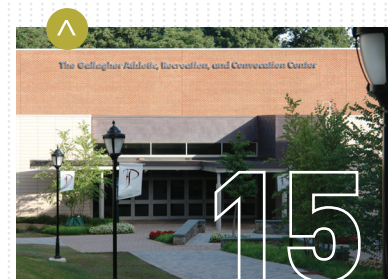
57 DAY OF SERVICE, THE PLUNGE, ALTERNATIVE SPRING BREAK AND THE EVER-EXPANDING SERVICE LEARNING AND SPIRIT OF SERVICE ON CAMPUS

The Gallagher Athletic, Recreation and Convocation Center

named for President Emeritus James P. Gallagher, Ph.D., one of the longest-serving college presidents in U.S. history, and home to the Fitness Center, workout facilities and the Herb Magee Court.

64 Breathable Wall System

developed by a team of faculty members led by Alex Messinger, professor in the School of Architecture, that can combat the debilitating condition known as sick-building syndrome. Patent pending.

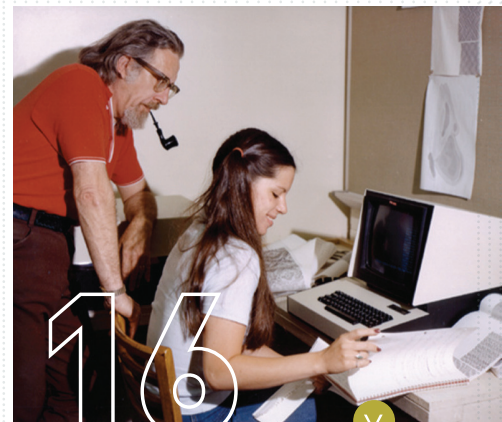


✓ **The Kanbar Campus Center**, made possible through the largest single donation in the University's history by Maurice Kanbar '52, entrepreneur and inventor (e.g., Skyy Vodka, D-Fuzz-It Comb, New York's first multiplex cinema, cryogenic cataract remover and more).

38 Power to Do

more than a tagline or motto, *Power to Do* exemplifies our signature learning that empowers students to lead, create, innovate, think, solve and do!

13 PHILAU ALUMNUS JAY MCCARROLL, WINNER OF THE FIRST SEASON OF PROJECT RUNWAY



William "Wild Bill" Wolfgang

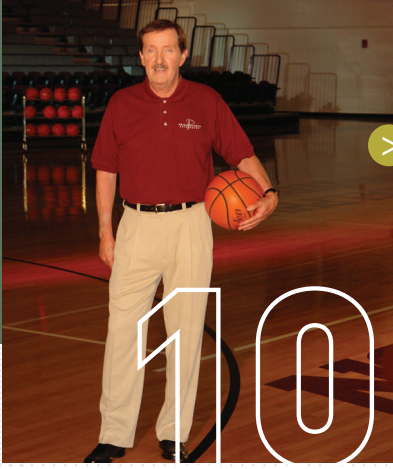
a professor and textile engineer who embraced innovation during his more than 30-year tenure and oversaw the adoption of personal computers into the design curriculum in the 1980s.



> **Division I Men's Soccer Team**

qualified to the NCAA Final Four in 1978 and 1981. The Rams made 12-straight NCAA appearances from 1973 to 1984.

Go to www.125.PhilaU.edu to view the full list of 125 things that make Philadelphia University great!



10 > **Legendary Men's Basketball Coach Herb Magee** celebrating 50 years as an outstanding student athlete and coach at Philadelphia University; the winningest coach in Division II history with all games in the NCAA, Coach Magee '63 hit 900 career wins, all at his alma mater, during the 2009-10 season.

123

An award-winning faculty committed to teaching, connected to their professions and active in publishing state-of-the-profession work



Philadelphia University's bold Strategic Plan approved in Oct. 2008 and formally announced at the presidential inauguration of Stephen Spinelli Jr., Ph.D., calling for seven key initiatives, including the creation of a College of Design, Engineering and Commerce.

Peggy Goutmann, associate professor of textiles, who retired at the end of Aug. 2009 after 41 years of service to the University. "An entire generation of Philadelphia University alumni claims Peggy as a major force in their higher education and in their resulting careers. Her vision, drive and determination strengthened the textile majors. For many of us, myself included, our experience at Philadelphia University ('Textile') will forever be linked with Professor Peggy Goutmann." Marcia Weiss '83, director of textile design



Wilsonart competition

Six industrial design students participated in the competition to design chairs using the firm's signature laminate product. Their chairs were exhibited at the prestigious International Contemporary Furniture Fair in New York. The winning chair was featured in *Interiors & Sources* and *Metropolis* magazines and in *Time* magazine's online photo gallery.



115

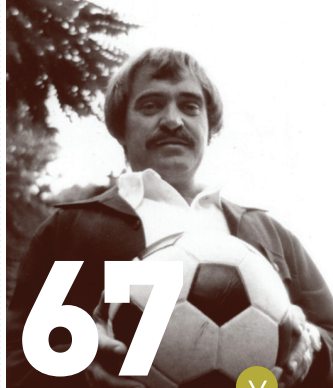
70

Master of Science in Sustainable Design, one of the first graduate programs of its kind in the country.

27

Philadelphia University Research Center (PURC)

houses the Engineering and Design Institute; the Institute for Textile and Apparel Product Safety; the Laboratory for Engineered Human Protection; and the Materials Evaluation Laboratory.



Athletics Hall of Fame

soccer legend Walt Chyzowych, Toronto Blue Jays pitcher Bob File '98 and the 1970s National Championship Basketball team, to name a few.

125



"Simply put ... it's the people. It is always the same answer, when I was a student, alumnus and now a member of the faculty/staff... **what makes us great is simply the PEOPLE,**" Mark A. Sunderland '83, assistant dean of the School of Engineering and Textiles, and former president of the Alumni Association

A Solid Foundation for the 21st Century

By President Stephen Spinelli Jr., Ph.D.



When we embarked upon a strategic planning process in September 2007 to position Philadelphia University as the model for professional education in the 21st century, few could have foreseen the impending global economic crisis. Just as we began to implement the plan, stock markets plunged and major industrial sectors teetered on the brink of collapse, sending the economy into a turmoil that reverberated throughout the nation's campuses.

The suddenly dire conditions put us at a crossroads. A year into a planning process that had been eagerly embraced by every part of the University community, we were faced with how to proceed. Many suggested that we pull back and retrench until things improved. Yet, the kind of demanding and innovative educational experience we seek to foster is exactly what is needed to lead us into a stronger, more prosperous future.

The longstanding value proposition of the academy is that immersion in the liberal arts teaches broad-based intellectual skills that can be applied across a variety of fields. At the same time, the world is changing rapidly — we move from cordless to cell phones to iPhones, from CDs to music downloads and now Kindle — at a pace unimaginable just a generation ago. New technologies and innovations demand a new kind of thinker, a new kind of professional — one who has the skills and background to assimilate knowledge from a range of disciplines and knows how to work collaboratively with colleagues across a variety of fields.

It is these expectations that make Philadelphia University's vision critical both in today's workplace as well as tomorrow's. By integrating a strong foundation in the liberal arts with focused professional education, and delivering this through our signature approach of active, collaborative and real-world learning, Philadelphia University is committed to educating highly trained and innovative professionals who are empowered to lead in their chosen fields.

With our mission in mind, we responded to the economic crisis in two ways. First, we took quick preemptive, decisive action

by freezing budget lines and reducing spending. As a result, we made it through the year without having to lay off a single employee, without having to cut financial aid to our students and without having to go back on our promise to deliver a quality, transformational education to a new generation of students.

Second, we moved decisively to implement the various facets of our Strategic Plan, pressing ahead more fervently than ever. As we work toward a redefined educational experience steeped in both excellence and relevance, it is critical that we put into action the plan's seven key, foundational initiatives, each of which is embedded in the curriculum.

But it's not enough to simply say we are working on this plan — we must produce results that can be measured and, as you can see in the special report on page 18, we are progressing on many fronts. To cite just a few examples, we have increased grant applications resulting in increased grant awards (reflecting the "Advancing Applied Research" priority), established the Center for Signature Learning ("Formalizing Our Signature Learning Approach") and have offered new pilot courses in the College of Design, Engineering and Commerce ("Achieving Innovation"). And this coming fall, we will open the new Center for Sustainability, Energy Efficiency and Design, the University's first LEED-rated building that will house our sustainability graduate programs. This state-of-the-art building will advance our strategic initiative for "Developing Innovative Facilities."

The integration of the seven priorities into the overall Strategic Plan has allowed us to build considerable momentum, no small feat given the challenging economic circumstances of the past year. Our total enrollment and last year's student retention rate were the highest in the University's history and, thanks to our alumni and friends who believe in this University and its mission, we enjoyed our best fundraising year ever. This year's freshman class is of very high quality and we succeeded in meeting our enrollment goals despite the tough economy, proving once again that people are willing to invest in value. Fiscally, we are starting the new decade on very sound footing, enabling us to proceed aggressively with implementation of the plan.

There is, of course, much work to do. Worldwide economic conditions for the foreseeable future remain uncertain, and enrollment and financial aid pressures will persist. We must take great care to act prudently to ensure the financial health of the institution, as well as fulfill the great promise of our Strategic Plan.

Yet prudence is not the same as timidity. Philadelphia University will move with purpose and passion. That's what is in our DNA and what the times demand. We are well positioned to leverage the University's resources — our faculty, our students, our alumni, our campus — in developing the new model for professional education in the 21st century.

We have the right people executing the right plan at the right time. Welcome to the new paradigm.

PHILADELPHIA UNIVERSITY COMMUNITY GIVES BACK WITH DAY OF SERVICE

More than 1,300 Philadelphia University faculty, staff, student and alumni volunteers participated in more than 4,800 service hours during the second annual, campus-wide Day of Service Sept. 15, 2009.

Nearly 70 projects throughout the Day of Service included city beautification in Philadelphia; tutoring elementary-school children; providing career advice to students; "greening" a SEPTA train station; and knitting and crocheting items for babies and foster children; among many others. Numerous projects tied into academic curriculum.

Several service projects were suggested by members of the Philadelphia University Board of Trustees to complement the Strategic Plan and the University's commitment to service learning, including oral-health discussions to grade-school children; reading and art projects with elementary-school students; and a beautification and cleaning project at a behavioral health foundation.

The third annual Day of Service will be held on Thursday, Sept. 30, 2010, to kick off Homecoming and Family Day weekend.



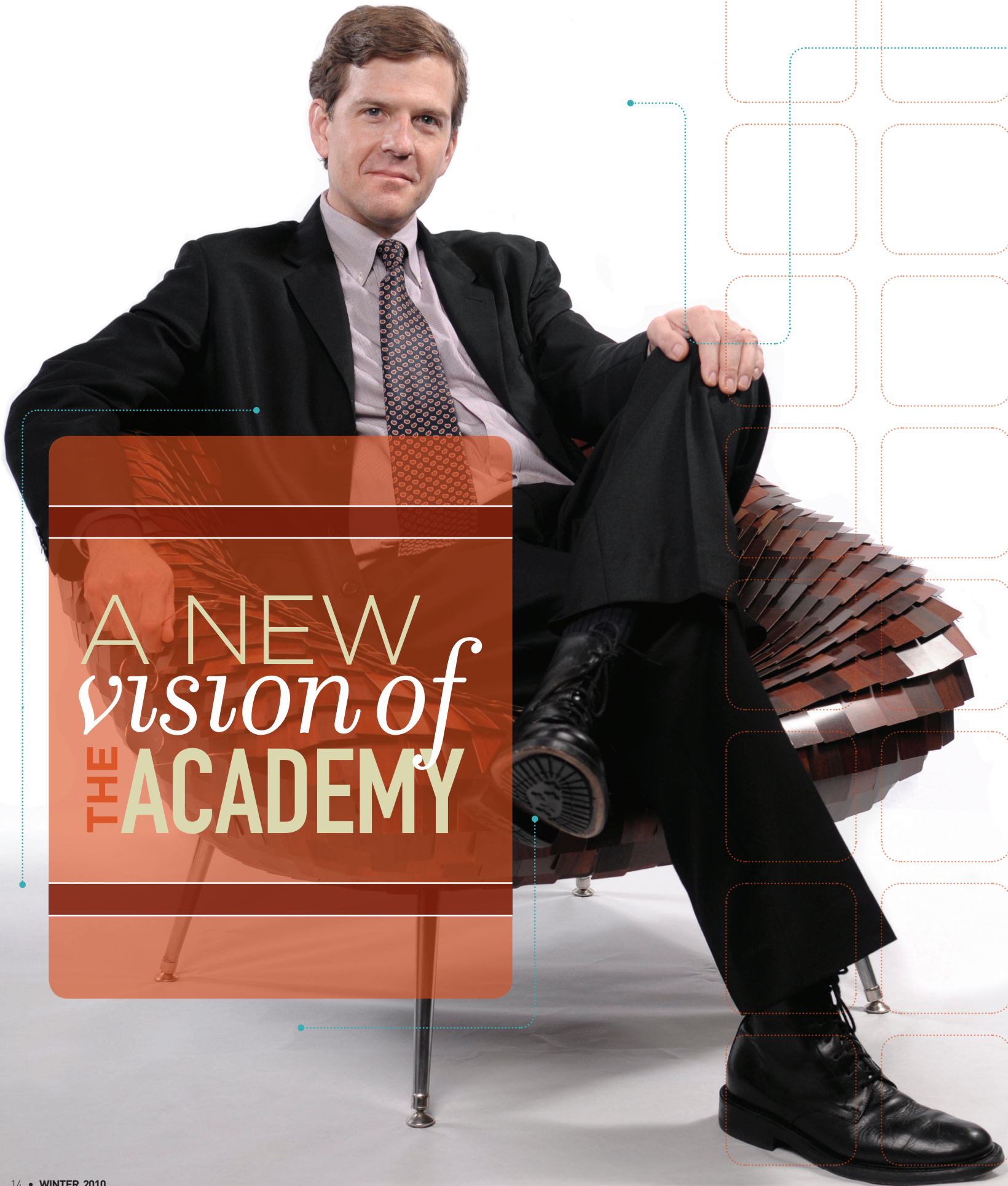
Volunteers knit caps, bonnets and booties for premature babies at St. Christopher's Hospital for Children in Philadelphia.



Eight Philadelphia University alumni in New York City held a Day of Service event on Sept. 10 at the Career Gear site. The alumni volunteers included Phil Williams '92, Justin Mendoza '00, Aisling Cooper '07, Ashley Strouse '05, Cindy Velencia '03 and Shari Chung '07. Not pictured: Amanda Caywood '05 and Louis Sigmund '04.



President Spinelli, center, worked with students at St. Bridget's Elementary School in the East Falls section of Philadelphia. PhilaU students volunteered with children in all grades at the school.



A NEW
vision of
THE ACADEMY



A DAY IN THE LIFE: NEW PROVOST AND DEAN OF FACULTY RANDY SWEARER HAS A FULL PLATE, ALL THE BETTER TO FIT THE UNIVERSITY'S BIG AMBITIONS

The meetings will come later today: sit-downs with deans, with faculty members, with an internal committee, with a major benefactor. At the moment, though, Randy Swearer is mingling, chatting with students in their best business attire and representatives from blue-chip employers, companies such as Tommy Hilfiger, Under Armour and Aeropostale, at the Career Connections event in The Kanbar Campus Center. It is his first commitment of yet another typically long day, but Swearer, fueled by the largest cup of coffee Starbucks sells, is enjoying every second of it.

Fifteen minutes after arriving, he has slung his suit jacket over his shoulder and is engaged in an animated discussion with reps from Target. Shortly after that, he is encouraging a student: "Get in there! Get in there!"

Swearer is Philadelphia University's new provost and dean of the faculty. On the job since July 20, he is splitting his time between meetings and working sessions to help implement the academic facets of the University's new Strategic Plan, in particular the creation of the new College of Design, Engineering and Commerce (DEC).

• **He has taken to the new role with relish, which is probably not surprising considering how well suited he is for Philadelphia University—and it for him.**

In Swearer, President Spinelli says, he found someone with a background and temperament that rendered him the clear top choice among the many very qualified candidates who expressed interest in the position.

Formerly dean of Parsons The New School for Design and a tenured faculty member at the University of Texas at Austin, Swearer brings strong design, academic management, strategic planning and administrative credentials to Philadelphia University.

Previously, he served as deputy director of the design program at the National Endowment for the Arts and as a senior designer at Wang Laboratories.

In his previous positions, Swearer's efforts resulted in measurable change by creating new programs, raising funds for new facilities, implementing rigorous review processes to improve curriculum quality and spurring innovation through community-based strategic planning.

He also has lectured widely on design, planning and community-identity issues, and has served on national juries for institutions including The National Building Museum, the Harvard Graduate School of Design, Yale University and the American Institute of Architects.

"We needed someone who could take responsibility and lead," President Spinelli says of the search for a provost. "We also needed a scholar, someone deeply engaged and invested in the academy. Finally, we needed someone who believed in our Strategic Plan. He understands the value — indeed, the necessity — of engaged, collaborative programs that offer real-world opportunities in the workplace. And he believes our Strategic Plan is a game changer for colleges and universities."

This last part was critical. As Philadelphia University works to create a new and entrepreneurial educational

Provost Randy Swearer is pictured sitting in the Armadillo chair, designed by industrial design student Aodh O'Donnell. The chair was the winning design in the Wilsonart competition and was exhibited at the prestigious International Contemporary Furniture Fair in New York.

paradigm — as the model for professional education in the 21st century — President Spinelli was looking for someone who not only understood the Strategic Plan’s priorities, but also was deeply committed to them and able to bring them to life.

“We’re at a real crossroads in American higher education,” Swearer says in an interview in his office between meetings. His own academic background includes a Ph.D. in anthropology and urban studies from Union Institute, an M.F.A. in design from Yale University and a B.A. from Wesleyan University. “Around the nation, professional education and the liberal arts and sciences have coasted along, too often disconnected from society’s most pressing problems. As a nation we must leave this approach behind. I am proud that this University is at the forefront of positive curricular and pedagogical change.”

For Swearer, who considers himself an “entrepreneur of the mind,” the promise of such transformation was irresistible. Intense conversations with President Spinelli during the search process converted him from a spectator to a fully invested candidate.

Once he got the job, he discovered an institution not only accepting of the kind of reimagining being proposed, but warmly embracing it.

“This is a campus that is very open to change at this particular moment in its evolution,” Swearer says. “We are working with the PhilaU community in a very disciplined, integrated way to enact the campus-wide changes called for in the Strategic Plan, which the community developed with the president. And we’re working to prioritize those changes.”

After ducking out of Corporate Connections, Swearer heads back to his Reichlin House office for a meeting with David Brookstein, Sc.D., dean of the School of Engineering and Textiles. Covering a lot of ground, the two discuss funding opportunities, curricular evolution, the role DEC will play once it is operational, accreditation for the School of Engineering and Textiles, as well as other issues.

While some of the information is new to Swearer, the provost clearly is a quick study. It’s just as well — he is so busy keeping up with the fast pace of campus life that he squeezes a quick meeting in between meetings, popping into the office of Maryellen Woltman ’08, manager of academic operations, to discuss an upcoming meeting of an important DEC committee that deals not with the major conceptual ideas, but rather the nuts and bolts of establishing a new college —



credits, classroom space, budgets and other quotidian issues. Swearer’s conversation with Woltman, who co-chairs the group, is focused on such necessary details as agenda items and meeting procedure.

“All this is fabulous,” Swearer says as he finishes up the conversation. “I feel really comfortable now — the committee is focused and making great progress.”

Overseeing the establishment of DEC is one of Swearer’s priorities. There are other demanding issues, of course, but it is clear that while Swearer must divide his time among many different responsibilities, shepherding the new college is a task that excites him.

“I came here in part because DEC is one of the things that I want to do,” he says. “Dr. Spinelli and I are pushing each other to make DEC real and **make it happen at the highest possible level. This community needs to see the new college move forward.**”

After an interview in his office, Swearer returns to The Kanbar Campus Center for lunch with entrepreneur and inventor Maurice Kanbar ’52, the alumnus and PhilaU benefactor whose name graces the outside of the building.

After lunch, Swearer’s first stop is a conference room in the Architecture and Design Center for a meeting with Vini Nathan, Ph.D., dean of the School of Architecture, who uses a PowerPoint presentation to pitch a new master’s program in interior architecture. The two drill down into detailed analysis, discussing such items as a proposed curriculum, survey results, competing programs at other schools, site plans, and faculty and administrative needs.

PICTURED LEFT: PROVOST SWEARER MEETS WITH INDUSTRIAL DESIGN STUDENTS AT THE 'LACE FUTURES' INSTALLATION RECEPTION. PICTURED RIGHT: AT A DEC WORK GROUP MEETING, SWEARER DISCUSSES THE IMPLEMENTATION OF THE STRATEGIC PLAN.



“THE PAY-OFF IS THE OPPORTUNITY TO BE PART OF A RE-ENVISIONING OF WHAT AN ACADEMIC INSTITUTION NEEDS TO BE IN THE 21ST CENTURY...”

Later, Nathan observes that Swearer’s ability to transform institutions as disparate as Parsons and the National Endowment for the Arts amid intense pressure and public scrutiny was a harbinger of the outlook he has brought to Philadelphia University.

“Randy is highly experienced and well-positioned to be a catalyst for positive change as we work to implement the University’s ambitious goals,” she says. “He’s very thoughtful and looks at an issue from multiple levels. He listens and learns and then he leads.”

By mid-afternoon Swearer is back in the Reichlin House for a meeting with a DEC workgroup on facilitating collaboration. Collaboration is a cornerstone both of the new college, as well as an integral part of the University’s signature-learning approach across all disciplines. The group is batting around thoughts on space, technology, scheduling and communication, trying to anticipate all the potential roadblocks to a collaborative and interdisciplinary curriculum. As if to illustrate the possibilities, Heather McGowan, assistant provost for DEC development, participates via video chat, her face bobbing on an Apple monitor set at the head of the table.

“This is the most complex committee,” says Swearer, another large cup of coffee in front of him. “We can put together the best curriculum in the world, but we need the structural basis for building the intellectual and academic framework to support DEC and, more generally, our signature learning approach. We’re learning a lot from our pilot projects about what works.”

After an hour, the DEC group continues to chat as Swearer ducks out and heads back upstairs to his office, where Marcella McCoy, Ph.D., director of the Honors Program, awaits. They are meeting officially for the first time and, despite the late hour and demanding schedule that has preceded this, Swearer listens intently as McCoy describes her program. He questions her about the expectations and experiences of honors students, about program processes and whether McCoy is happy with the honors courses. **He talks of furthering a culture of excellence and of fostering the sense among honors students that they are part of something special happening on campus.**

Swearer will finish his day on campus at an opening reception for the exhibition, *Lace in Translation*, at The Design Center. Later, there will be some exercise — perhaps a bike ride in Wissahickon Park — and then dinner at home, followed by a couple of hours of work before he turns in for the night. And the next day’s schedule is just as packed as today’s.

“It’s a lot of work, no doubt about it, and an extremely challenging job,” Swearer says late in the day in his soft-spoken and measured way. “The pay-off is the opportunity to be part of a re-envisioning of what an academic institution needs to be in the 21st century — in Philadelphia University’s case, a new paradigm of a professionally oriented university. To survive and, indeed, thrive, you have to keep your eyes on the prize and keep going for it.”



DEVELOPING THE MODEL FOR PROFESSIONAL EDUCATION IN THE 21ST CENTURY

PHILADELPHIA UNIVERSITY STRATEGIC INITIATIVES

On October 3, 2008, Philadelphia University's Board of Trustees approved an innovative and bold Strategic Plan aimed at achieving the University's vision of being the model for professional education in the 21st century. Since the Plan's approval, faculty and staff across the University have worked aggressively to implement its seven key initiatives:

1. FORMALIZING OUR SIGNATURE LEARNING APPROACH
2. ACHIEVING INNOVATION THROUGH THE CREATION OF
A COLLEGE OF DESIGN, ENGINEERING AND COMMERCE
3. ADVANCING APPLIED RESEARCH
4. INVESTING IN ACADEMIC STRENGTHS
5. BUILDING GRADUATE AND PROFESSIONAL PROGRAMS
6. DEVELOPING INNOVATIVE FACILITIES
7. INTEGRATING CURRICULAR AND CO-CURRICULAR LEARNING

From student projects to university-wide collaborations, from innovative facilities to pioneering graduate programs, from global connections to groundbreaking applied research, there are exceptional examples of the Strategic Plan in action throughout the entire University. One need only to walk through places like Hayward Hall, the Architecture and Design Center or the Philadelphia University Research Center to feel the energy and witness innovation in progress. There are clear examples of how Philadelphia University is developing the 21st-century professional.



Alumnus and inventor Maurice Kanbar '52 (pictured seated middle) visited the class last semester to provide business insights to the teams.

1. FORMALIZING OUR SIGNATURE LEARNING APPROACH

Infuse active, collaborative and real-world learning, grounded in the liberal arts, throughout the University's professional programs to prepare graduates as leaders in their fields.

Learning: PhilaU Style

Philadelphia University students collaborating on a novel furniture project this past fall displayed their works at a gallery opening at Propper Brothers on Nov. 14. The exhibit, which was jammed-packed with faculty, students, families and members of the general public, was the result of a collaborative course that was designed to simulate the way different departments work within a company. Led by Professors Steven Frumkin '70 (School of Business Administration), Mike Leonard and Mike Schmick (School of Design and Media), the course brought together students from business, design, textiles and professional communication to study and implement the factors that go into product development from needs assessment and design to branding and promotion. Students were divided into five teams to create innovative pieces of furniture to fulfill an unmet need in the marketplace. Key to the success of each team was how well they incorporated research, business planning and marketing for each new product.

"This has been an opportunity for students to learn in a real-world structure," said Frumkin. "Students from many different backgrounds worked together and gained valuable experience that will help them hit the ground running in the business world." In total, students and faculty in four schools — Business Administration, Design and Media, Engineering and Textiles, and Liberal Arts — took part in the semester-long project.

2. ACHIEVING INNOVATION

Develop distinctive, collaborative curricula around achieving innovation through the creation of a unique College of Design, Engineering and Commerce (DEC).

At the Intersection of Design, Engineering and Commerce (DEC): The Workplace of the Future

Technological advances have created new methods and increased likelihood, not to mention increased expectation, for collaborative interaction. The research and networking habits of the incoming generation of knowledge workers, the "digital natives," are affecting the work culture, creating opportunities for the development of a new, more effective workplace.

A group of Philadelphia University industrial design seniors are looking at that very issue for their capstone project this year. Focusing on the "Workplace of the Future," a project recently awarded a DEC Innovation Research Grant, these seniors are concentrating on the evolving work styles of team-based, interdisciplinary-knowledge professionals. To design an effective workplace, students are working together with interdisciplinary teams of industrial design, graphic design, business and engineering students in the Corporate Design Foundation (CDF) project, through which they designed the Fueling Station of the Future (see inside front cover). Critical to the success of the capstone project is the research and documentation of how the CDF teams worked together.

"Design, engineering and business faculty, as well as their students, who are 'agents of change' for the new workplace, will be interacting in the first dedicated DEC studio on campus," says Industrial Design Program Director Götz Unger. "Our students will then be able to propose ideas that create synergy between new work habits and the objects and built environment of the workplace."

"This project is central to the successful development of DEC and it will enable students and faculty to advance the first design proposals that will result in a more effective, project-based, interdisciplinary learning model," commented Heather McGowan, assistant provost for DEC development.

The senior industrial design students will also be working with Knoll, Inc., a furniture manufacturer focused on the modern workplace and sustainability. Knoll will observe and mentor the students.

3. ADVANCING APPLIED RESEARCH

Expand knowledge through focused investment in applied research, especially in collaboration with industry, government and foundations, to support the University's Signature Learning and to serve societal needs.

Leading the Way in Textile Research: The New Frontier

PhilaU receives \$2.1 million appropriated in recent congressional appropriation bills for the Laboratory for Engineered Human Protection and the new Biomedical Textile Structures Laboratory.

Philadelphia University received a total of \$2.1 million in federal research appropriation funds in fiscal year 2010 appropriations bills that were signed into law by President Obama in the closing days of 2009. The Laboratory for Engineered Human Protection (LEHP) will receive \$1.6 million as part of the Department of Defense appropriation. A total of \$9 million in federal funds has been appropriated to support LEHP since it was established in 2004. In addition, another \$500,000 was appropriated to support the University's new Biomedical Textile Structures Laboratory (BTSL) and campus science laboratory equipment.

Scientists at LEHP, housed in the Philadelphia University Research Center, are working on the development, coordination and integration of complex systems incorporated in the protective garments for military personnel. A part of LEHP is the sweating manikin, pictured below, which is used to test uniforms for battlefield conditions. "This latest appropriation will enable us to complete our very successful program to develop enhanced uniforms for the modern soldier," said David Brookstein, Sc.D., dean of the School of Engineering and Textiles.

Another \$500,000 will support research and development of biomedical textile structures, including those that could be used for cardiac repair, ligament repair, organ regeneration and vascular prostheses. The research will be carried out in the University's new, state-of-the-art Biomedical Textile Structures Laboratory. Another \$100,000 in funding will support science laboratory equipment.

The laboratory, which opened Oct. 16 with a ceremonial ribbon-cutting and includes one-of-a-kind equipment donated by MAG-Industrial Automation Systems, whose Chairman and CEO is alumnus Mo Meidar '70, also has received funding of about \$988,000 from the Pennsylvania Department of Community and Economic Development.

"The federal support, in addition to the funding from the Commonwealth of Pennsylvania, is further enabling Philadelphia University to build on our long-standing legacy of developing fiber structures for biomedical applications," Brookstein said. An exciting concentration will be in the area of nano-textile structures and their impact on advanced tissue engineering.



4. INVESTING IN ACADEMIC STRENGTHS

Endow distinguished faculty, enhance academic programming and invest in technological resources to advance areas of academic strength and overall academic quality.

Programs for 21st Century Students

Philadelphia University has aggressively launched new academic programs including the B.S. in Environmental Sustainability, Law and Society, and Professional Communication that have been introduced in the School of Liberal Arts. Planning is already underway for new undergraduate majors in the School of Architecture — including construction management, historic preservation, architectural photography and museum studies. Meanwhile, to address such worldwide threats as natural disasters, terrorism and weapons of mass destruction, the School of Science and Health is developing undergraduate programs in homeland security and trauma psychology, complementing the school's innovative M.S. in Disaster Medicine and Management Program.

Through increased engagement with the community, collaborative projects, online learning and the creation of unique campus laboratory facilities, the academic experience for students is richer than ever before. Take for example, School of Science and Health Dean Matt Baker, D.H.Sc., noted, how PhilaU physician assistant students (pictured below) are traveling to the River Region Medical Center in Vicksburg, Miss., to care for patients in an underserved, rural setting. "Given the challenges of the health-care delivery system," Baker said, "learning how to treat patients in a variety of settings, including those without the resources that large metropolitan areas offer, is critical to being a successful provider in the 21st century."



5. BUILDING GRADUATE AND PROFESSIONAL PROGRAMS

Build distinctive graduate and professional programs consistent with Philadelphia University's Signature Learning.

New Graduate Programs at the Forefront of Industry Needs

Graduate enrollment is up over 20 percent in the last two years. Planning is underway to develop nine new M.S. degree programs and one new doctoral program. The University has launched unique M.S. programs in Sustainable Design, which were recognized for excellence by the United States Green Build Council, and in Construction Management, both of which have exceeded enrollment expectations. The M.S. in Interior Architecture and a program in real estate development are currently being developed. A record number of applications have been received for our Physician Assistant Studies program, and the full-time MBA student enrollment has experienced a 50-percent increase.

In the School of Science and Health, collaboration with Continuing and Professional Studies is evident in the Distance Education Accelerated Midwifery Program. Proposed professional programs include Midwifery 1st Surgical Assistant, Pharmacology and EMS.

6. DEVELOPING INNOVATIVE FACILITIES

Build and renovate facilities that support the University's signature approach to learning and unique curriculum.

The Customized Built Environment for the 21st Century



The University is building and renovating facilities to support our Signature Learning, including the multi-million dollar investment in the Hughes facility. The Center for Sustainability, Energy Efficiency and Design (SEED), the first LEED-certified building on campus, will house graduate architecture programs in sustainable design, construction management, architecture, interior design and real estate development. The Center's primary mission will be to overcome the barriers associated with advancing sustainability, energy dependence and environmental stewardship. SEED will be a multi-disciplinary center for applied research, education and job creation for the design, construction, development and distributed-energy sectors.

The building will offer 14,000 square feet of new studio space, classrooms and faculty offices. Renovations are scheduled to be completed by fall 2010.

7. INTEGRATING CURRICULAR AND CO-CURRICULAR LEARNING

Foster the seamless integration of learning — both in and out of the classroom — to further prepare graduates as leaders in society.

Learning in Service to Others

The blending of curricular and co-curricular learning at Philadelphia University is key to the success of the Strategic Plan and the University's ability to realize its mission. Preparing graduates to be leaders in their fields requires that students have a broader view of the world, are able to make connections between disciplines and understand how what they do addresses societal needs. Some examples of how Philadelphia University ensures a richer academic experience for students are the University's successful First Year Experience Program, an increased focus on service learning and the new SERVE-101 course.

A one-credit Civic Engagement (SERVE-101) hybrid course, which launched fall 2009, is an innovative approach to promoting civic engagement and supports the University's strategic initiatives to formalize signature learning that is active, collaborative, connected to the real world and infused with the liberal arts in all programs, and to more fully integrate curricular and co-curricular learning. Students can enroll in SERVE-101 as part of one of their other classes and earn a fourth credit for incorporating a service component to their coursework. Students in the fall 2009 course served at organizations such as Habitat for Humanity, the Philadelphia Zoo, the American Red Cross and the Boys & Girls Club of Philadelphia, among others.

"Students in the program work with a community partner, explore the impact of service on the community, and understand the vehicles that contribute meaningful social action to address societal and policy issues that perpetuate social inequities," said Aurelio Valente, assistant dean for student development. "This approach requires students to take ownership of their learning experience by applying course concepts in the community and using service to enhance in-class learning. We are preparing leaders."

Go to www.PhilaU.edu/StrategicInitiatives to learn more about the implementation of the Strategic Plan.

ALUMNI



JIM McCULLOUGH '73
Business Administration

Jim McCullough is president and CEO of CNH Construction, a division of Case New Holland (CNH), the agricultural and construction equipment giant headquartered in Racine, Wis. During his studies, he worked full time at an auto dealership, focusing on those aspects that drove customer loyalty and repeat business. "I was fortunate to have so many great professors who could articulate the fundamentals of business dynamics and key criteria for success. It was great preparation for working in business with multi-national corporations."

McCullough's success took him from the auto dealership to the factory where the products were built. That initial role advanced his career and led to other roles in the following 15 years with increasing responsibilities. "I never forgot those early business lessons about driving customer retention. Satisfying customers' needs — or exceeding them — is a business fundamental that remains important today."

CNH is a worldwide company, selling agricultural and heavy equipment to 160 countries, including China, India, Russia, South Africa and Brazil. In addition to working at CNH for the past 20 years, McCullough serves on the

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FACULTY

CLAUDIA GOETZ PHILLIPS,
PH.D., ASLA
Director, Landscape Architecture
Program

Claudia Phillips joined Philadelphia University six years ago to establish the Landscape Architecture Program. Housed in the School of Architecture, the LAAB-accredited program attracts students interested in design aesthetics with a purpose. That purpose, according to Phillips, is called "sustainable urban design" — it has the potential to regenerate cities and transform the lives of those who live there.

Phillips grew up in Sarasota, Fla., and received her B.A. in Humanities from the University of South Florida. Her first job was for an environmental consulting firm, and it was that experience that developed in her a love of science. "I'd always wanted to be an architect, and I loved working in my yard," Phillips offers. When she discovered there was a field that integrated both her interests — design and science — she was motivated to return to school and pursue a degree in landscape architecture.

Phillips received a Master of Landscape Architecture degree from the University of Florida. "While at UF, I was the teaching assistant for a construction-methods course and discovered I loved teaching." As a result, she went on to receive a Ph.D. in Environmental Design and Planning from Virginia Tech, while teaching part time for the landscape architecture department.

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KYLE RAMEY '10 Five-Year Architecture Major

As a founding member of the Student Organization for Sustainable Action (SOSA), Kyle Ramey of Burlington, Vt., has had a tremendous impact on campus on sustainability issues. An architecture student, he sees sustainability as a great design challenge and the focus of his career. From a humanitarian standpoint, Ramey believes it is a crucial issue for society. "We need to find ways to provide for our own needs now without negative consequences for future generations," he said.

Kyle, along with several students, helped Ted Layton '09 and Jamie Merlino '08 start SOSA during Ramey's sophomore year. Since then, the group has grown substantially in membership and has hosted such events as an organic food tasting, interdisciplinary poster display and recycling programs. The group is now working on starting a sustainable garden on campus.

In 2008, Ramey and Layton spoke at a national higher education sustainability conference on the formation of SOSA, its programs and impact at PhilaU, as a model for other university students. "I truly believe our university has the power to be a sustainable leader and set a positive example for our community, city and state," Ramey said.

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Fashion Design Senior Wins Outdoor Retailer Winter Market 'Project OR' Competition



Fashion design senior Faith Anderson was named the winner of the 2010 Winter Market "Project OR," a 48-hour, concept-to-prototype, student design competition meant to inspire innovative winter outdoor fashion, Jan. 24 at the Outdoor Retailer trade show in Salt Lake City, Utah.

Anderson's insulated outerwear jacket, "Pretty Straight," reflected the design brief's charge to build a fashionable piece that could take an on-the-go, female outdoor enthusiast on any adventure from the mountain to a dinner appointment. Inspired by the straight lines of architecture, the garment sported a fitted waist, high-lined collar and removable hood.

"Being able to participate in this type of competition and work with this caliber of fabrics is a dream," Anderson said. "I never expected to win; but, I did come ready to work hard and represent my school well."

Anderson's "Pretty Straight" design included a Cordura nylon outer layer, glow-in-the-dark accent fabric from Schoeller®'s spirit collection, a Polartec® Polar Shield-lined collar, 3M ThinsulateT anti-microbial filler, Duraflex pull tabs and magnetic snaps, YKK double zipper, and Nexus cord locks.

"We are extremely proud of Faith," said Clara Henry, fashion design program director. "She is an exemplary student, hardworking and self-motivated, and always receptive to new ideas. Her focused energy coupled with her dedication to her field will be an asset to any company."

As the winner of "Project OR," Anderson receives an all-expenses-paid return trip to Outdoor Retailer Summer Market 2010 and a profile in *Textile Insight* magazine.

As an intern for Philadelphia University's Laboratory for Engineered Human Protection (LEHP), Faith has learned a lot about garment design, working closely with the LEHP head designer, garment-team leader and other members of the team, learning outerwear jacket and pant performance, comfort, construction, fit and durability for military application.

Anderson competed against four other students from Purdue University; University of California, Davis; Oregon State University; and Florida State University.



Whitmore Appointed Chair of Board of Trustees

On July 1, 2009, William C. Whitmore Jr. '82, chairman, president and CEO of AlliedBarton Security Services, became chair of Philadelphia University's Board of Trustees.

Whitmore, a University trustee since 2006 and

active alumnus, succeeded long-time chair Elizabeth H. Gemmill, Esq., a member of the Board since 1979 who served as chair from 1998 to 2009.

As president and CEO of AlliedBarton, Whitmore grew his company into the largest privately owned security firm in the United States, with more than 50,000 employees and 100 offices serving more than 3,300 customers. In 2009, for the fourth consecutive year, AlliedBarton was named one of *Training Magazine's* top companies.

"This is an important time for Philadelphia University and higher education," said President Spinelli. "There are complex challenges and exciting opportunities to address. Thanks to the leadership of Betsy Gemmill, the trustees, faculty and staff, Philadelphia University has emerged as a vibrant academic community, poised to become one of the nation's premier universities.

"Bill Whitmore's business acumen and passionate belief in the value of a Philadelphia University education will help us take this University to new levels of accomplishment," said President Spinelli.

"It is a privilege for me to be chair of such an innovative institution as my alma mater," said Whitmore. "I'm awed by the developments of the last few decades and excited to be part of Philadelphia University's future. Most important, I'm thrilled to be involved in the education of our future leaders."

New Board Members Welcomed

Moshe I. Meidar '70 and Dr. Robert L. Nydick Jr. '78, have recently been appointed to the Board.

Meidar, an entrepreneur and seasoned professional, possesses more than 35 years of operations experience with private and public companies. He is founder, chairman and CEO of MAG Industrial Automation Systems, a privately held company. Meidar was presented with the honorary degree Doctor of Engineering at Philadelphia University's 2009 Commencement. As a turnaround specialist, Meidar has revitalized more than 50 companies. He is an authority on supply-chain management, infrastructure re-engineering, project management and acquisitions.

Nydick, a professor of management and operations at Villanova University's School of Business, was a professor at Philadelphia University from 1980 to 1987, and received his B.S. in Operations Research in 1978. He also received an M.S. from the University of Pennsylvania and a Ph.D. from Temple University. Nydick has published over 25 refereed journal articles in the decision support and education of management science areas and has participated in grants funded by the National Institutes of Health, the Department of Defense and Aetna U.S. Healthcare.



Elizabeth H. Gemmill, Esq., a member of the Board since 1979 who served as chair from 1998 to 2009, (pictured left) posed with President Spinelli and William C. Whitmore Jr. '82 at the University's 125th Commencement on May 17, 2009. Gemmill was presented with an honorary degree Doctor of Humane Letters at the ceremony for her dedication and leadership to Philadelphia University.



Liong-Keng Kwee '68

Liong-Keng Kwee '68 was recently appointed Singapore's Non-Resident Ambassador to the Republic of Poland. Mr. Kwee resides in Singapore and is a member of many civic and cultural organizations. He joined the Philadelphia University Board of Trustees in 1998. He is managing director of Pontiac Land Private Ltd. in Singapore.

LEADING THE GREEN REVOLUTION

Continued from page 5

LIVING THE COMMITMENT

The proof is in the numbers: 320 tons of materials recycled annually; 500,000 gallons of water conserved through use of high-efficiency washers in residence halls; 15 percent less food waste in the trayless Ravenhill Dining Hall.

At PhilaU, truly embracing sustainability involves more than curriculum and research. It's a way of living — and of operating a campus. Consider the storm-water management system built behind The Kanbar Campus Center, the energy-efficient bulbs used for campus lighting and the University's bike share program. Think about the many gallons of cooking oil scraped and poured each day by dining service cooks into drums for recycling.

The Student Organization for Sustainable Action (SOSA) has launched efforts ranging from planting a rain garden with native species near Scholler Hall and hosting a Sustainability Fair each Earth Day, to banishing trays from the Ravenhill Dining Hall.



Where hungry undergrads once hefted trays filled — or overfilled — with pizza, pasta and salads, they now make their way to dining tables bearing just the china and glassware their two hands can hold, sometimes resembling rookie waiters at a local diner. Seconds are still plentiful, but they do require a return trip.

A team of undergraduate students in the environmental and conservation biology program tracked 16 red-bellied turtles at the John Heinz National Wildlife Refuge to determine the habitat needs and home range of this species. Patti Wetzel, a student in the program pictured below, holds two of the turtle hatchlings being studied. The research is being conducted thanks to a multi-year grant from the Pennsylvania Department of Conservation and Natural Resources.

“Just by having students carry their plates and glasses, we cut all the energy and water needed to wash the trays, and also reduced food waste,” said Viktorija Unger ’11, current president of SOSA.

The campus community has welcomed SOSA's efforts. “The faculty and president have been very receptive,” Unger says, “and students from every major have gotten involved. This is a very innovative campus. New ideas catch on.”



New ideas. Innovative educational programs. Collaborative learning. Research that paves the way for a more sustainable world. A campus commitment to living and learning in a way that helps and heals the environment. Savvy graduates who will be poised to lead across a wide variety of disciplines that will demand a fundamental understanding of sustainable practices.

“Everyone wants to go green, but there is such a scarcity of expertise,” says Tom Schrand, who heads the Environmental Sustainability Program. “I see our graduates entering the board room, ready to supply the strategy and the metrics and lead us into a greener future.”

Graphic Design Communication Program Well Represented at AIGA/Philadelphia Design Awards

Philadelphia University's Graphic Design Communication Program was well represented by faculty members and alumni at the 2009 Philadelphia Design Awards Competition and Exhibition administered by AIGA Philadelphia, the professional association for design.

Faculty recognized were Maribeth Kradel-Weitzel, assistant professor of graphic design, principal of Kradel Design; Frank Baseman, associate professor of graphic design, principal of Baseman Design Associates and AIGA/Philadelphia fellow; and Martin Duffy, adjunct professor in the School of Design and Media and owner of Johnston Duffy.

Alumni recognized were Lizania Cruz '07, who received the Judges Choice Award; Dan Gneiding '01; Justin Moll '99; Heather McGuigan '01; Leslie Graham '04; and Jeremy Holmes '98, who received four illustration awards.

Faculty Awards Presented at Annual Reception

Members of the faculty were honored at the annual Faculty Reception in May 2009 for their hard work, dedication and commitment to education excellence. The 2009 President's Award for Teaching Excellence was presented to Anne Bower, Ph.D., associate professor of biology and program director of environmental and conservation biology.

The 2009 Lindback Distinguished Teaching Award was presented to Carol Hermann, associate professor of architecture. Peggy Goutmann, recently retired associate professor of textiles, was honored for her 41 years of teaching excellence and dedication to the Philadelphia University community.

Muthu Govindaraj, C.Sc., professor of textile engineering, Les Sztandera, Ph.D., professor of computer information systems, and Gotz Unger, program director of industrial design, received the Strategic Plan Recognition Award for their commitment and work in developing plans for the College of Design, Engineering and Commerce as a key element of Philadelphia University's Strategic Plan.



STUDENTS SHOWCASE NEW SLEEP PRODUCT INNOVATIONS

From cat beds and travel pillows, to innovative new sleeping bags, students from the Schools of Engineering and Textiles, Design and Media, and Liberal Arts are working hard to create the next great sleep product for the retail market.

These new and innovative sleep product inventions are part of a student design competition sponsored by FXI Foamex Innovations, a Philadelphia-based foam innovations company that specializes in manufacturing sleep products such as mattresses and pillows, among others.

The semester-long competition for undergraduate and graduate students enhanced their education, provided hands-on industry experience and helped prepare them for future employment.

The competition, which kicked off in Sept., involved 41 students who were divided into 12 teams. The teams presented their original product ideas to a panel of judges composed of FXI employees, industry experts and faculty from the School of Engineering and Textiles.

Of the top five finalists, announced after the presentations in Nov., the winning team will unveil its new product design at the International Sleep Products Association Conference in Charlotte, N.C., in March 2010.

The top five designs include (in no particular order) "LayAway - Deluxe Sleep System," "Minou Sleep System Cat Bed," "Adaptwo - Mattress that grows with your child," "Vesta SB (sofa bed)," and "SleepSack - unique sleeping bag."

FACULTY JOIN INDUSTRY PROFESSIONALS ON GREEN BUSINESS PANEL

Faculty and industry professionals discussed corporate sustainability efforts and the challenges companies face in going green at the "Can You Be Green and Make Green? Sustainable Practices and Research in Business" panel held Nov. 19 on campus. Panelists included Cathy Rusinko, associate professor of management; Tom Schrand, associate dean of the School of Liberal Arts, environmental sustainability program director and moderator of the panel; Jay Carlis, vice president for sales and marketing at Community Energy; and Nikki Ciaccio '07, co-owner of The Environmental Homestore.



D. WALTER COHEN ASCLEPIUS CAREER DAY OFFERS INSIGHTS INTO MEDICAL PROFESSIONS

The second annual D. Walter Cohen Asclepius Career Day offered pre-medical studies majors insights, advice and tools to prepare them for the various careers and graduate/medical programs available. The Career Day opened with a short talk from the day's sponsor D. Walter Cohen, DDS, member of the Philadelphia University Board of Trustees. Cohen discussed the future of medicine with the 40 students in attendance.

The event provided students with insights into medical specialties including ophthalmology, cardiology and pediatric pulmonology, as well as reconstructive facial surgery. The Career Day, organized by Diana R. Cundell, Ph.D., associate professor of biology, featured speakers from admissions offices, alumni and local physicians and health professionals.



PIONEER IN EXPERIENCE DESIGN NATHAN SHEDROFF LECTURE ATTRACTS MANY ON CAMPUS

Nathan Shedroff, author of *Design is the Problem: The Future of Design Must Be Sustainable*, visited campus Oct. 8

to share his vision of sustainable design. The lecture was in conjunction with this year's First Year Experience (FYE) program on broadening students' understanding of sustainable practices.

Shedroff is one of the pioneers in "experience design," an approach to design that encompasses multiple senses and requirements, and explores common characteristics in all media that make experiences successful; as well as related fields, interaction design and information design. He is the chair of the MBA in Design Strategy program at the California College of the Arts in San Francisco. Through his program, he teaches students to visualize future business as innovative, sustainable, meaningful and profitable using unique business strategies.

Photo Credit: Patty Nason

UNIVERSITY LAUNCHES COMPREHENSIVE VIRTUAL TOUR

Philadelphia University launched a virtual tour of campus during the fall semester. An interactive campus map linked from the homepage and the admissions pages lets users check out the entire campus in detail, zoom in and out on sections of campus or individual buildings, search by category, read descriptions of buildings, view photos and watch PhilaU videos.

"This fully interactive tour is the next best thing to being on campus," said Patricia M. Baldrige, vice president for marketing and public relations. "The new virtual tour serves many of our audiences and familiarizes our visitors with campus in a more sophisticated and comprehensive manner."



DISABLED CLIENTS BENEFIT FROM OCCUPATIONAL THERAPY AND INDUSTRIAL DESIGN STUDENT COLLABORATION

Ethan, an eight-year-old with autism, loves to ride a bike but can only pedal backwards.

Ethan and 23 others with disabilities realized their dreams large and small through a unique collaboration of Philadelphia University occupational therapy and industrial design students, who team up each spring to design and build devices tailor-made to help people with physical limitations. This unique collaboration, which is in its 11th year, is believed to be the only such program in the country.

"The value in this collaboration is the chance to work with real clients who have real needs," said Wendy Krupnick, director of the occupational therapy program. "It helps students hone their occupational therapy skills, their evaluation skills and their understanding of client needs, and teaches both the occupational therapy and industrial design students how to collaborate, meet deadlines, set budgets, choose materials and work with client feedback."

For Ethan, students Tara Conicello and Vladimir Anokhin made a gear system that enables his bike to move forward even if the boy pedals backwards, and also used weighted pedals and a tilted seat to encourage forward movement.

PHILAU RECEIVES HRSA GRANT

The University received a \$94,050 grant from the Health Resources and Services Administration, Department of Health and Human Services, in Aug. 2009 that will be used to fund chemical analysis equipment important to the work of the Institute for Textile and Apparel Product Safety (ITAPS). The equipment will be used to test for formaldehyde specifically, and to extract toxic chemicals for further testing.

The Institute was founded amid growing government and public concerns about the safety of imported items. It conducts research to determine if potentially toxic chemicals are present in imported clothing, identifies which toxic chemicals and agents are being used and the extent of their use, and helps establish protocols for testing and evaluating imported apparel items.



PHYSICAL PLANT RECEIVES APPA AWARD FOR EXCELLENCE

The APPA "Award for Excellence in Facilities Management" was awarded to Philadelphia University's Physical Plant operations for its outstanding achievements in facilities management. Philadelphia University is the first four-year college or university in Pennsylvania to achieve this recognition. The honor and recognition of the Award for Excellence designation will remain in place for five years.

"We are so appreciative that APPA selected Philadelphia University for this award in such a competitive environment," said J. Thomas Becker, PE, EFP, assistant vice president for operations. "We have been very focused and have worked hard to take our Physical Plant operations to a higher level of excellence and customer service."

Photo Caption: Becker (right) received the award from William Elvey, APPA past-president and director for facilities management at the University of Texas at Dallas.

DINING SERVICES PREPARES SUSTAINABLE THANKSGIVING FEAST

Thanksgiving took on a new "green" meaning for more than 600 students who enjoyed a sustainable feast Nov. 19, which featured only local foods including naturally fed turkeys from Koch's Turkey Farm of Lewistown Valley, Pa. The event was sponsored by PhilaU's Student Organization for Sustainable Action (SOSA) and Parkhurst Dining Services, the campus food-service management provider.

DISASTER MEDICINE AND MANAGEMENT STUDENTS PARTICIPATE IN REAL-WORLD DRILLS

Students in the M.S. in Disaster Medicine and Management Program participated in a week-long series of training exercises, disaster drills and expert lectures July 12-17.

During the drills, students and faculty members practiced rescuing survivors or recovering bodies from collapsed buildings. The training involved a decontamination exercise, as well as practicing the deployment of medical resources in an emergency or disaster setting.

Experts from the Federal Bureau of Investigation, the Federal Emergency Management Agency, and the Pennsylvania Office of Homeland Security and Department of Health presented lectures. Officials from ARAMARK, which catered the 2008 Beijing Olympics, spoke about the security procedures they employed during that event, and Lt. Col. Itay Peleg discussed Israeli homefront security-command issues.

DESIGNINTELLIGENCE RANKS INDUSTRIAL DESIGN PROGRAM 'HIDDEN GEM'

The 2010 11th annual *DesignIntelligence* report "America's Best Architecture and Design Schools" ranked Philadelphia University's Industrial Design Program among the "Hidden Gem of Industrial Design Education." The article noted that these "programs are doing incredible things, pushing the boundaries of education innovation, partnering with private firms in enterprising new ways and developing the next generation of design thought leaders."



UNIVERSITY'S 25TH CONVOCATION USHERS IN NEW ACADEMIC YEAR

The University welcomed 730 freshmen at the 25th annual Convocation Aug. 20. In recognition of its 125th Anniversary, the University's founder, Theodore Search — or rather, an actor portraying him — presented the Lawrence Katz Memorial Lecture. Search, who founded what was then called the Philadelphia Textile School, entered the ceremony riding a Segway and listening to an iPod — bridging the gap between the University's 1884 founding and its modern-day position as a model 21st-century professional university.

A Centennial Medal was presented to three high school teachers: John Durr (back left) of Delran High School, Delran, N.J., nominated by first-year student, Shannon Donohue (front left); Nancy Rudolph (back middle) of Paul M. Hodgson Vocational Technical High School, Newark, Del., nominated by first-year student, Lisa Wasik (front middle); and Christopher Nagel (back right) of Bethel Park High School, Bethel Park, Pa., nominated by first-year student, Christine Michalek (front right).

WORLD-RENOWNED ARCHITECTS SPEAK ON CAMPUS

The School of Architecture hosted a symposium with world-renowned architects Peter Eisenman, Louis I. Kahn visiting professor of architecture at Yale University, and Michael Graves, professor emeritus at Princeton University, during the 2009 Alumni Weekend festivities in May. Eisenman and Graves spoke about the past, present and future of the architecture field to a packed Tuttleman Center Auditorium audience.

LEVERAGING DESIGN INNOVATIONS FOR INTERNATIONAL TRADE

"Doing design is easy, but making design functional in the marketplace and across cultures is difficult," said Eric Chan, founder and president of Ecco Design and keynote speaker at the May 8 Philadelphia University symposium "Innovation: Design as a Competitive Advantage."

Chan focused on projects for such companies as Toyota, Virgin Airlines and Samsung, discussing how design and technology innovations were combined with branding and marketing initiatives to achieve global success with new products.

Chan and other speakers at the event, sponsored by Philadelphia University's East Asia Business Center, shared information and advice for businesses and designers who want to create or expand their international-business opportunities in this challenging economic climate. Susan Christoffersen, Ph.D., associate professor of economics, is director of the East Asia Business Center.

ONE-YEAR MBA STUDENTS LEARN REAL-WORLD, EXECUTIVE SKILLS AT LEADERSHIP LUNCHEON SERIES

Chief Financial Officer of NFL Films Barry Wolper kicked off the fall 2009 MBA Leadership Luncheon Series of business executives to speak to One-Year MBA students. The fall series of speakers included Theodore Delgazio, a principal of MLEA Inc., Karen Kulp, CEO of Home Care Associates; David Brown, president of BrownPartners; and Karl Schellscheidt, CEO and co-founder of ePrep, Inc.

Structured to provide students with real-world learning experiences from successful business leaders in the Philadelphia region, the Leadership Luncheon Lecture series brings executives to campus each semester from a variety of industries.

The spring 2010 lecture series includes Frank Ashmore M'98, senior vice president for real estate lending at Continental Bank; Natalie Conner, vice president and marketing manager of the Beasley Broadcast Group; and William Whitmore '82, chairman, president and CEO of AlliedBarton Security Services and chair of Philadelphia University's Board of Trustees.

IT'S A SECOND SEASON FOR 'ECOMAN AND THE SKEPTIC'

Ecoman and the Skeptic, Philadelphia University's green radio show, kicked off its second season Sept. 16 on The Green Talk Network, an internet radio network.

Sustainability experts Rob Fleming, associate professor of architecture and director of the M.S. in Sustainable Design Program, and Chris Pastore, Ph.D., professor of engineering, host the innovative show, the first green radio program to broadcast live from a university.

Guests this season included Leanne Krueger-Braneky, director of the Sustainable Business Network of Philadelphia, who talked about green jobs and how a coalition of sustainability-minded businesses can help make "green" a driving force in a region's economic vitality; actor and environmentalist Ed Begley Jr., star of the eco-reality show "Living with Ed," and author of several books, including *Living Like Ed, A Guide to the Eco-Friendly Life*; and Jim Kohm, associate director of the U.S. Federal Trade Commission's Enforcement Division in the Bureau of Consumer Protection.

To download podcasts of the show, go to www.PhilaU.edu/EcomanAndTheSkeptic/.



NEW DIRECTOR OF ADMISSIONS

Greg Potts has joined Philadelphia University as the director of admissions. He leads the Office of Admissions staff, ensures that the team has the proper plan and tools to meet the enrollment goals and strives to increase collaboration across campus in student-recruitment efforts. Potts received a B.S. in History and English from Saint Joseph's College and a M.S. in Education from Capella University.



RIBBON-CUTTING CEREMONY FOR 'LACE FUTURES' COLLABORATIVE INSTALLATIONS

Students, faculty, staff and family members gathered Oct. 22 for a ribbon-cutting ceremony to mark the opening of the collaborative Lace Futures exhibition. The ceremony took place in front of the Paul J. Gutman Library, underneath the commanding Threshold installation: an autumn-colored, gracefully twisting archway poetically connecting strength and delicacy, fantasy and reality.

The four installations were located in The Kanbar Campus Center Living Room, The Tuttleman Center, Ravenhill Dining Hall and in the Paul J. Gutman Library. These projects were funded by a grant from Cotton, Inc. and the Cotton Board.

CORPORATE CONNECTIONS BIG DRAW FOR EMPLOYERS AND STUDENTS

At a bustling Corporate Connections event Sept. 24, more than 40 employers and 200 students turned out in search of a career match.

"Despite the troubled economy, as many employers participated as in past years," said Trish Shafer, director of career services. And, she noted that all of the firms were hiring, either for internship positions or for full-time positions for December 2009 or May 2010 graduates.

Officials representing companies such as Wal-Mart, Vanguard, Target, Wawa, Boscov's, Tommy Hilfiger and JCPenney attended the event. Jose Mercado, human resources associate corporate talent manager for Aeropostale Inc., said his firm was looking for merchandisers, designers, allocators and visual designers for its New York headquarters. "We love this school," he said of Philadelphia University. "We have a really good partnership with everyone here."

The Design Center Exhibits Commissioned 'Lace in Translation'

If you have been on Henry Avenue recently, you may have noticed a remarkable new addition to the front lawn of The Design Center at Philadelphia University. A 170-foot "lace" chain-link fence, by the Dutch design studio Demakersvan, was installed as part of the exhibition *Lace in Translation*, which opened on Sept. 24 and will run through April 3, 2010.

For *Lace in Translation*, The Design Center commissioned three internationally renowned artists and designers — whose works are often inspired by traditional lace imagery — to mine its historic Quaker Lace archives for inspiration and to reconceptualize conventional notions of lace. European designers Tord Boontje and Demakersvan and Canadian artist Cal Lane have explored the intersection of luxurious hand-craftsmanship with modern, mass-production techniques through new, site-specific installations.

Among the largest exhibitions to be carried out at The Design Center, *Lace in Translation* is the first time brand-new work has been commissioned for the Center.

As part of this site-specific installation, a team of Philadelphia University students, faculty and staff worked with Boontje's designs, hand-weaving raffia into pieces for a large lace curtain that is hanging in the gallery windows.

Demakersvan's Lace Fence is the Dutch design house's first major outdoor installation in the United States. Demakersvan was founded in 2005 by Jeroen Johan Verhoeven, Joep Verhoeven and Judith de Graauw.

"The studio incorporates the traditional craft of bobbin lacemaking in their fence motifs," said Carla Bednar, assistant director of The Design Center. "In his development of the very first Lace Fence, Joep Verhoeven studied the work of elderly lacemakers in the Netherlands."

**Photo credit: Kerry Polite, courtesy of The Design Center at Philadelphia University*



PHYSICIAN ASSISTANT GRADUATES CELEBRATE AT CERTIFICATE CEREMONY

The M.S. in Physician Assistant Studies celebrated the achievements of the Class of 2009 at a certificate completion ceremony Aug. 14 in The Gallagher Center. Forty-two members of the graduating class received their ceremonial white coats and swore the Physician Assistant Professional oath.

"We are very proud of the Class of 2009," said Michael Rackover, program director and associate professor of the Physician Assistant Program. "The students have accomplished a great deal in their 25 months at Philadelphia University. They are fully prepared for their careers in the medical field."

STRATEGIC INITIATIVES ADDED TO UNIVERSITY HOMEPAGE

The Philadelphia University home page has been updated with information related to the University's seven Strategic Initiatives. Each home page photo is associated with one of the following seven initiatives: formalizing our signature learning; achieving innovation through the development of a College of Design, Engineering and Commerce; advancing applied research; investing in academic strengths; building graduate and professional programs; developing innovative facilities; and integrating curricular and co-curricular learning.

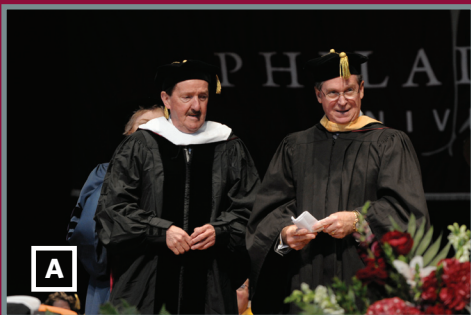
PHILAU CELEBRATES 125TH COMMENCEMENT CEREMONY

May 17, 2009

Graduates walked across the stage at The Mann Center for the Performing Arts May 17, in front of a cheering crowd of family, friends, faculty and staff celebrating their achievements during the 125th Commencement ceremony.

Anne Bower, Ph.D., a conservation biologist and director of the Environmental and Conservation Biology Program, received the President's Award for Teaching Excellence. Carol Hermann, associate professor of architecture, received the Lindback Distinguished Teaching Award.

Elizabeth "Betsy" Gemmill, Esq., former chair of the Philadelphia University Board of Trustees who served in the role for 11 years and as a member of the Board for 30 years, was presented with the honorary degree, Doctor of Humane Letters.



A PhilaU's legendary men's basketball coach Herb Magee '63 (left) — known as the "Shot Doc" — received the honorary degree, Doctor of Humane Letters. Magee, left, is pictured with William C. Whitmore Jr. '82, chairman of the PhilaU Board of Trustees and president and CEO of Allied-Barton Security Services.



B Big Brothers Big Sisters of America President and CEO Judith Vredenburgh gave the commencement address and received the honorary degree, Doctor of Humane Letters.

C Moshe "Mo" I. Meidar '70 (pictured center), chairman and CEO of MAG Industrial Automation Systems and member of the University's Board of Trustees, was presented with the honorary degree, Doctor of Engineering.



D Lauren Goodwyn, a biopsychology major from Bloomfield, N.J., addressed the graduates as the student Commencement speaker.

[A] Architecture Students Present Winning Design in Slovenia

Three architecture students who won a national competition to design an energy-efficient headquarters building for an international firm traveled to Slovenia in April 2009 to present their design to international judges. The national competition was sponsored by CertainTeed, a Valley Forge, Pa.-based firm that makes insulation and building materials. Its European affiliate, Saint-Gobain Isover, sponsored the international competition.

Fifth-year architecture students Tim Brennan, Dan Mellon and Vinny Sickles incorporated the culture and architecture of Copenhagen, as well as the energy-efficiency of CertainTeed’s insulation products into their grand-prize-winning design. Faculty members Chris Pastore, Ph.D., professor of engineering, and Robert Fryer, assistant professor of architecture, helped organize the national competition.

Photo caption: Pictured (l to r) include Chris Pastore, faculty advisor; Vinny Sickles; Dan Mellon; Tim Brennan; and Rob Fryer, faculty advisor.

[B] Industrial Design Student Wins Prestigious Collab Competition

Sophomore industrial design student Jordan Cammarata won the 17th annual Collab Student Design Competition, sponsored by the Philadelphia Museum of Art, for his clever and whimsical pull-chain-inspired lamp design. His winning design was selected by a six-judge panel of international design experts out of a field of 70 students from six regional design programs.

“The judges were unanimous in their selection of Jordan Cammarata’s ‘PULL’ lamp as the first-place winner,” said Roberta H. Gruber, Collab educational chair. “He did a fantastic job of research and development specific to the competition.”

[C] Architecture Students Sweep Green Build Competition

Architecture students took a clean-green-sweep at the Delaware Valley Green Build Council (DVGBC) student design competition in May 2009, winning the top five of six overall awards.

The grand prize for overall excellence was awarded to students Amber Long and Henry Moll. The second-place community-integration award was given to Jess Rotenberger and Mark A. Gushanas. The third-place materials and methods award was presented to Mike Anderson and Mike Bonelli. The fourth-place lighting award went to Andrew Chaveas. The landscape architecture student team, composed of Dan Cola, Scott Torr and Stephen Campbell, received the “People’s Choice Award” during the competition.

[D] Fashion Design Senior Wins FGI Red Carpet Scholarship

Gretchen Harris '09, fashion design major of Wilmette, Ill., won \$1,000 at the Fashion Group International (FGI) Red Carpet Scholarship event in April 2009 for the design of her luscious chocolate taffeta, leather and lace gown. The dress was inspired by equestrian horse saddles and made with brown/black taffeta with black lace and a leather corset. The dress features a corset that sits mid-bust right above the cartridge pleating and has many different pieces to it complementing a horse saddle.

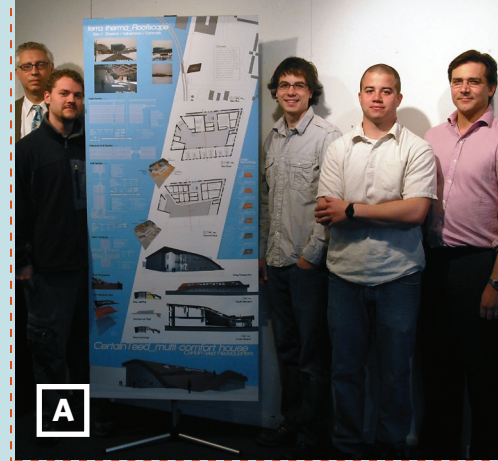
“This scholarship means a lot to me, and I am actually sending the money home to my mom,” said Harris. “It has meant the world to me that they [her family] support everything I do and want to be.”

Photo caption: Gretchen Harris, pictured right, prior to the FGI Red Carpet Scholarship competition with her model, Meg Dewey, wearing the winning dress.

[E] Five Interior Design Students win 8th Annual KlingStubbins Competition

Interior design students won five of the eight awards in the 8th annual KlingStubbins Interior Design Student Competition, including (pictured left to right) Allison Beaird, Danielle Pettit, Sarah Ferenz, Ashley Kaszak and Devyn O’Neill. For the competition, students were asked to develop a new concept and design for an “interactive dining venue” for a celebrity chef with a TV show on a cable food network. The venue was located in a new, two-story building in the Northern Liberties section of Philadelphia.

Continued on page 33



Embracing the new world of personalized medicine

Michael A. Rackover, PA-C, MS, is program director and associate professor in the Physician Assistant Studies Program at Philadelphia University. He recently completed a sabbatical at the National Human Genome Research Institute.

Remarkable progress has been made over the last two years in unlocking the keys to understanding how genomic medicine can improve the diagnosis, care and treatment patients receive from their health care providers. According to the National Human Genome Research Institute (NHGRI), www.genome.gov/10001740, "Genomics is the study of an organism's

whole hereditary information that is present in its genes (DNA) and the use of its genes. It deals with the use of genome information associated with other information to provide answers in biology and

medicine." The Philadelphia University Physician Assistant Studies Program, under the visionary leadership of Program Director and Associate Professor Michael A. Rackover and the faculty, has been a leader in providing students with the latest training and information to put graduates on the "cutting edge" of what the NHGRI believes is the future of medicine.

We are entering a time when the dream of personalized medicine will become a reality. Instead of treating patients in a one-size-fits-all fashion, clinicians will use information technology and medical genetics to provide a focused, individualized approach to health care.

Personalized health care encompasses prevention, diagnosis and therapy, with a patient's risk for disease defined through genetics as well as through clinical and family histories. Scientists have begun to understand diseases at the molecular level, allowing clinicians to see how those diseases manifest in individual patients and to tailor treatment more effectively. Genetic predisposition testing and pharmacogenetic testing will allow asthma treatment to be optimized, for example, or warfarin dosing to be better managed. In a personal communication, Alan Guttmacher, M.D., deputy director of the National Human Genome Research Institute, told me that "genomics will irrevocably change how we practice medicine, enabling us for the first time to treat each patient truly as the individual person he or she is and thus dramatically [improve] the quality of health care."

Genomic medicine at present can be compared to the computer industry in the 1980s. As time passes, we will witness the transformation of genomic and proteomic science. These scientific advances, combined with progress in information technology, are giving new life to researchers, health-care providers and patients — forever changing the methods used for preventive, diagnostic and therapeutic activities!

Yet, we are right to be cautious about this seemingly expansive future. Personalized health care is largely prevention-based, in contrast to the current delivery model, which services the acutely ill. Reimbursement will be problematic under the new model — and disparities in access to care and the need for universal health insurance still must be addressed. Also of concern is the use of genetic profiles to predict disease.

Racial and ethnic disparities in health are based on access to quality care, health-risk behaviors, psychosocial factors, acculturation, biological/genetic factors, environmental and occupational exposures, and socioeconomic status. According to the National Coalition for Health Professional Education in Genetics Race "Genetics and Healthcare" DVD, race may be mistakenly used to indicate ancestral origin. For example, a clinician may assume that a patient is African American when, in reality, that person is Dominican.



The two may have very different health-care needs based on ancestral inheritance. When a patient's group identity might raise health issues, ancestry should replace race in discussions.

As predicted in the *Mayo Clinic Proceedings*, "the possibility of loss of confidentiality, issues of group stigmatization, and the difficult issue of genome predestination must all be addressed if humankind is to reap the full benefits of the potential of this exciting new science."² To protect an individual's personal information, Rep. Louise Slaughter (D-NY) introduced HR 493, the Genetic Information Nondiscrimination Act of 2007. This bill prohibits discrimination on the basis of genetic information with respect to health insurance and employment. Its passage would remove a potential barrier to the use of genetic testing and other genetic services.

The Personalized Medicine Coalition is an independent, nonprofit group that works to advance the understanding and adoption of personalized medicine for the ultimate benefit of patients. They have stated that "in considering whether personalized medicine has a viable future, a look into the past reveals that it has always been here in some form. But in its modern manifestation, which relies on molecular analysis and proactive care, personalized medicine will require an extensive system of support. This system will include new regulatory approaches, revamped medical-education curricula, integrated health-information systems, legislation to protect against genetic discrimination, insurance coverage for sophisticated molecular diagnostic tests and a reimbursement system that encourages proactive care. Because of the many hurdles before it, some experts have questioned whether personalized medicine will become a dominant trend in health care, or just a passing phase."³

Most providers still assume that genetics and genomic medicine are not applicable to their current practice. Yet an understanding of what can be learned about personalized medicine now and throughout their clinical careers will help physician assistants use genetic information to diagnose common diseases sooner, when treatment can be most successful, and to identify how diseases can be managed more effectively. For this process to be a success, however, we must commit ourselves to ongoing learning about how this new knowledge will help us take care of patients.

This article appeared in the *Journal of the American Academy of Physician Assistants (JAAPA)*.

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1. IBM Executive Brief. *Personalized healthcare 2010: are you ready for information-based medicine?* Available at: <http://www-03.ibm.com/industries/healthcare/doc/content/resource/insight/992104105.html>. Accessed April 10, 2007.
2. Weinshilboum RM. *The genomic revolution and medicine.* *Mayo Clinic Proc.* 2002;77(8):745-746.
3. *Personalized Medicine Coalition. The case for personalized medicine.* November 2006. Available at: www.personalizedmedicinecoalition.org/communications/TheCaseforPersonalizedMedicine_11_13.pdf. Accessed April 10, 2007.

PhilaU Honors and Awards *continued from page 31*

[F] Textile Design Students Dominate Virginia Jackson Design Awards

Textile design students won six of nine 2009 Virginia Jackson Design Awards, winning two prizes in each category of jacquard, dobby and print.

Boyoung Moon won first place and Amanda McGonagle won honorable mention in the dobby category. Jennifer Sulikowski won second place and Nidhi Reddy Kasula won honorable mention in the jacquard category. And, in the print category, Hyunjin Shin won second place and Lei Ting won honorable mention.

The annual Virginia Jackson Design Awards competition is sponsored by the Educational Foundation of the International Textile Market Association (ITMA), which is producer of the semi-annual Showtime fabric show. The winning designs were displayed at the Showtime event, which took place in June in High Point, N.C.

[G] Industrial Design Students' Wilsonart Competition

Six industrial design students who participated in the Wilsonart competition to design chairs using the firm's signature laminate product, exhibited their chairs at the prestigious International Contemporary Furniture Fair in New York City in May 2009.

Aodh O'Donnell's armadillo chair was the winning design. Jeffrey Steel '10, Julianne Magliaro '10, Geoff Quinter '10, Dan Worthers '10, and Alyward Omoding '10 were runners-up in the competition. The six students and their chairs were featured in *Interiors & Sources* magazine. O'Donnell's chair was featured in *Metropolis Magazine* and in *Time* magazine's online photo gallery.



Philadelphia University faculty members are dedicated teachers, leading academic scholars and award-winning professionals in their fields of study.

PUBLICATIONS

FRANK BASEMAN, SCHOOL OF DESIGN AND MEDIA

Quoted in the DK Holland article "Bring Hope Back to Design (and relevance, intelligence, inspiration, beauty, prosperity)" in the current issue of *Communication Arts* (fall 2009) magazine. www.commart.com/columns/bring-hope-back-design.html

SONYA BORTON, SCHOOL OF LIBERAL ARTS

"Assessing the Composition Program on Our Own Terms," book chapter co-authored with Alanna Frost and Kate Brown Warrington, *Handbook of Research on Assessment Technologies, Methods, and Applications in Higher Education*. Ed. Christopher Schreiner. NY: Information Science Reference, May 2009.

DIANA CUNDELL AND JOHN PIERCE, SCHOOL OF SCIENCE AND HEALTH

"Factors influencing student-teacher interactions in the classroom," *Journal of College Science Teaching*, 38: 33-37, May Edition. www.nsta.org/publications

ANUSUA DATTA, SCHOOL OF BUSINESS ADMINISTRATION

"NAFTA and the Realignment of Textile and Apparel Trade: Trade Creation or Trade Diversion?" co-authored with Mikhail Kouliavtsev, *Review of International Economics*, 17:1 (2009): 172-186.

MARIE-EVE FAUST, SCHOOL OF BUSINESS ADMINISTRATION

"A Proposal for a New Size Label to Assist Consumers in Finding Well-fitting Women's Clothing, Especially Pants: An Analysis of Size USA Female Data and Women's Ready-to-wear Pants for North American Companies," *Textile Research Journal*, 79 (2009): 1446-1458.

BRIAN GEORGE, SCHOOL OF ENGINEERING AND TEXTILES

"Production and Characterization of Yarns Containing Turkey Feather Fibers," co-authored with Ali Evazynajad, *Textile Research Journal*, 2009, 79: 1301-1304.

KATHARINE JONES, SCHOOL OF LIBERAL ARTS

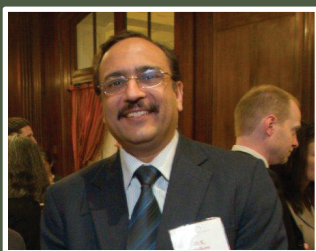
"Building the WUSA: A Successful League of Their Own?" book chapter, *Fútbol, Fútbol, Soccer: Football in the Americas*, edited by Rory Miller and Liz Crolley. London: Institute for Latin American Studies, 2009.

DK MALHOTRA, SCHOOL OF BUSINESS ADMINISTRATION

"Evaluating the efficiency of European Union integration," co-authored with Rashmi Malhotra, *International Journal of Commerce and Management*, Volume 19, 3, 233-252.

DK MALHOTRA AND HARVEY LERMACK, SCHOOL OF BUSINESS ADMINISTRATION

"Using data envelopment analysis to analyze the performance of North American Class I freight railroads," co-authored with Rashmi Malhotra, *Applications to Management Science*, 13 (2009).



MALHOTRA PUBLISHES 60TH PAPER AT PHILADELPHIA UNIVERSITY

Davinder "DK" Malhotra, Ph.D., professor of finance in the School of Business Administration and Thomas J. Herzfeld Term Chair, published his 60th paper at

Philadelphia University in 2009. His most recent paper was published in the *Financial Service Review* journal. The paper evaluates cost efficiencies in the closed-end fund industry and how size of the closed-end fund is critical in reducing fund management cost.

"Personally, it gives me a sense of achievement and fulfillment," said Malhotra. "I am proud to be a member of the Philadelphia University community and a faculty member of the School of Business Administration."

Malhotra has published papers on such topics as mutual funds, closed-end funds, swaps, derivatives, and applications of business intelligence tools

in financial decision making. His work has been published in the *Journal of Finance Research*, *Financial Review*, *Journal of Portfolio Management*, *European Journal of Operational Research*, *Omega - The International Journal of Management Science*, *Journal of Multinational Financial Management*, *Quarterly Journal of Business and Economics*, *Commercial Lending Review* and *Journal of Commercial Lending*.

Malhotra, who joined Philadelphia University School of Business Administration in 1993, teaches graduate and undergraduate courses in areas such as financial policy and planning, investment and portfolio management, international finance and fixed-income securities.

Malhotra is a co-editor of the *International Journal of Management Research (IJMR)* and *The International Journal of Finance*, and is an associate editor of the *International Journal of Strategic Decision Sciences (IJSDS)*. He received a Ph.D. in finance and an M.A. in finance from the University of Alabama; an M.S. in accounting and business from the Delhi School of Economics, University of Delhi, India; and a B.S. in accounting and business from the University of Delhi.

**JOSH OWEN,
SCHOOL OF DESIGN AND MEDIA**

"Build 02: Exploring Materiality," self-published book, produced and printed for release together with Wilsonart student project at International Contemporary Furniture Fair, New York, May 16-19, 2009.

**CATHY RUSINKO,
SCHOOL OF BUSINESS ADMINISTRATION**

"Greening and Sustainability Across the Management Curriculum: An Extended Journey," co-authored with L.M. Sama, *Journal of Management Education*, 33(3), 2009.

RICH SHAIN, SCHOOL OF LIBERAL ARTS

"The Re(public) of Salsa: Afro-Cuban Music in Fin-de-Siecle Dakar," *Africa: The Journal of the International African Institute*, Volume 79, Number 2, 2009, 186-206.

**MERIEL TULANTE,
SCHOOL OF LIBERAL ARTS**

"Italia mia?: Italian National Identity in the Novels of Sebastiano Vassalli," *Forum for Modern Language Studies* 45: 3, 337-350.

"L'ultimo dei nipotini: Sebastiano Vassalli and Alessandro Manzoni," *Manzoni and the Historical Novel, Manzoni e il romanzo storico*, ed. Salvatore Bancheri, Legas: New York, 2009, 271-284.

MEETINGS AND CONFERENCES

**CARLA BENDNAR,
THE DESIGN CENTER**

"Weaving Connections: Engaging Communities in Dialogues about Change," chairperson for panel discussion, American Association of Museums (AAM) National Conference, Philadelphia, April 30-May 4, 2009.

**JANET BRADY '84, M'99,
SCHOOL OF ENGINEERING AND TEXTILES**

"Comparison of Thermal Resistance Between Two Garment Designs Driven by Material Characteristics using a Thermal Manikin," presentation of paper co-authored with Niny Z. Ra, Timothy Riou, Carole Winterhalter, 13th International Conference on Environmental Ergonomics, Boston, August 2-7, 2009.

**DAVID BREINER,
SCHOOL OF ARCHITECTURE**

"Building Campus on Residential Estates: Rehabilitation, Coherence, and Identity" presentation, Annual Meeting of the Society of Architectural Historians, Pasadena, Calif., April 2009.

DIANA CUNDELL, SCHOOL OF SCIENCE AND HEALTH; ALEX MESSENGER AND ROB FLEMING, SCHOOL OF ARCHITECTURE; BRIAN GEORGE, SCHOOL OF ENGINEERING AND TEXTILES

"Development of Novel Breathing Wall Systems to Combat Sick Building Syndrome," presentation, Techtil TTNAS 2009 Conference, Las Vegas, Nev., April 22, 2009.

**DANIELLE DADRAS,
SCHOOL OF LIBERAL ARTS**

"The Ethics of Literary Scandal," presentation, The International Society for the Study of Narrative, Birmingham, UK, June 6, 2009.

CRAIG GRIFFEN, SCHOOL OF ARCHITECTURE

"BIM as an Instructions Bridge Between Design and Technology," presentation, Building Technology Educators Society 2009 Conference, University of New Mexico, Albuquerque, N.M., August 2009.

**KATHARINE JONES,
SCHOOL OF LIBERAL ARTS**

"Race Identity and Club Loyalty Among English Football Fans," presentation, American Sociological Association, San Francisco, Aug. 2009.

ELLEN KOLODNER, CONTINUING AND PROFESSIONAL STUDIES

"Leadership and Advocacy in Gerontology," workshop presentation, American Occupational Therapy Association Annual Conference, Houston, April 26, 2009.

**MARIBETH KRADEL-WEITZEL,
SCHOOL OF DESIGN AND MEDIA**

"Chapter Inspiration Stories" presentation, AIGA National Leadership Retreat, Portland, Ore., June 2009.

**WENDY KRUPNICK,
SCHOOL OF SCIENCE AND HEALTH**

"Becoming an Occupational Therapist: Reflections on Professional Growth & Identity," poster presentation, American Occupational Therapy Association Annual Conference, Houston, April 25, 2009.

**WENDY KRUPNICK,
SCHOOL OF SCIENCE AND HEALTH
MICHAEL LEONARD,
SCHOOL OF DESIGN AND MEDIA**

"Trans-generational Design: Design for Every Age," paper presentation, Industrial Design Society of America National Conference, Miami, Sept. 23-26, 2009.

**MARYSHEILA MCDONALD,
SCHOOL OF BUSINESS ADMINISTRATION**

"Balancing Act: Dealing with MBA Students' Increasing Demands for Career Services and Internships while also Recruiting, Marketing, Staffing and Running a Decent MBA Program," session chair, 59th Annual Mid-Atlantic Association of Colleges of Business Administration (MAACBA) Conference, Shippensburg University, Harrisburg, Pa., Oct. 12, 2009.

**NATALIE NIXON M'98,
SCHOOL OF ENGINEERING AND TEXTILES**

"Balance + Rhythm: Design Audit Your Life," workshop presentation, 8th Annual Be The Designer of Your Life Conference Convened by the American Association of University Women-Philadelphia Branch, Inc., Philadelphia, April 25, 2009.

**CHRIS PASTORE,
SCHOOL OF ENGINEERING AND TEXTILES**

"New Research and Product Development," session organizer and chair, Build Green 2009 Conference, Philadelphia, Oct. 14, 2009.

"Rapidly renewable composite materials," presentation, Society of Plastic Engineers, Composites: Research and Issues Technical Conference, Newark, Del, Oct. 8, 2009.

**CHRIS PASTORE,
SCHOOL OF ENGINEERING AND TEXTILES
ROBERT FLEMING,
SCHOOL OF ARCHITECTURE**

Build Green 2009 Conference, Engineering and Design Institute co-convener, Philadelphia, Oct. 14-15, 2009.

"Drivers towards sustainability in the development of a low-cost exterior insulation panel," presentation, co-authored with Tom Twardowski, Build Green 2009 Conference, Philadelphia, Oct. 14, 2009.

**MAUREEN ROBERTS,
SCHOOL OF ENGINEERING AND TEXTILES**

"Somewhere Beyond the Rainbow and Albers': Teaching Color Theory," presentation, Foundations in Art: Theory and Education (FATE) Biennial National Conference, Portland Ore., April 1-4, 2009.

**MERIEL TULANTE,
SCHOOL OF LIBERAL ARTS**

"A Question of Perspective: Sebastiano Vassalli and Regional Identity," presentation, American Association for Italian Studies (AAIS) Convention, New York, May 2009.

**HITOSHI UJIE,
SCHOOL OF ENGINEERING AND TEXTILES**

"Textile and Fabric Printing," session chair, Society for Imaging Science and Technology (IS&T): 25th International Conference on Digital Printing Technologies (NIP25), Louisville, Ky., Sept. 24, 2009.

"State of Art Digital inkjet Fabric Printing 2009" presentation. International Surface Design Conference, Kansas City, Mo., May 2009.

**FRANK WILKINSON,
SCHOOL OF SCIENCE AND HEALTH**

"Yin Yang 1 Associated Factor 2 Interacts with the Yin Yang 1 REPO Domain," presentation with Philadelphia University student, Heather Pratt; and judge for undergraduate poster competition, American Society for Biochemistry and Molecular Biology, Experimental Biology 2009 meeting, New Orleans, La., April 18-20, 2009.

**NIOKA WYATT '99,
SCHOOL OF ENGINEERING AND TEXTILES**

"Integrating Quality Assurance & Control" presentation, Kingston, Jamaica. Aug. 28-29, 2009.

EXHIBITS

**FRANK BASEMAN,
SCHOOL OF DESIGN AND MEDIA**

"The Graphic Imperative: International Posters for Peace, Social Justice and the Environment, 1965-2005," Museum of Design, Atlanta, May 15-Aug. 15, 2009.

JACK CARNELL, SCHOOL OF ARCHITECTURE

Streets of Philadelphia: Photography 1970-1985
Streets of Philadelphia, The Print Center, 1614 Latimer Street, Philadelphia, Sept. 10-Nov. 21, 2009.

Spectacle, (a photograph from the permanent collection of the Philadelphia Museum of Art) The Perelman Center, Steiglitz Gallery, Philadelphia Museum of Art, June 18-Sept. 7, 2009.

**STUART FINEMAN,
SCHOOL OF ENGINEERING AND TEXTILES**

"Jellyfish," exhibit at "Offerings" at Little Berlin, Philadelphia, July 2009.

**EJ HERCZYK,
SCHOOL OF ENGINEERING AND TEXTILES**

Think Global, Go Local..., Pentimenti Gallery, Philadelphia, June 5-July 18, 2009.

Art of the State 2009, Pennsylvania State Museum, Harrisburg, Pa., June 28-Sept. 20, 2009.

**MARIBETH KRADEL-WEITZEL,
SCHOOL OF DESIGN AND MEDIA**

Philadelphia Design Awards/ AIGA Philadelphia, AXD Gallery, May 1-30, 2009.

**JOSH OWEN,
SCHOOL OF DESIGN AND MEDIA**

Salone Internazionale del Mobile in Milan, Italy, 22-27 April. Presented CD Lamp project on reuse with Laboratorio DAGAD at Fabbrica del Vaporeat Via Procaccini 4.

80 SOS Stools (designed by Josh Owen) placed throughout Arsenale section, set among artist's installations, Venice Biennale of Art, Venice, Italy, June-Oct., 2009.

Dupont Corian Bench Invitational, DesignPhiladelphia, Schuylkill River Banks, Philadelphia, Oct. 2009.

"Objective Affection," Boffo, New York, NY, Sept. 18-Oct. 30, 2009.

Philly Works, DesignPhiladelphia, The University of Pennsylvania, Philadelphia, Oct. 7-11, 2009.

AWARDS

**FRANK BASEMAN,
SCHOOL OF DESIGN AND MEDIA**

Received Award of Excellence, University and College Designers Association, 39th Annual Design Competition, Smyrna, Tenn., Aug. 2009. For Laurie Churchman AIGA Fellow poster, AIGA Philadelphia, client.

Merit Award, *How Magazine* Self-Promotion Design Annual, Oct. 2009, Cincinnati, F&W Publications, p. 57.

**ROBERT FLEMING,
SCHOOL OF ARCHITECTURE
ROBERT FRYER, SCHOOL OF ARCHITECTURE
CHRIS PASTORE,
SCHOOL OF ENGINEERING AND TEXTILES**

Recognition Award, *United States Green Building Council 2009 Excellence in Green Building Education* for the Master of Science in Sustainable Design Program.

**MARIBETH KRADEL-WEITZEL,
SCHOOL OF DESIGN AND MEDIA**

Received Excellence Award, 39th Annual University & College Designers Association, Seattle, Wash.

OTHER

JEFFREY ASHLEY, SCHOOL OF SCIENCE AND HEALTH

"Trophic Transfer of PCBs and PBDEs within a Tidal Freshwater Marsh using Stable Isotopes of Carbon and Nitrogen," invited presentation, International Atomic Energy Agency's Marine Environmental Laboratory, Monaco, Oct. 2, 2009.

MICHAEL CABUS, PAUL J. GUTMAN LIBRARY

Elected to Beta Phi Mu, the Library Science Honor Society. Awarded Master of Library Science and Master of Information Systems degrees from Drexel University.

SUE CHRISTOFFERSEN, SCHOOL OF BUSINESS ADMINISTRATION

"Innovation: Design as Competitive Advantage," organized symposium, Philadelphia University, Philadelphia, May 8, 2009.

DIANA CUNDELL, SCHOOL OF SCIENCE AND HEALTH

ROBERT FLEMING, SCHOOL OF ARCHITECTURE

BRIAN GEORGE, SCHOOL OF ENGINEERING AND TEXTILES

ALEX MESSENGER, SCHOOL OF ARCHITECTURE

Copyright Registration TXu1-610-337

"Development of Environmental Fabric in Breathing Wall System" effective March 10 2009.

CRAIG GRIFFEN, SCHOOL OF ARCHITECTURE

Passed LEED NC2.2 exam to earn title of LEED Accredited Professional, March 2009.

MARIBETH KRADEL-WEITZEL, SCHOOL OF DESIGN AND MEDIA

Elected AIGA Philadelphia Chapter President (2009-2011).

MICHAEL LEONARD, SCHOOL OF DESIGN AND MEDIA

Designed the "Year of the Priest Logo" for the Archdiocese of Philadelphia for all publications and events 2009-2010; Designed 30 - product line of scientific/pharmaceutical refrigeration equipment for Bush Refrigeration/TemPure; Designed brand identity logos, webgraphics, and sales literature for TemPure Scientific; Designed electronic sports training equipment for Headrite, Inc.; Designed product and received

provisional patent for Decorative Window accessories for FlynnWym, Inc.

JANE LIKENS, SCHOOL OF ENGINEERING AND TEXTILES

Elected President of Region II for the Costume Society of America.

MARYSHEILA MCDONALD, SCHOOL OF BUSINESS ADMINISTRATION

"Legal Issues in Business School Internship Programs," peer reviewer, *Journal of Employment and Labor Law*, Academy of Legal Studies in Business (ALSB), Nov. 2009 Edition.

NATALIE NIXON M'98, SCHOOL OF ENGINEERING AND TEXTILES

Developed a sourcing workshop for the product development and design teams, Consultation for Macy's Federated Group, Aug. 2009.

JOSH OWEN, SCHOOL OF DESIGN AND MEDIA

Invited participant, round table discussion, Chelsea Art Museum, Elogico's Conference on forward-thinking, responsible design, New York, NY, May 17, 2009.

MICHAEL RACKOVER, SCHOOL OF SCIENCE AND HEALTH

"The Genetic Basis of Adult Medicine: What the Primary Care Provider Needs to Know," panel discussant, Brigham and Women's Hospital & Harvard Medical School's Department of Continuing Education, Boston, Oct. 1-3, 2009.

"The Impact of Medical Genetics on Physician Assistant Clinical Practice," invited lecture to Kings College and Lock Haven University Physician Assistant Program students, Lock Haven University, Lock Haven, Pa., Oct. 9, 2009.

CATHY RUSINKO, SCHOOL OF BUSINESS ADMINISTRATION

Journal of Management Education, co-editor, Special Issue: *Greening and Sustainability Across the Management Curriculum*, June 2009.

PHIL TIEMEYER, SCHOOL OF LIBERAL ARTS

Awarded a 12-month Guggenheim Fellowship to pursue research on book project on the history of male flight attendants, administered through the Smithsonian National Air and Space Museum in Washington, D.C., for the 2009-2010 academic year.

RESEARCH AND GRANTS

SUE CHRISTOFFERSEN, SCHOOL OF BUSINESS ADMINISTRATION

Received \$72,000 US Department of Education Business International Education Program Grant for the East Asia Business Center for a second year.

STEVE FRUMKIN '70, SCHOOL OF BUSINESS ADMINISTRATION

NATALIE NIXON M'98, SCHOOL OF ENGINEERING AND TEXTILES

NIOKA WYATT '99, SCHOOL OF ENGINEERING AND TEXTILES

Received \$35,000 Cotton Incorporated grant for

"Cotton Radio."

MUTHU GOVINDARAJ, SCHOOL OF ENGINEERING AND TEXTILES

Received NSF-STTR grant for proposal title, "STTR Phase I: Photovoltaic Fabric with Illuminex Corporation."

BARBARA KIMMELMAN, SCHOOL OF LIBERAL ARTS

Shaping American Landscapes and Challenging American Tastes in the Age of International Engagement, 1890-1940.

RUSS KLEINBACH, SCHOOL OF LIBERAL ARTS

Kyrgyz Non-consensual Bride Kidnapping Education Project.

MIKE LEONARD, SCHOOL OF DESIGN AND MEDIA

DAVID KRATZER, SCHOOL OF ARCHITECTURE

WENDY KRUPNICK, SCHOOL OF SCIENCE AND HEALTH

Design for Aging - Bathrooms.

AARON RICHMAN, SCHOOL OF SCIENCE AND HEALTH

Can a standard response methodology be designed and developed to prepare local agencies for the response to suicide bomber incidents?

NIOKA WYATT '99, SCHOOL OF ENGINEERING AND TEXTILES

QA and QC Programs for Manufacturers in Jamaica.

SENIOR DESIGN SHOW 09

Logo by Bob Cassella '09

Creative, Innovative and Bold Designs

The 2009 Senior Design Show celebrated the innovation and achievements of Philadelphia University design seniors. For the first time, the event showcased student work from all design disciplines: architecture, digital design, digital animation, fashion design, graphic design, industrial design, interior design, landscape architecture and textile design.

Held in The Gallagher Athletic, Recreation and Convocation Center on campus from May 14 to 18, the Senior Design Show spotlighted the extraordinary design talent of Philadelphia University students.

As part of the Senior Design Show each year, students exhibit the best of their creative and innovative senior capstone projects. A highlight of the show was the presentation of the Maurice Kanbar Awards for Excellence in Design.

The 2010 Senior Design Show will be held May 12-16 in The Gallagher Center. A reception will be held Friday, May 14 from 5 to 8 p.m. in the Bucky Harris Gymnasium.



Collaboration across disciplines and among faculty and students was instrumental to the innovative design of the podium that debuted on stage at the inauguration of President Stephen Spinelli Jr., Ph.D. Central to the podium's design were faculty and students from industrial design, fashion design, engineering and textile design.



Industrial design students develop new products that help solve today's challenges.



Students exhibit bold poster campaigns to raise awareness and understanding about social and cultural issues.



Graphic design students create concepts for product packaging that enhance company branding.



Industrial design students Dan Tafe '09 and Tim Poiesz '09 designed a rowing machine — named the Benson Rower after entrepreneur and former New Hampshire Gov. Craig Benson who issued the challenge to the students — that can truly simulate being on open water.



2009 Annual Fashion Show

AN EVENING OF FANTASY, WHIMSY AND FABULOUS DESIGNS

An uplifting, magical “Fashion Fantasy” show with vibrant colors, stunning designs and whimsical styles strutted down the runway at the 2009 Annual Fashion Show, held April 30, 2009 at the majestic Academy of Music.

Produced by the Fashion Industries Association (FIA), Philadelphia University’s Annual Fashion Show showcases the best of each year’s fabulous, colorful, creative and innovative student fashion designs. The show is the largest of its kind in the Philadelphia region, and represents the extensive design talents of Philadelphia University’s fashion students.

The 2009 Fashion Show was sponsored by Independence Blue Cross, McGinn Security, Phillips-Van Heusen, Macy’s, Destination Maternity and Parkhurst Dining Services.

The Best of Show Award went to Kelly Davis ’09 of Northfield, N.J., for her playfully creative child’s pirate outfit. Krystie Kocsi ’09 of North Wales, Pa., received the Most Creative Award for her pretty, yet cool, children’s collection. Beautiful and colorful designs for women, children

and men wowed the audience, while fashionably dressed dogs from Canine Partners for Life won their hearts.

Before the runway show started, haute couture designer and alumnus William Calvert ’91 was awarded the 2009 Spirit of Design Award in recognition of his widespread contribution to design excellence. His graceful and gently clinging signature evening dresses and wedding gowns paraded the runway at the beginning of the show. Looking out over the audience, Calvert noted that 20 years ago he was in their place — a student designer getting ready to enter the industry. “If you dream the dream and work it,” he advised the students, “the dream comes true.”

The 2009 Fashion Show student-design portion — the evening’s main event — opened with a stunning display of models dressed in red evening gowns.

The show’s set was designed by a team of architecture and industrial design students. The bustier-inspired podium was designed by two industrial design students and architecture students designed the set. The 2010 Fashion Show will be held Saturday, May 8.



The collection by Gretchen Harris ’09, including this brown taffeta gown with a leather corset and lace bodice inspired by an equestrian saddle, was awarded Best Senior Collection.



The Best of Show Award was presented to Kelly Davis ’09 for her playfully creative child’s pirate outfit.



STUDENT DESIGNS HIT THE FIRST PHILADELPHIA FASHION WEEK RUNWAY

PhilaU Students Win Design Award Sponsored By Macy's

Philadelphia University's student fashion designers shared the runway with top Philadelphia designers at the first Philadelphia Fashion Week, a new three-day celebration of fashion, in Oct. 2009.

A five-judge panel of fashion industry officials chose Philadelphia University to receive the Student Design Award, presented by Macy's. In addition, the winning student designs were featured in an encore fashion show at Macy's in Center City, Philadelphia, the following week, and on display in the Macy's store window.

"This is an extraordinary win and we were thrilled to be part of this wonderful new event," said Clara Henry, director of the fashion design program. "It is an honor to be recognized by a panel of industry judges for the superior work, creativity and talent of our students. This event presented a fantastic opportunity to showcase the creativity and talent of our students for the industry and design community."

The designs presented at Philadelphia Fashion Week were first unveiled as part of Philadelphia University's 2009 Annual Fashion Show. The fashions ranged from a dazzling array of red-dress designs and leather-and-lace equestrian gown, to a hip trio of leather-trimmed outfits inspired by rock icons Jimi Hendrix, Janis Joplin and Jim Morrison, and, finally, a stunning, full-skirted wedding gown fit for a princess.

"Every piece of these mini-collections had a 'wow factor' and one model after another walked out to an audience of gasps, oohs and ahhs," wrote fashion photographer Jeff Cohn on his blog about the PhilaU fashion show.



President Spinelli, Spirit of Design Winner William Calvert '91, Fashion Design Program Director Clara Henry and Emcee Bill Henley, meteorologist and co-host of *The 10!* Show on NBC10 in Philadelphia, posed after the evening of elegance, innovation and creativity.



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PHILAU in the news

PhilaU "a pioneer" in sustainable academic programs, reports the Inquirer

Philadelphia University is "considered a pioneer in sustainable-oriented academic programs," reported in a Jan. 10 *Philadelphia Inquirer* story on the need for sustainability experts in the work place. Tom Schrand, director of the B.S. in Environmental Sustainability Program, said that the program and the M.S. in Sustainable Design Program evolved from identifying "the trend in the marketplace."

Professor Frumkin talks to CNN about discarded clothing

Steven Frumkin '70, associate professor of textile management and marketing, told CNN there are several reasons apparel companies might discard unsold clothing, but that, in general, they would get more mileage out of donating the items. CNN's Jan. 8 news report at 6 p.m. was in response to reports that bags of destroyed H&M clothing were discarded in New York.

Coach Magee's 50th anniversary featured on NBC10 and Phila Daily News

The 50th anniversary of Men's Basketball Coach Herb Magee '63 as a player and coach at Philadelphia University was featured on NBC10 and in a *Philadelphia Daily News* article Nov. 20.

Ecoman and the Skeptic featured in Inquirer GreenSpace column

Ecoman and the Skeptic is an "informative, fast-paced and fun" green radio show, *Philadelphia Inquirer* reporter Sandy Bauers said in her GreenSpace column Nov. 3. The show, hosted by PhilaU professors Rob Fleming and Chris Pastore, featured actor and environmentalist Ed Begley Jr. on Nov. 4.

New Biomedical Textile Structures Lab featured in Philadelphia Business Journal

PhilaU's new Biomedical Textile Structures Laboratory, which will develop textiles for medical applications, was featured in the *Philadelphia Business Journal* Oct. 30. Researchers will be

developing a cardiac patch to be used with stem cells to regenerate heart tissue, as well as for other medical uses, said David Brookstein, dean of the School of Engineering and Textiles.

Fashion design graduate has bridal dresses showcased in Philadelphia Inquirer

Fashion design graduate Althea Pappas, '09, had two of her bridal gowns featured in *The Philadelphia Inquirer* "I" magazine Oct. 22. Pappas' gowns were selected for the professional fashion shoot after they were featured at the 2009 Philadelphia University Annual Fashion Show.

PhilaU fashion designers win Fashion Week award, Women's Wear Daily reports

Philadelphia University's fashion designers bested two other schools to win the Student Design Award at the first Philadelphia Fashion Week, *Women's Wear Daily* reported Oct. 13. "It is an honor to be recognized by a panel of industry judges for the superior work, creativity and talent of our students," said Clara Henry, fashion design program director.

President Spinelli talks about entrepreneurial opportunity in BusinessWeek

President Spinelli talks about his experience as a founder of Jiffy Lube and entrepreneurial opportunity in tough economic times in *BusinessWeek* Oct. 9.

Lace in Translation exhibit in New York Times and Philadelphia Inquirer

The Design Center's exhibit, "Lace in Translation," was featured in *The New York Times Style Magazine* and *The Philadelphia Inquirer* Oct. 4. The exhibit shines a light on The Design Center's collection of historic textiles and is "uniquely relevant to its venue and to Philadelphia's fabled manufacturing past," the *Inquirer* said.

Sustainable Design program receives U.S. Green Building Council award, the Inquirer reports

The M.S. in Sustainable Design Program has received the 2009 Excellence in Green Building Education Recognition Award from the U.S. Green Building Council, *The Philadelphia Inquirer* reported Sept. 21.

Natalie Nixon interviewed in Inquirer article on Michael Vick's Eagles jerseys

Natalie Nixon M'98, associate professor of fashion industry management, said, "Fashion has a long history of transcending the merely aesthetic to make political, social, and racial statements," in an Aug. 19 *Philadelphia Inquirer* story on the market for jerseys of new and controversial Eagles player Michael Vick.

President Spinelli talks about being a professional university and going green in Today's Campus

President Spinelli talks about what it means to be a professional university in an interview in *Today's Campus* Aug. 18. He also talked about PhilaU's sustainability initiatives and creating opportunities for higher education during tough economic times.

Chris Pastore agrees with FTC that bamboo products may not be "green," the Inquirer reports

Chris Pastore, professor of engineering, agrees with a U.S. Federal Trade Commission ruling that fabrics claiming to be made of bamboo are actually rayon and not environmentally friendly, as the companies that make them claim, *The Philadelphia Inquirer* reported Aug. 12. He said such claims are part of a growing "greenwashing" problem of companies making environmental claims about products without adequate scientific evidence.

College of Design, Engineering and Commerce and innovative rower featured in Business Journal

The innovative rowing simulator produced by industrial design graduates

Dan Tafe '09 and Tim Poesz '09 was highlighted in a story about the new College of Design, Engineering and Commerce in the Aug. 7 *Philadelphia Business Journal*. The new college will have "a highly collaborative curriculum that brings together the three disciplines to create innovation," President Stephen Spinelli Jr. said.

Russell Kleinbach featured in story on bride kidnappings in Modern Bride

Russell Kleinbach, professor of sociology, talked about the practice of bride kidnappings in Kyrgyzstan in the June/July 2009 issue of *Modern Bride*. Kleinbach, who has received several Fulbright research grants to study this issue, said, "It's a serious abuse of women and women's rights." Kleinbach and his colleagues have been working to reduce the kidnappings through educational workshops and by encouraging young women and men to sign pledges that they oppose kidnapping.

PhilaU fundraising success bucks national trend, Inquirer reports

Philadelphia University recently completed its most successful fundraising year ever, even though educational giving is down nationally, the *Philadelphia Inquirer* reported Aug. 2. James Garvey, vice president for development and alumni relations, attributed the strong showing to excitement about and support for President Spinelli, a comprehensive strategic plan, and increased efforts to engage alumni.

Natalie Nixon talks about generational spending trends in Inquirer special business report

Natalie Nixon M'98, associate professor of fashion industry management, says consumer spending habits are strongly impacted when people come of age, according to a special business report, "The Now-Reluctant Shopper," in *The Philadelphia Inquirer* business section Aug. 1. For instance, Generation Y — today's college students — grew up with credit cards and "retail-

ers pushing a culture of consumption," Nixon said. But the current economic downturn has just about everyone reevaluating their spending.

Natalie Nixon talks to CNN about vanity sizing

Natalie Nixon M'98, associate professor of fashion industry management, said retailers use vanity sizing to make consumers feel better about themselves, *CNN* reported July 10. "You may actually be a size 14 and, according to whatever particular store you're in, you come out a size 10," Nixon said.

Finance Professor Philip Russel cautions against investing in bankrupt firms, USA Today reports

Philip Russel, associate professor of finance, cautions against investing in bankrupt companies like GM, reported *USA Today* May 31. "The shareholders tend to lose in these cases," said Russel, who has researched share prices and bankrupt firms.

Industrial design graduates and innovative rower featured in Business-Week, Philadelphia Inquirer

Recent Industrial Design graduates Dan Tafe '09 and Tim Poesz '09 and their innovative, new rowing machine were featured in a story, "Stroke of Genius," posted May 14 on *Business-Week's* online column, Next: Innovative Tools and Trends. The pair spent the better part of a year designing a rower that would simulate being on open water. The May 28 *Philadelphia Inquirer* story also featured Michael Leonard, associate professor of industrial design, Chris O'Brien, crew coach, and President Spinelli.

Exolation, new external insulation product invented by Rob Fleming and Chris Pastore, touted in The Inquirer

Exolation, a new external insulation product created by Rob Fleming, associate professor of architecture, Chris Pastore, professor of engineering, and former PhilaU professor Tom Twardowski, was touted in *The*

Philadelphia Inquirer May 17. "It's a scientific, artful, and socially beneficial product of local invention," the story reported.

Industrial design students and their winning chairs featured in Time, Philadelphia Inquirer

Industrial design students whose innovative chairs won this year's Wilsonart Challenges student design competition were featured in *The Philadelphia Inquirer* May 15 and *Time* magazine online May 20. Students Aodh O'Donnell, who won the competition with his Armadillo chair, Jeffrey Steel and Alyward Omoding were highlighted. The six winning chairs designed by PhilaU students were exhibited May 16-19 at the International Contemporary Furniture Fair in N.Y.

'Shot Doc' Herb Magee to receive honorary doctorate, the Daily News reports

Men's basketball coach Herb Magee '63 will receive an honorary doctorate at PhilaU's Commencement, the *Philadelphia Daily News* reported May 13. "Magee's longtime nickname the 'Shot Doctor' will actually hold legitimacy after he is presented with a Doctorate of Humane Letters," the paper reported.

PhilaU Fashion Show featured in Women's Wear Daily and Philadelphia Inquirer

Philadelphia University's Fashion Show was featured May 5 in *Women's Wear Daily* and *The Philadelphia Inquirer*. *Women's Wear Daily* noted that couture designer William Calvert '91 received the 2009 Spirit of Design Award at the April 30 event. The *Inquirer* said the student designers showed "beautiful fashions based on themes we all can relate to."

Running Her Way into the University History Books

Philadelphia University cross country sophomore standout Sarah Simonetti of Perkasie, Pa., made University history competing in the 2009 NCAA Division II National Championships.



Simonetti wrapped up her second year with the Lady Rams in the top third of the national championship race, finishing in 54th place out of 184 runners in the 6K race and 13th among sophomores. Her 22:18 time in the 6K was a career-best, shattering her NCAA Regional time of 22:52 from two weeks prior.

Simonetti is the first PhilaU runner to compete at the NCAA National Championships, which was held at Southern Indiana University.

"Sarah is similar to every champion-caliber runner with her 'mental toughness' on race day," said Cross Country Head Coach Dave Thomas. "Every runner may put in the training and have some inbred talent to run fast, but there are only a few, including Sarah, who rise to the top on race day, especially championship races, and fight through the pain to perform at the top level."

After running with a stress fracture during her freshman year, Simonetti focused this year on strength training. "Entering this season, I focused my conditioning on maintaining my health and strength," she said.

"My coaches have had a great influence on my training. It's great to have an Olympian as a coach, pushing us to run faster and harder than we thought we could," she added, referring to Assistant Coach Erin Donohue, who competed in the 2008 Summer Olympics in Beijing.

A dedicated student athlete, Simonetti is majoring in Physician Assistant Studies and plans to stay at the University to complete her master's degree in the Physician Assistant Studies Program, specializing in surgery. She is currently volunteering with a Newtown, Pa., EMT squad to gain real-world experiences in the medical field.

Hoisting Simonetti on their shoulders following the national championship race are teammates, junior Jeffrey Kopczynski (left) and senior Shawn D'Andrea.

(left) Cross Country Head Coach Dave Thomas and Assistant Coach Erin Donohue (right) celebrate Simonetti's accomplishments at the NCAA Division II National Championships.

Though the humbled student-athlete doesn't like to brag, she has a lot of accomplishments in just two years with the Lady Rams. This year, Simonetti broke the University's 5,000- and 6,000-meter records that she set last year, remaining the all-time fastest female runner in school history.

Simonetti was named to the Central Athletic Collegiate Conference (CACC) All-Conference 1st Team this year, after taking second-place overall at the CACC Championships and leading the Lady Rams to their second-straight CACC Team Championship.

This year, Simonetti was named CACC Runner of the Week four times. During her freshman year, she was named CACC Rookie of the Year and she was named to U.S. Track & Field and Cross Country Coaches Association All-Region team.

Though she has achieved great success in two years, Simonetti has no plans of slowing down. "I am focusing on the future races and milestones," she said. With two more seasons, she is going to concentrate on winning a CACC individual title and earning All-American status. Both are well within her stride, so to speak. She placed fifth overall in the CACC finals her freshman year and second this year, and she was 18 seconds away from earning All-American status this year.

"Sarah has the potential and the heart to aim for winning the CACC individual title and going back to the NCAA National Championship both years," said Thomas. "With focused training and determination, I see her being the first runner from Philadelphia University and the CACC to accomplish All-American status."

The winning spirit doesn't stop with Simonetti at Philadelphia University. This year, the men's and women's cross country teams made conference history with a sweep of the CACC Championships. Along with Simonetti, four other Lady Rams were named CACC All-Conference finalists, including senior Faith Anderson, junior Kaitlin O'Leary, and sophomores Anjelica Dinucci and Gabrielle Dei Tos. For the men's team, CACC All-Conference performances went to seniors Shawn D'Andrea, Andrew Piotrowski and Kirk Tencate; sophomore Tyler Dye; and freshman Kipregeno Kirui.

"We have a great team and I hope we can advance to the national level together," said Simonetti. "This taste of nationals is a motivating factor for the men's and women's teams to train harder and qualify with Sarah as a team next year," added Coach Thomas.

Rams Win Record Six CACC Championships in 08-09



Showing off their Ram pride and the six CACC Championship Trophies are (from left to right) President Spinelli, Athletics Director and Women's Basketball Head Coach Tom Shirley, Men's and Women's Cross Country Head Coach Dave Thomas, Men's Basketball Coach Herb Magee '63, Men's and Women's Tennis Coach Marty Gilbert (now retired) and Women's Lacrosse Head Coach George Chis-Luca.

The PhilaU men's and women's athletic teams set a CACC record in 2008-09 by claiming a total of six conference championships. The men took home championships in basketball and tennis and the Lady Rams garnered titles in cross country, tennis, basketball and lacrosse. The previous CACC record was three championships. The Rams came close to adding two more titles to the year, as the volleyball and women's soccer teams advanced to their respective CACC championships matches.

"We are extremely proud as a university and a department to capture six CACC championships during the 2008-09 year, as well as to win the women's Alfred R. Restaino Sr. Cup," said Athletics Director and Women's Basketball Head Coach Tom Shirley. "Our success is a testimonial to the hard work of our student athletes and the dedication of our coaches and staff. Our athletic teams continue to grow and strengthen, as our conference competition increases."

The women's lacrosse and men's tennis championships were the inaugural titles for both sports in the conference. "Our team showed a lot of heart," reflected George Chis-Luca, women's lacrosse head coach, on the inaugural championships during his first year as a coach. Among the season's many accolades, junior goalie Katherine Sullivan was named CACC Player of the Year.





2010 ATHLETICS HALL OF FAME ANNOUNCED

The 16th class of the Philadelphia University Athletics Hall of Fame will include four inductees: cross country runner and former assistant coach David Gingras '69, baseball player David Heineman '92, PhilaU Board of Trustees member and athletics patron Robert Lockyer '68, and women's basketball player Adrienne Reese '02, M'03. The Hall of Fame induction ceremony will be held Friday, May 14 on campus. The Athletics Hall of Fame began in 1984 and currently has 60 representatives.

NEW MEN'S BASKETBALL LOCKER ROOM IN MEMORY OF BILL KEANE '89

A new locker room for the men's basketball team has been donated in the memory of the late Bill Keane. Keane was a former player for PhilaU Coach Herb Magee '63 in the late 1980s and recently passed away from colon cancer in June 2009 at the age of 43. The locker room project exceeded the original financial goal of \$25,000 through generous gifts from alumni and Ram supporters, along with Keane's family and friends. The Bill Keane '89 Locker Room was officially unveiled Jan. 9.

The new locker room includes custom-made wooden lockers, a 42" flat screen TV, Bose speakers and durable rubber flooring. Each student-athlete will now have an individualized locker, complete with a personalized name plate and seating area.

[1] RENDON NAMED DAKTRONICS ALL-REGION 1ST TEAM, CACC PLAYER OF THE YEAR

Senior volleyball outside hitter Celena Rendon of San Antonio, Texas, was named to the 2009 Daktronics Division II All-East Region Women's Volleyball first team. Rendon was also named the 2009 CACC Player of the Year and was named to the CACC All-Conference 1st Team. Rendon finished the season with 242 kills and 386 digs.

NEW CELL PHONE/EMAIL ATHLETICS SCORE UPDATES

Ram fans can now receive free cell phone and email scores and updates from the latest PhilaU Athletic events. Go to www.PhilaUrams.com to sign up to receive messages right to your phone or email with scores of PhilaU athletic contests. Just sign up, create a login and choose which sports you'd like to receive free updates about.

[2] DII BULLETIN AND SPORTING NEWS GIVE NODS TO SENIORS FREDERICK AND INGRAM

Senior forward Malcolm Ingram of Philadelphia and senior guard Russell Frederick of Baltimore were named Preseason All-Americans by *The Sporting News*. The pair was recognized in the *DII Bulletin* preseason ranking as Honorable Mention All-Americans.

Frederick was named to the NCAA All-East Region Team and was the CACC Tournament MVP in 2008 after leading the team with 16.3 ppg, along with 4.3 rpg on the season. Ingram was named to both the NCAA All-East Region Team along with the CACC All-Tournament Team after averaging 15.6ppg/8.4 rpg on the year.

[3] LONG-TIME TENNIS COACH MARTY GILBERT RETIRES

PhilaU men's and women's tennis coach Marty Gilbert retired at the end of the 2009 fall tennis season. He worked at PhilaU since 1996 as a coach and physical education instructor. Gilbert coached the men's and women's tennis teams for a combined 25 seasons (13 men, 12 women) at the end of the fall season, culminating in three NCAA East Regional Tournament appearances (two in 2009 alone).



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His coaching success speaks for itself as he holds an impressive .707 winning percentage on the women's side and .536 for the men.

[4] MEN'S BASKETBALL SEASON HOME OPENER CELEBRATES COACH HERB MAGEE'S 50 YEARS AT PHILAU

Faculty, staff, students, alumni, families and friends of the University celebrated the 50th anniversary of legendary Men's Basketball Coach Herb Magee '63 at Philadelphia University as an outstanding student athlete and one of the winningest coaches in NCAA history. A courtside ceremony was held Nov. 21 recognizing Coach Magee's 50 years of basketball greatness prior to the Men's Basketball home opener, where the Rams upset #7 Merrimack College.

Photo: Coach Magee celebrated his anniversary with former players who returned for the ceremony.

[5] MENTZER TABBED COLLEGIATE BASEBALL WRITER'S 1ST TEAM

Senior shortstop Tyler Mentzer of Gettysburg, Pa., was named to the National Collegiate Baseball Writer's Association All-East Region 1st Team in June 2009. Mentzer was a CACC All-Conference 1st Team selection along with a Daktronics All-East 2nd Team pick in 2009. He led the Rams with 37 RBIs.

[6] INTRODUCING...PHIL THE RAM!

PhilaU got an extra dose of Ram pride this season with the University's new mascot. He's tough. He's full of school spirit. He's none other than, Phil the Ram. Phil made his official first appearance on campus at the basketball kick off on Nov. 21. Ram fans can see the fun and spirited mascot around campus at sporting and University events. Go Rams!

RAM MADNESS KICKS OFF 2009-10 BASKETBALL SEASON

PhilaU pride was on display at the annual Ram Madness — a night of school spirit, great giveaways, raffles and high-energy tipping off the Rams' exciting 2009-2010 basketball season — on Oct. 14 in The Gallagher Center. Fans were introduced to the 09-10 men's and women's basketball teams.

As part of the festivities, legendary Men's Basketball Coach Herb Magee '63 was recognized for his 50 years as both a player and coach at Philadelphia University. A special tribute was held in honor of Marcel Modeste '08, a former PhilaU Rams basketball player who recently passed away.

[7] RODRIGUEZ NAMED ALL-CACC FIRST TEAM

Junior women's tennis star Daniela Rodriguez of Quito, Ecuador, was named 1st Team All CACC for her efforts this season. It was a pinnacle year for Rodriguez as she recorded her 100th win. She was also named CACC Player of the Week twice during the year. Rodriguez finished the season 12-3 overall.

[8] FRESHMAN SOCCER STANDOUT TRISHA SILEO NAMED CACC ROOKIE OF THE YEAR

Women's soccer freshman standout Trisha Sileo was named the CACC Women's Soccer Rookie of the Year. Sileo, of Islip, N.Y., has been one of the main offensive producers for the Lady Rams in her first collegiate season. She ranks third in the CACC regular season with 30 points, 13 goals, 3.39 shots per game and 1.67 points per game. Sileo and fellow freshman Kelli Kowalewski, a goal keeper from Shamong, N.J., were named to the All-CACC first team this season. The All-CACC second-team included senior Ram defenders Alyssa Kline, of Southampton, N.J., and Cari Schenkel, of Pitman, N.J.

[9] WOMEN'S ROWING EIGHT TEAM FOURTH IN NCAA FINALS

The Women's Rowing Eight team placed fourth overall in the NCAA Division II Grand Final Eights May 31 at the NCAA women's rowing championships at Cooper River Park in Camden County. The Lady Rams finished behind winner Western Washington University by less than two seconds. The Lady Rams won the repechage (semi-finals) May 30 to enter into the grand finals.

[10] CROSS COUNTRY MAKES CACC HISTORY WITH SWEEP AT CACC CHAMPIONSHIPS

The men's and women's cross country teams made CACC history with a sweep of the conference championships on a rainy Oct. 24 afternoon in Philadelphia. No other team has ever won both the men's and women's championships until this year. The women were the defending CACC Champions.

The men were led by junior Shawn D'Andrea of Blackwood, N.J., who finished second overall with a time of 27:29 to match his best CACC championship performance. He finished second overall as a sophomore. The women's team, defending CACC champions, were led by sophomore Sarah Simonetti of Perkasio, Pa., who took second overall in 20:18.

[11] YOCUM 08-09 CACC SCHOLAR-ATHLETE OF THE YEAR

Senior basketball player Mike Yocum of Dresher, Pa., was named 2008-09 CACC Scholar-Athlete of the Year. He entered his senior year with a 3.95 grade-point average as a finance major and earned a spot the 2008-09 CACC Winter All-Academic team. He is a member of the Dean's List and was named to the 2009 *Philadelphia Inquirer* Academic All-Area Men's Basketball team.

Yocum, a 6'8" center, was named to the All-CACC second team, the CACC All-Tournament team and helped lead the Rams to their second straight conference championship this past season. He averaged 10.5 points and 8.8 rebounds per-game and ranked 14th in the country with an average of 2.52 blocks per-game.

White House Renamed for Late Trustee, Robert J. Reichlin '47

Philadelphia University honored the legacy of an exceptional alumnus, trustee and friend of the University, the late Robert J. Reichlin, with the renaming of the White House as the Robert J. Reichlin House. Reichlin was a member of the class of 1947 and, for 17 years, served on the Board of Trustees with honor, distinction and pride.

New signage was installed and a portrait of Reichlin was unveiled at a private ceremony in Nov. 2009 in the lobby of the Reichlin House. "It is a most fitting honor to Mr. Reichlin that we named the White House in his memory," said President Spinelli. "He loved Philadelphia University and was especially proud of its upward trajectory. His legacy, leadership and generosity will have a lasting influence."

Over the years, a number of different administrative offices have been located in this building. Presently, the President's Office, as well as the offices for the Provost, Academic Affairs, Development and Alumni Relations, Public Relations and the Treasurer are located in the building.

The plaque dedicating the Reichlin House reads:

*Robert J. Reichlin
(1924-2008)*

Robert J. Reichlin was a member of the Philadelphia University Class of 1947 and a long-time member of the University's Board of Trustees. Mr. Reichlin served as chairman of Zuckerman-Honickman, Inc., a leader in the packaging industry.

While a member of the Board of Trustees, Mr. Reichlin served on a number of committees including the chair of the Identity Committee which, thanks to his leadership and support, was instrumental in the efforts that led to the University's name change from Philadelphia College of Textiles and Science to the granting of university status. He also served as chair of the Planning Committee whose activities changed and enhanced the University's campus.



Members of the Reichlin family pose with the portrait of Robert Reichlin at the private ceremony. From left are his son, Larry, and his wife, Norma; his wife, Claire Reichlin; his daughter, Judi Tuck; and President Spinelli.

CLASS OF 2009 COMMEMORATIVE MARKER



As part of a new tradition, each graduating class will leave a permanent reminder of their time at Philadelphia University with a commemorative class marker as part of the Senior Class Gift. The Class of 2009 commemorative marker was designed by Troy Hannigan '09 and is installed at the base of the walkway by The Kanbar Campus Center. The 125 circles on the marker commemorate the University's 125th Anniversary.

HONORING PHILADELPHIA UNIVERSITY'S LEGACY



Philadelphia University continues to honor the lasting legacy of past donors with a wall dedicated to contributions made throughout the University's history. Located on the first floor of Hayward Hall, the dedication includes plaques that were located in former buildings and classrooms that no longer exist on campus.

CHARITY BIKE RIDE RAISES \$10,000 FOR KELLY MARIE VOGDES SCHOLARSHIP FUND

The fourth annual Kelly's Ride — a charity bike ride ending at the Jersey shore — raised \$10,000 to support the Kelly Marie Vogdes Scholarship at Philadelphia University.

The 2009 event, which took place June 6, attracted hundreds of riders who chose either a 25-, 40- or 65-mile route ending at Ocean City, N.J., where a celebratory party welcomed them.

Kelly's Ride is organized by the family and friends of Philadelphia University graduate Kelly Vogdes, who died tragically in 2004. Kelly received her B.S. in Fashion Merchandising in 2001 and worked for Jones Apparel Group after graduation.

The fifth and final Kelly's Ride will take place Saturday, June 5, 2010. For more information, go to www.kellysride.com

ANNUAL ALUMNI GOLF OUTING SUPPORTS PHILAU ATHLETICS

The 8th Annual Alumni Golf Invitational — held May 15 at Chesapeake Bay Golf Club at North East in North East, Md., as part of Alumni Weekend 2009 — raised more than \$20,000 in support of Philadelphia University Athletics. More than 60 golfers participated in the annual outing, chaired by Robert C. Lockyer '68 and David A. Falcione '81. The 9th Annual Alumni Golf Invitational will be held Wednesday, June 16, 2010, at the Chesapeake Bay Golf Club at Rising Sun in Rising Sun, Md.



(l to r) Robert C. Lockyer '68, Carol Lockyer, Gwynn Hicks and Earle Hicks



(l to r) Lou Ruskey '74, John McGregor '74, John McCormick '74 and Martin Fricko '74

2009 Scholarship Donor Reception



Janet L. Brady '84, M'99, Michael P. Piechoski '05, Diana R. Cundell, Carol Spinelli and Irving R. Gerber '69.

A reception for scholarship donors was hosted by President and Mrs. Spinelli at their home April 23. More than 20 donors, faculty and staff came together to celebrate the impact scholarships have on the University and its students. With over 97 percent of students receiving some form of financial aid, scholarships are invaluable to providing access to a PhilaU education and the promise it holds.

In addition to thanking guests for their generous support, President Spinelli gave an update on the University and the new Strategic Plan. The next scholarship donor reception will be held on April 22, 2010. For more information, please contact Joshua E. Liss, assistant vice president for development operations, at 215.951.6833 or lissj@PhilaU.edu.

Founders' Society 2009 Holiday Party



Margaret Schneider Maclay '83 and President Spinelli

More than 50 Founders' Society members and their guests gathered at the President's House for the first Founders' Society Holiday Party Dec. 6. Graciously hosted by President and Mrs. Spinelli, members enjoyed an afternoon of holiday cheer by renewing old friendships and making new ones, listening to live music, and viewing student-decorated holiday trees.

The Founders' Society is Philadelphia University's unrestricted annual giving group for donors of \$1,000 or above. This prestigious society of leadership donors recognizes the importance of helping to fund the University's mission through gifts in support of students. For information on becoming a member of the Founders' Society, please contact Melissa Samango, director of annual giving, at 215.951.6818 or samangom@PhilaU.edu.

A Young Alumna Committed to PhilaU and the Alumni Community

Jessica Enichen '08 is putting her education to work as an assistant sales representative for NPE Textile in New York. With offices on Broadway, the company is a major supplier of fabrics to higher-end manufacturers such as Jones Apparel Group, Gap Inc., Polo Ralph Lauren and Michael Kors. "My education definitely prepared me for a leadership role in the industry," says Enichen. "The cool thing is I get to do a little bit of everything — testing, color, and textile durability. My job is critical to the fashion industry."

Taking a leadership role is nothing new for Enichen. As a student in Philadelphia University's Fashion Industry Management Program, she was very active on campus in the Student Alumni Association (SAA).

Serving as both a vice president and president of the organization was a stepping stone to her alumni role now as a member of the First 5 Council (supporting initiatives for alumni during their first five years following graduation); the Greater NYC Alumni Network; and, as a young member of the Founders' Society, a pillar of support for PhilaU. "I love the group of people in the First 5," notes Enichen. "It's a great way for younger alumni to stay involved. We're a relaxed group looking for fun ways to stay connected." She adds that the recent Madame Tussauds event that



offered discounted tickets to the world-renowned wax museum, was a great success. "We held the reception in a room overlooking Times Square and it was a spectacular location."

A favorite memory of her student days is her study abroad in Rome. "It was huge; fun, educational and definitely the best experience," Enichen offers. "Being from North Carolina, it was a great learning experience that prepared me to live in New York."

As she grows in her career, Enichen is committed to giving back. She not only volunteers her time to growing the membership in the First 5 and the Greater NYC Alumni Network, she is also a donor to the Founders' Society at the young member level. "I know how much my education helped me to reach my career goals. It is important for me to be a resource for students so we stay at the forefront of our professions," Enichen emphasizes.

For now, Enichen is enjoying her job and loves living in New York. "The city is so alive with so much to do and see, including world-class museums," Enichen notes. "I'm really living my dream."

Show Your PhilaU Pride! Philadelphia University Pennsylvania License Plate



Pictured: Lauren Bowman '01

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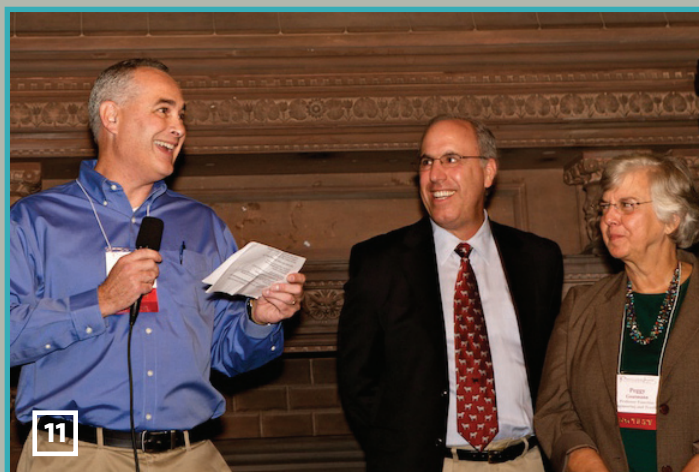
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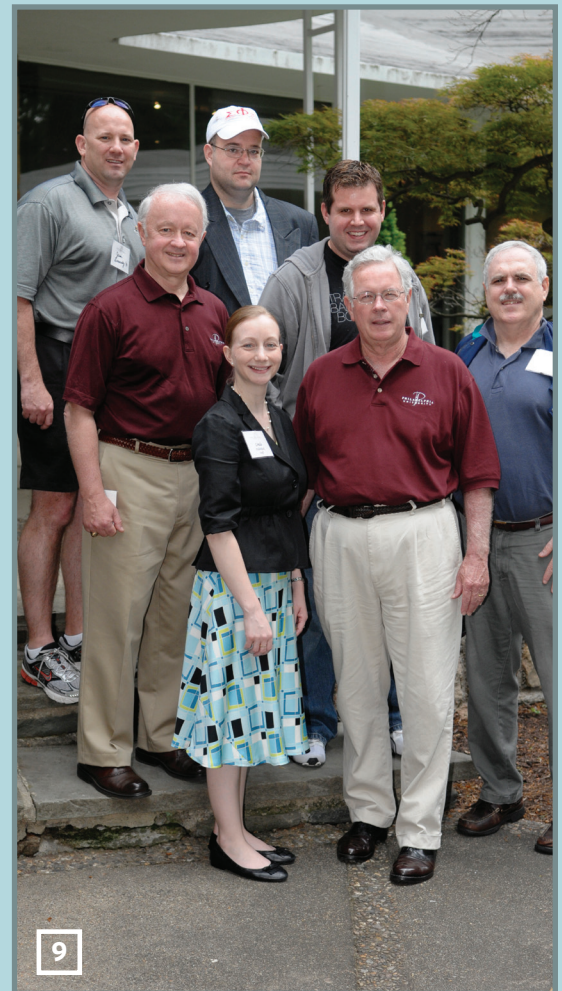
On Oct. 3, 2009, more than 1,000 students, faculty, alumni, families and friends came together for Philadelphia University's annual Homecoming and Family Day activities that celebrated PhilaU's 125th Anniversary. From Chubby's Cheesesteaks and Tommy Gunn's BBQ, to live music, street performers, arts and crafts and tree-top acrobats, the day offered something for everyone.



1. A young juggler gets a lesson from a pro. **2.** Ram fans enjoy the many festivities at Homecoming and Family Day, including the soccer games and carnival. **3.** Lauren Nelson, representing the Black Student Union (BSU), was named queen of the inaugural Royal Ram Court during Homecoming week festivities. She is pictured second from the left with fellow BSU members. **4.** Adam Web '05 performed original music for guests. **5.** Junior soccer players Ryan Flaherty and Michael Mousaw (second and third from left) celebrated their win over Bloomfield College with guests. **6.** Reminiscing about the college days, looking through Sigma Phi Epsilon scrapbooks. **7.** Linda Brown '82 and her former professor, Herb Barndt, enjoy reconnecting. **8.** President and Mrs. Spinelli talk with a guest during the festivities. **9.** Alumni, faculty and community partners join President Spinelli for the dedication of a tree planted by alumni in honor of the University's 125th Anniversary. **10.** Nick Dignazio (right), a freshman architecture student from Pittstown, N.J., and his family enjoyed Homecoming and Family Day. From the left is his father, Vincent; sister, Jacklyn Hlinka and her husband; and mother, Lesley. **11.** Mark Sunderland '84, assistant dean in the School of Engineering and Textiles, with President Spinelli honor retired Professor Peggy Goutmann for her 41 years of service to Philadelphia University at the first alumni After Hours with PhilaU Faculty reception.

Alumni Weekend

The first Alumni Weekend was held from May 15 to 17, 2009. During the weekend, alumni and friends enjoyed the 8th Annual Alumni Golf Invitational, presentations by the deans and faculty, a symposium with world-renown architects Michael Graves and Peter Eisenman, a networking luncheon and the Rams Reunion Dinner.



1. Alumni gathered at the Rams Reunion Dinner include (back row, l to r) Michael Swisher '04, Louis Sigmund '04, Ashley Strouse '05, Sean Killion '98, (front row, l to r) Carolyn Addis '04, David Morgan '65 and Juan Gozon '59. **2.** Members of the Class of 1959 celebrated their 50th Reunion during Alumni Weekend, including (front row, l to r) Joseph DeVito, Robert Baxter, John Steen, (back row, l to r) Juan Gozon, Robert Barnhardt and Ernest Dickerson Jr. **3.** Drew Morrisroe '96, M'98 (pictured left), member of the Board of Trustees and Time, Talent and Treasure committee chair, and President Spinelli presented David Morgan '65 (pictured center) with the 2009 Time, Talent and Treasure Award for his outstanding commitment to the University. **4.** Robert Barnhardt '59 and wife, Shirley, dancing during the Rams Reunion Dinner. **5.** President Spinelli presents 50th Reunion medals to members of the Class of 1959, including John Steen, Robert Barnhardt and Juan Gozon. **6.** Candy and John Steen enjoy the Friday evening Alumni Weekend Kick-off Reception at White Corners. **7.** Denise (Liberi) Eisenschmid '84 (standing from left), Denise (White) Iatarola '84, Tish Gardner '84, (seated from left) Anne Hurtt '84, and Gertie Graef '84 spend time catching up at the kick-off reception. **8.** Roy Reubel '49 celebrates his 60th reunion with his wife, Norma. **9.** Sigma Phi Epsilon alumni members gathered during the networking lunch at The Design Center with Linda Hollenback, director of Alumni Relations. Pictured are (front row) Hollenback, David Morgan '65, Timothy Valentine '72, (middle row) Dick Target '68, Michael McClea '99, (top row) James Donnelly '87 and James Castelize.

Two Weekends for Alumni What's it all about?

Homecoming and Alumni Weekend

During 2009, Philadelphia University's Office of Development and Alumni Relations enhanced the alumni program to offer more ways for alumni to connect with the University and with each other. In addition to launching RamNet, the alumni online community, 2009 ushered in an all-new alumni calendar anchored by two major weekend celebrations — Homecoming and Alumni Weekend. These weekends provide alumni two chances to come back to campus to reconnect with old friends and to celebrate Philadelphia University. Below are the descriptions of both events.

MAY

Alumni Weekend - A Celebration of Alumni

The new addition to the alumni calendar is Alumni Weekend. A weekend to celebrate and reconnect with alumni, Alumni Weekend will be held each year during Commencement Weekend. Reunion Classes will be honored and all alumni are invited and encouraged to attend. Some features of Alumni Weekend include the President's State of the University address, the Senior Design Show featuring the culminating work of seniors in all areas of design, the presentation of alumni awards and a semi-formal reception and dinner dance.

Save the Date! Alumni Weekend is May 14-16, 2010

OCTOBER

Homecoming - A Fall Tradition for the Entire PhilaU Family

Keeping with tradition, Homecoming remains in the fall as the day to unite the alumni and campus community. With the big tailgate tent around the soccer field, activities fair and athletic events, it is a day for alumni and families to come out to cheer on the Rams and enjoy the hustle and bustle of fall on campus. In fall 2009, with reunions moved to Alumni Weekend, Philadelphia University launched "After Hours with PhilaU Faculty," a new signature Homecoming event. This post-tailgate party is a chance for alumni to reconnect with their favorite faculty and a chance to celebrate and honor faculty accomplishments. Beginning with Homecoming 2010, watch for affinity programming — opportunities to connect with fellow alumni and current students around industry, interest, teams and/or campus activity.

Save the Date! Homecoming is October 1-2, 2010

Sunset at the Shore

On Aug. 21, 2009, 60 alumni and friends gathered at Sofia's Restaurant in Margate City, N.J., for a Friday evening reception. Watch for details for the 2nd Annual Sunset at the Shore reception! We look forward to seeing you this summer!



1. Steven Bronstein '71, Thomas Gill '71, Beverly Gill and George Gati '71; **2.** Bob Malmgren '60, Lance Landgraf '60, Rose Malmgren and Anna May Landgraf; **3.** Fran Casey '84, Donna Casey and Jean Mack '85; **4.** Bryan Marvin '82 and Sharon DePrince '93; **5.** Patti Cordaro, Jeanne Whitmore '80, Robert Cordaro '76, Board Chair William Whitmore '82 and John Pierantozzi '70, special assistant to the president for external relations; **6.** Shannon Loux '03, Steve Callender '04, and Emily Daly '03.

Greater New York City Alumni Network — Launched in Feb. 2009, the Greater NYC Alumni Network hit the ground running! On June 10, 2009, the Network sponsored a NYC Harbor Cruise to celebrate the University's 125th Anniversary. In September, members participated in the 2nd Annual Philadelphia University Day of Service by volunteering with CareerGear in Manhattan; and, on Nov. 19, 2009, they hosted an Evening with the Stars at Madame Tussauds New York. *Get connected and join us in 2010!*



1



2



3



4



5

1. Rebecca Hynes '04 and Kristina Fedoruk '04; 2. Cake commemorating Philadelphia University's 125th Anniversary; 3. Isaac Keil '07, Chris Miller '08 and Nicole Monaghan '08; 4. Lauren Lafferty '05, Silvana Stelluto, Samantha Tobish '05, Amanda Caywood '05 and Kimmie Hughes '05; 5. Janet Balaban '85 and Lisa McGuigan '85.



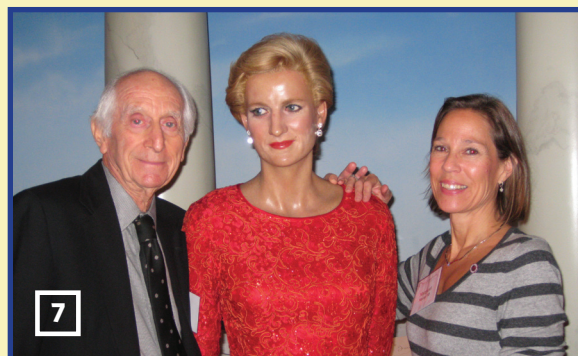
Carolina Event — On October 17, 2009, Carolinas Alumni Network enjoyed wine tasting at Davesté Vineyards in Troutman, N.C.: Lori Frascati '87, Director of Alumni Relations Linda Hollenback, Dee Spillane, Robert Spillane '64 and David Morgan '65.



6



Kick off Event — The Central PA Alumni Network met at Lancaster Brewing Co. in Harrisburg on Oct. 28, 2009, for a beer-tasting dinner that included (from l to r) Kim Eppinger '96; Taylor Eisenberger '00; Derek Eisenberger; Linda Hollenback, director of alumni relations; and Lauren Bowman '01.



7

6. Louis Sigmund '04 and Brittany Matthews '08 pose with Babe Ruth at Madame Tussauds New York. 7. Roy Reubel '49 and Greater NYC Alumni Network Chair Margaret Schneider Maclay '83 stand with Princess Diana during PhilaU's Evening with the Stars at Madame Tussauds.



Disney Basketball Event — On Nov. 7, 2009, Philadelphia University alumni, family and friends traveled to Orlando, Fla. to cheer on the Rams as the Men's Basketball team competed in the Disney Division II Tip-off Classic.

1. Fans cheer on the Rams; **2.** Old friends reconnecting at the Disney reception: Samantha Kolva '05, Jonathan DiTieri, Matt Cavalier '06, and Amanda Bryant '05
3. Francis Scardino '58 and Paul Crunkleton '63 attended the reception at Disney's Boardwalk Resort following the men's basketball game. **4.** Coach Herb Magee '63 with PhilaU parents Pat and Mark Yocum.

First 5 Council Phillies Tailgate — PhilaU's First 5 Council program offers special networking opportunities for alumni during their first five years following graduation. In Aug. 2009, the First 5 Council hosted an evening at the Phillies including a pre-game tailgate for members of the Classes of 2004-2009.



1. Carolyn Addis '04, Tim Sheehan '05, M'07, Emily Schmick '03 and Michael Swisher '04; **2.** Adam Fowler '07, Emily Schmick '03, Jillian Nelson '07, Kristen Dry '07, Truman Benedetti '08, Martin Majcher '08, Gaylen Roberts '08 and Kendra Talbott '07; **3.** Martin Majcher '08, Kendra Talbott '07, Truman Benedetti '08 and Adam Fowler '07; **4.** Chad Ganovsky and Kristen Dry '07; **5.** Jillian Nelson '07 and Eileen (Roe) Sheehan '07.

End in
"0" and "5"

2010 ALUMNI WEEKEND REUNION YEAR

60s

AL GOLDIS '68 was inducted into the Professional Baseball Scouts Hall of Fame for his nearly 30 years of service to Major League Baseball. He began scouting for the Orioles in 1978. He was a scout for the Angels, White Sox, Brewers, Cubs, Reds and Mets, a career that was responsible for the signing of more than 50 MLB players. He was honored at a Florida State League game in Ft. Myers, Fla. Congratulations, Al!

70s

STANTON REMER '70 has been named the new chief financial officer of International Consolidated Companies Inc. in Sarasota, Fla. INCC focuses on acquiring and operating businesses in contract management and business process outsourcing.

JOHN OUGHTON III '71 says that having retired as executive vice president for Sovereign Bank Corp's Wealth Management Division in 2005, he is now the managing member of the Johnson Farms of Mississippi LLC. It is a timber and pulpwood production company in Meridian, Miss. He has also become a United States Coast Guard Licensed Master for vessels up to 100 tons.

MARK LAZARUS '75 was quoted in the July 2009 AATCC News article about performance swimwear.

[A] BRIAN ZASLOW '79, a former ARAMARK marketing vice president, has launched Zaslow Marketing Group for companies operating in the refreshment channel to use marketing to help them grow their business. Zaslow, who brings a unique background of senior leadership experience in both the advertising and office refreshment industries, will help companies pinpoint new strategies that increase sales, maximize revenue and ultimately grow the business.

Visit www.zaslowmarketing.com; call 215.917.8342 or email bzaslow@zaslowmarketing.com.

80s

CAROL E. ARNOTT '80 CFP®, CDFA™, ChFC of Greenville, Del., has been affiliated with the Greenville Financial Group since 2004. She is a Certified Financial Planner, Certified Divorce Financial Analyst, Chartered Financial Consultant, Registered Representative and Investment Advisor Representative.

MARGARET SCHNEIDER MCCLAY '83 was interviewed about business performance coaching and how it can work in the current economy on August 29 and 30, 2009, on Channel 10, Time Warner Cable.

She does executive coaching and can be reached at 201.406.1690 or by email at mmaclay@focalpointcoaching.com.

FRANCIS J. SHAMMO '83 was named president of Verizon Business in March. Verizon Business is a leading provider of advanced information technology and networking solutions to large business and government customers around the world.

LORI FRASCATI '87 launched LKN Savings (www.lknsavings.com), a community resource website for North Carolina's Lake Norman area, in Nov. 2008. As a result of LKN Savings' success, she is now producing a weekly cable TV program called "Mi-Community Connection" on Mi-Connection Cable Channel 4 featuring Lake Norman arts, events, community leaders and savings tips.

ANGELO VALLETTA '87, M'93 senior vice president and chief information officer at Sun National Bank in Vineland, N.J., was recently named among *Computerworld's* annual Elite 100 list of IT leaders. According to the IT management website, the honorees are "marked by a shared commitment to pursuing innovative strategies, while keeping their businesses humming and sustaining their employees' loyalty."

[B] ERINN MORGAN '89, whose work has appeared in various publications including *The New York Times*, *National Geographic Adventure* and *Inside/Outside Southwest*, was approached by Course Technology to write the how-to book on green lifestyle as a result of her contributions to www.greenlivingideas.com.

Morgan earned an undergraduate degree in fashion merchandising at Philadelphia University and a master's degree in journalism from Temple University.

90s

WALTER JONES '90 had 20 years of service at WalMart's Sam's Wholesale Club division in 2009. Currently, he is also close to completing 30 years of service with American Multi Cinema Inc. He lives in Langhorne, Pa.

JOSEPH KOZLOWSKI '90, his wife, Cynthia, and sons, Joe III and Connor welcomed Mackenzie Marie Kozlowski to their family. She was born Jan. 29, 2009.

SHIGEHICO NAKAYAMA '90 resides in Osaka, Japan, and is president of the Osaka Paper Company, Ltd.

ADIL MOOSAJEE '96 opened his business, Ego, in Karachi, Pakistan, in 2006 with the hopes of providing ready-to-wear, affordable fashion, appropriate for the workspace. Three years later, Ego has 11 retail spaces in Karachi, Lahore and Islamabad.

"One of the things we're really proud of is the people that we've pushed forward. The guy who used to do our printing has his own press; the embroidery worker has his own facility. Four of our employees who used to make 7,000 rupees a month now make 30,000 a month because they handle their own units," said Moosajee.

JEANETTE REEVES '97 and her husband, Robert Jones, proudly announce the Jan. 3, 2009, birth of their first daughter, Hannah Bailey Jones.

Register for RamNet

www.PhilaU.edu/alumni

CAROLINE (REES) SERNA '97 and Carlos Serna are proud to announce the birth of their first child, Isabella Rees. She was born on June 21, 2009, in Houston, and weighed 6 lb., 7 oz.

ROB SALIT '99 was recently appointed design director for the New York office of Anthem Worldwide, a Schawk Strategic Design Company. Anthem Worldwide's integrated global network provides innovative solutions to articulate, unify and manage brand impact and create compelling brand experience. As design director, Rob will provide creative leadership, direction, mentoring and inspiration to the New York design team.

00s

[C] KAREN MCALLISTER VERDERAME '00 is an entomologist, animal trainer and educator at the Academy of Natural Sciences in Philadelphia. In Aug., she organized a "Bug Fest" for the Academy. She has been featured on various news stations and in articles. While a student, she was a Rambassador, vice president of the Pysch Club and manager of the radio station.

JOSHUA BAKER '01 and his wife, **AMY '04** (assistant professor, Physician Assistant Studies Program), announce the birth of their son, Elliott Kristoff Baker. Elliott was born March 5, 2009. He weighed eight pounds, two ounces.

LAUREN BOWMAN '01 is assembling a committee to start a Central Pennsylvania Alumni Network. Interested alumni are asked to email her at lbbpa2001@aol.com.

[D] CAROLYN ADDIS '04 and **MICHAEL SWISHER '04** got engaged while on a recent vacation to Egypt. "We would love to say we met at school, but we actually met at our current employer, Marshall Sabatini." Their wedding is being planned for spring 2011 in Jamaica.



Maternity's 'Best of Philly'

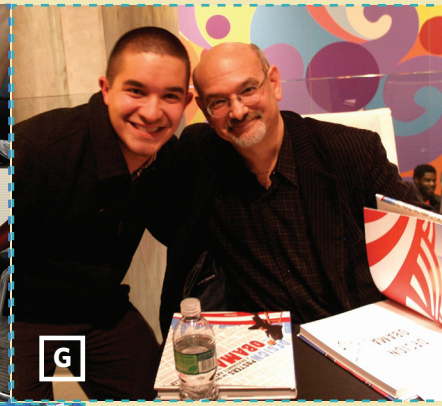
Chelsea Ivsin '08 and Elizabeth Long's '08 clothing store, Showing with Style, located on Main St. in the Manayunk section of Philadelphia, was named the best maternity clothing store by 2009 "Best of Philly" edition of *Philadelphia Magazine*. "Their selection of flattering, easy-to-wear maternity clothes, handbag-pretty diaper bags and 'It' strollers has us just as impressed as the story of how their shop came to be" wrote *Philadelphia Magazine* editor Carrie Denny. Ivsin and Long worked at the maternity store, Belly, and when it closed in 2008, the pair kept the lease and reopened in May 2008, all during their senior year at PhilaU.



[E]



[F]



[G]



[H]



[I]



[J]

NEHA (JHUN JHUN WALA) JALAN '04 is director and owner of Onset, Calcutta's new home furnishings and accessory store, which opened last fall. A graduate of the textile design program, Neha designs and manufactures many of Onset's products. Neha and Onset were recently featured in an article in *The Telegraph*.

[E] ADAM WEB '05 brought his special brand of music to Homecoming 2009. He and his accompanist on the viola, Nyke Van Wyk, played selections from his new CD, *We are all Descended from Stars*, to the delight of the Homecoming and Family Day crowd.

[F] JESSICA AIKEN '07 assistant product line manager for Boathouse Sports, paid a visit to the University on Dec. 2 to fit our student athletes with new uniform, outerwear and trainingwear products. The new product lines are set to launch January 2010. Testing and tweaking new products relies upon feedback from the athletes. The company is hard at work getting ready for the launch, according to Aiken. She visits schools to conduct fit sessions, also, making sure that Boathouse Sports' Made in USA products are top performers for student athletes.

RICH CARLIN '07 recently started a printing company, KCB Print Resources, based in Newtown Square, Pa. For more, visit www.kcbprintresources.com.

RYAN MANNION '07 is presently serving in the Peace Corps in Botswana.

[G] KEVIN FURST '08 had the honor of meeting Steven Heller, Aaron Perry-Zucker and Spike Lee for the signing of *Design for Obama*. The book featured hundreds of posters that helped shape the historic campaign by Barack Obama. Kevin's "Yes We Can" poster is featured in the book.

CASMIR OGBONNA, M'08, PharmD, is currently in the emerging leader management track at Walgreens, where he works as a registered executive assistant manager (EAR). Dr. Ogbonna is a veteran of the United States Army.

DEBORAH WHITE, M'08, an advanced registered nurse practitioner and certified nurse midwife, has been recognized by a U.S. Honor Society for her talents and achievements in health care and midwifery. With an extensive amount of experience, including six years as a labor and delivery nurse, and her current position at Azalea Women's Healthcare (Canada), she has developed her expertise in midwifery.

[H] TRINELL E. GENGA '09 recently joined Orthopedic Associates in Chambersburg, Pa, as a physician assistant. Genga earned

an M.S. in Disaster Medicine and Management from Philadelphia University, a bachelor of science degree in speech and hearing sciences from the University of Arizona and a physician assistant certificate from MCP-Hahnemann University, Philadelphia.

She was previously an assistant professor in the University's physician assistant studies program, and is currently an adjunct.

TROY HANNIGAN '09, architecture alumnus and PhilaU's Freedom by Design (FBD) group, which does pro bono design and build work, was featured in *Architect* magazine, December 2009. Hannigan and other student volunteers in PhilaU's FBD chapter helped design a wheelchair ramp for Josh Skoog of Collegeville, Pa., who has cerebral palsy, in 2007. Hannigan, who now works for Habitat for Humanity through the AmeriCorps Vista program, says participating in Freedom by Design "really changed how I see architecture."

JAMES RUDNET '09 writes to invite fellow alumni to call him for a cup of coffee and a free financial advising and planning session. His number is 215.498.3250.

[I] KELLY MAHONEY WILLIAMS '09 and her husband, Scott, welcomed a baby girl, Isabel Christine, on Sept. 30, 2009.

[J] CHRISTIAN WHELOCK M'09, Physician Assistant Studies, is pictured after his climb of Mt. Kilimanjaro in Africa. Christian did the climb in Aug. 2009 as a reward to himself for finishing the program. He chose Kilimanjaro because he and his wife met there and had not been back since 2002. Wheelock likes mountain climbing because of the physical and mental challenges nature presents. Originally from Seattle, he has been climbing in the Pacific Northwest for 15 years. This climb was his first outside North America. He plans to tackle the other "seven summits" in the future.

IN MEMORIAM

FREDERICK SIMON '38

Anderson S.C., Feb. 16, 2009

WILLIAM HUDSON, '48

Columbus, Ohio, Sept. 17, 2009

HARLAN EDGE '53

Lake Wyle, S.C., Sept. 26, 2009

NICK CHRISTIE '58

Elon, N.C., Aug. 17, 2009

THOMAS C. COX '58

Rock Hill, S.C., May 16, 2009

ANDREW HAYWARD '62

Keene, N.H., May 9, 2009

LYLA ROSS '62

Sun City, Ariz., March 18, 2009

PETER HENNESSEY '65

Horsham, Pa., May 2, 2009

RICHARD GRAMM '70

Worcester, Pa., May 9, 2009

SUSAN PRANGER '74

Montclair, N.J., Oct. 17, 2009

DANIEL ALTMAN '81

Dresher, Pa., Aug. 8, 2009

BENITA (JACKSON) JACQUES '81

Lafayette Hill, Pa., April 28, 2009

BILL KEANE '89

Weehawken, N.J., June 23, 2009

THOMAS M. BAGLEY '90

Hoboken, N.J., Nov. 14, 2009

LOUIS VALLETTA '94

Glassboro, N.J., Sept. 25, 2009

PAULETTE DUDLEY '97

Andover, Mass., May 28, 2009

**GORDON W. HEATON**

Gordon W. Heaton, 88, of Vero Beach, Fla., died June 30, 2009, in Vero Beach.

Mr. Heaton was a member of the Board of Trustees

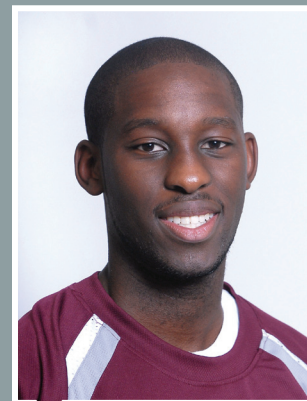
of Philadelphia University when the institution was known as Philadelphia College of Textiles & Science. He was a merchandising manager for Sears Roebuck Co., retiring after 29 years, when he then became president of Robert Hall Stores in New York and president of VF Corporation in Pa. Mr. Heaton went on to establish his own consulting business. He was a graduate of Wesleyan University in Conn. and a veteran of WW II, serving in the Army Air Corp as a major. Survivors include his wife, Anne; sons Gordon and Roger; daughter, Laurie H. Ferry; and four grandchildren. Condolences may be sent to www.seawindsfh.com/obit.php.

KINJAL GANDHI

Kinjal Gandhi '07 has passed away. She received a bachelor's degree in international business and was working as an accountant at the University of Pennsylvania in the facilities and real estate services office. During her time at Philadelphia University, Kinjal was active on campus as a resident assistant and START leader. She was also a Paul J. Gutman Library work-study student in the Circulation Department and an assistant in the Reference Department; member of the Emerging Leaders program; peer health educator in the Peer Health Education Group; and a member and student manager of the Student Alumni Association. Funeral Services were held Sept. 19 in Atco, N.J.

SUSAN PRAGER

Susan Prager '74 died Oct. 17, 2009, at her home in Montclair, N.J. She was 56 years old. Ms. Prager was born in Queens, N.Y., and lived in NYC, Katonah, and Nyack, prior to moving to Montclair eight years ago. After studying fashion design and fine arts at Pratt Institute in Brooklyn, she transferred to Philadelphia University (then Philadelphia College of Textiles & Science). She received a B.S. in Textile Design. Ms. Prager started her career as a knitwear designer, eventually branching out on her own as a creative director in the digital-media industry. She was a member of Toastmasters and the Art Directors Club of New Jersey. Ms. Prager had a passion for helping others and was known as a human rights and environmental activist. She is survived by many loving friends and family, including "Team Susan," "The Cousins' Club," and her fellow practitioners.

**MARCEL MODESTE**

Former men's basketball student-athlete Marcel Modeste '08 of West Henrietta, N.Y., was killed in a motor vehicle accident. He was a finance major.

During his 2007-08 senior season, Modeste was a member of the Ram squad that won the CACC Championship and earned an automatic berth to the NCAA Tournament. Funeral services were held Sept. 11 in Pittsford, N.Y. Modeste is survived by his parents, Faye and Nelson Modeste, his older sister, and two younger brothers. Condolences can be sent to the Modeste family at 294 Countess Dr., West Henrietta, N.Y. 14586.

PROFILES

continued from pages 22, 23

JIM McCULLOUGH '73 Business Administration

Boards of several U.S. and Asian companies, and is also the chairman of the Global Public Policy committee for the Association of Equipment Manufacturers.

McCullough travels frequently and is surprised by the similarities in market dynamics. "I am amazed by the increased speed of innovation and ever-increasing pressure of competition." As someone who believes that success is tied to education and personal discipline, he adds, "today's students need the best education to prepare for the future." On those few occasions he can spend time at home, McCullough enjoys fishing and boating with his dog or riding his horse.

CLAUDIA GOETZ PHILLIPS, PH.D., ASLA Director, Landscape Architecture Program

"What's unique about our program is that we have a very focused mission of creating sustainable urban landscapes. Our design studio projects are typically service-learning based for real clients," Phillips notes. "Our students and faculty work with local schools, environmental organizations and community groups to develop master plans and site designs that serve not only the client, but the entire community."

Successfully integrating ecological functions with social/cultural needs are at the heart of the profession Phillips loves. "You have the entire world to work with and have the opportunity to create places that positively impact the environment and the people who live, work and play there."

Phillips is very active in professional and environmental organizations at the international to local levels. She is currently president of the Council of Educators in Landscape Architecture (CELA). She is a founding director for the newly established National Academy of Environmental Design that was created by 20 nonprofit, design-related, academic and professional organizations. Phillips is also a board member of the Friends of the Wissahickon.

KYLE RAMEY '10 Five-Year Architecture Major

Upon graduation, Ramey plans to work for a larger, international architecture firm and to continue to learn more about sustainable practices. "The University's architecture program has given me the tools I will need to seek solutions in the practice of sustainable architecture."

Think your gift doesn't have an impact?



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You don't have to make a big donation to have a big impact.

When you give to the Philadelphia University Annual Fund, your gift is combined with many other gifts — from alumni, parents, students, faculty, staff and friends — and they add up in a big way.

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www.PhilaU.edu/giving



GEMINI PRODUCTION OF "BLOOD BROTHERS"

THURS., MARCH 25 TO SAT., MARCH 27 FROM 8 TO 10 P.M.

Downs Hall Auditorium

AMERICAN CANCER SOCIETY RELAY FOR LIFE

BEGINS FRI., APRIL 9 AT 6 P.M. AND

ENDS SAT., APRIL 10 AT 6 A.M.

The Gallagher Athletic, Recreation and Convocation Center

LECTURE BY NYTIMES.COM DESIGN DIRECTOR**KHOI VINH**

THURS., APRIL 22, RECEPTION AT 6 P.M., LECTURE AT 7 P.M.

The Kanbar Campus Center Performance Space

www.aigaphilly.org/events.html**SCHOLARSHIP DONOR RECEPTION**

THURS., APRIL 22

To honor PhilaU scholarship donors

Contact: 215.951.6833 or lissj@PhilaU.edu**AN EVENING OF INNOVATION**

SAT., MAY 8

Spirit of Innovation Gala and Awards Ceremony

Hyatt at The Bellevue at 5 p.m.

2010 Fashion Show

Academy of Music at 8 p.m.

www.PhilaU.edu/eveningofinnovation**SENIOR DESIGN SHOW**

WED., MAY 12 TO MON., MAY 16

RECEPTION FRI., MAY 14 FROM 5 TO 8 P.M.

The Gallagher Center, Bucky Harris Gym

COMMENCEMENT

SUN., MAY 16 AT 11 A.M.

The Mann Music Center for the Performing Arts

5201 Parkside Avenue, Philadelphia 19131

Contact: 215.951.2705 or

www.PhilaU.edu/commencement**KELLY'S RIDE**

SAT., JUNE 5

In memory of Kelly Marie Vogdes '01

Contact: 856.778.1726 or www.kellysride.com**9TH ANNUAL ALUMNI GOLF INVITATIONAL**

WED., JUNE 16, 11 A.M.

Chesapeake Bay Golf Club at Rising Sun, Rising Sun, Md.

Contact: 215.951.2710 or hollenbackl@PhilaU.edu**FALL 2010 CLASSES BEGIN**

MON., AUG. 23

Complete Academic Calendar:

www.PhilaU.edu/academics/calendar.html**26TH ANNUAL PHILAU GOLF CLASSIC TO BENEFIT THE ANNUAL FUND**

TUES., SEPT. 21

The ACE Club, Lafayette Hill, Pa.

Contact: 215.951.6818 or samangom@PhilaU.edu**3RD ANNUAL DAY OF SERVICE**

THURS., SEPT. 30

www.PhilaU.edu/dayofservice**HOMECOMING WEEKEND**

FRI., OCT. 1 TO SUN., OCT. 3

Philadelphia University

Contact: 215.951.2710 or www.PhilaU.edu/alumni**HOMECOMING AND FAMILY DAY**

SAT., OCT. 2

Philadelphia University

*Calendar listings are subject to change.**Go to www.PhilaU.edu/calendar for a current list of events.*

Alumni Weekend

Join us for the Second Annual Philadelphia University Alumni Weekend May 14-16, 2010

All alumni are invited Saturday, May 15 for dinner and dancing at the Rams Reception honoring Reunion Classes ending in "0" and "5"!

Festivities will include the Presidents State of the University Brunch, Senior Design Show, Deans' Showcase and the presentation of the 2010 Time, Talent and Treasure and Young Alumni Achievement Awards.

www.PhilaU.edu/alumni



School House Lane & Henry Avenue
Philadelphia, PA 19144-5497



An Evening of
INNOVATION

Saturday, May 8, 2010

SPIRIT OF INNOVATION GALA
& AWARDS CEREMONY
Hyatt at The Bellevue
5 p.m.

2010 FASHION SHOW
Academy of Music
8 p.m.

www.PhilaU.edu/eveningofinnovation

Adapted from illustration by Rachel Wendling '10