BIOMEDICAL TEXTILE ENGINEERING: The Future of Cardiac Repair

Researchers at Philadelphia University’s Edward P. Marom Biomedical Textile Structures Laboratory are developing and testing biomedical textile devices that hold tremendous potential for improved health care delivery. The facility also expands economic opportunities for existing companies in the medical and protective textile industry.

In this collaborative enterprise, textile structures developed at the Philadelphia University lab are matched with cultured stem cells from a lab at Drexel University College of Medicine, and tests are run to determine the functionality and stability of the cell-covered textile structures. Teamwork by these researchers in cell biology, engineering and biochemistry forms a strong foundation for creativity in the Philadelphia University lab.

An example of this synergy is the regenerative medicine research at the University focused on a cardiac patch — a solution that could positively impact more than 17 million people affected by coronary artery disease in the United States.

"Our goal is to be the leading biomedical textile structures lab in the world," says David Brookstein, S.C., executive dean for University research.

The state-of-the-art Biomedical Textile Structures Lab opened in October 2009, and is funded by the Pennsylvania Department of Community and Economic Development and the U.S. Department of Commerce Office of Textiles and Apparel. Go to page two to read more about how Philadelphia University is advancing biomedical textile engineering through innovative research.

About the illustrator:
Philadelphia University graduate Michael Erazo-Kase ’97 is a successful designer and illustrator whose studio-based work has included projects for Sony Electronics, Sirius Satellite Radio and Seattle Metropolitan Magazine. Erazo-Kase’s work has appeared in Print magazine’s Regional Design Awards publication, HDW magazine’s International Design Annual publication and CMYK Magazine. He graduated from Philadelphia University with a degree in graphic design, and currently an adjunct faculty member in the School of Design and Engineering.
Textile Legacy Leading to Biomedical Breakthroughs

Researchers at Philadelphia University’s Edward P. Marram Biomedical Textile Structures Laboratory are developing and testing biomedical textile devices that hold tremendous potential for improved health care delivery.

A visit to the Edward P. Marram Biomedical Textile Structures Laboratory at Philadelphia University is otherworldly. A no-nonsense environment hums with the pulse of machines designed for sophisticated purpose, while nearly invisible material is fabricated into structures meant to be embedded in the human body.

On the loom and the flat braider, threads as translucent and ethereal as cobwebs unwind from rows of spools, feed into a shuttle and are transformed into small tubes, braids or ribbon-like structures destined to mimic blood vessels or muscle. On the nanofiber spinner, electric voltage pulls microscopic material housed in a solution in a syringe onto a revolving metal drum. The invisible nanofiber thread is wound onto the drum and, after 40 hours of production, a layer of gauzy white material finally becomes visible.

While the art of weaving may be older than recorded history, in the University’s lab it provides the warp and weft for a science that is revolutionizing modern medicine. Here, specially designed textile manufacturing equipment makes possible what was once science fiction: complex three-dimensional woven structures for application in health care, regenerative medicine and tissue repair. Made of specially designed bio-materials, these textile structures will be the medical implants of the future, designed for use in biological environments where performance is affected by cells, living human tissue and fluids.

While the laboratory — with its huge, complex machines that represent the most state-of-the-art technology of their kind — may seem otherworldly, the mission of its researchers is quite down to earth.

“Our goal is to be the leading biomedical textile structures lab in the world,” says David Brookstein, Sc.D., executive dean for University research and former dean of the School of Engineering and Textiles, now the School of Design and Engineering.

The laboratory’s focus on the development, testing and support of basic research in biomedical textile devices holds tremendous potential for improved health care, states Brookstein, who has received several patents for biomedical textile structures as an industry researcher and helped spearhead the establishment of the lab.

The success of the laboratory will be measured, in part, by the development of biomedical textiles with real-life applications that are commercially viable.

In addition, the laboratory — named for Trustee Edward P. Marram, Ph.D., as a result of his significant philanthropic gift — plays an important role in helping the University advance leading-edge applied research, as called for in the Strategic Plan. Substantive research that could benefit society not only expands the University’s reputation in the field, but also offers students important opportunities to participate in significant, externally funded research projects.

“It is through increased applied research initiatives that Philadelphia University can ensure its graduates are prepared to be leaders in the field of biomedical textiles,” Brookstein says. “The Biomedical Textile Structures Laboratory encourages innovative and reflective practice by faculty, staff and students, which helps us to increase the level, scope, quality and visibility of research and knowledge creation.”

Advances in the fields of biological and material science and nanotechnology offer new opportunities for scientists to collaborate — across disciplines and even institutions. Philadelphia University, with its long history of excellence in textile engineering, is partnering with Drexel University College of Medicine to further the promise of biomedical textiles.

Teamwork by researchers in cell biology, engineering and biochemistry creates a strong foundation for innovation in the Philadelphia University lab, explains Muthu Govindaraj, Ph.D., professor of engineering and project leader of the grant that funds the laboratory.

In this collaborative enterprise, textile structures manufactured at the Philadelphia University laboratory are matched with cultured stem cells from the Drexel lab. The textile structures act as a scaffolding in which to embed and deliver the healing stem cells to a human body. Testing then is done to determine the functionality and stability of the textile structures.

“Trying to duplicate nature is very, very complex,” says Govindaraj, who has expertise in the engineering applications of textile material-based systems, including modeling and developing complex woven structures. “To do that takes a concerted, collegial approach. First, we must have the physicians and surgeons communicate an idea about a need. Then, we need the biotechnologists to help us understand compatibility.”

Finally, he says, “We need to build the textile structure that will fit the need and be compatible within the human body.”

A perfect example of this is the regenerative research currently underway to develop a cardiac patch — a medical solution that could positively impact more than 17 million people affected by coronary artery disease in the United States.

Keith A. Horvath, M.D., director of cardiothoracic surgery research for the National Heart, Lung, and Blood Institute, part of the prestigious National Institutes of Health, sees the need for innovative new approaches to help those with heart disease.

“New treatments for heart failure and its complications are needed,” Horvath says. “The essential measure of success of a cardiac patch is that it be able to contract with the heart and truly replace damaged heart muscle. Any new effort
that leads to improved cardiac function will be very meaningful.

Researchers in the PhilaU and Drexel labs are making headway in that direction. Already, they have produced a cardiac patch that has been electrosprun in the lab and seeded with cardiac myocytes (cells), which will be subjected to rigorous testing.

“While cardiac patch concepts are being pursued by a lot of groups, our team is incorporating a textile engineering approach, and that is unique,” says Peter I. Lelkes, Ph.D, Calhoun chair and professor of cellular tissue engineering in the School of Biomedical Engineering and Drexel’s College of Medicine. “The differentiator in our research is the collaborative expertise of the Philadelphia University textile researchers and Drexel’s tissue engineering researchers.”

In his lab, Lelkes had been working on the cardiac patch, which is now being refined and reviewed for application in animal studies. The almost year-old collaboration with Philadelphia University’s Biomedical Textile Structures Lab has helped accelerate work on this tissue-engineered cardiac patch, which is designed to help patients recover cardiac function by repairing and regenerating heart tissue.

“We have high confidence this will move on to the next testing stage,” Lelkes says. Unlike cardiac assistance devices that can mechanically rectify or support an ailing heart, a cardiac patch — made of tissue-textured bioactive materials — holds promise of growing healthy tissue in dead or damaged areas of these hearts. It also offers an easier fix than more invasive surgical repairs. “Using a cardiac patch to repair a heart is preferred over complex surgery,” Lelkes says.

The use of textiles in implants is not uncommon and, indeed, they have been widely used in such applications as synthetic vascular grafting and hernia repair. The difference in creating a cardiac patch is the sophisticated engineering necessary to support the implantable fabric structures. The textile structures not only must have the necessary mechanical and biologic properties, but also are designed to serve as load-sharing scaffolds, minimally invasive containment vessels and, finally, as resorbable components to facilitate healing.

Why are textile structures such a good platform for biomedical purposes? The key is their flexibility and adaptive properties. Govindaraj says. Textiles can be woven or knitted into tubes, ribbons, bifurcated structures or braids. They can stretch or compress. They can help promote or prevent tissue growth. And they can be designed using a range of biomaterials including polymers, metals and collagen filaments.

Textiles structures are being manufactured in the Edward F. Murnan Biomedical Textile Structures Laboratory through various machine applications, including the spinning braider (left), the Jacquard shuttle loom (top right) and the Nanofiber Spinner (bottom right), being used by Haiyan “Tracy” Zhu M’11.

With support from the University of Pennsylvania’s Biomedical Engineering and the University’s College of Medicine, the team, including Haiyan “Tracy” Zhu M’11, a textile engineering graduate student who works in the lab, Dr. Yuh-El Han-El (back left), a senior post-doctoral chemical engineer; David Brookstein, Sc.D. (back center), executive director for university research, and Muthu Govindaraj, Ph.D. (back right), program director and professor of engineering, analyze the textile output from the Jacquard shuttle loom.

Haiyan “Tracy” Zhu M’11, a textile engineering graduate student who works in the lab, is researching the applications of medical textiles in tissue engineering.

“I am trying to take advantage of biomedical textile technologies to mimic native tissue structures,” she explains. The research investigates how synthetic scaffolding materials can be combined with stem cells to help replace, repair or regrow diseased tissue — particularly cardiac tissue.

“According to our experimental results, we found that textile fabrics can serve as patterned templates of nanofiber scaffolds to help guide cell growth,” she says. “Promising results today help strengthen our commitment to develop a new class of tissue-engineered scaffolds.”

The laboratory, which opened in October 2009, is part of the Pennsylvania Textile Research and Innovation Center (PATRIC) administered by the University. PATRIC was funded with more than $1.2 million from Pennsylvania’s Department of Community and Economic Development. Earlier this year, the laboratory received an additional $500,000 from the U.S. Department of Commerce for research and development of biomedical textiles structures, including structures that could be used for cardiac repair, ligament repair, organ regeneration and vascular prostheses.

In some ways, the Biomedical Textile Structures Laboratory presents a “back to the future” opportunity for Philadelphia University, which opened its doors 126 years ago as the nation’s first textiles school. The University’s significant history in textile engineering and science is the foundation on which the 21st-century laboratory was created, Brookstein says.

In fact, the world’s first implantable biomedical textile structure — the knitted bifurcated aortic graft designed to treat patients with dissecting aneurysms — was created in 1958 at what was then the Philadelphia Textile Institute.

According to the publication “Landmarks in Cardiac Surgery,” the renowned medical pioneer Michael DeBakey, M.D. “went to the Philadelphia Textile Institute where [Professor] Thomas Edman designed and built a knitting machine specifically for DeBakey... This machine was the forerunner of modern commercial machines used to fabricate Dacron arterial substitutes still used today.”

Acknowledging the University’s significant history in this field while looking to the future, Brookstein says, “Now we are leading the way in determining how to use textiles for vascular, skin, nerve and bone tissue engineering. And we are planning to partner with additional faculty from medical schools and researchers from industry to develop new implantable products.”
This is the time of year when many parents and high school seniors are thinking about investing in a college education. How valuable will that degree be in the work place? What are the benefits — financial and otherwise — of pursuing a university degree?

Or, to put it more directly: does higher education offer a good return on investment?

The answer is a resounding “yes.” According to a new report by The College Board, those with higher education degrees earn more and are more likely to be employed than their peers who did not attend college.

“Students who attend institutions of higher education obtain a wide range of personal, financial, and other lifelong benefits,” according to Education Pays 2010, The Benefits of Higher Education for Individuals and Society, by researchers Sandy Baum, Jennifer Ma and Kathleen Payea.

The median earnings of those with bachelor’s degree who earned them since 2005 was 2.6 times higher than for high school graduates, the study found. Over the course of a 40-year career, that annual pay advantage would result in an additional $876,000 for the person with a bachelor’s degree. But that may be a low estimate, as the researchers found that the pay gap widened over time — giving college graduates even more of an edge throughout their working life.

College graduates also are more likely to be employed: for young adults ages 20 to 24 years old, the unemployment rate for the fourth quarter of 2009 was 2.6 times higher for high school graduates than for college graduates.

Thus, as a businessman as well as an academic, I can assure you that higher education is an extremely good investment in dollars and cents. And I am particularly proud of the value that a Philadelphia University education offers. Let me provide a little more detail.

Philadelphia University is committed to providing a wide range of programs that address the needs of 21st-century employers and which are taught by first-class faculty. In the classroom, we offer a distinctive curriculum that is collaborative, active, connected to the real world and infused with the liberal arts — and our students are engaged at every level of the academic experience. Our graduates go on to achieve and become leaders in their fields.

In addition, ongoing implementation of our Strategic Plan, which includes a groundbreaking College of Design, Engineering and Business; enhanced applied research initiatives; growing graduate and professional programs; and an investment in innovative facilities, will only increase the value of a PhilaU education.

Approximately 90 percent of graduates get jobs in career positions related to their majors or enroll in graduate school within a few months of graduation. Our alumni are sought after by leading national and international design firms, businesses, research facilities, medical centers and non-profit organizations.

Armed with their diplomas, PhilaU alumni earn among the top starting salaries in the country — in the top 13 percent of all graduates in the U.S., according to PayScale data for 2008 and 2009.

Of course, college graduates enjoy benefits beyond the financial payback. Higher education — and in particular, a Philadelphia University education — gives our young adults the knowledge and skills to thrive and lead in rewarding careers. Our alumni work in fields that interest and excite them, and have ample opportunities for growth throughout their careers. I call that a great investment.

Let me provide a little more detail.

Hundreds of Philadelphia University faculty, staff, students and alumni volunteers participated in thousands of service hours during the third, campus-wide Day of Service Sept. 30 to kick off Homecoming and Family Weekend.

Nearly 40 projects throughout Philadelphia included tutoring elementary-school children; providing career advice to students; knitting and crocheting items for babies and foster children; and working for Habitat for Humanity; among many others. Numerous projects were incorporated into the academic curriculum. In New York, Greater New York City Alumni Network members worked on a project for Career Gear, a national, nonprofit organization offering interview clothing and job counseling to men in need.

In the first three years of Day of Service combined, more than 3,460 Philadelphia University students, faculty, staff and alumni volunteers participated in service activities, totaling more than 12,150 community service hours.
A t her Manhattan office, Mairead (Burke) Thompson ’03 meets with luxury-label Coach design- ers on the latest trends; reviews samples of next season’s wallets, women’s coats and men’s jackets; checks on fabrics, hardware and other materials; and goes over color-board mock-ups of new lines for company executives to consider. All the while, she makes sure pro- duction has the most up-to-date information and that everyone meets deadlines.

As a design development manager at Coach, the leading American maker of fine handbags, accessories and gifts, Thompson is the liaison between various teams, constantly rubbing elbows with colleagues who create and those who market. “I’ve always loved Coach,” she says enthusiastically. “It’s an all-American brand.”

It’s also a company that had $3.2 billion in net sales in fiscal 2009. So it’s not surprising that Thompson uses both fashion design and hard-core business skills daily in her job — a mindset first developed as a fashion industry manage- ment major at Philadelphia University and honed through internships and work experience.

“At the end of the day, I need to have a product that sells,” she says from her eighth-floor office. “You can’t just say, ‘I make great designs.’”

Clara Henry, director of Philadelphia University’s fashion industry management major at Philadelphia University and honed through internships and work experience: “The fashion industry is a business,” she says. “It must generate income. In real estate, it’s location, loca- tion, location. In fashion design, it’s research, research, research.”

This lesson is one that students in fashion-related majors at Philadelphia University learn almost from the day they set foot on campus. Fashion design, fashion merchandising and fash- ion industry management students gain exper- tise in their particular fields, yes, but also must learn other aspects of the business of fashion. Thus, design students take business courses, and merchandising and industry management students learn about design.

Kate Kibler ’97, senior vice president of men’s merchandising and merchandise planning at Tommy Hilfiger, found this out firsthand as a fashion design major. PhilaU provides “a well-rounded approach to a fashion design educa- tion,” says Kibler, who worked as a designer for eight years before earning an MBA and moving into a business position. “It’s one of the things that really sets it apart from other schools.”

There’s no doubt the industry has changed since Philadelphia University started as the na- tion’s first textiles school in 1884. Apparel manu- facturing has moved overseas, the economy has become more global and those working in the fashion industry must have the knowledge and skills to collaborate across disciplines with teams — from designing to sourcing and market- ing — from all over the world.

It’s a model of education that has long been practiced at PhilaU, but which has gained even more currency as the economy has stagnated and employers, more than ever, want to hire team players who have breadth of knowledge and who are prepared to innovate and solve 21st- century problems.

Now, under the University’s Strategic Plan, a variety of pilot projects, design charrettes and interdisciplinary projects such as the one this fall with QVC enable students to gain a holistic perspective and a better appreciation for curricular changes are being implemented that will go even further in teaching students the bot- tom line — as well as the hemline — of fashion.

The semester-long project includes students and faculty members in fashion design, mer- chandising and industry management, as well as graphic design communication — the latter for their expertise in branding and packaging design. “The QVC project is an opportunity for students to collaborate across design and business disci- plines,” says Nioka Wyatt ’99, assistant professor of fashion industry management, who is working on the project. “It offers a real-world perspective on design and development, sourcing, selecting factories to produce products, while also focusing on the target market and creating branding strategies.”

This type of project offers a great learning op- portunity. “Interdisciplinary projects such as the one this fall with QVC enable students to gain a holistic perspective and a better appreciation for
their industry and others,” Wyatt says. Such project-based collaborations, combined with a well-rounded curriculum and a focus on internship and work opportunities, all lead to one overarching goal: graduates who have an enviable combination of skills, both creative and practical, that sets them apart and promises success in a competitive global marketplace and economy. “I think as a fashion designer, it’s critical to understand business,” agrees Anfisa Sokolova ’11, a fashion design major. “You need to know what your target market is to create a niche for yourself and start a profitable company. If you couple business with creativity, it helps you as a designer to achieve your vision.”

While some courses within the fashion-related majors overlap, each program has distinct qualities. Fashion industry management is designed to educate and prepare future fashion industry executives. It combines business fundamentals, such as accounting, economics, marketing, finance and management, with textile and apparel courses and adds exposure to computer-aided design and manufacturing systems. Fashion merchandising students focus on the retail store and environment and develop a sixth sense for fashion trends and consumer needs — important qualities in buyers — through a variety of courses that include retailing, merchandising and marketing. Fashion design students focus primarily on the aesthetic and design of apparel and learn the hands-on techniques, such as ruching, piping and pattern-making, that will enable them to create and thrive as designers. The multidimensional approach fit Mainaad Thompson’s needs perfectly. In high school she was enamored with design but expanded her horizons when she learned of PhilaU’s fashion industry management program, then called fashion apparel management. “With this major, I could get some background in designing a garment and in textiles, but also learn about marketing,” she says. Her curriculum covered several business courses, including a challenging statistics class. “It’s tough to understand why you have to take all those classes” when you’re in school, she says, “but it makes total sense once you graduate.”

She interned at specialty retailer Express, Inc., where she worked in the research and design department through her senior year, commuting weekly to New York. After graduation, Thompson took a job at Bensalem, Pa.-based Charming Shoppes, Inc., which includes the Fashion Bug division, where she helped make sure garments fit size specifications. Not long after, Coach came calling, and Thompson headed back to the Big Apple. “We want to equip our students with the knowledge they will need once they work in industry and begin interacting with buyers, mills, factories and designers,” says Natalie W. Nixon M’98, director of the fashion industry management program. “And we want our students to be able to apply ‘fashion thinking’ to a range of industries.” Nixon points out that earlier this year the W Hotels group created a new position: global fashion director. “That’s a very interesting position for a hotel to develop,” she notes — one that PhilaU fashion industry management graduates would be well-prepared for.

Marie-Eve Faust, Ph.D., director of the fashion merchandising program, says the business world favors the type of hands-on, collaborative multidisciplinary approach to teaching and learning practiced at PhilaU. “We’re not working in silos anymore,” she says. The fashion merchandising program prepares students for a 21st-century work place by emphasizing a global business perspective of merchandising and retailing trends, while still paying attention to local nuances, such as color preferences or neckline styles, Faust explains. This year merchandising students for the first time can take advantage of short, minicourses covering such topics as fashion luxury, virtual fashion and global distribution. The one-credit classes focus on specific topics taught by experts in the field. Under fashion luxury, for example, the offerings include haute couture, fur and leather and shoes, bags and accessories.

Study abroad and internship opportunities also help students achieve success in the fashion and retail industries. Many fashion majors take advantage of study-abroad options in such fashion- and business-friendly cities as London, Milan, Rome, Hong Kong and Shanghai. In addition, students have interned at and gone on to work for such high-profile companies as Calvin Klein, Urban Outfitters, Target, Tommy Hilfiger, and White House Black Market.

Taking advantage of opportunities outside the classroom is critical to success in the work place, says fashion merchandising major Andrew Van Sant ’11, who last summer worked 10-hour days as an intern at Vogue in New York. Ultimately, he wants to land a fashion editor position at a major publication.

This year, he’s president of the Fashion Industries Association, the student group that produces the University’s annual Fashion Show each spring. The high-energy Van Sant also has helped with two seasons of New York Fashion Week, one of the top fashion events in the world. In the classroom, an important component of his education has been the program’s business core: “I have seen fashion companies fail because of bad business practices,” Van Sant says. “Everyone needs at least some background in how a company should work and how to be a leader.”

Tony DiElsi ’79, senior vice president and general merchandise manager at Ross Dress For Less, is a mentor for both Mairead and Maria-Eve. “With this major, I could present to the president or VP or director they’re working with. You need to be able to defend your work. It’s not just about aesthetics, it can be about the finances or the consumer: Is it deftly executed? Do you back your work up with numbers, this much is clear: ‘Having a business side of the industry, you need to know the business,’ Kibler says. “Fashion designers need to understand the language so they can present to the president or VP or director they’re working with. You need to be able to defend your work. It’s not just about aesthetics, it can be about the finances or the consumer: Is our guy going to wear that? Is that something he will purchase?”

To Kibler, who is equally at home talking about color, fit and style as she is discussing profit and loss statements, this much is clear: “Having a background in both is the best of all possible worlds.”
DESIGN THINKING
A Key to Solving Complex Problems

By Provost Randy Suereth, Ph.D.

For much of its history, higher education has been a realm of academic silos, ivy towers housing individual programs and majors that too often begat specialists with narrow visions.

Designers, on the other hand, are taught to see the world in a much different way — it’s a cross-disciplinary view in which diverse areas of opportunity are investigated and solutions are freely tried out.

Given the unprecedented challenges of the world we live in, it’s time for higher education to reach into the designer’s toolkit to facilitate a broader, more diverse educational experience that will better prepare students for their post-collegiate lives and careers.

So what is design thinking and why is it important in higher education?

Traditionally, the backbone of higher education has been the major — students choose to be the focus of their studies during their college careers. Once they choose a major, students primarily focus on knowledge relevant to their fields of study.

But this generation of students sees our world confronting problems of unprecedented scale and complexity, such as climate change, an international banking crisis that is shaking the foundations of nations around the globe and the threat of global terrorism. These problems don’t correspond neatly to what they are learning in their isolated discipline domains. In today’s world, applying a single academic discipline cannot solve complex problems.

Design thinkers, on the other hand, are trained to be problem-solvers. And design thinking, at its core, is about embracing the complexity of human experience to find opportunities for innovation. Design thinkers engage in a collaborative and interactive process that helps define complex problems and create innovative solutions.

When tackling a challenge, designers first define the problem, which involves investigation, research and fieldwork. Want to help the elderly stay in their homes longer? You’d better get out into a broad range of domestic settings and observe how they interact with their environment, see firsthand the problems they encounter and witness the tools and innovative tricks they use to overcome them.

Once the problem is defined, designers develop a core framework of the DEC curriculum will be one of knowledge across disciplines. They will be the leaders in a new, rapidly evolving workplace.

While a deep understanding of a knowledge domain is important, we in the academy should be nurturing what some call “T-shaped” thinkers — those who have breadth of knowledge at the top and depth below — in all our undergraduate disciplines.

The DEC curriculum, launching in fall 2011, will provide students with common experiences, shared language and knowledge to enhance their disciplines. The curriculum creates opportunities for students to work together and develop a unique set of tools to achieve innovation both within and beyond their major areas of study.

The core framework of the DEC curriculum will be offered in a particular sequence of learning. With this core curriculum and their strong discipline-specific skills, students will engage in a variety of collaborative courses and projects, often partnering with industry to solve real-world problems.

Right from the start in the first year, students will be introduced to the concept of process- and discipline-crossing programs and teaching methods. They will learn the structure of our degrees, how to work collaboratively across disciplinary lines, address real-world issues and develop solutions based on analysis and creativity — no matter how out of the box an idea might seem at first. The more diverse the classroom voices, the better to produce the churn that can result in real innovation.

To succeed in today’s stagnant economy and complex world, graduates must be able to work collaboratively in cross-disciplinary groups — specifically design process and integrative thinking. Students will then explore frameworks that rely on the creation of knowledge and innovation more than ever before — cannot be produced by professionals in just one discipline.

Anticipating this growing need, Philadelphia University is developing a unique College of Design, Engineering and Commerce (DEC). It represents an integration of disciplines in these areas to address 21st-century employer needs and expectations. As a hallmark of Philadelphia University’s signature learning — active, collaborative, connected to the real world and infused with the liberal arts — the DEC curriculum will focus on preparing outstanding designers, engineers and business professionals who have the advantage of knowledge across disciplines. They will be the leaders in a new, rapidly evolving workplace.

Revolutionizing Curriculum for the 21st Century Professional

Creating greater access to clean water, developing enhanced energy solutions and designing more sustainable economies are just a few of the major issues facing the world today. They are complex problems that are connected to other problems and issues. Moreover, the kind of solutions needed in the emerging economy — one that relies on the creation of knowledge and innovation more than ever before — cannot be produced by professionals in just one discipline.

So what is design thinking and why is it important in higher education? Design thinking is not a new or radical idea. What works, what doesn’t, what can be improved, can be a powerful tool to enrich the higher-education curriculum, and not just in design classes. At Philadelphia University, we are applying design thinking to build a new curriculum that will better prepare students for the professional world. By combining three distinct disciplines into a College of Design, Engineering and Commerce, we will give students the tools necessary to foster innovation across a wide range of fields. Students will gain knowledge in their primary disciplines as well as in the related fields, they will look at problems with a wider perspective, work collaboratively across disciplinary lines, address real-world issues and develop solutions based on analysis and creativity — no matter how out of the box an idea might seem at first. The more diverse the classroom voices, the better to produce the churn that can result in real innovation.

Participants with specialized knowledge — perhaps gerontologists, engineers, industrial designers, physical therapists and experts on human movement — are critical contributors to this process. While the designer also is a highly trained specialist, he or she has been further trained to collaborate, reach across the silos, respect the cultures and contributions of disparate fields and productively integrate knowledge.

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To succeed in today’s stagnant economy and complex world, graduates must be able to work collaboratively in cross-disciplinary groups.

The DEC curriculum, launching in fall 2011, will provide students with common experiences, shared language and knowledge to enhance their disciplines. The curriculum creates opportunities for students to work together and develop a unique set of tools to achieve innovation both within and beyond their major areas of study.

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Once upon a time, flight attendants — then primarily “stewardesses” — fit a certain stereotype: pretty, shapely young women who wore skimpy uniforms and flirted with male passengers — an image brought to life in the popular 1960s book “Coffee, Tea or Me?” Yet, it is through the changing role of male flight attendants — starting with the onset of commercial flying in the mid-1920s — that one can find historical context for some of the most important issues of the 20th century, relating to labor, health, discrimination and gay rights.

Phil Tiemeyer, Ph.D., assistant professor of history, recently completed a year working on a prestigious Guggenheim Fellowship at the Smithsonian National Air and Space Museum in Washington, D.C., finishing a book on the history of male flight attendants.

It’s an issue that first interested him as a graduate student at the University of Texas at Austin and that became the basis of his doctoral thesis, titled “Manhood Up In the Air.”

“The topic found me,” Tiemeyer says. “I wanted to write about something involving gays and lesbians in the modern globalized economy, and the more I thought about it, I realized the airplane holds our world together.”

It’s a topic that won over the Guggenheim selection committee. Dominick Pisano, Ph.D., curator of the Air and Space Museum’s aeronautics division, says Tiemeyer presented “a unique proposal” in his fellowship application on issues that hadn’t been dealt with before: male flight attendants, discrimination and AIDS.

In the past, aviation history was looked at more in terms of the machines and technology, says Pisano, co-author of books on flight icons Charles Lindbergh and Chuck Yeager. “Phil is using airplanes and aviation to talk about how the culture changes: it’s the story of the people behind the machines, the social and cultural history.”

The National Air and Space Museum houses thousands of the most important relics of a century of human flight, including the 1903 Flyer plane the Wright brothers famously flew at Kitty Hawk, N.C., the Apollo 11 command module Columbia and a piece of the moon — a lunar rock that visitors can touch. As a fellow, Tiemeyer had access to the vast resources of the museum’s collections, archival information and scholars.

Surrounded by the Smithsonian’s treasure trove on a picture-perfect late spring day, Tiemeyer points out a display of uniforms worn by flight attendants through the decades, and talks about what they signify in terms of social and cultural change. For men, the sexy, tight-fitting bell hop-style uniforms of the 1930s — coming off the socially progressive “roaring ’20s” — indicate the society was accepting of men dressed in somewhat unmasculine outfits. Tiemeyer says. Homophobia had not yet become a major societal issue and, during the Depression, any man who could find work was respected.

By the 1950s, however, men were restricted to very confined gender roles, he says, and uniforms were inspired by the military and other “manly” pursuits such as business and exploration. “This speaks volumes about the conformity of society at the time and the fear that men who didn’t conform to these many norms were somehow a threat,” Tiemeyer says. “Gay men particularly were singled out as threats, in the rhetoric of politicians like Sen. Joseph McCarthy, and by psychologists, pastors and law enforcement officials.”

The airborne workplace reflected these fears. At the dawn of the age of commercial flight in the 1920s, the first flight attendants were male, Tiemeyer says. By the late 1930s, however, the profession increasingly had become female, becoming more so during World War II, when many able-bodied men were at war. By the mid-1950s, virtually all major airlines had stopped hiring men, and by 1966 only four percent of flight attendants were male. Thus, men were largely shut out of a unionized career that offered good wages.

It took a landmark 1971 civil rights court ruling — in a sex discrimination lawsuit brought by a “straight trucker” named Celio Diaz — to open the field up once again to men, Tiemeyer says. The lawsuit, Celio Diaz Jr. v. Pan American Airways, invoked the 1964 Civil Rights Act to charge that Pan Am discriminated on the basis of gender through its policy of hiring only female flight attendants.

Guggenheim Fellow Phil Tiemeyer, Ph.D., assistant professor of history at Philadelphia University, recently spent a year at the Smithsonian National Air and Space Museum in Washington, D.C., finishing a book on the history of male flight attendants.
During the trial, a witness for Pan Am testified that hiring “aunties” men to do a women’s job — serving drinks, handing out blankets and pillows — would make their male customers uncomfortable. Although Diaz didn’t end up becoming a flight attendant, after the ruling the first men since the 1950s were newly hired as flight attendants. And during the 1970s, gay men — most of them single, childless and free to travel — pursued this career in increasing numbers. Tiemeyer says. At the time, about 70 percent of male flight attendants were gay, according to estimates of those working in aviation. Following the Stonewall riots for gay rights in 1969, the 1970s were a pivotal time in gay history, when many people came out of the closet, but employment discrimination was rampant in many fields, he says. Meanwhile, the flight attendant lifestyle — with odd schedules and periods of time away from home — was attractive to gay men.

“In the ’70s, these were very good jobs with health insurance, a pension, travel and vacation benefits, a lot of time off, and you didn’t need a college education to have a good middle-class life,” Tiemeyer says.

During this time, female flight attendants were becoming more sexualized, often dressed in skimpy outfits, including hot pants and go-go boots. An infamous Braniff Airways commercial known as the “Air Strip” featured an airline hostess seductively stripping off parts off her Emilio Pucci designer uniform.

For women, it was “one of the most grotesquely discriminatory careers in American history,” Tiemeyer says. “You had to be white, female, young, with specific height and weight requirements, and you couldn’t be married, divorced or have children.”

The “friendly skies” became less friendly to gays in the early 1980s, as fears of a new deadly virus, later identified as AIDS, gripped the country. At that time, AIDS was widely considered a “gay disease,” as it first took root throughout the gay community. Adding to the concerns, Tiemeyer says, was a “nasty myth” that a flight attendant — the so-called Patient Zero — brought AIDS to America, which helped fuel the anti-gay sentiment of the time.

In 1983, flight attendant Gary Traynor, who had been diagnosed with AIDS and was grounded by United Airlines, won an important labor arbitration ruling requiring his right to work.

“Once armed with the knowledge that one person’s condition might be the result of dangerous, sexual behavior of others, people were able to get a nervous system to work to inform the general public,” Tiemeyer says. “The flight attendants who were heterosexual were unixified; they would lose their jobs, and we would lose our jobs.”

Traynor died of AIDS complications a few years later. Although backlash over the fear of AIDS was just one factor, by the 1980s the heyday of being a flight attendant — and probably of flying, in general — was over. The government deregulated the airline industry, resulting in lower fares but less operating capital, the airlines broke the labor unions and began to range on benefits such as pensions, wages fell precipitously and, since the 9/11 terrorist attacks in 2001, numerous airlines have gone bankrupt. “Being a flight attendant is no longer a pathway to the middle class,” Tiemeyer says.

Back on campus this semester, where he is working on final revisions of the book, Tiemeyer is teaching courses on global politics and recent history. For Tiemeyer, the history and role of flight attendants dovetail with the overarching issues of civil rights and discrimination — whether it’s based on race, sex, sexuality or disability. “Work places,” he says, “have been essential in changing the course of history.”

Visionary Entrepreneur and Philanthropist Develops Eye Glasses to Benefit Third World

Maurice Kanbar ’52, M’03 innovates a unique solution to improve eyesight for impoverished.

World-renowned as an inventor, entrepreneur, movie producer, investor and philanthropist, Maurice Kanbar ’52, ‘03 identifies a problem and then works to solve it. He advises students to “look at everything around them and ask ‘how can I make it better?’” This is true of his inventions and of his efforts to address world problems. Kanbar stresses a philosophy he grew up with: “If you have more on your plate than you can eat, find someone who’s hungry.”

A perfect example is his newest invention: eyeglasses designed with multiple, replaceable lenses with a range of diopters (levels of correction) that can be easily and cheaply given to people in Third World countries. At a cost of $.85 cents per pair to produce, these glasses will change the lives of children struggling to learn and of people whose lives will be improved if they have better vision,” he noted.

The glasses come in two frame sizes — child and adult — and in more than 10 lens strengths. They are made of plastic polycarbonate and designed to be extremely durable. “We are tweaking the design right now for the mold to be sure that replacement lenses pop in easily and stay in once secured in the frame,” Kanbar offered. He has committed to 25,000 pairs as a first donation to people in Asia, where many live on $1 per day and would never be able to afford glasses. He notes that other donors are now coming forward to commit to the project.

Kanbar has detailed his process for problem solving in his 2001 book, Secrets from an Inventor’s Notebook (required reading for PhilaU industrial design students), released through Penguin in paperback and now available on Kindle. His method can be seen in his best-known inventions, such as the D-Fuzz-It sweater comb, the movie multiplex (“quad cinema,” 1972 in Manhattan) and SKYY Vodka. Still as busy as ever, he has launched a new brand of vodka called “Blue Angel” that is now available in some stores around the country.

Of all his endeavors, however, he is most proud of his philanthropic efforts. As a major donor to Philadelphia University, his gift was instrumental to the construction of The Kanbar Campus Center, the campus hub that bears his name. He has helped fund the Kanbar Cardiac Center at the California Pacific Medical Center, the Kanbar Hall Theatre at the Jewish Community Center and many other organizations in San Francisco, where he has his primary residence.
The event featured alumni speakers and representatives from admissions offices, local professionals in the medical field, and successful graduates sharing insights, advice and tools to prepare them for the future.

**ALPHA LAMBDA DELTA CHAPTER INSTALLATION AND INDUCTION CEREMONY**

One hundred and forty students were inducted into the Alpha Lambda Delta honors society at the chapter installation and induction ceremony on Oct. 2. The ceremony marked the beginning of the national honorary society at Philadelphia University. The mission of Alpha Lambda Delta is to encourage superior academic achievement, promote intelligent living and a high standard of learning, and to assist students in recognizing and developing meaningful goals in society.

**INNOVATION SUBJECT OF DESIGN, ENGINEERING AND COMMERCE SERIES**

As part of the development of a unique College of Design, Engineering and Commerce, world-class innovation experts are visiting campus to participate in discussions around the issues of innovation. Fall 2010 presenters include Ryan Armbruster, senior vice president of innovation at Unilever Health; Mark Schaar, senior vice president and chief marketing officer at Intel; Natalie Hanson, director of global business operations and corporate anthropologist at SAP; and Harry West, CEO of Continuum, Inc. Leading innovation authorities who visited the campus during the spring 2010 semester included Helen Stringer, director of global gossm products at Procter and Gamble/Gillette; and Saul Kaplan, founder and chief catalyst of the Business Innovation Factory, who talked with faculty, staff and students about his experiences in managing interdisciplinary teams and the need for integrated education, specifically in the fields of business, design and engineering.

**SENIOR WINS AT "PROJECT OR"**

Fashion design senior Kallynn Doherty ’11 was named the winner of the People’s Choice Award and first runner-up at the 2010 Summer Market “Project OR,” a 48-hour concept-to-prototype, student-design competition meant to inspire innovative sustainable outdoor fashion, at the Outdoor Retailer trade show in Salt Lake City, Utah. From Aug. 3 to 6, Doherty’s insulated-outerwear jacket, “Easy Rider,” reflected the design brief’s charge to create a fashionable, yet functional, cruiser cycling jacket that could easily transition from day to night.

**DESIGN STUDENTS SHOW THEIR WORK TO EMPLOYERS AT DESIGN EXPO**

More than 200 design students — including senior and junior design students, fourth- and fifth-year architecture students, and graduate students — seeking post-college jobs and internships, had an opportunity to show their portfolio and best work to numerous firms at the seventh annual Design Expo, held April 1. Students from all design-related disciplines signed up for 15-minute interview slots scheduled back-to-back during the afternoon. Many of the employers in attendance have employed PhilaU students for internships during the spring 2010 semester and coauthored with Jeffrey A. Timmons and Jose Brazilian edition of President’s Book.

**PHILA U CELEBRATES ENGINEERS WEEK WITH EXCITING COMPETITIONS**

Engineering students celebrated National Engineers Week with two exciting competitions on April 6. Two competitions, the Build-a-Boat and “Duct Tape ‘Em to the Wall,” put students’ engineering skills to the test. The Institute of Industrial Engineers PhilaU Student Chapter coordinated the week’s events to increase excitement and education around engineering at PhilaU.

**PHILA U CELEBRATES ENGINEERS WEEK WITH EXCITING COMPETITIONS**

The new Center for Sustainability, Energy Efficiency and Design (SEED), a more than 14,000-square-foot, grey-to-green renovated space, opened for the start of the fall 2010 semester. The Center is home to the School of Architecture graduate programs in Sustainable Design and Construction Management. Future architecture graduate programs in Interior Architecture, launching fall 2011, and Real Estate Development, will also be housed in the SEED Center.

The SEED Center features studio space, smart classrooms, fabrication facilities, a CAD lab, seminar space and faculty offices. The building also features an interactive, energy-monitoring screen that provides real-time information on the building’s energy usage and carbon footprint.

The state-of-the-art building, formerly the Hughes facility, was redesigned to achieve Leadership in Energy & Environmental Design (LEED) certification, and is likely to achieve LEED Silver status. Sustainability features in the space include materials that provide light by day, automated lighting controls with daylight harvesting, numerous functional system energy-efficiency features and low VOC finishes. In addition, the roof system is structured to support a future photovoltaic array for on-site energy generation.
to name a few — all while affirming the iHome and identifying “app-enhanced” performance; or reducing part counts; investigating new uses in India.

SUPPORT FOR PHILAU’S LEH Research REACHES $9 MILLION
As a worldwide leader in the advancement of textile research and engineering, Philadelphia University’s Laboratory for Engineered Human Protection (LEHP) conducts critical research related to comfort, wearability and performance of advanced textile and apparel systems for military personnel. Working with the U.S. Army Natick Soldier Center, researchers at LEHP are creating garments to protect American servicemen and women against battlefield hazards, such as chemical and biological exposure. Infallible K. 09, a line of products received by the U.S. Department of Defense in June, LEHP has received more than $9 million in funding since 2004.

MBA STUDENTS STUDY BUSINESS IN INDIA
MBA students took international business study to the next level when they traveled to India for a week in March as part of the School of Business MBA business trip. Fifty-one MBA students in the international business course worked throughout the academic year in collaborative, virtual teams with students in India and the University of Birmingham in the United Kingdom. The MBA students worked on projects involving three international companies: Reliance Retail, a regional retailer; Coal India, a coal company; and Wipro, an IT services company. The students were tasked with preparing a strategic plan for the companies based on the information researched within the project.

2010 SCHULRYKILL ACTION NETWORK SCHOLARSHIP AWARD
PhilaU received the 2010 Schulykill Action Scho- larship Award May 3 for its efforts by University faculty and students to slow storm-water runoff through tree planting and various other projects. PhilaU faculty and students have worked with the East Falls Tree Tenders, the tree-planting group of Philadelphia, the Philadelphia Water Department, the Pennsylvania Horticultural Society and local businesses to prevent storm-water runoff and improve areas of quality. Community service and experiential learning projects have helped students to learn the value of trees and their role in helping slow storm-water runoff, reducing flooding in urban areas.

SYMPOSIUM ON IMMIGRATION LAW AND POLICY: A highlight of the Phi Alpha National Hispanic/Latino Heritage Month celebration was a Sym- posium on Immigration Law and Policy on Sept. 22. The event, sponsored by the B.S. in Law and Society Program and the Office of Student De- velopment Programs, featured student-research presentations on issues related to the immigration bill and immigration reform. Speakers included Stu Byokosky, a columnist for the Philadelphia Daily News, and Robert Moore, Ph.D., assistant professor in the Department of Sociology at St. Joseph’s University, who addressed issues related to the state of Arizona’s immigration bill, along with immigration issues in general.

STUDENT DESIGNS HIT THE PHILADELPHIA FASHION WEEK RUNWAY
The work of fashion design students shared the runway with some of the biggest names in Philadelphia fashion at the Philadelphia Fashion Week, Oct. 6 to 8. The Phi LAU designs were first featured at the annual Fashion Show. The Fashion Industries Association (FIA) produced the show.

FASHION MERCHANDISING STUDENTS PARTICIPATE IN FASHION NIGHT OUT
Nearly 100 fashion merchandising students presented research on merchandising and merchandise buying courses at the Fashion’s Night Out event at the Pruss Center Mall Sept. 10. The worldwide event, sponsored by Vogue magazine, was designed to be a boost to the fashion industry during these recessionary times. The students’ work showed how fashion has impacted culture, politics, business and the fashion industry itself throughout various de- cades.

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WEST PHILADELPHIA GREEN TRAIL PROJECT LAUNCH
Spearheaded by the American Cities Foundation (ACF), planning for a new project that would pro- mote green space, jobs and businesses in West Philadelphia got underway Sept. 21. Claudia Philip- lps, Ph.D., ASLA, director of the landscape architec- ture program, and Bob Fluming, LEED AP, associate professor of architecture and founding director of the graduate program in sustainable design, were hired under the grant to develop the conceptual master plan. Three Phi LAU students, in landscape architecture and sustainable de- sign, also are working on the project.

The Park West Green Trail project calls for a “greenway” trail connecting three West Phila- delphia neighborhoods that border Fairmount Park: Cathedral Park, Carol Park and Rockwood. The project also would promote green building practices and green infrastructure development in community planning, and create new opportunities for green jobs.

UNIVERSITY TO OPEN NEW RESIDENCES AT FALLS CENTER
The Philadelphia University Residences at Falls Center will house more than 370 PhilaU students in newly renovated, multi-purpose site less than a mile from campus, located at 3300 Henry Avenue. The modern, fully furnished apartments will include 52 living units with two-bedroom, two-bath units with dishwashers, living rooms, bedrooms, and private bathrooms. Amenities will include lounges, and community spaces and community building programs. The project also will promote green building and sustainable design, offering a variety of services and support to students.

UNIVERSITY CONVOCATION USHERS IN NEW ACADEMIC YEAR
Philadelphia University welcomed more than 700 freshmen and their families at the Universi- ty’s annual Convocation on Aug. 19 in The Galle- ger Athletic, Recreation and Convocation Cen- ter. Eileen McPartland ’86, chief operating officer of AlloScritos®, addressed the audience of stu- dents and their families, encouraging students to develop and build their personal frameworks to support their future careers and aspirations. A highlight of the ceremony was the present- ation of the Centennial Medal Award to three high school teachers: Gina Keating (front left) of Dallas Senior High School, Dallas, Pa., nomi- nated by student, Taril Douglas (back left); Gary Colucci (front, second from left) of Mor- ris County School of Technology, Mine Hill, N.J., nominated by student, Dino DeSantis (back middle and right); and Judy Davis (front, second from right) of Cumberland Chris- tian School, Vineland, N.J., nominated by stu- dent, David Atkinson (front right).

MBA STUDENTS LEARN REAL-WORLD, EXECUTIVE SKILLS AT LEADERSHIP SERIES
President and Chief Operating Officer Michael Reas- son kicked off the fall 2010 MBA Leadership Luncheon Series, designed to provide one-year MBA students with real-world learning expe- riences from successful business leaders in the Philadelphia region. The fall series also includes visits to First Niagara Financial Group; Beagle Pharmacy; and the Philadelphia Eagles. The spring 2010 lectures series included William Whitmore ’82, chairman, president and CEO of AlfredBarton Security Services and a member of the Philadelphia University Board of Trustees; Cynthia Wollman ’92, vice president of busi- ness development and sustainability lead at CRW Graphics; Brian Zwaan, president and COO of Penn Liberty Bank; and Thomas Kahoe, presi- dent of Yards Brewing Company. The spring 2010 lectures series included William Whitmore ’82, chairman, president and CEO of AlfredBarton Security Services and a member of the Philadelphia University Board of Trustees; a panel of young MBA alumni: Natalie Conner, vice president and marketing manager of the Beasley Broadcast Group; and Frank Ashmore ’98, senior vice president for real estate land- ing at Continental Bank.

TRUSTEE WENDY BEECHESTON APPOINTED CHAIR OF TRUSTEES PROFESSIONALIZATION COMMUNICATIONS
Governer Edward Rendell recently announced the confirmation of Wendy Beetles tonic, share- house partner, as chief communications of- ficer and member of the Philadelphia University Board of Trustees, by the Pennsylvania Senate to the State Board of Education. Beetles is a seasoned attorney with more than 17 years experience in public and private sector education law and liti-
How did you become the designer of one of Nike’s newest shoes? I was hired at Nike in 2008 to design shoes for Nike Sportswear with a focus on the Japanese market and global boutiques.

How does it feel to be the designer of what many people think will be a Nike mainstay? It is a great feeling to design shoes and see your product worn in the marketplace around the world.

While designing the shoe, were there other designers you collaborated with throughout the process (such as textile, fashion, graphic designers, etc.)? At Nike, everything is a collaborative process, from working with the design directors, to marketing, to color design, to materials design, to graphic design; everything is a team effort and a lot of different people take part to get the product from the first idea to the marketplace.

What is the significance of the name Aina? The name AINA means “love” (AI) and “greens” (NA) in Japanese and means “land” or “earth” in Hawaiian. We heard about the name because Aina is the name of my coworker Masaki’s daughter, and it fits the shoe perfectly.

What makes the Aina shoe unique? The Nike Aina has a nautical look while also being very crafted with its natural aesthetic and woven pattern. The shoe uses a lot of Nike DNA with its Blazer sole that has been used in basketball and skate for decades, but is more of a casual take on a shoe with minimal branding. It is a more sophisticated sneaker that can be worn anywhere.

What was your inspiration in creating the Aina shoe? It is always great to see the shoe pop up on blogs and to see it on the streets. When we were still developing it, a sample leaked and it ended up on Kanye West’s blog. He just said “REALLY GOOD!” That was pretty memorable.

What was your inspiration in creating the Aina shoe? The Nike Aina embodies the love of the earth, and enjoying your time at sea. We really wanted to create a shoe that was lightweight, casual and very breathable. That is why we utilized the breathable, woven quarter panel.

What is the typical process you go through to create your designs and products? Did you have to change your process at all or do anything unique while designing the Aina shoe? Whenever designing a new product the first question is always how to make it better, from comfort to functionality. The style of the shoe is a reflection of the overall process.

If there was one person you would like to see wearing the Nike Aina shoe, who would it be and why? The consumer for the Aina is someone who wants a clean wearable shoe and is also used to the great comfort that Nike offers. We just want to make a great product that we want to wear and our friends want to wear, and is entrenched in Nike DNA. At the end of the day, the Aina is just that.

What has been the most memorable reaction you’ve received from people who wear the shoe? It is always great to see the shoe pop up on blogs and to see it on the streets. When we were still developing it, a sample leaked and it ended up on Kanye West’s blog. He just said “REALLY GOOD!” That was pretty memorable.

What made you want to be a designer? What did you decide on a career in industrial design? I have always been into art and was drawing as a kid. I went to college for architecture and found my way into industrial design after three semesters. I always loved industrial design, but I didn’t know it existed. It had way more freedom and possibilities than architecture did for me.

What other design projects have you completed/been assigned to since you’ve been out of college? I am working on 2012 products now, and there are some exciting things that will be out in the market and global boutiques.

What’s next for you? I am working on 2012 products now, and there are some exciting things that will be out in the future. More important than anything else, hard work and networking are the best traits you can have. And it doesn’t take any talent to do either well.

What activities were you involved in while at PhilaU? Besides the regular list of standard college experiences, I played on the baseball team for four years. It was a great experience and led to many great friendships.

What do you remember most from college? College was all about self-exploration for me. I went to Melbourne, Australia, for six months on a study-abroad semester, which was one of the best experiences I ever had. I truly feel every student should have to go abroad for a bit to get a grasp on how different the world is, but also how small it is now with travel and communication.

Did you have a professor who helped you develop as a designer? All my professors were great, including Götz Unnascher, Josh Owen, Tod Corlett and Mike Leonard, but the great Hy Zielkowitz made the largest impression on me and got me thinking on a more advanced level. I still stay in contact with Hy and the rest of the faculty to this day. Hy is someone I will call and catch up with over a beer when I’m in town. It is great to have amazing mentors who shape your life, and then become peers with them over time.

What advice would you give aspiring designers? Hustle, travel, draw, build, live, network, take risks, reach out and invert.

What do you think future trends are in the design industry? The future trends of design include creating things that fall in two buckets, super affordable and clean with minimal design, and also creating beautifully crafted products that last a lifetime and age beautifully.

What’s next for you? I am working on 2012 products now, and there are some exciting things that will be out in the future. Personally, I am getting married in November. Besides all of that, I will be working on creative projects.

Q&A WITH NIKE SHOE DESIGNER NATHAN VANHOOK ‘03

Since graduating from Philadelphia University with a degree in industrial design, Nathan Vanhook's passion for creating art and design, as well as change, has taken him on a career path from student to teacher, designer, artist and mentor. Vanhook is currently a shoe designer for Nike and he latest design, the Nike Aina Chukka, hit stores spring 2010.
ANUSUA DATTA, Ph.D.  Associate Professor of Economics
A Philadelphia University professor since 2000, Anusua Datta’s research interests are a fascinating study of issues impacting the country and affecting every strata of society. With particular interest in international economics, industrial organization, and health care and public policy, recent research includes, “NAFTA and the Realignment of Textile and Apparel Trade: Trade Creation or Trade Diversion?”, which investigated the changing pattern of U.S. textile trade. She is currently studying the effects of quota removal on sourcing decisions of U.S. firms.
She has researched health care and government policy and asked: How much has the increase in the cost of prescription drugs caused increases in health care costs? What is the impact of rising obesity rates on health care expenditures? How does the children’s health insurance program (CHIP) affect Medicaid?

EILEEN McPARTLAND ’86
Business Administration
For Eileen McPartland, chief operating officer of Allscripts®, delivering the keynote address at the 2010 Convocation ceremony was a personal homecoming of sorts. A non-traditional student who pursued her B.S. in Finance for 13 years while working full-time, raising two children and commuting from New Jersey, McPartland credited her experiences as a student with shaping her personal and professional framework for success. “You learn discipline when you get up at 4 a.m. to study before getting the kids off to school,” she said.

Having a personal framework is both a personal and professional theme in McPartland’s life. In her Convocation address, she spoke in depth about her “Five Pillars of a Personal Framework”—writing and listening; thinking globally; innovating and leading; living by your personal value system; and developing your emotional intelligence.

McPartland’s career reflects growth through initiative and self-awareness. “I know what I am good at and I know what skills I look for in my management team.” As CDO of Allscripts®, one of the nation’s largest providers of health care information technology—including software, services, information and connectivity solutions—she is responsible for 4,000 employees and $1 billion in revenue.

As an executive in a high-tech industry, McPartland has a frontline’s concern for the fact that students in the United States are falling behind their counterparts in other countries in math and science achievement. Not one to stand on the sidelines, she is currently working with a foundation that is continued on page 31

NATE MYERS ’11
Graphic Design Communication
Nate Myers, a senior from Moorestown, N.J., stresses the importance for students to gain real-world, industry experience during college. Throughout his internship at Urban Outfitters, Inc., Myers applied the design skills he learned in the foundations and graphic design curriculum courses to numerous assignments at the Philadelphia-based company.

As part of his internship, Myers assisted the design team and developed several apparel graphics for various brands within the company, including Kimchi Blue, BDG, Cooperative, Ecko and Silence + Noise. “Before my internship, I never thought about working in the textile industry with a graphic design background,” he reflected. “That is why it is important to gain industry experience through internships. It helps students see the various career options that are available.”

Various curricular and co-curricular experiences at Philadelphia University also enhanced Myers’ teamwork skills and collaboration abilities, tools that are crucial to career success. “The collaborative process, as well as the application of design thinking, is necessary in order to develop products that add value for customers,” he noted.

Myers is utilizing his internship experience this semester as part of the VQC-sponsored collaboration, where fashion design, fashion industry management, fashion merchandising and graphic design communication students are developing clothing lines, branding and packaging. “It’s important to be able to work collaboratively with other designers and people from other disciplines,” he said. “As a designer, you need to work well with others.”

continued on page 31

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Acclaimed fashion designer and couturier William Calvert ’91, along with his business partner Melanie Fraser Hart, launched his latest collection, Callula Lillibelle spring 2011.

The look for this collection, according to the Callula Lillibelle website, “was formed with the overriding concept of television’s popular Madmen meets: 2010/2011.” Calvert is constantly inspired by stars of the past such as Marilyn Monroe, Jayne Mansfield, Tippi Hedren and Betty Paige.

“The ultra-cool designs could go from the office to the streets, making this collection perfect for the young, working girl,” noted the Jumping Anaconda blog. “And the pieces are so versatile within the collection, the mix-and-match possibilities are endless.”

“We are thrilled to see William continue to succeed as a leading fashion designer,” said Clara Henry, director of the fashion design program. “As an alumnus, Calvert’s talent, acumen and success are a testament to the skill and leadership our graduates bring to the fashion industry. His brilliant work has made a substantial mark.”

A veteran of the fashion world, Calvert created a couture empire in 1998, and has evolved his brand into a haute couture house. Previously launching his own label, Calvert worked for Balenciaga, Pierre Balmain and Rochas.

He also developed collections for Diane Von Furstenberg and consulted for Perry Ellis Women’s Coats. In 1999, he was selected for the first Moet and Chandon Designer Debut; and, during the same year, received the Rising Star Award from Fashion Group International. For more on the spring 2011 collection, visit http://callulalillibelle.com/
Herb Magee: The Winningest Coach in the NCAA


Of all the many titles held by Philadelphia University Men’s Basketball Coach Herb Magee ’63, his most recent may be the most prestigious to date: the #1 NCAA men’s basketball coach.

The local and national media hailed Philadelphia University on Feb. 23 as Coach Magee notched his 903rd career coaching win, passing Bobby Knight’s record. With a capacity crowd on its feet cheering on the 76-65 win over Goldey-Beacom College, Magee achieved more NCAA wins than any other college men’s basketball coach in history in all divisions. He ended the season with 907 wins and led his team to the NCAA Division II Sweet 16.


During his illustrious career, he has thus far taken the Rams to the NCAA Tournament 24 times and coached the Rams to a National Championship in 1970. Magee received the Liberty Bell Award from Philadelphia Mayor Michael Nutter, and was honored by U.S. Congressman Chaka Fattah, the Sixers and the Phillies for this outstanding achievement.

Renowned as a coach, player and “shot doc” to NBA stars, he remains at the top of his game and respected throughout the basketball world as perhaps the greatest shooting coach of all time. Just ask Charles Barkley, Malik Rose, Sebastian Telfair and Jameer Nelson, among those who have sought out the “shot doc” to improve their jump shots.

Coach Magee celebrated 50 years as a player and coach at Philadelphia University during the 2009-10 season. As year 51 gets underway, Magee and the Rams are once again poised for a winning season.
Fullbright student Malcolm Ingram ’10, an international business major from Philadelphia University’s men’s basketball team, will study for nine months in Buenos Aires, Argentina, for his work entitled, “Globalization’s Effects on Intellectual Property,” under the expertise and direction of School of Design and Engineering Assistant Dean Mark A. Sunderland ’84, A’06, including Nancy Howard, Ph.D., professor of textile chemistry, and students Christopher Anderson ’10 and Michael McKethan ’10, who collaborated with Hanesbrands, Inc. (“Champion”)/Duofold® and selected industry experts to develop new, technologically advanced apparel and innovative gear worn by Clark and his group for their Mount Everest expedition this past May. “The champion hat,” developed by Sunderland and manufactured at ARTEX Knitting Mill in Weaverville, N.C., is a combination of extreme performance, comfort and design. The outside layer — incorporating the knitted-in Champion logo and script — features a knitting technique that allows for maximum stretch, recovery and comfort, and enhances moisture-management properties including cooling and warmth. Several performance challenges confronted the team, including the extreme weather conditions and dynamic temperature changes. “We had to design two hats to accommodate two sets of extreme conditions,” Sunderland noted. The first hat — for the lower-base camps at 17,000 feet and 20 degrees Fahrenheit — was designed to withstand warmer temperatures. Made from micro-denier polyester and nylon, the hat actively releases heat and quickly manages moisture by wicking it to the outer shell, maximizing comfort during physical exertion at warmer temperatures. The second hat — for the upper-base camps and then onto the summit at 29,000 feet and negative 45 degrees Fahrenheit with a wind chill of negative 15 degrees — was designed to block wind and move moisture quickly and blocks the wind to keep climbers warm. “The design team made the inner layer from a micro-porous substrate, sandwiched between micro-polyester fleece fabrics, to block wind and move moisture away from the area of the head,” explained In- gram regarding his research focus. “This is a big problem due to the large black market in pharmaceuticals. I will be in touch with politicians, lawyers and market-research firms in Argentina during my time there to gain more insight into this issue.” A student-athlete, Ingram was a leader on campus both in the classroom and on the basketball court as a four-year starter for the men’s basketball team. Among his collegiate accolades, he was named an NCAA Division II Conference Commissioners Association Scholar-Athlete of the Year for the first time during the 2009-10 season. During his senior season, Ingram helped lead the team to the NCAA Division II Sweet 16. Among his many accomplishments at Philadelphia University, Ingram was named to Daktronics NCAA Division II Men’s Basketball East All-Region Second Team his senior and junior years. Central Athletic Collegiate Conference 2009 Winter “All-Academic Team,” DII Bulletin All-American and the Sporting News “Presession All-Americans” all prior to the start of the 2009-10 season. Fulbright Student Scholar Malcolm Ingram ’10. Fulbright Scholar in Argentina

Fulbright Scholar in Argentina

Fulbright Scholar in Argentina

RELIEF FOR HAITI

Following the catastrophic earthquake in Haiti on Jan. 12, Philadelphia University’s humanitarian spirit shone bright. Along with awareness and fundraising events on campus, three midwifery faculty members and Schendy Kernizan ’08, an architecture major, used their expertise to care for the Haitian people and help rebuild the small, impoverished country. Midwifery faculty members Cindy Farley, Ph.D., associate program director and coordinator of graduate studies at Philadelphia University’s Midwifery Institute; Tanya Tringali, academic mentor and admissions assistant; and Liane Miller, midwife tutor, traveled to Haiti from March 27 to April 3 to provide care for pregnant women and others, and were among the first midwives to volunteer in Haiti with the non-profit, humanitarian organization Midwives for Haiti following the massive earthquake.

Setting up a temporary clinic from scratch, the midwives saw hundreds of pregnant women and others with gynecological complaints during the week, Farley said. The midwives brought with them various supplies and instruments as they could. They worked in the demolished capital city of Port-au-Prince and at a rural location on the coast, in conjunction with a larger medical group that treated more than 200 patients a day. Midwives for Haiti was established before the earthquake to help combat the high infant mortality rate in Haiti. One of the group’s main goals is to expand the health infrastructure of the country by educating and training health providers in Haiti. Now with money and volunteers in the country, Farley said Midwives for Haiti is working toward its longer-term goal of building a birth center in Cite Soleil, a slum just outside the capital of Port-au-Prince, and to educate and train women’s health care providers. The PhilaU group raised $15,000 to help accomplish this.

Born in the United States and raised in Haiti, Kernizan returned to Haiti following graduation. He has been working as a design fellow with Architecture for Humanity (http://architectureforhumanity.org) since April 2010 in Port-au-Prince and the immediate areas surrounding the capital. Kernizan and his colleagues’ focus on the ground is to build and repair schools affected by the earthquake. One of the projects he is working on is to build a school for 1,200 students, with financial support from Students Rebuild (www.studentsrebuild.org). “The most important thing I think people should know is that help is still needed,” he noted. “The rebuilding of Haiti is not going to happen overnight. Even though it has been shown in the media that things are moving slowly on the ground, a lot of work is needed to rebuild.” Kernizan’s parents, and 17-year-old brother were living in Haiti when the earthquake hit, leaving their house still standing but structurally unsafe to live in. “My parents are currently liv- ing in a building in a wooden-built structure. They are adapting to the new living conditions, but are very grateful that they have a roof over their heads,” he added. Top: Schendy Kernizan ’08 assesses a site for a platform built for a women’s clinic in Haiti. Middle: Kernizan talks to kids on a site visit about what they want to be when they grow up. Bottom: Midwifery faculty Cindy Farley (far left), Liane Miller (center), and Tanya Tringali (far right) with their Haitian interpreters.
University’s Mission, Vision and Strategic Plan Serve as Blueprint for New, Innovative Academic Programs

Philadelphia University is developing the model for professional education in the 21st century. To fulfill that vision, the University continues to introduce new and innovative academic programs designed to prepare students to be leaders in their professions in the dynamic, 21st-century work environment.

M.S. IN INDUSTRIAL DESIGN — This program, beginning fall 2011, will provide an intensive, interdisciplinary focus to industrial designers and those seeking to become industrial designers. This graduate degree will capitalize on design’s increasing importance to business, while keeping focus on its significance as a culturally connected discipline that impacts everyday life.

M.S. IN INTERIOR ARCHITECTURE — Students entering the new graduate Interior Architecture Program will gain advanced knowledge and skills necessary to become highly sophisticated practitioners with specializations in all areas of the profession including residential, commercial, corporate, health care, hospitality and education. Beginning fall 2011, the graduate program represents a fertile area for creativity and opportunity for those who are interested in the design of real and virtual interior environments.

GRADUATE CERTIFICATE IN SUSTAINABLE PRACTICES — This online graduate certificate, which begins January 2011, will be geared toward working professionals seeking to build their knowledge base and credentials in the field of sustainable design, engineering and construction of the built environment. The program will offer a wide array of critical skills including the LEED® rating system, building information modeling, the basics of energy modeling and life-cycle assessment.

B.S. IN CONSTRUCTION MANAGEMENT — Construction managers play an integral role in the development, construction and maintenance of commercial, residential, institutional and industrial buildings, as well as civil and transportation infrastructure. Beginning fall 2011, the program will provide an education and practical experience that will enable students to manage and accomplish tasks typically required in the fields they teach. Courses in construction, architecture, engineering, business and liberal arts will prepare students to be innovative problem solvers with a deep understanding of the full construction business model.

ACCELERATED A.S. IN OCCUPATIONAL THERAPY ASSISTANT STUDIES — Derived from Philadelphia University’s successful M.S. in Occupational Therapy Program, the new associate degree is aimed specifically at preparing individuals to practice occupational therapy in multiple settings with clients of all ages and in successfully complete the National Board for Certification in Occupational Therapy (NBCOT) examination.

For more on all academic programs, visit www.PhilaU.edu/academics.
PHILADELPHIA UNIVERSITY CELEBRATES 126TH COMMENCEMENT CEREMONY

Graduates walked across the stage at The Mann Center for the Performing Arts May 16 in front of a cheering crowd of family, friends, faculty and staff during the 126th Commencement ceremony.

John Pierce, Ph.D., associate professor of psychology, received the President’s Award for Teaching Excellence. The award and medal are made possible by a gift from the late Charles Rothchild ’23, past president and chair of Hanson Textiles. Jeff Ashley, Ph.D., associate professor of chemistry, received the Lindback Distinguished Teaching Award.

A. U.S. Rep. Chaka Fattah ’50, who traveled from Colorado, gave the Commencement address and received the honorary degree Doctor of Engineering. In his remarks, Fattah stressed that work being conducted by Philadelphia University students, faculty and staff is of the utmost importance to the region, the nation and the greater society.

B. Jillian Ancienc ’10, a business administration major from Philadelphia, addressed the graduates as the student Commencement speaker.

C. Davisha Patel ’10, a graduate of the B.S. in Physician Assistant Studies Program from Tanzania, was the 2010 class valedictorian. She also received the President’s Award for Excellence as an undergraduate student.

A B C

[A] GRAPHIC DESIGN STUDENTS RECOGNIZED WITH PRESTIGIOUS ADOBE® AWARDS

Philadelphia University was one of more than 1,000 colleges and universities worldwide that participated in the 2010 Adobe® Design Achievement Awards design competition, with 2,627 total entries submitted. Graphic design communication alumna Alexandra Binson ’10 and student Stephen Rennekamp ’10 received semifinalist and honorable mention awards, respectively. Binson’s semifinalist award was in the illustration category for her “Everyman’s Library Pocket Poetry Series.” Rennekamp’s honorable mention award was in the packaging category for his beer packaging, “Catty Whompus.”

[B] THREE TEXTILE DESIGN STUDENTS SWEEP INTERNATIONAL STYLESIGHT COMPETITION

Three textile design graduate students were awarded the top three prizes in the international Stylesight Student Print Competition for the spring/summer 2011 season. They were the only winners from the United States. Soo Kyung Joung M’09 won the first-place prize of $1,000. Arpita Kohli M’09 received the second-place award, which includes an internship at the Paris or New York Style office, and Jullanar Abdul-Zahir M’10 was awarded third place.

Stylesight, a global trend forecasting company headquartered in New York, hosted the seasonal prints and graphics competition for students around the world to showcase fresh talent and support emerging artists.

[A] PHILADELPHIA UNIVERSITY STUDENT WINS ACHIEVEMENT AWARD

Joshua Ward ’09, a biochemistry major, was recognized for his outstanding academic achievement in biochemistry by the Philadelphia Chapter of the American Chemistry Society (ACS) at a dinner in the spring. Ward is currently researching a class of toxic chemicals called phthalates and evaluating their concentrations in children’s apparel. He presented his research at the International American Association of Textile Chemists and Colorists conference in Atlanta.

[B] BIOCHEMISTRY STUDENT RECEIVES OUTSTANDING ACHIEVEMENT AWARD

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[D] FASHION DESIGN SENIOR WINS FGI RED CARPET SCHOLARSHIP

Fashion design student Jillian Garvey ’10 won $1,000 at the Fashion Group International (FGI) Red Carpet Scholarship for her ivory gown with exaggerated hips and quilted bodice. Based on 18th-century period films and movies, specifically the film “Barry Lyndon” and the novel “Wuthering Heights,” Garvey created the silk taffeta and mesh-netting gown for her Collection Development II course.

Fellow fashion design students Rachel Wendling ’10 and Bianca Doppietro ’10 also participated in the FGI Scholarship runway show on April 19 at the Chestnut Club in Center City.

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Implementing a Third Dimension to the International Business Experience

Philadelphia University’s MBA Program Offers a Real-World, Collaborative Dimension to Global Business Education

Davinder “D.K.” Malhotra, Ph.D., professor of finance, is the Thomas J. Herzfeld Term Chair. Malhotra has published over 70 research articles and his research has been cited by the Securities and Exchange Commission (SEC) Commission, Investment Company Institute (ICI), Securities Industry Association (SIA), Investor’s Business Daily, The Philadelphia Inquirer and The New York Times. His research has also been cited in congressional testimonies on mutual fund regulation and in major financial papers worldwide. He is included in Who’s Who in America, Who’s Who in Finance and Industry, and Who’s Who in the East. Malhotra received the President’s Outstanding Research Award in 2007.

Today’s business world is being defined by the globalization of markets and companies, the emergence of emerging markets such as China and India, and the pressures on companies to be more environmentally sustainable. In a globalized environment, there is a worldwide trend of economies toward becoming borderless and interconnected—a trend that is limited by their domestic boundaries. Therefore, whenever businesses plan on designing and engineering a new product, they need to keep in mind the opportunities or challenges a borderless world presents.

A real-world dimension was added with an overseas trip requirement of this course to directly expose students to foreign cultures and a variety of industries and representatives of U.S. and non-U.S. businesses with different functional responsibilities within their organizations. Not only would they meet CEOs, they would have the opportunity to discuss business with a company’s accountants, human resource managers, quality assurance and production managers, engineers and designers, marketing teams and others crucial to running the company. In addition, students would meet with government officials, labor leaders and academicians to round out their experience.

The result was that when students exchanged ideas with people of other cultures, they gained a heightened sense of understanding that informed business relationships. Most important, students who participated in the international business trip gained a practical application of classroom discussion and readings. To date, MBA students in the course have visited Beijing, Shanghai, Guangzhou, Shenzhen, Delhi, Mumbai, Bangkok, Singapore, Hong Kong, London, Brussels, Paris, Warsaw, Budapest and Prague.

In fall 2009, the third dimension to graduate business education was added that actively engaged students in conducting international business. Our MBA students are now required to work with MBA students from China and India to develop business plans and find solutions to business problems in these emerging markets. By developing a business plan through familiarity with the fundamentals concepts and theoretical bases of global business, students become adept at applying theory and concepts to real-world international situations and events.

The nature of the project requires students to draw upon their knowledge of all core courses in the MBA: communications/negotiations, sustainability/managing in the 21st century, operations management, information systems, marketing, business law issues and accounting/finance to meet their team’s objectives.

Teams of six—which include MBA students from Philadelphia and a partnering international institution—are arranged so that each team member’s functional role within their company is specified team leader, design liaison, engineering liaison, finance person, international liaison, and production/operations/marketing person. Next, each team is required to identify a product (or service) that they would like to manufacture (or outsource) in China and/or India. The design and engineering aspects of the product are configured here in the United States. Each team develops the business plan to manufacture a product or outsource a service globally. In order to facilitate the real-world implementation of the concept in 2009-10, Philadelphia University students worked with MBA students from Birla Institute of Management and Technology and Apeejay School of Management in New Delhi, India. Those students were the local Indian contact to manufacture the product. This year, we are working with Guangzhou University of Business Studies in China, in addition to Indian institutions.

For MBA students to be successful leaders in global business, it is crucial for them to graduate with a real-world experience such as this. Through this international collaboration, we are providing MBA students with the opportunity to work on a global team to develop new approaches to business challenges here and abroad—a critical “third dimension” to business education in the 21st century.


Textile design students won five of nine Virginia Jackson Design Awards, winning prizes in each category of jacquard, dobby and print. Amanda McGonagle ‘11 won first place and Mary Foley M’12 won honorable mention in the dobby category. Soo Yeun Kim M’10 won first place in the print category. Mary Vail M’10 won second place and Amy Strickland ‘10 won honorable mention in the jacquard category.

For the Virginia Jackson Design Awards, students were given the opportunity to present their designs at the International Textile Market Association’s semi-annual Storvetime fabric show; held June 6 to 9 in High Point, N.C.
Philadelphia University celebrated outstanding leaders of innovation at the inaugural Evening of Innovation on May 8, featuring the Spirit of Innovation Gala and the Annual Fashion Show. The event was presented by Phillips-Van Heusen Corporation, and raised $700,000, with proceeds providing scholarship support for Philadelphia University students. One of the evening’s highlights was a showcase of student and faculty research and collaborative projects focused on innovation. Ten giants of industry were recognized for their leadership and pursuit of innovation. Leader of Innovation Medals — designed by freshman industrial design student Ryan Hanuschak ’13 — were presented to: John D. Couch, vice president for education at Apple, Inc.; Maurice Kanbar ’52, F’03, an inventor, entrepreneur and film producer; and Allen E. Sirkin ’64, president and chief operating officer of Phillips-Van Heusen Corp.

Lifetime Innovation Awards were presented to: Robert Cordaro ’76, chief operating officer, John Varvatos Enterprises, Inc.; Alvin P. Gutman, former chairman, Pressman-Gutman, Inc.; Liong-Kang Kwee ’68, managing director, Pontiac Land Inc.; Robert J. Rechlin ’47 (posthumously), chairman, Zuckeriman Honsickman, Inc.; John L. Stein ’59, founder and president, Stein Sales, Inc.; Andrew J. Vecchione ’72, president, Polartec, LLC; and Vincent M. Wolanin ’69, chairman/CEO, PrivateSky® Aviation Services, Inc. “These friends and alumni are world-class leaders and innovators. Their careers helped inspire our Strategic Plan and motivate our students,” said President Spinelli. “Not only are they accomplished in their chosen fields, but they personify the University’s mission, vision and focus on innovation.”

In addition to presenting sponsor Phillips-Van Heusen, other major sponsors included Peerless Clothing, Fishman and Tobin, Polartec, TJX Foundation, Independence Blue Cross, Lord & Taylor, Macy’s, Zuckeriman Honsickman, Inc., Warnaco, VF Corp. and Versa Capital Management. Additional sponsors included Fox Rothschild LLP, American Development Institute, LLC, Charming Shoppes/Lane Bryant, Federal Mogul, Parkhurst Dining Services, Peter J. Solomon Co., TD Bank, Unifi Manufacturing, Destination Maternity and K&L Gates.

An inspiring “Tribute to Elegance” with vibrant colors, stunning designs and innovative styles strutted down the runway at this year’s Fashion Show May 8. Part of the Evening of Innovation presented by the Phillips-Van Heusen Corporation, the show was held at the majestic Academy of Music. More than 2,200 students and their families, faculty, staff, honored industry executives and designers attended the event, which showcases the best of each year’s fabulous, colorful, creative and innovative student fashion designs.

The show is produced by the Fashion Industries Association, which includes students in fashion design, fashion merchandising and fashion industry management. The stage set was designed by architecture students Don Cowan ’10 and Mike Schultz ’10.

The honorees were presented Innovation Medals at the Gala. Pictured are (left to right) John Couch, Allen Sirkin ’64, Robert Cordaro ’76, Alvin Gutman, Liong-Kang Kwee ’68, Larry Rechlin accepting the award for his late father, Robert Rechlin ’47, John Stein ’59, Andrew Vecchione ’72, and Vince Wolanin ’69. During the cocktail hour, guests viewed a showcase of student and faculty research and collaborative projects focused on innovation.

The Best of Show Award recipient was Jillian Garvey ’10 for her intricately detailed evening gown.

Rachel Wendling ’10, pictured right, won the Best Senior Collection and the Frank Agostino Award for Excellence in Eveningwear.

Meg Dewey ’10, pictured right, won the Neiman Marcus Award for most saleable collection and the Destination Maternity Award for Excellence in Sports-wear Design.

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conjunction with The Mural Arts Program of the city of Philadelphia. The mural was completed spring 2010.

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SCHOOL OF DESIGN AND ENGINEERING
"Funny Faces," FiberArt International 2010. Ex-

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USA Magazine, New York for the Spring 2010
Lecture Series poster, School of Architecture and School of Design and Media, Philadelphia Uni-
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DANIEL HOFFMAN,
SCHOOL OF DESIGN AND ENGINEERING
Awarded a residency for the 2011 International Woodturner’s Program through the Interna-
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MARIBETH KRADEL-WEITZEL,
SCHOOL OF DESIGN AND ENGINEERING
Awarded the 2010 Neographics Best of Category Award for Stationery.

DOLORES PFEIFFER-SCHERER,
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APPLIED RESEARCH:
University Researcher Finds PCB
Contaminants in Fish Oil Supplements

Every day, millions of Americans take fish oil supplements to ward off heart disease, can-
cer and other physical ailments. For years, health experts and researchers have touted the benefits of omega-3 fatty acids found in these supplements.

Now, a study by environmental chemist Jeffrey Ashley, Ph.D., associate professor of chemistry, has found levels of polychlorinated biphenyl (PCB) contamination in all tested samples of fish oil capsules, raising some con-
cerns about the popular pills. The study was published in the August issue of the journal Food Additives and Contaminants.

Ashley, the lead author, and his colleagues tested ten brands of over-the-
counter fish oil capsules, which many people take for their heart-healthy omega-3 fatty acids, and found PCBs and polybrominated biphenyl ethers (PBDEs) in all the samples, although the levels of contamination varied. PCBs, a class of industrial chemicals, were banned from use in the U.S. in the mid-1970s. PBDEs, however, are widely used as flame retardants in such consumer goods as electronics and textiles.

Ashley suggests that consumers concerned with contaminant levels in fish oil supplements may decrease their exposure either by choosing oils produced from small fish species such as anchovies and sardines, which tend to accumulate lower contaminant levels, or talking to their physicians about a prescription form of fish oil, which, unlike over-the-counter brands, is regulated by the U.S. Food and Drug Administration.

“While the levels of these two classes of contaminants are low, in parts per billion, they may represent a health concern, as most people take fish oil supplements daily,” Ashley said. But Ashley also noted that even daily exposure to these contaminants may be lower than what people would get from consuming the amount of fish needed to maintain the daily intake of polyunsaturated fatty acids rec-
ommended by the American Heart Association (AHA). The AHA web site recom-
mends eating fish — particularly fatty fish such as salmon, mackerel and tuna — at least two times a week.

Concerned about the possible contaminant exposure that toddlers and young children may face from products fortified with omega-3 fatty acids derived from fish oils, Ashley and his colleagues currently are conducting a pilot study to assess PCB levels in these products aimed at young children.

Ashley presented his research at the Environmental Conference of the Society for Environmental Toxicology and Chemistry in Seville, Spain, in May 2010.
Senior design students showcased their creative and innovative work at the 2010 Senior Design Show May 12 through 16. The show included student work from all design disciplines: architecture, digital animation, digital design, graphic design communication, industrial design, interior design, fashion design, textile design, landscape architecture and the master’s programs in digital design and sustainable design.

Highly imaginative work on display included architectural concepts for facilities that catered to children with autism, new packaging design for products on the market, office furniture for the workplace of the future, award-winning textiles, breathtaking fashion garments and creative digital design and animation projects.

The Maurice Kanbar ’52 Excellence in Design Awards were presented at the opening reception. In the Graphic Design Communication category, Andrew Moughalian received a design merit award for his Breathe Packaging; Michael DeRojas received a design merit award for his Urban Fairytale; Alexandra Bismi received a design merit award for her “Know Your Rights” project; and Britanny Bigley received a design merit award for her “Know Your Rights” project.

Top five portfolio awards were presented to students in the Graphic Design Communication Program. Top prize went to Emily Zuwiala, second prize to John Fugh, third place to Steve Ranekamp, fourth place to Brittany Kaplan and fifth place to Kathryn Chase-Levin.

In the Industrial Design category, a gold prize was awarded to Ryan Flynn for his capstone project entitled “Vessel,” a product to eliminate blood-specimen mislabeling in hospitals. The device manages the blood-specimen-collection process by containing the specimen tubes throughout the sampling and analysis process.

The silver award was presented to Aline Lund and Geoff Quinter for their “Workplace of the Future” concept, “Volley,” which is a space-saving desk system that integrates technology in the workplace. The system can be configured to support four typical work modes in a learning environment. It integrates features that support the needs and lifestyles of students.

The bronze award was presented to Seton Spadie and Jeff Steel for their evolutionary and innovative “new generation firefighter turnout jacket.” A series of new features in the firefighter jacket make improvements to this product category.

Emily Zuwiala received the top portfolio prize in the Graphic Design Communication category.

Ryan Flynn, pictured left, explains his capstone project entitled “Vessel,” a product to eliminate blood-specimen mislabeling in hospitals.

Seton Spadie (left) and Jeff Steel (right) with a student wearing their evolutionary and innovative “new generation firefighter turnout jacket.”
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Michael Rackover, assistant director of the physician assistant studies program, was featured Oct. 7 in The Herald-Mail of Hagerstown, Md. Following her dream despite being deaf almost since birth, Rackover “through determination and hard work” completed the rigorous PA program and recently passed the national certifying exam, according to the story.

President Spinelli advises how to woo angel investors in Forbes

The new breed of angel investors is sophisticated and “focused on scale-oriented startups,” President Spinelli said in an Oct. 5 article in Forbes. The first story in the three-part series on seeking start-up money from angel investors ran Sept. 16.

MBA program featured in Philadelphia Business Journal

PhilaU’s MBA program cultivates a “third dimension” learning approach that includes an international business trip and collaborations with students abroad, the Philadelphia Business Journal reported Sept. 24 in its MBA Education Guide.

Michael Backover and Physician Assistant program featured in Metro

Michael Backover, assistant director of the physician assistant studies program, said the program is rigorous and in high demand. The Philadelphia Metro reported Sept. 22: “A physician assistant is someone who wants to take the responsibility of taking care of human beings,” he said. “It’s labor intensive to get there.”

Natalie Nixon gives high-tech advice for back-to-school savings on Fox 29

Natalie Nixon M’08, associate professor and program director of fashion industry management, gave tips on using social networking sites and mobile phones to save money on back-to-school shopping Sept. 7 on Fox 29 news. She said many retailers are starting to use sites such as Facebook and Twitter to promote products and special deals.

President Spinelli talks about new College of Design, Engineering and Commerce in The Philadelphia Inquirer

In a Sept. 5 article entitled “New Design for Success,” President Spinelli talked about the establishment of the College of Design, Engineering and Commerce and Philadelphia University’s forward momentum.

PhilaU midwifery provide health care in Haiti, Quickening reports

Three PhilaU midwifery faculty members — Cindy Farley, Liana Miller and Tanya Tingeli — traveled to Haiti last spring to help care for pregnant women and others in Haiti in the aftermath of a devastating earthquake, as reported in the summer 2010 issue of Quickening, published by the American College of Nurse-Midwives.

PhilaU Red Dress competition winners featured in The Philadelphia Inquirer

Fashion design students who won the American Heart Association’s Red Dress Design Competition were featured in The Philadelphia Inquirer July 14. The Red Dress Fashion Awards were modeled in a fashion show at the June 11 Go Red for Women Luncheon.

Natalie Nixon talks about what not to wear to work in summer on Fox29

Natalie Nixon M’08, associate professor and program director of fashion industry management, counted down the five things that are never appropriate to wear to work during summer on Fox 29 news July 11. The worst offender: flip flops.

David Brookstein talks about textile education in Reuters special report

David Brookstein, executive dean for University research, said PhilaU’s textile programs are focusing on the graduate level, according to a Reuters special report on the U.S. textile industry posted June 29. The University’s history allied it closely with the textile industry, the story noted.

PhilaU receives $1.8 million in federal research funds, Business Journal reports

PhilaU received nearly $1.8 million in federal research funds since May for its Laboratory for Engineered Human Protection, the Philadelphia Business Journal reported June 23. The research is funded by the U.S. Departments of Defense and Commerce.

Textile design students win national ITMA awards, Home Accents Today reports

Five textile design students were winners in the annual Virginia Jackson (Pare) Design Awards competition, sponsored by the International Textile Market Association, Home Accents Today reported May 20.

Career Services Director Trish Shafer talks about job outlook for fashion grads in Women’s Wear Daily

Trish Shafer, director of career services, said the job outlook has improved for this year’s graduates in fashion, merchandising and industry management. Women’s Wear Daily reported May 18. Many students are computer savvy and use online networking sites such as LinkedIn to pursue jobs, Shafer said.

Women’s Wear Daily, The Philadelphia Inquirer report on PhilaU’s MBA program

The 2010 Fashion Show and award-winning student designers Rachel Wendling ’10, Meg Dewey ’10 and Amanda Verhe ’10 were featured in Women’s Wear Daily May 17. The story also mentioned honorees Allen Sirakes, Robert Condon ’67, Andrew Vecchione ’72 and Alan Gutman and alumnus Jay McCarron, a fashion show judge and Project Runway winner. On May 12, The Philadelphia Inquirer featured the Fashion Show and senior designers Jill Garvey ’10, Nicole Dudley ’10, Helene Carley ’10, Christi Jef- tersen ’10, Bianca De Pietro ’10 and Rachel Wendling ’10.

Fulbright winner Malcolm Ingram featured in The Philadelphia Inquirer

Malcolm Ingram ’10, whose success both on the basketball court and in the classroom has earned him sports accolades and a prestigious Fulbright fellowship, was featured in The Philadelphia Inquirer May 15. Ingram will use his Fulbright grant to study the problem of pharmaceutical piracy in Argentina.

Industrial design collaborative class featured in The Philadelphia Inquirer

The Industrial Design BUILD studio class, in which sophomores collaborate with industry partners to design products, was featured in The Philadelphia Inquirer May 14. Students Kristin Mathias ’12, whose My SlapCheek Flask was the top design this semester, Brendan Feucht ’12, Aodh ODonnell ’12 and former professor Josh Owen were featured in the story.

President Spinelli interviewed in Inside Higher Ed

President Spinelli talks about the need to broaden the business school curriculum to include greater collaboration and broader perspectives in a story on the post-financial crisis MBA in Inside Higher Ed May 5, noting the collaborative and interdisciplinary focus of PhilaU’s new College of Design, Engineering and Commerce.

Clara Henry and student designers featured on The 10! Show on NBC10

Clara Henry, director of the fashion design program, and fashion design seniors Rachael Waddington ’10, Christ Jefferson ’10, Jillian Garvey ’10 and Meg Dewey ’10 were featured on NBC10’s The 10! Show May 4. They showcased designs from the 2010 Fashion Show.

Steve Frumkin talks about Waawa’s marketing strategy in The Philadelphia Inquirer

Steve Frumkin ’70, associate professor of marketing, talks about Waawa’s brand identity of value and convenience in The Philadelphia Inquirer April 13. Waawa celebrated its billionth free ATM withdrawal and Frumkin said the free transactions are “kind of a small thank you to your customers.”

USA Today reports Coach Magee throws first pitch at Phillies’ game

Basketball Coach Herb Magee ’63, who on Feb. 23 became the winningest man’s coach in NCAA history, threw out the first pitch at the Phillies’ home opener, the USA Today reported.

President Spinelli calls for a new model for business schools in The Philadelphia Inquirer

Business schools need to become more interdisciplinary and collaborative to enable graduates to tackle the complex financial issues facing us today and in the future, President Spinelli said in an April 4 commentary in The Philadelphia Inquirer. “There is an overwhelming need to move more fully to a liberal arts philosophy, with a broader worldview of business, industry, and economics,” he said.

Jeff Ashley discusses research on PCBs in fish oil tablets in The San Francisco Chronicle, on Fox29 and NBC10

Jeff Ashley, associate professor of chemistry, told The San Francisco Chronicle March 21 that fish oil supplements pose less PCB risk than eating portions of fish to get the same amount of heart-healthy omega-3s. Ashley’s research on fish oil supplements also was featured April 20 on Fox29 and Aug.12 on NBC10.

Basketball Coach Herb Magee’s Milesian Win featured in NY Times, Washington Post, Sports Illustrated, ESPN and national news outlets

Men’s Basketball Coach Herb Magee ’63, who became the winningest NCAA coach in history after winning game #903 and passing Bobby Knight’s record on Feb. 23, was featured in hundreds of national news outlets, including USA Today, The New York Times, The Washington Post, The New York Daily News, Sports Illustrated and ESPN. News coverage of Magee’s milestone was featured by more than 1,600 media outlets, reaching a total audience of more than 73 million people.

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INNOVATOR MAGAZINE | 15
Out of the 46 students at the first practice, 23 were part of the inaugural season for the women’s rowing team. Seven dedicated and ambitious students on that first team — Maureen Agnew, Lindsey Catov, Maria Dondero, Magda Dzierzanowski, Maria McDevitt, Carolyn Steinberg and Briana Zelinski — competed all four years.

Little did these seven rowers know on the first day of practice in 2006 the success they would achieve during their collegiate careers. Or that they were pioneers for what is now an esteemed rowing program at Philadelphia University.

“As a freshman, I couldn’t tell you port from starboard, bow from stern,” reflected Zelinski ’10, a co-captain of the team during her senior year. “The idea of making it to the NCAAAs didn’t even cross my mind.”

The NCAAAs... the Dad Vail Regatta... dual races... not only did they make it, they started winning. In their first season, the women’s eight team won the Women’s novice at the prestigious Dad Vail Regatta, starting them on a trajectory for success.

“When we started, the team had to learn just about everything from scratch; it was like teaching them how to walk,” said Head Coach Chris O’Brien. “But, when they won the Women’s novice at the 2007 Dad Vail Regatta, we knew that they were pioneers for what is now an esteemed rowing program at Philadelphia University. They were part of the inaugural season for the women’s rowing team at Philadelphia University.

During their career, the women’s rowing team made it to the NCAA Championships three out of the four years. Most notably, the team placed third place overall in the 2010 Division II National Championships. The team was ranked #1 in the NCAA Division II east region heading into the national championships, with the Varsity Four as the #1 east seed and the Varsity Eight as the #2 seed.

The team was off to a great start as the Varsity Four took first place in their heat, beating Seattle Pacific University and receiving an automatic bid to the Grand Final. The Varsity Four took third place overall in the championships, losing in the Grand Final to Western Carolina University. The Varsity Eight won the Petite Final, finishing fourth overall in the event.

O’Brien pointed out that two things led the team to where it was this past year: dedication to long practices and a high level of commitment for the student-athletes.

“‘I would always tell them, ‘Rowing is like a bank,’ he said, using his financial career background as an analogy. ‘Every day we make a deposit in practices, and on race day it’s time to make a withdrawal.’ Clearly, the team understood this analogy, and their hard work paid dividends.

“We knew what it would take to make the NCAAAs and were determined to get there,” Zelinski added. “The driving force behind our team was everyone’s dedication. We put too much time and energy into rowing not to show up every day with all we had.”

Practices consisted of dry-land training — running, rowing machines and working out in the fitness center — and intense rowing workouts on the Schuylkill River, often in cold, rainy spring-time weather conditions.

This past year, training proved to be crucial for the team’s success. The strategy: a long winter of training, upping the intensity level and pushing the athletes to new heights. A spring break trip to Florida was a pivotal point in the training season for the rowers.

In the warmer climate, the team had the opportunity to practice longer on the water. They raced every team in the south division, and came back to Philadelphia stronger and more eager to finish what they started.

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The trip to Gold River, Calif., for the 2010 National Championships marked the end of the collegiate careers for these seven PhilaU rowers. But, their trailblazing journey has left a strong foundation for a team with a bright future.

For all of their success, it was most fitting that the seven rowers received the Pioneer Award at the PhilaU Athletics honors banquet in May — a recognition that these rowers couldn’t have imagined on that chilly fall day back in 2006.
CHA Goods, completed their 2009-10 campaign. The men’s tennis team, led by first-year coach Dallas ‘12, Jennifer Sica ‘11, Kalynn Hodel ‘12, Tay-Minakowski ‘11; softball players Kristyn Loughery season. Honorees include baseball players Ty - to student-athletes from various sports teams. [2] REGIONAL TOURNAMENT BASKETBALL SEASONS MEN’S TENNIS COMPETED IN NCAA EAST while the men’s and women’s basketball teams caught a glimpse of the action and performed in the NEC East. For the first time, the Philadelphia University men’s basketball team and Head Coach Herb Magee are garnering attention for the 2010-11 season as the Rams were named to the preseason coaches’ poll. The team finished the season with an overall record of 19-10. The Philadelphia University men’s basketball team and Head Coach Herb Magee are garnering attention for the 2010-11 season as the Rams were named to the preseason coaches’ poll. The team finished the season with an overall record of 19-10. Three PhilaU players — Russell Frederick ’10, and midfielder Kaolin Hodell ’12. The women’s lacrosse team came to an end with a 17-9 loss in the Pennsylvania Sports Hall of Fame’s “You've Never Heard,” includes a chapter with stories about Rams’ coach Murray Charles, as well as another chapter devoted to Athletic Director and Women’s Basketball Head Coach Tom Shirley.
Family Endows Scholarship in Memory of Fashion Designer Thomas M. Bagley ’90

Thomas M. Bagley, a highly successful fashion designer, sadly passed away at the age of 42 on Nov. 14, 2009. He was the youngest of five children of the late Leon Bagley and Rachael Bagley from Pennsylvania for their four years at Philadelphia University.

The family joined President Spinelli at a recognition luncheon earlier this year to announce the scholarship and present a check for $50,000.

In addition, the General Electric Foundation provided matching funds, bringing the scholarship to $100,000. (Both Mr. and Mrs. Bagley retired from General Electric.)

“Philadelphia University gave Tom the opportunity to fulfill his ambition to be a fashion designer,” Rachael Bagley noted. “We, as a family, feel it is a time to help another student in fashion design accomplish this goal.”

“We are extremely moved by the generosity of Mr. and Mrs. Bagley and their family in making an addition, the General Electric Foundation provided matching funds, bringing the scholarship to $100,000. (Both Mr. and Mrs. Bagley retired from General Electric.)

Thomas M. Bagley in the 1990 Analysis yearbook.

Philadelphia University gratefully acknowledges the following alumni and friends who have contributed at the Founders’ Society level between July 1, 2009 and June 30, 2010.

The Founders’ Society is the University’s unrestricted annual giving society.

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Class of 2010 Commemorative Marker

The Class of 2010 left a permanent touch on campus with a commemor- ative marker as part of the Senior Class Gift. The marker is installed at the base of the walkway by The Kanbar Campus Center. Pictured are members of the Class of 2010 Gift Committee (l to r) Abigail Ener, Katherine Funk, Kelly Racco and Lauren Woodie.

2010 Golf Invitational

The 2010 Philadelphia University Golf Invitational — held at Chesapeake Bay Golf Club at Rising Sun Rising, Md. — raised over $20,000 in support of the Annual Fund, which helps the University meet the greatest needs of its students and faculty, and the Department of Athletics. Nearly 100 golfers participated in the annual outing chaired by Robert C. Lockyer ’68 and David A. Falcone ’81. Pictured are (l to r) Kevin R. Dowell ’96, Kevin J. Kozl ’97, Anthony J. Vitullo, Jr. ’97 and Brandon Kodz. The 2011 Golf Invitati- onal will be held on June 15 at Chesapeake Bay Golf Club at Rising Sun.

2010 Scholarship Donor Reception

Donors, faculty and staff celebrated scholarships at Philadelphia Uni- versity at a reception hosted by President and Mrs. Spinelli at their home on April 22. Scholarship donors help provide access for deserving students to a Philadelphia education and the promise it holds. Pictured are Irving N. Gerber ’69, scholarship committee chair, and Peggy Goutmann, associate profes- sor emerita of textiles.

The late Thomas M. Bagley’s family and his life partner, Rob Lopez (far right), stand with their mother, Rachael Bagley (center), and President Sanelli, during their visit to campus to announce the Thomas M. Bagley Scholarship for a fashion design student.

The Class of 2010 left a permanent touch on campus with a commemor- ative marker as part of the Senior Class Gift. The marker is installed at the base of the walkway by The Kanbar Campus Center. Pictured are members of the Class of 2010 Gift Committee (l to r) Abigail Ener, Katherine Funk, Kelly Racco and Lauren Woodie.
Honoring a Life in Education

Alumnus nominated professor emeritus

Robert (Bob) Barnhardt ‘59, a lifelong educator, was recently nominated professor emeritus. "I was the first in my family to go to college," Barnhardt said. "I have a special place in my heart for this university and would not have been able to attend college had it not been for the scholarship I received." He acknowledged being named professor emeritus is a special honor that he greatly appreciates. "It is a privilege to bestow the title "Professor Emeritus" upon Bob Barnhardt, whose lifelong commitment to higher education and to Philadelphia University is truly impressive and admirable," stated President Spinelli. "He is an outstanding alumnus, and, as Professor Emeritus, he joins an illustrious roster of emeriti faculty at Philadelphia University. We could not be more pleased that he has accepted this honor."

After receiving his B.S. in Textile Engineering here, Barnhardt then went on to pursue a master’s in Textile Technology at the Institute of Textile Technology (ITT), now part of the College of Textiles at North Carolina State University (NCSU), as well as a master’s and doctorate in Higher Education Administration from the University of Virginia. He enjoyed a long and illustrious career in higher education, serving as the executive vice president and chief operating officer and president of ITT, dean of the College of Textiles at NCSU from 1987 to 1999, interim vice chancellor and provost and later as interim chancellor of NCSU from 1987 to 1999, interim vice chancellor and provost and later as interim chancellor of the University of North Carolina system. He retired officially in 2005, but is still active in the College of Textiles. In 2008, Barnhardt received NCSU’s prestigious Watauga Medal in recognition of his distinguished service to the university. A Native American word, "Watauga" means “land beyond;” he said with pride. The award is the highest nonacademic honor bestowed by NCSU.

He and his wife, Shirley, met in their hometown of West Pittston, Pa., where coal mining was the principal occupation. They celebrated their 49th wedding anniversary in April 2010. Shirley Barnhardt, who has a master’s degree in education, taught a math course at Philadelphia University in 1962-63. She, too, is a lifelong educator. Recently, she was a volunteer tutor in the GED program at Wake Technical Community College. She received the President’s Volunteer Service Award from President George W. Bush for five consecutive years.

Barnhardt recalls that he was recruited by then-Dean Donald Partridge, who had made a trip to his hometown and personally followed up with him. "I chose to study textile engineering because it was financially rewarding field," he said. "I needed a career that would pay the bills."

At that time, the University had about 300 students. Barnhardt said, "I was the first resident of the new dorm, which is now named Scholler Hall."

The size of the school appealed to him and Coach Bucky Harris and Dean Partridge helped him find part-time jobs both on and off campus. "I joined Phi Psi fraternity, was editor of the 1959 Analysis yearbook, played intramural sports, and sang in the chorus," Barnhardt recalled.

After graduating from ITT, Barnhardt began teaching here. With a grant from a successful textile executive, he developed the first textile design curriculum at Philadelphia University.

"And, a trustee helped me secure an internship in New York that exposed me to the marketing side of the textile industry — an invaluable experience as it turned out," he reflected.

While Barnhardt has formally retired from day-to-day administration, he is still deeply involved in the life of NCSU and works as a consultant on curriculum development, as well as the secretary/treasurer of the NCSU Alumni Association. He is also a member of the Foundation Board of the Curry School of Education at the University of Virginia. Recently, he was part of a team that produced an online, interactive textbook for introductory textile courses. "Very creative students made animations of processes and the book is read in its entirety by me," Barnhardt stated.

He still enjoys teaching, he readily acknowledged. As dean of the College of Textiles at NCSU, Barnhardt required all administrators to teach at least one course each year. "Since some of the best executives I know walked the mills on a frequent basis, I believe administrators need to be where the important action is — in the classroom."

The Barnharts acknowledge that it is important to give others the opportunity to attend college. "We are both grateful for the many doors that were opened for us during our careers," Bob Barnhardt stated. "The reason I pursued a career in higher education was because of the many people who helped me obtain my degrees. They have recently established the Bob ’59 and Shirley Barnhardt endowed scholarship to ensure current and future students enjoy a Philadelphia University education and the promise it holds."

On a recent trip to campus, during which the Barnharts visited with faculty and students in the textile design and engineering programs, they were impressed to learn about plans for the College of Design, Engineering and Commerce, and the new, proposed academic buildings. "It is remarkable to look back and see what has been accomplished over the years," Barnhardt acknowledged.

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The Power of the Network: Strengthening our Community from Within

We have all heard the old adage, “It’s not what you know, but who you know.” Particularly in economic times such as these, the power of your network, “who you know,” is more important than ever. As an alumnus/alumna of Philadelphia University, you are part of a powerful and growing network of more than 19,000 industry professionals and community leaders. Now is the time to work together to strengthen our network and support the continued success of our entire community. Here are a few examples of how the University supports the alumni community and how alumni can support each other.

- UNIVERSITY-TO-ALUMNI: • Barnhall — The online alumni community. Reconnect, register your business for free. www.PhilaU.edu/alumni • PhilaU Connect on LinkedIn.com www.linkedin.com/group对公司id/351774 • Career Services — Assistance with resumes, cover letters, interview tips and job searches on CareerLink. Visit: www.phila.edu/career/alumni/ • Alumni Benefits — Free email accounts and partnership programs such as Liberty Mutual auto/home insurance discounts.

- ALUMNI-TO-ALUMNI: • Post job opportunities on CareerLink for graduating students and fellow alumni. Call 215.951.2930 or email CareerServices@PhilaU.edu • Relocating or just moved to a new area? Join the regional alumni networks. • Considering a career change? Talk to fellow alumni in the field you are exploring. • Strengthen the alumni network and look to RamNet first when searching for a service or product.

- ALUMNI-TO-STUDENTS (FUTURE ALUMNI): • Shadowing and internship opportunities by alumni to students. • Post jobs with Career Services. • Attend student/alumni networking events to share your experience.

I welcome your ideas and suggestions for additional ways we can build on the power of the alumni network and Philadelphia University’s Power to Do. Reach me at hollenbalk@PhilaU.edu or call 215.951.2929.

Cheers!

Linda J. Hollenback
Director of Alumni Relations
Homecoming and Family Day Festivities

On Oct. 2, more than 1,000 alumni, family members, students, faculty and staff came together for Philadelphia University’s annual Homecoming and Family Day activities. This annual fall tradition welcoming the Philadelphia University community back to campus offered delicious Philly fare, live performers and activities for adults and children. The 2010 festivities provided a wonderful day of PhilaU fun for all ages!

Reunion 2010

Reunion 2010 was the feature event of the May 14-16 weekend. Alumni and friends enjoyed a State of the University Brunch presented by President Spinelli, the Senior Design Show, a trip to the Barnes Foundation and a formal, all-alumni reunion dinner. Presentation of the 2010 Alumni Awards took place during the Reunion dinner. Sandy ’76 and L. Todd ’75 Schwab received the 2010 Time, Talent and Treasure Award in recognition of their commitment to Philadelphia University. Accepting the award, Todd Schwab stressed how proud he and his wife were to be honored by Philadelphia University and how much they valued the institution for not only the quality of the education they received, but for the good times they enjoyed as students and a lifetime of fond memories. “It is exciting to see the continued growth at the University,” he acknowledged. “Since we graduated, Sandy and I have enjoyed visiting the school, attending functions, giving our time when asked, and giving financially as often as we can.” He emphasized that “everyone has a little time to help” and encouraged fellow alumni to consider funding scholarships and donating to the Annual Fund, which makes possible the high-quality education Philadelphia University students experience.
Philau Athletics Hall of Fame — Four alumni became the newest members of the Philadelphia University Athletics Hall of Fame May 14 at an induction ceremony in The Tuttleman Center Auditorium. David A. Gingras ’69, cross country; Robert Lockyer ’68, athletics patron and member of the Board of Trustees; David Heineman ’92, baseball; and Adrienne Reese ’02, basketball; were inducted as the Athletics Hall of Fame Class of 2010. Sixty-three members are now part of the Hall of Fame.

Sunset at the Shore — On Aug. 20, 60 alumni and friends gathered at Trump Marina in Atlantic City, N.J., for a Friday evening reception. What a great way to kick off a weekend at the shore! We look forward to seeing you in 2011!

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 August, the First 5 Council hosted an evening at the Phillies including a pre-game tailgate for members of the Classes of 2004-2009.

1. Tom Shirley, director of athletics and women’s basketball head coach, with inductee Adrienne Reese ’02. 2. Philau Athletics Hall of Fame Award. 3. Kelly Heineman ’94 introduced her husband, inductee Dave Heineman ’92. 4. Eileen and Blaine Archer. 5. Michael DeBakey M’07 and Virginia Balch. 6. Trevor Bonney ’08, M’10, staff member Kirstin Patragnoni-Sauter and her husband, Christian.

1. Kristin Parris, Marguerite Barnett ’89, Sharon DePrince ’93. 2. Eileen and Blaine Archer. 3. Michael DeBakey M’07 and Virginia Balch. 4. Trevor Bonney ’08, M’10, staff member Kirstin Patragnoni-Sauter and her husband, Christian.

1. Host of the evening, Walt Schwenk ’76, with Kathy Bowers, Barbara Lorantas, Clara Henry, and Irving Gerber ’69. 2. Chairman of the Board of Trustees, William Whitmore ’82, Patti Cordaro, Robert Cordaro ’76, Stuart Borowsky and wife, Laurey. 3. Steven Callendar ’04, Shannon Lous ’03, Emily Daily ’03, and Tracey Rinylo. 4. Assistant Basketball Coach Dick DeLaney, and Jean McAlister ’81. 5. Church Cutter ’66, Vice President for Development and Alumni Relations Jesse Shaffer, Melissa Samangos, Joe Clark ’91, Katherine Boschi and Walt Schwenk ’76.

1. Dan Withers ’10 (left) and Ryan Flynn ’10 (right) are joined by two friends at the Phillies tailgate. 2. Joseph Fisher and his wife Linda Luchs ’70, Katherine Boschi, Carol Carter, Kristin Marino ’52, Emily Schmick ’03. 3. Jean Mayo ’85 and Katherine Landi ’85. 4. First 5 Council Members – Erika DeVayna ’09, Emily Schmick ’03, Ryan Flynn ’10, Michael Swisher ’04, and James Rudner ’09.

Register for RamNet www.PhiLaU.edu/alumni
HARRY FYL ’63 wants to inform his good friend and classmate, Ralph Hooey, that we both need to donate and support our alma mater.

LOVEL WEINSTOCK ’40, writes, “Just checking around to see if anybody remembers me from 1950 textile engineering class. Touch base if you’re still kicking. Living in Silver Spring, Md., for the past 43 years, retired from the Navy’s R&D Naval Aviator’s materials engineering & personnel equipment since 1984. Email choochoo24@verizon.net.”

FREDREICK H. HENNESSEY ’52 of Fort Mill, S.C., was featured in the Dec. 2009 issue of AATCC, the journal for textile professionals. He retired as president of IVAX in 1995. He enjoys playing golf, following professional sports and playing bridge and poker. He and his wife, Vickie, have three children and seven grandchildren.

ELWIN PENSKY ’57 writes, “I have been publishing websites and, in 2009, published a book. Details can be found at www.ElsResearchStudies.com. Contact me at epenski@aol.com.”

GURY POLTELJAY ’76 retired and living in Florida on nine wooded acres with 60 live oaks on the property. He and his wife, Diane, play golf two times a week.

HAROLD “DUTEY” PETOSKY ’56 contributed a chapter and submitted technical information on design knitted carpets for a book written by Professor Bharat J. Gajjar ’56 entitled Fabrics Technologies.

WILLIAM A. KOIMES ’71, a deacon in the U.S. Catholic Church, has been named president of CathoNet, by Right Networks LLC, the leading hosting provider of the most popular business-accounting applications. CathoNet is a new company that will deliver a suite of information management systems tailored for Roman Catholic dioceses and parishes. Dacon Koimes has more than 36 years of experience in global corporate management and operations.

RONALD WILLIAMS ’72 is celebrating his 35th year in business. He has an accounting firm in Doylestown, Pa.

WILLIAM ARCHER ’74 writes, “Eileen and I went to Athens, Greece, from June 29 to 28, 2010, for a family wedding.”

ROBERT CORORB ’74 retired as COO of John Varvatos Enterprises, after a 25-year career with the company. He was the recipient of a Philadelphia University Lifetime Innovation Award at An Evening of Innovation on May 8, 2010.

WALTER J. SCHMIDEN ’74 AAMS, Managing Director-Investment Officer of Wells Fargo Advisors, was ranked among Barron’s second annual top 1,000 financial advisors in the weekly magazine’s Feb. 22 issue.

NEIL MAGERMAN ’70 recorded his first hole-in-one on the golf course at Galen Hall Country Club in Reading, Pa. Mrs. Magerman is the former Jeanette Webster ’60.

MARINE FLEMINING ’81 was the subject of a newspaper article about her “sewing up a storm for charity.” Fleming is a volunteer and member of Zion United Church of Christ in Kansas. Recently, she used fabrics to sew pet toys and donate them to local animal shelters.

PETER BURKE ’70 is currently executive vice president of Brandwyne Senior Living in Mt. Laurel, N.J.

STANTON REMER ’70 has been appointed the new CFO of International Consolidated Companies Inc., Sarasota, Fl.

FRANCIS SHAMMO ’82 has been named president, consumer and business director of systems protection for Federal-Mogul Corp., was named to the “100 Leading Women in the North American Auto Industry” list by Automotive News in Sept. 2010.

TRACEY-GENE (BRASILJEVA) DURKIN ’83 was recently elected president of the Women’s Bar Association Foundation, a sister organization to the Women’s Bar Association of the District of Columbia (WBAD).

ERIN KELLY ’96 was recently named executive director of the Lawrence Township (N.J.) Education Foundation, a nonprofit organization that fosters educational excellence, creativity and achievement in the Lawrence Township Public Schools by providing grants for projects and programs, generating corporate and private financial support, and encouraging contributions of volunteer time.

RICHARD JEFFREY ’98 is the subject of a recent news article about his work as a financial advisor with Amherst Financial. He earned a B.A. in Economics from Juniata College and is the co-founder of the firm.

JANICE RUSKEY MAIDEN ’81 has been appointed the new executive director of systems protection at Feder-Mogul Corp., was named to the “100 Leading Women in the North American Auto Industry” list by Automotive News in Sept. 2010.
For the most part, it’s been an adventure. Thousand rotating in the air by the Dow Chemical, a large corporation in the chemical industry, is grateful to have had the opportunity to work in such a global company. He wishes he could say that it’s like working on a movie set, but it’s not. For the most part, it’s been an adventure.

DESPINA TSIKNIS ’05 is married to Sheldon. They have two children and great-grandchildren. Beloved Ram Fan Dan Coursen, 64, known as “Blue” on campus, passed away in Philadelphia. He was a dedicated teacher, talented designer and supportive student mentor. The Graphic Design Communication Program benefited immensely from his commitment to develop the finest curriculum and facilities that would give students a solid, real-world education in the graphic arts. Through his efforts, a partnership was developed with a school in the Dominican Republic, where Philadelphia University students studied for two weeks together with Dominican students. Several Dominican students were accepted into Philadelphia University’s program to continue their graphic design education.

LORRAINE HARRIS
Lorraine Harris, former University employee and widow of Walter “Bucky” Harris, passed away on March 27, 2010. The Harris family established a scholarship in memory of their son, Billy, an alumnus of Philadelphia University who passed away in 1986 from leukemia, and today it remains the largest endowed scholarship at Philadelphia University. All alumni and friends are invited to support this scholarship.

DAN ‘BLUE’ COURSE
Beloved Ram Fan Dan Courson, 64, known as “Blue” on campus, passed away in August. Courson was a staple at athletic events, especially men’s and women’s soccer, men’s and women’s basketball, and baseball contests.

IN MEMORIAM
The University has been notified that the following alumni have passed away and extends its sincere condolences to their families.

JOHN J. TOMALINO ’72
Panama City, Fla., Feb. 17, 2001

STEPHEN DIESEL ’81
North Babylon, N.J., Dec. 17, 2009

GEORGE DOCKRAY ’14
Atlanta, Ga., Jan. 10, 2010

THEODORE FORMAN ’50
Trenton, N.J., Nov. 14, 2009

DAVID H. HAIDR ’70
Wilmington, Del., Sept. 29, 2009

CHRISTIAN W. HOLWEGER ’50


FOUNDERS’ SOCIETY HOLIDAY PARTY
SUNDAY, DEC. 12 FROM 3 TO 5 P.M.
The home of President and Mrs. Spinelli 3400 West School House Lane
Philadelphia, PA 19129
Contact: 215.951.2850

SPRING 2011 CLASSES BEGIN
MONDAY, JAN. 12
Complete Academic Calendar:
www.PhilaU.edu/academics/calendar.html

DESIGNX
THURSDAY, JAN. 27 AT 11:30 A.M.
Downs Hall Auditorium

HONORS STUDENT ALUMNI NETWORKING RECEPTION
THURSDAY, FEB. 10 AT 6 P.M.
Kanbar Campus Center Performance Space
www.PhilaU.edu/alumni

SAVE THE DATE:
PRESIDENT’S DOWNTOWN RECEIPTION
WEDNESDAY, FEB. 23 FROM 6 TO 8 P.M.
Philadelphia (location TBD)
www.PhilaU.edu/alumni

UNITY WEEK
WEDNESDAY, MARCH 23 TO SATURDAY, APRIL 2
www.PhilaU.edu/studentdev

SPRING BREAK
MONDAY, MARCH 14 TO FRIDAY, MARCH 18
www.PhilaU.edu/academics/calendar.html

AMERICAN CANCER SOCIETY RELAY FOR LIFE
BEGIN FRIDAY, APRIL 1 AT 6 P.M. AND
ENDS SATURDAY, APRIL 2 AT 6 A.M.
The Gallagher Athletic, Recreation and Convocation Center

AN EVENING OF INNOVATION
SATURDAY, APRIL 30
Spirit of Innovation Gala and Awards Ceremony
www.PhilaU.edu/eveningofinnovation

2011 FASHION SHOW
SATURDAY, APRIL 30
Academy of Music
www.PhilaU.edu/eveningofinnovation

COMMENCEMENT
SUNDAY, MAY 15 AT 11 A.M.
The Mann Music Center for the Performing Arts
5201 Parkside Avenue, Philadelphia, Pa. 19131
Contact: 215.951.2705 or
www.PhilaU.edu/commencement

2011 GOLF INVITATIONAL
WEDNESDAY, JUNE 15
Chesapeake Bay Golf Club at Rising Sun
Rising Sun, Md.
Contact: 215.951.2850

HOMECOMING AND FAMILY DAY
SATURDAY, OCT. 1
Philadelphia University

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

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GO RAMS!
An Evening of Innovation
Saturday, April 30, 2011

Spirit of Innovation Gala & Awards Ceremony
Hyatt at The Bellevue

2011 Fashion Show
Academy of Music

Spirit of Design Award
Tommy Hilfiger