Physician Assistant OF THE YEAR

Living in Your Genes
On the Set of Fox’s Hit TV Show Bones
Meet Ron Kander, Ph.D.
On the Cover

“Genetic science is going to dramatically change how we practice medicine,” says Michael “Rocky” Rackover, P.A.C., associate professor and associate director of the physician assistant studies program. “Physician assistants and other health care providers need to be literate in these changes, because genetic testing will become foundational to daily clinical practice in the near future.”

It’s an issue Rackover is passionate about. He was the first non-physician to earn a sabbatical in the National Human Genome Research Institute (NHGRI) director’s office and, while there, helped facilitate a first-ever meeting of the four leading PA organizations and leaders at the National Institutes of Health. Through his work at NHGRI, he helped make genetic literacy part of the national educational standards for all physician assistants, as well as for other health care professionals.

For these achievements and more, Rackover recently was honored as the 2011 PAragon Outstanding PA of the Year by the American Academy of Physician Assistants. The award is given to a physician assistant who has demonstrated exemplary service to the PA profession and the community and has furthered the reputation of physician assistants.

Recognizing the increasing importance of genetic literacy in the education, training and practice of health care providers, PhilaU’s physician assistant studies faculty members have integrated genetics instruction into the 17-year-old program. From constructing a patient’s pedigree history to identifying the genetic impact on medical administration, key concepts are woven throughout courses and specifically taught through a genetics module and an online case-based component.

Thanks in part to this educational emphasis, PhilaU’s PA program has earned a top-20 ranking of the nation’s 154 accredited physician assistant programs, putting it ahead of many large research universities boasting top medical schools. Learn more in the feature story “Living in Your Genes” on page 2.
The 14-year-old was loud and disruptive. He acted out in class and forgot basic information. Although his teachers and counselors had created an individualized education plan to address his behavioral issues, he seemed to be getting worse by the day. His mother felt her son desperately needed more help and approached his physician.

The troubling case sparked the interest of Pawel Karbowski M’11, a student in Philadelphia University’s M.S. in Physician Assistant Studies (PA) program, who was doing a clinical rotation in the medical office of Steven Schmidt, D.O., in the Mt. Airy section of Philadelphia, when he met the struggling teen.

When Karbowski and Schmidt dug deeper into the family’s medical history and learned some relatives had mental disorders, they wondered if a genetic anomaly could be the underlying cause of the boy’s symptoms. After referring him to Children’s Hospital of Philadelphia for genetic testing, the teen was diagnosed with Fragile X, also known as Martin-Bell syndrome — the most common type of inherited mental retardation, which is caused by an altered gene that is unable to produce enough of a protein needed for normal cell development, particularly brain cells.

Karbowski, who has studied genetics as part of his PA education, says the recent diagnosis is making a huge difference in the boy’s life: he now qualifies for therapeutic care, extended public education and medical remedies to help manage his symptoms. And all because the people involved in his care knew enough about genetics to ask the right questions.

“Genetics is the future of medicine, so it’s very important to have a strong foundation to correctly assess patients,” says Karbowski, who hopes to pursue a career in cardiothoracic surgery or interventional cardiology after he graduates in August. “I believe genetics will help us solve these medical puzzles.”

Karbowski is one of about 50 PA students each year who benefit from PhilaU’s emphasis on genetic literacy — the understanding of how single genes function (genetics) and how all genes work together (genomics) to influence the growth and development of individuals.

“Anyone who cares for patients needs to have functional knowledge of genomic fundamentals,” says W. Gregory Feero, M.D., a family physician in Maine who holds a doctorate in human genetics and is a special advisor to the National Human Genome Research Institute (NHGRI). “No area of medicine will be untouched. We have made some amazing progress in oncology and cardiology, and within 10 to 15 years there will be an appreciable change in how we approach a wide variety of conditions.”

Recognizing the increasing importance of genetic literacy in the education, training and practice of health care providers, Philadelphia University’s PA faculty members have integrated genetics instruction into the 17-year-old program.

Your DNA and you: perfect together? Not if the medical professionals treating you aren’t up to speed on genomic medicine’s role in everyday health care. Through its nationally ranked physician assistant studies program — led by insightful faculty and an award-winning champion of genetic literacy education — Philadelphia University is transforming a generation to “think genetically.”

**LIVING IN YOUR GENES**

The Present and Future of Health Care

By Lauren Somers

Recognizing the increasing importance of genetic literacy in the education, training and practice of health care providers, Philadelphia University’s PA faculty members have integrated genetics instruction into the 17-year-old program.
“Genetic literacy is essential, especially since our new knowledge of common diseases such as asthma has a genetic link,” says Lawrence Carey, Pharm.D., director of the PA program. “Students at Philadelphia University are equiped with a unique blend of classroom and clinical education. We believe that this approach will both broaden the horizons of the classroom and patients benefit by having a practitioner who is versed in the topic.”

In part to this educational emphasis, Philadelphia University’s PA program has earned a top-20 ranking of the nation’s 154 accredited physician assistant programs, putting it ahead of many large research universities boasting top medical schools. (See sidebar on the next page.)

Unlocking the Secrets of the Human Genome

Through the Human Genome Project, a massive 13-year international effort coordinated by the U.S. Department of Energy and National Institutes of Health, scientists cataloged more than 20,000 to 25,000 human genes and mapped the sequences of three billion chemical base pairs that make up human DNA.

Genetic disorders result from abnormalities — changes or mutations — in single or multiple genes, or in a person’s chromosomes or mitochondria, which carry genetic material. Today, we know there are genetic causes for a wide range of diseases and disorders, including breast cancer, cystic fibrosis, heart disease, high blood pressure, Alzheimer’s disease and Down Syndrome, which occurs when a person has an extra copy — three total — of chromosome 21.

Now, as scientists continue to unlock the secrets of the human genome through research and analysis of the data, the promise of real-world applications — namely, better diagnosis and treatment for patients — is in everyday practice. But this can happen only if medical professionals have sufficient training and knowledge of genomics.

“Genetic science is going to dramatically change how we practice medicine,” says Michael “Rocky” Rackover, PA-C, associate professor and director of Philadelphia University’s physician assistant studies program. “Physician assistants and other health care providers need to be literate in those changes, because genetic testing will become widespread. But this can happen only if medical professionals have sufficient training and knowledge of genomics.”

In all, there are 154 accredited physician assistant programs in the United States, many of them at large research universities with medical schools, Baker said, making this an even more significant feat for this program, which has been established since 1994.

Philadelphia University offers B.S., M.S. and M.S. in Physician Assistant Studies programs, as well as a joint M.B.A./M.S. in Physician Assistant Studies.

PA Program Ranked 18th Nationally

Philadelphia University’s physician assistant studies program is the 18th best program in the United States, according to the U.S. News and World Report ranking released in March. Philadelphia University’s program is tied with Yale University, Wake Forest and the University of Texas Health Science Center-San Antonio.

“We are proud of this national recognition for Philadelphia University’s physician assistant studies program,” said Matt Dane Baker, PA-C, D.E.Sc., dean of the College of Science, Health and the Liberal Arts and professor of physician assistant studies. “This well-deserved recognition reflects the quality of our educational program and our faculty, as well as the high level of success of our graduates in sitting for their national exams and as practicing clinicians.”

“We know that family history is the first ‘genetic’ tool in the health care provider’s arsenal, but it cannot be used alone to diagnose or treat a genetic condition,” Rackover says it is often understudied in clinical practices.

“Without knowledge and understanding of common diseases such as asthma, there is very little hope of getting a cure.”
Philadelphia University is now operating under a new organizational structure with three Colleges — the College of Architecture and the Built Environment; the College of Design, Engineering and Commerce; and the College of Science, Health and the Liberal Arts — that more accurately reflects the breadth and depth of the University’s unique curriculum and academic expertise. When we talk about educating the 21st-century professional, our goal at PhilaU is to encourage students to explore the relationship between disciplines in a way that fosters creativity and innovative thinking — building on our strong legacy.

With these new Colleges specifically organized to promote interdisciplinary learning, Philadelphia University is taking a major step in advancing its mission, maximizing students’ experiences and further preparing them to be leaders at every level of their careers. Unique curricular and co-curricular opportunities are already having a dramatic impact on PhilaU students as evidenced by the high level of collaboration taking place.

To see the benefits of our approach, all you have to do is pay a visit to campus and see students’ innovative projects and research. Working with industry partners throughout the school year, teams of PhilaU students from varied disciplines have worked on real-world projects with stunning results. This year, nearly 100 students from five majors combined business knowledge and design expertise to produce a product line of mother and daughter clothing for QVC. Elmer’s Inc. sponsored a project for industrial design students that required creative product designs, complete with business plans and marketing strategies. Federal-Mogul Corporation sponsored a semester-long innovation competition for which students developed a product for the automobile industry.

Industrial design, business and engineering students worked together to create prototypes that have the potential to outperform products in the marketplace today. These are just a few of the many exciting industry-sponsored projects already developed through Philadelphia University’s unique approach to teaching and learning. It’s what we call Nexus Learning or the intersection of active, collaborative learning that is connected to the real world and infused with the liberal arts. And with the College of Architecture and the Built Environment; College of Design, Engineering and Commerce; and College of Science, Health and the Liberal Arts, we can’t wait to see what new and innovative ideas our students develop in the years to come.

For the next generation of innovative thinkers like Tony Fadell, there is no place more exciting to learn than Philadelphia University.
It’s mid-afternoon on yet another sunny southern California day, and Emmy-nominated alumna Kim Wannop ’99 is scooting between the sound stages of Fox’s hit TV show Bones in a golf cart. The black and white bedroom of the young woman who is this episode’s murder victim is dressed and ready to shoot. The victim was described to Wannop as a Paris Hilton-type character — rich, young and trendy — and her bedroom must reflect this.

Wannop is the show’s Emmy-nominated set decorator and, in the fast-paced world of a hit television show, she had exactly one week from the time she was given the script and information about the character to decorate the bedroom set. The result is a modern black and white bedroom with strong accents of yellow on pillows and a large wall hanging (pictured on left page). Wannop used fabric on the wall to bring pattern into the room. Geometric shapes carry through on the bedding, a low cabinet and shelving. Silver lamp bases hold airy-looking shades.

“Last Wednesday we started stripping the set, Monday we picked up the new items for the room, Tuesday we dressed it and today they start shooting in it,” says Wannop, who majored in interior design at Philadelphia University, eyeing the set on the 20th Century Fox lot. The previous day, she was told she would need to set up a nightclub scene ready to shoot the next day.

“Each weekly episode typically requires six new sets, sometimes more, and Wannop, in addition to dressing the sets, is in charge of the props,” says Wannop, who mapped out the set on the 20th Century Fox lot. The previous day, she was told she would need to set up a nightclub scene ready to shoot the next day. Wannop's job is to make sure that the personalities of these characters — and all the other regular and guest characters — are reflected in the places they live, work and play.

“I have to create an environment that describes the character and actions of the script without words,” she says.

Booth, another character, reflects a masculine style, with leather sofa and chairs, lots of vintage knick-knacks and even part of an old military plane hanging on the wall. Brennan’s living space, Wannop says there also needed to be feminine feel to the space.

In Brennan’s office, Wannop kept the impersonal look, but added items for interest, such as the skulls on her desk. Wannop lined shelves behind Brennan’s desk with knick-knacks that give off good shadows and forms, but which don’t demand a lot of attention. “It has to read in the background,” she says. “It can’t stand out too much.”

Booth’s apartment reflects a masculine style, with leather sofa and chairs, lots of vintage knick-knacks and even part of an old military plane hanging on the wall. Brennan’s living space, Wannop says there also needed to be a feminine feel to the space.

Wannop, a member of the Set Decorators Society of America, must research, resource and acquire all the objects needed to prepare each set used in the show: in six years that comes to 98 episodes and about 775 sets. She gets about eight days to prepare for each one-hour show, but another episode is shooting during that time, so she’s working on two shows at once.

The set dressing process starts with a concept meeting, at which all the department heads go through the new script with the writers, director and producers. Wannop then meets with the production designer to discuss concepts and style and go over the budget. “I spend a lot of
Kim Wannop ’99 gets to do some wild and creative things that most interior designers would never have the chance to do, such as design a living space for a hoarder. “As perfect as you think the set looks, if they can’t shoot it, it has to change,” she notes. Once filming starts, she’s already working on the next episode. It turns out that one of the toughest elements of her job is not simply getting a room to look lovely, or even authentic, as in the crime lab set — it’s getting a place to look like someone really lives or works there. In the black and white bedroom, for instance, which appears exceptionally neat, Wannop carefully places some shoes on the floor and arranges jewelry on the dresser. In offices, she’ll add, say, family photos, sports paraphernalia, a bobblehead doll or a photo of John F. Kennedy. “The hardest thing for television is to make rooms look lived in,” Wannop says.

Measure of Success: an Emmy Nomination

Los Angeles is a long way from Northfield, N.J., where Wannop, 34, grew up just outside Atlantic City. She entered Philadelphia University in 1995 as an architecture major, but realized a year or so in that she was more interested in the interior design elements than sitting at a drafting table. After graduation, she moved to Los Angeles with $3,000 in her pocket. “I gave myself five years to make it here or move back to Philly,” she recalls.

Almost exactly 10 years later, in July 2009, Wannop got the thrill of a lifetime when she was nominated by her peers for an Emmy award — a career pinnacle for anyone working in television. Another set decorator called at 5 a.m. to tell Wannop she was nominated, along with the show’s production designer and art director, for their work on the fifth-season sets of Bones.

“I really didn’t believe her,” Wannop recalls. “I had to look it up online.” Because a show must have 75 percent new sets each season to be considered, Wannop explains that most shows are nominated their first year, when all the sets are new. Many of the sets for Bones, for instance, including Booth’s and Brennan’s homes and offices, the FBI offices and medical labs, are consistent from year to year. But in the fifth season, Booth was kidnapped and stuck at sea — this is television, after all — which required a large number of newly designed sets.

Although Wannop didn’t win the Emmy that year — it went to the designers of Pushing Daisies — the Bones set design was submitted for consideration again this year, so Wannop will be tuning in when the nominations are announced in July, however early that may be on the West Coast. Working on a long-running show is like striking gold in the entertainment industry, but Wannop certainly paid her dues to reach this point. She started in low-level production and art department assistant jobs on such shows as Molu- bu, CA, and American Dreams, and the 2003 film Wonderland.

She moved up to art department coordinator on the ABC show Philly, starring her cousin, actress Kim Delaney (although she didn’t tell her she had applied for the job until after she was hired), and to assistant art director on game shows Jeopardy and Wheel of Fortune, where one working in television is to make rooms look lived in,” Wannop says.

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Ronald G. Kander, Ph.D., leads the revolutionary, transdisciplinary curriculum for the College of Design, Engineering and Commerce that retains the learning of each discipline while forging new collaborations among the fields of design, engineering and business. Kander previously served as director of the School of Engineering at James Madison University, where he integrated business and design elements with engineering and developed new collaborative relationships with other academic departments at the university.

What brought you to Philadelphia University as executive dean? I have spent my entire career building interdisciplinary professional programs and was immediately impressed with the scale of this initiative at Philadelphia University. The level of commitment to the College of Design, Engineering and Commerce (DEC) at all levels of the University is unprecedented, and the elegance of the design of DEC is striking. I am excited by the integrated curriculum fostering innovation and focusing on the strengths each discipline brings to the collaborative process.

Philadelphia University is breaking people out of their disciplinary silos to work collaboratively on real-world, complex human problems — the kind that are relevant to today’s industry and to the world. It’s an exciting and compelling challenge to deliver this new educational paradigm.

What is it about the combination of these three disciplines — design, engineering and commerce — into a single college that can create magic? The core skill sets represented by the disciplines of design, engineering and commerce come together in a unique way, aligning with the critical needs represented by most of the grand, human-scale challenges facing the world today. The critical-thinking and creativity skills of the designer naturally combine with the analysis and problem-solving skills of the engineer and the planning and project-management skills of the business professional to form a “suite of expertise” that makes them uniquely qualified to address today’s real-world problems.

The trick is to encourage students in each of these fields to develop core disciplinary depth and respect for the traditions in one of these areas while simultaneously developing an understanding and respect for what the other areas can contribute to the solution of a problem or development of a new idea.

Philadelphia University is breaking academic ground with DEC — pushing students to think beyond the boundaries of existing disciplines to focus on market-driven innovation through teamwork, collaboration and connections with industry partners. What are the challenges in making this happen? What’s the pay-off?

The big opportunity is developing both new curricular content and new pedagogical methods to deliver that content. Both of these also require faculty development as we chart new ground in ways they work with both faculty colleagues and students. The recognition and appreciation of this lifelong learning skill is one of the most valuable things we can pass on to our students, especially when we are preparing them for jobs and careers that don’t even exist yet.

The College of Design, Engineering and Commerce stresses interdisciplinary, project-based learning and collaborative problem solving. How is the new academic building designed to support the DEC curriculum? The DEC building will be one of the most innovative academic buildings in the nation. It will be the flagship of collaborative, problem-based learning on our campus. At almost 40,000 square feet, there will be few permanent offices in the building. Instead, there will be multiple temporary “hot seat” spaces for faculty to use — for hours, days or even weeks at a time — when they are working on interdisciplinary projects with students and other faculty.

The building also will include collaboration spaces for students to work on interdisciplinary projects, as well as public spaces such as the forum, a large open gathering space, and smaller spaces spread throughout the building to stimulate impromptu collaboration. The building will boast five highly reconfigurable studio spaces and a large prototyping area, all dedicated to interdisciplinary team projects. The building is so unique that it will be fascinating to watch as students and the faculty discover new ways to collaborate in all the building’s spaces.
A Unique Building for an Innovative College

President Spinelli, members of the Board of Trustees, faculty, staff, students and friends of the University joined together in early June to celebrate the groundbreaking for the new College of Design, Engineering and Commerce (DEC) building.

During the ceremony, President Spinelli touted the innovative design of the unique 38,500-square-foot building that will house the new College of Design, Engineering and Commerce. “The DEC building will have a dramatic effect on the campus in countless ways and, in particular, it will dramatically affect our students’ academic experiences.”

The College of Design, Engineering and Commerce offers an integrated curriculum that retains the core learning of each discipline while forging new collaborations among the fields of design, engineering and business. By bringing these disciplines together, the College pushes students to think beyond the boundaries of existing disciplines and focus on market-driven innovation through teamwork, collaboration and connections with industry partners.

The facility — which will open for the spring 2013 semester — will provide a unique environment for students to develop transdisciplinary, collaborative problem solving. Designed to meet LEED standards, the building’s design features a distinctive metal shell for climate control and a two-story forum space to be reconfigured as projects and curricula evolve.

D. Walter Cohen, DDS, chair of Power to Innovate: The Campaign for Philadelphia University and member of the Board of Trustees, highlighted the significance of the groundbreaking ceremony and its importance as a defining moment in the University’s history. “I am very proud of the progress we have made and am eager to begin construction on this signature building for Philadelphia University.”

A committee of faculty members and deans, led by the provost’s office, worked with the architect to design the space to meet the program’s unique needs. “Like the collaborative learning that will take place within its walls, the design process of this building was a collaboration among many people,” noted President Spinelli.

The architect for the building, Shepley Bulfinch Richardson & Abbott of Boston, also designed the award-winning Paul J. Gutman Library and The Kanbar Campus Center.

Top: Rendering of the building (view from The Kanbar Campus Center). Right page, top: D. Walter Cohen, DDS, (left) member of the Philadelphia University Board of Trustees and chair of Power to Innovate: The Campaign for Philadelphia University; Janette Blackburn (middle), principal of the architecture firm Shepley Bulfinch Richardson & Abbott and lead designer of the new building; and President Spinelli break ground for the new building on June 10. Center: Rendering of the forum space. Bottom: Rendering of the main entrance.
During the 2011 Philadelphia International Festival for the Arts, PhilaU design students featured in the fashion show were Kaitlyn Doherty ’11, Christi Jefferson ’10, Jennifer Lanyon ’12, Katherine Possage ’12, Caitlin Quirk ’11 and Anfisa Sokolova ’11. Their designs were showcased in a Paris-inspired fashion show, highlighting the creativity and determination exhibited by PhilaU fashion design students.

Debuting February 11 at the Academy of Music, this year’s Opera Company of Philadelphia’s production of the classic love story “Romeo et Juliette” came to stage with an unexpected twist — the Capulets and Montagues were no longer feuding families, but rather dueling fashion houses. The Company asked local student designers to design for the show. The performers wore the bold and exaggerated garments of Nicole Enterline ’11 (sketch pictured), Jennifer Hawrylak ’11 and Jennifer Lanyon ’12 during the runway show, the production’s first act flash point.

On April 1, Caitlin Quirk ’11 (left) and Kaitlin Walkigorski ’12 (right) took second- and third-place honors, respectively, for their smashing designs in the “Project Capucci” student design competition sponsored by the Philadelphia Museum of Art. For the competition, students from PhilaU and other area programs presented designs inspired by the work of influential Italian designer Roberto Capucci, one of the founders of modern Italian fashion, known for his colorful and sculptural fashions.

From March 6 to 13, 16 dresses and gowns by PhilaU fashion design students were featured as part of “Springtime in Paris,” the 2011 Philadelphia International Flower Show, at the Pennsylvania Convention Center. As part of a collaboration between PhilaU and the Flower Show to bring haute couture to the event, show organizers selected designs by Katherine Carlton ’11, Kaitlyn Doherty ’11, Victoria Harris ’11, Jennifer Hawrylak ’11, Christi Jefferson ’10, Johanna Kozak ’11, Jennifer Lanyon ’12, Alison Lehman ’11, Kaitlin O’Leary ’11, Katherine Possage ’12, Cecily Salinas ’11, Arielle Salkowitz ’11, Marisa Silva ’11, Anfisa Sokolova ’11 and Rachel Wendling ’10 that were exhibited at the show and used as inspiration for companion floral designs.

On April 8, during the opening weekend celebration, Philadelphia University hit the runway as part of a student competition during the 2011 Philadelphia International Festival for the Arts.

Philadelphia University’s legendary men’s basketball coach Herb Magee ’63 will spend the summer preparing for his 45th season as head coach and giving shooting pointers at youth camps and to basketball professionals to improve their shots. This summer, however, is a little more exciting than most for Coach Magee, as he will travel to Springfield, Mass., with his family, friends and members of the University community to celebrate his induction into the Naismith Memorial Basketball Hall of Fame as a member of the Class of 2011.

 Magee was presented with a No. 11 Hall of Fame jersey bearing his name and expressed his gratitude for the honor. “I am completely humbled to be enshrined into the Naismith Memorial Hall of Fame,” he said. “I have dedicated my life to the game of basketball, and to become a member of this sport’s elite group of players and coaches is an honor.”

A flood of media attention, including front-page recognition from The Philadelphia Inquirer and coverage in such major media outlets as The New York Times, ESPN, USA Today and The Boston Globe, followed the announcement. Magee held a press conference upon returning to campus, where he was greeted with cheers and congratulations by the University community. Always thinking about the next game, Magee told reporters, “If practice were to start tomorrow, I would be happy. That’s who I am. I just love coaching basketball.”
Students Display ‘Plyboo’ Designs at Prestigious Furniture Fair
Sophomore industrial design students, working in collaboration with industry leader Smith & Fong Co., had the opportunity to display their work at the prestigious International Contemporary Furniture Fair (ICFF) in New York. The project, called ‘Plyboo’ or ‘PhilaU’, challenged students to think of creative uses for Plyboo, the most respected name in bamboo plywood, and construct designs using the product. Smith & Fong was so impressed with the quality of the student work that they arranged to display it at ICFF.

Grid Sustainable Design Professor Featured on Grid Magazine Cover
Rob Fleming, Ph.D., director of the M.S. in Sustainable Design program, was featured in a cover story in the May edition of Grid magazine, a Philadelphia publication focused on sustainability. Fleming, who co-founded the Engineering and Design Institute at Philadelphia University in 2000 with Chris Pastore and the M.S. in Sustainable Design program in 2006, is one of the nation’s leading experts in sustainable design education. The Grid article drew a detailed picture of the innovative, yet grounded, approach of the PhilaU master’s program. Grid praised the sustainable design program’s diversity, creativity and interdisciplinary approach.

Synagro CEO and ‘Undercover Boss’ Guest Star Discusses Sustainability with Students
Shortly after CBS aired an episode of “Undercover Boss” starring Bill Massa, CEO of Synagro, a leader in sustainable recycling of waste byproducts, the CEO-turned-TV star visited campus to talk about sustainability with students and faculty. A roomful of students, faculty and staff met Massa on campus in April for a screening of the show, which aired on CBS March 27, along with a Q&A with Massa and his business associate, Christoph Luesener, a consultant for Egon Zehnder International. After the screening, students quizzed the CEO about work in the sustainability industry, his experience on the show and career advice for graduating students.

Industrial Design Students Develop Concepts for Innovative Office Products during Annual SPRINT Challenge
In just one week’s time in January, industrial design students worked tirelessly to develop new concepts and designs for Innovative Office Products. During the ninth annual SPRINT Challenge, students from all four years worked in teams and with innovative executives — including alumnus Bradley Derry ’01, product development director; Chris Grim ’05, OEM and retail sales engineer; and David VanDuzer ’05, product designer — to develop products that take into account how future technologies will advance the current marketplace. The winning project, named the HoloSurgical Monitor System, was designed to allow health care providers to conduct laparoscopic (minimally invasive) surgeries without being in the operating room.

Sustainable Design Professor Discusses Sustainability with Students
Philadelphia University MAG Composites Institute Established to Develop Textile-based Composites for Industrial Applications
The Philadelphia University MAG Composites Institute, the nation’s first textile school and its considerable expertise in advanced textile-related research and development, has been established to address growth in the composites market that is expected to exceed $1.1 billion by 2015, according to a recent market study. Composites are critical in industry because they are lighter than steel or aluminum and thus provide engineers with a lightweight alternative for use in a broad array of structures for aerospace, automotive and wind-energy applications.

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Industrial Design Students Develop Product Lines for Iconic Elmer’s Brand

Five teams of industrial design students worked for most of the spring semester to develop new and innovative presentation product concepts for Elmer’s Products, Inc., in a unique industry collaboration.

The design students researched Elmer’s current products and those of the company’s competitors before designing a new line of presentation tools to showcase to the company’s representatives. The students created mock-ups of their ideas, demonstrating their usefulness and integration with Elmer’s current line. In addition, students developed sales, packaging and display strategies to promote the products in stores and online.

Design X Fashion Show Pushes Creative Boundaries, Wows Packed Auditorium

Fashion design students wowed the packed Down Hall Auditorium at the 2011 Design X Fashion Show Feb. 22, pushing creative boundaries from the fantastical to the sublime. Featuring an array of work inspired by nature, pop culture and USP shipping products, the show included dresses made of latex gloves, flexi-glass, trash bags and magazines, among other unconventional materials. Students were featured in a WHYY interview following the show. Always an exciting and visually stimulating event, Design X, produced by the Fashion Industries Association, is a collection of experimental designs constructed from unconventional materials not typically used for clothing.

Graduate Students Develop Garments Benefiting Children with Disabilities

Students in the M.S. in Fashion Apparel Studies program worked in teams during the fall semester to develop adaptive garments for children at the United Cerebral Palsy Preschool in Philadelphia. Each group brought their unique skill sets to the project, with occupational therapy students acting as consultants to a hypothetical apparel manufacturer to aid in the design of new adaptive clothing. The clients were five children, ages one through five, with specific cognitive, sensory or motoric needs. Fashion apparel studies students were responsible for market research, designing, making the prototype and costing.

Students Develop Unique ‘MomMe’ Product Line for QVC

Nearly 100 students from five programs — fashion design, fashion merchandising, fashion industry management, graphic design communication, and marketing — researched, developed, designed, branded and packaged a new line of coordinated mother-and-child apparel as part of a semester-long project sponsored by QVC, Inc., one of the world’s largest multimedia retailers, and Cotton, Inc.

Everything from design and sourcing to branding and marketing was addressed when the students presented their final work Dec. 7 to representatives of the West Chester, Pa., company.

The collaborative project, named “MomMe,” was designed to meet an untapped market for QVC and challenged students to come up with fashion designs at the right price point that the company could potentially manufacture and sell on-air to its customer base.

The students presented a total of 12 pieces — six outfits for mothers and six accompanying pieces for children — that were produced as prototypes by one of QVC’s manufacturers in Shanghai, China, for the final presentations.

PhilaU Students Represent America in International Design Competition

For the third year in a row, PhilaU students were selected to represent the United States as winners of the U.S. National Multicomfort House Competition. Architecture student Lauren Printz ’12 and architectural engineering students Jason Bottini ’12 and Dan Hitchko ’11 took first place out of 79 teams from around the country at the Center for Architecture in New York.

Representing the United States, Printz, Bottini and Hitchko received a special Jury Award for innovative design for their project, “11 Poten- zialle del Sole,” in the International Multicomfort House Competition in Prague. The competition required all entrants to create a design for a skyscraper in the Greenwich South section of New York, while meeting “passive house” standards of design — a rigorous energy-efficiency standard used in only a handful of U.S. buildings.

PhilaU Graduates Featured in ‘Emerging Fashion Designers 1

The book includes more than 60 designers representing 12 colleges and universities. The books were published by Schiffer Publishing.

PhilaU Fashion Design graduates — Bianca DePorzio ’10, Rachel Wendling ’10, Meg Dovsey ’10, Jillian Garvey ’10 and Amanda Varoli ’10 — were featured in the recently published book, Emerging Fashion Designers II. The book includes more than 60 designers representing 12 colleges and universities. The books were published by Schiffer Publishing.

Students Unique ‘MomMe’ Product Line for QVC

Five senior business majors won the $4,000 top prize for their online, birthday party planning service as part of a four-day business plan competition sponsored by international retailer Toys”R”Us, Inc. The winning team included Tiffany Taylor ’11, Stephanie Santina ’11, Gloria Curry ’11, Samayra Rivera ’11 and Abigail Epstein ’11, whose plan aimed to enhance the retailer’s existing “Geoffrey’s Birthday Club.” The competition — designed exclusively for PhilaU — was an intensive, business case analysis developed by Toys”R”Us executives and PhilaU marketing professors Sam Bradley and Chai Mi Lim.
My undergraduate education provided me with considerable interests, build strong relationships and get a sense of the real world. I was drawn to health care and it was my mother who suggested I consider it as my career. When Zachary Streeb ’12 enrolled as an architecture major at Philadelphia University he quickly realized that his modeling skills were less than stellar, prompting a switch to business because it offered a wide range of possible career paths.

However, a class he took entitled “Intro to Law and Society” became a catalyst for another change. Now a senior in the B.S. in Law and Society program, Streeb has found his passion. “I was excited by the political process and wanted to be a part of it,” he said, adding, “My mom always thought I could make a career out of arguing.”

As evidence of his mother’s intuition, Streeb was judged an “outstanding attorney” in the fall 2010 mock trial competition sponsored by the University of Pennsylvania Law School. “I was ecstatic,” he said of the win. “It gave me tremendous insight into what takes place in the courtroom and it was a great real-world experience.”

Growing up in Holyoke, Colo., a town of about 2,500 residents seven miles from Nebraska, Streeb’s high school class consisted of 36 students. His skills at persuasion served him well there, as he was elected senior class president and also served as his class vice president for two years. He is proud that he comes from a military family. “Both my mother, Anne Bodner, and adopted father, Mike Bodner, served in the U.S. Air Force, as did my birth father, Andrew Streeb. My two brothers were in the Air Force and one was deployed in Operation Iraqi Freedom,” he said excitedly. “I was thrilled to hear about his selection.”

As a biomedical engineer, Nandikolla’s doctoral thesis involved the study of algorithms to control the pressure in shoes of patients with diabetes-related foot ulcers. “An instrument in the shoe senses pressure and adaptive materials can be employed to resolve the pressure thereby lowering stress on the ulcer.”

“One of the key takeaways from this research is the importance of early intervention,” she said. Nandikolla is currently working on a device that would automatically adjust the pressure of a shoe to prevent the development of a foot ulcer.

In addition to his academic pursuits, Nandikolla is also an avid runner and enjoys spending time with her family. She is looking forward to continuing her research in the field of engineering and hopes to make a meaningful contribution to the field of medicine.”

“Having the chance to work with a global corporation like Federal-Mogul was truly an amazing opportunity,” said Vanessa Stella ’11, one of the competition winners. “I now have a better understanding of how things work in the corporate world and just how important it is to have the skills and ability to work across disciplines.”

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Federal-Mogul Sponsors Design, Engineering and Commerce Innovation Competition

Forty undergraduate students majoring in design, engineering and commerce disciplines competed this spring in the first Federal-Mogul Innovation Competition, which fully incorporates the interdisciplinary approach of the curricular structure of the new College of Design, Engineering and Commerce.

For the competition, students were split into teams of eight and were presented with a real-world Federal-Mogul product challenge of component protection in the automotive market. The teams were given specific customer requirements and were asked to develop a viable product solution that is both innovative and commercially viable.

The winning team — which was awarded a cash prize by Federal-Mogul — was composed of students from business, engineering and design majors. The team’s concept, Reflexo Coil, is a self-locating component protector for automotive cables, wires and tubes. With deep experience of the market, Federal-Mogul Corporation was able to provide helpful feedback and advice to students working on the project. The teams were judged on projected product performance, design aesthetics, novelty, commercial viability, and final presentation materials and delivery.

“When competing for the chance to work with a global corporation like Federal Mogul was truly an amazing opportunity,” said Vanessa Stella ’11, one of the competition winners. “I now have a better understanding of how things work in the corporate world and just how important it is to have the skills and ability to work across disciplines.”

Janice Maiden ’81, vice president and business director of the Federal-Mogul Systems Protection, initiated the competition and spoke at the awards ceremony on April 21. “This is an incredible, intangible opportunity for open innovation,” she said. “The students exceeded my expectations.”
Q&A with Autism Researcher Beth French ’08

Since graduating from Philadelphia University with a degree in biology, Beth French received a master’s degree from Thomas Jefferson University and is now a research associate at the Johns Hopkins Hospital. Currently, researchers are still uncertain what causes autism. French is working with a team of researchers on a project to determine if there is a substance produced by a pregnant mother that would cause her child to be autistic.

How did you become a member of the research team at Johns Hopkins?

I was finishing up my master’s degree at Thomas Jefferson University and I knew that I wanted my student to research job when I graduated, so I started applying for jobs. The autism research at Johns Hopkins seemed very interesting, so I applied for the job. After several interviews, I was offered the position. I made my thesis presentation for my master’s degree on a Friday and that following Monday I started my new job at Johns Hopkins.

How does it feel to be working on such an important research project?

Every time we discover something new in our research, either small or large, it is an amazing feeling. I just know that the research I am doing now could possibly lead to a cure for a disease that so many people suffer from, and that is very rewarding.

What is the most rewarding part of conducting research on autism?

I see children all the time with autism — either in the Johns Hopkins clinics, through people I know or people on the street. When I see those kids, I just think to myself, “I am helping them in a way that could be life changing.” It’s an amazing feeling. Just the other day my dad was talking to a gentleman he works with who has two children with autism. He was so interested in what I was doing, and he was very thankful. That makes all of the research worth it.

How will this research project advance the identification of the cause of autism?

My boss, Dr. Harvey Singer, has pinpointed the idea that autism is caused by something that happens in the womb. Once the experiments we are conducting are finished, we may have proven this fact and also may discover what is produced by a mother that causes her child to become autistic. This could lead to the discovery of a vaccine and a cure for autism. At least that is our goal.

How did your experience at PhilaU prepare you to become a medical researcher?

In my opinion, the best part about PhilaU is that it is a small school. All of my professors knew my name and knew me personally. One way or another, they all guided me down the path that I am on now — either by cultivating my interest in microbiology or by showing me how interesting medical research is.

What is the most influential lesson you learned at PhilaU?

The most influential lesson that I learned at PhilaU was to put my all into everything that I do. After you think that you have done just enough, push a little bit harder and it will help you get as far as you want to go.

What advice would you give students aspiring to work in the medical profession?

I would tell them to think extremely hard about what they want to do after graduating. Don’t just follow the path you think you are supposed to be on. Don’t worry about what other people will think; do what you want to do. Determine your own future and then push hard as you can to get there.

What are your passions? Favorite hobbies?

I am an avid reader. I would say I read about a book a week. I also really enjoy traveling. I have been to all of the states on the East Coast and I am slowly working on visiting the rest. I have been to a couple of other countries. I have a list of all of the cities in the United States and in other countries that I want to visit. I hope to complete that list someday.

What’s next for you?

Next for me would be back to school. I am going to start applying to doctorate schools this summer in order to get a Ph.D. in microbiology/immunology. I would like to keep researching, but focus on teaching in a college setting.

KENNETH P. KATES ’76 continued from page 22

executive in this complex industry,” Kates acknowledged. “Managing challenges makes every day different. But if I do my job well, we improve the lives of our patients and their families.”

Kates went on to earn an MBA in Health Administration from Temple University, where he also worked in progressively responsible administrative positions. He also served as executive vice president and CEO and interim president of the University of Chicago Hospitals and Health System, worked as a senior health care consultant and taught at Loyola University in Chicago prior to joining UHC.

“I’ve been back to the PhilaU campus for a visit and was very impressed with all that has happened here,” he stated. “The campus has changed considerably and the energy level is high. As an innovator in education, I think Philadelphia University will continue to reach new horizons.”

ZACHERY STREEB ’12 continued from page 23

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DR. VIDYA NANDIKOLLA continued from page 22

the possibility of worsening the ulcer,” she said. “This approach is still being researched.”

Today, Nandikolla is on a mission to bring women into the field of engineering. “To accomplish this, she is an active member of the Society of Women Engineers. ‘I want to expose girls and young women to all that engineering offers as a career,’ she reaffirmed. “In our program, we have female students interested in becoming everything from astronauts to tissue engineers to sustainable engineers leading to rewarding professions and lives.”

Nandikolla is excited about the collaborative opportunities to “connect everything together” in the new College of Design, Engineering and Commerce.

“Engineers understand usability and find opportunities; engineers understand scientific impact and develop new technologies; and business people understand the importance of value creation that is economically sustainable,” Nan dikolla acknowledged. “In the end, it is all about the customer’s needs. For those with an engineering degree, the sky’s the limit.”

What other research projects have you completed since you graduated from PhilaU?

I worked on a project that Dr. Diana Cundell, associate professor of biology, was working on when I was a senior at PhilaU, which involved identifying the microbes that would and would not grow when coming in contact with certain fabrics. From there, I got a job at a lab at Thomas Jefferson University, which is where I got a master’s degree in microbiology. I was working in a lab that focused primarily on Hepatitis B virus. We were trying to pinpoint a way to make a simi lar vaccine — instead of the current three-shot vaccine — that could be more easily accessible in third world countries.

What activities were you involved in at PhilaU?

I was involved in the Science in Action group throughout most of my college career and I was also a big part of the Asclepius Society. I was the president my junior and senior year. I still come back every year for the D. Walter Cohen Asclepius Career Day.

What do you remember most from college?

I remember most of my lab portion of classes quite fondly. Being such a small school, I knew pretty much everyone in my class and the years before and after me. We developed great relationships, which made labs so much fun. The other portion of college that, to this day, I will always say was my favorite was being a Chemistry and I II lab technician assistant for three years. It was the part of my week that I looked forward to the most. I was able to get to know all of the new freshmen every year and really establish great relationships through that experience.

Did you have a professor who inspired you to pursue a career in this field?

The biggest influence when it came to a professor would probably be Dr. Cundell. She was my microbiology and immunology professor and she made both of these subjects the most interesting to me, which led me to pursue these as a degree and field of research. Secondly, for most of college she was my advisor in every way. She helped me figure out the profession that I wanted to pursue and she continues to keep in contact with me since I graduated.

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SUSTAINABLE DESIGN IN THE CZECH REPUBLIC

Just a few kilometers from the Czech Republic’s border town of Slavonice, the remains of the once vaunted Iron Curtain have given way to The Green Belt, one of the most biologically diverse pathways in Europe. Where anti-tank fences and bunkers lie in disrepair, small border towns are investing in growing their future.

Four PhilaU students in the M.S. in Sustainable Design program traveled to this diverse landscape in March as part of a collaborative learning opportunity led by Morna Livingston, associate professor of architecture, and University of Pennsylvania landscape architecture professors Lauren Olin and Hallie Boyce.

Working in teams with landscape architecture students from Penn and the Czech Technical Institute, the PhilaU students were challenged to design sustainable projects for the Slavonice town government.

Situated in southern Bohemia, Slavonice has a rich artistic tradition, but the town has struggled to find a stable source of income.

The student projects needed to take into account the area’s unique cultural landscape while also working on a functional level for the town’s permanent residents.

“You can’t lay any thing on the town just because it looks pretty,” Livingston said.

“When you go home and it gets cold, they still have to eat.”

Students’ projects focused on a range of topics from forestry to arts, tourism and agriculture.

“The work was intensive, but it really paid off,” Fatima Balkis Hassani M’11 said. Her team began work in the design studio each morning at 7 a.m. and finished as late as 3 a.m.

All of the projects were presented to the mayor of Slavonice after their completion, and Hassani said they were given serious consideration.

“They said they might act on a few of our ideas.”

Sharon Jaffe M’11, whose group proposed repurposing a former communist farm into a sustainable wood-processing center, said that the projects had additional value. “We were able to illustrate the different directions and types of things that could be done,” Jaffe said. “It helped broaden their thinking and put a focus on sustainable design.”

In November 2010, visitors to Philadelphia University could have seen students from schools separated by eight time zones collaborating on a global design challenge.

As part of the “Imbrila” project, students from PhilaU, Lincoln University in England and San Jose State University designed products around the theme of “play.” The results, developed through months of collaboration, were featured at two of the most prestigious design fairs in the United States and Europe.

Design majors from each school contributed their own expertise. One team created an inflatable floor lamp that turns on when given a hug. Another team created a children’s rug for a playroom that expands into a tent when kids crawl inside.

“The students worked together primarily through virtual means, but also met in person twice to continue their work in ‘brick and mortar’ fashion. PhilaU hosted the first face-to-face meeting in the fall and the students later traveled to California for a second meeting.”

“Tours and discussions with some of the best design firms on the West Coast, we learned how design firms on the West Coast, we learned how design has a direct impact on the products our firms are asked to make,” said Tod Corlett, associate professor of industrial design.

“All of the products were built in various locations and then shipped to Milan, Italy, where they were assembled and displayed in the SaloneSatellite design fair in April — one of the most prestigious and largest exhibitions in Europe.”

The products were then shipped back to the United States for a second tour, this time to be displayed at the International Contemporary Furniture Fair in New York — a venue that boats over 500 exhibits and 145,000 square feet of display space.

“It doesn’t get more real than this. The international collaborators and shows let the students into the design and business world right now, so they’ll already know it from the inside when they start working as professionals,” Corlett said.

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GLOBAL INDUSTRIAL DESIGN COLLABORATION

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Eileen Martinson and Fran Shammo Join Board of Trustees

Philadelphia University recently welcomed Eileen Martinson ’86 (top) and Fran Shammo ’83 (middle) to the Board of Trustees. Martinson is chief executive officer of Sparta Systems, the leading provider of enterprise quality management software. Previously, she served as chief operating officer of Allicion™ and was responsible for more than 4,000 employees and over $1 billion in revenue for Allicion, one of the nation’s largest providers of healthcare care information technology, including software, services, information and connectivity solutions.

Previously, Martinson was executive vice president of global sales and services for Misys plc, a global applications software and services company, where she was responsible for directing all customer activities and managing more than 2,500 people. She has also served as senior vice president for North America consulting at Oracle; senior vice president for global services at Siebel; senior vice president of research at Gartner; and executive vice president at SAP America, where she helped grow revenues from $300 million to more than $1 billion.

Shammo, executive vice president and chief financial officer for Verizon Communications, is responsible for the company’s finance and strategic planning operations. Previously, he was president and chief executive officer of Verizon Telekom and Business, responsible for sales, marketing and customer service excellence for the company’s consumer, small business, enterprise and wholesale customers worldwide. The unit provides broadband, communications and entertainment services over its state-of-the-art, all-fiber FIOS network and delivers professional services and advanced IT, security, communications and networking solutions globally for enterprise customers.

Previously, Shammo was president of Verizon Business and, prior to that appointment, he served as senior vice president and chief financial officer for Verizon Business. He was vice president and controller at the time of Verizon Wireless’ launch, and was responsible for formulating and implementing its financial processes, as well as leading Sarbanes-Oxley compliance and reporting requirements.

Sue Lehrman, Ph.D., Named Dean of the School of Business Administration

Philadelphia University welcomes Sue Lehrman, Ph.D., dean of the School of Business Administration in the College of Design, Engineering and Commerce, who joined the University in May. Lehrman previously served as the dean of the School of Business at Providence College in Rhode Island. In that role, she oversaw the AACSB accreditation process at Providence College.

She also previously served as the founding president and dean of faculty at Union Graduate School in Schenectady, N.Y., where she developed three new degree programs, including a joint master of science in bioethics program with Mount Sinai School of Medicine.

“Dr. Lehrman’s background is exceptionally well-suited to advancing active, collaborative and interdisciplinary learning,” said Provost Randy Sweare, Ph.D. “With a focus on entrepreneurship and innovation strategies, Dr. Lehrman has a proven record of implementing design thinking to achieve real-world solutions in higher education environments. We are delighted to welcome her to Philadelphia University.”

Lehrman is a graduate of Oregon State University, and holds both doctorate and master’s degrees in public health from the University of California at Berkeley’s Program in Health Services Administration and Policy Analysis. After graduation, Lehrman worked for 10 years with what is now Ascension Health, the largest not-for-profit health system in the United States.

Lehrman succeeds Harvey Lermack, who served as interim dean since January 2010. His strong leadership allowed the School of Business Administration to make significant progress in areas that were crucial to the future of the school, such as curriculum development and AACSB accreditation.

Lermack has returned to his position as a member of the faculty.

HOUSING HAITI’S HOMELESS

When an earthquake struck just west of Port-au-Prince, Haiti, on Jan. 12, 2010, the devastation displaced somewhere between 1.5 to 2 million people and killed thousands of Haitians. Charity organizations around the country dedicated their efforts to providing emergency food and medical supplies and shelters for the area’s many homeless.

During the spring semester, 15 fifth-year architecture students working on their capstone project banded together to design a transitional shelter that could be quickly and cheaply constructed to meet the needs of the affected people in Haiti. A full-scale model of the shelter was built by the students and stood on the Ravenhill Campus.

Architecture faculty members Bob Busser and Ivano D’Angella co-taught the course, which was designed to give students a real-world problem to tackle together.

Busser conceived of the idea of building a shelter for Haiti after a trip to the country following the earthquake. He worked in Haiti for 10 weeks with Habitat for Humanity, helping to construct temporary dwelling places for those who lost their homes in the earthquake. Those working in the country were limited by time and resources, as well as the need to be able to build many structures in a small space.

Busser and D’Angella presented their students with the same challenges and limitations, and organized a charrette — an intensive, collaborative design process over a short period of time — for the students to create potential shelter designs. Students then selected the best model to construct as a demonstration on campus.

The winning design — created by Katilyn Korber ’11 — was constructed during the semester using limited materials, mostly woven bamboo, mesh, concrete and sand foundations poured into five-gallon buckets and some metal studs. Even the materials themselves tell the story of the earthquake. “When humanitarian aid organizations came to Haiti after the quake, they brought supplies in literally over 22,000 five-gallon buckets,” Busser said. “The people didn’t know what to do with all of the leftover buckets, so we were able to fill them with concrete to use as foundations for shelters.”

Korber’s design, which Busser said he thought was better than the structures actually built in Haiti, includes a wall slanted outward at 15 degrees to create more space despite a small square footage requirement — about 175 square feet for a family of five. The outwardly slanted wall allows for easier access to bunk beds within as well as improves access to natural lighting and ventilation. The students also spent the first six weeks of the course learning about how people live in Haiti, and used that knowledge to inform their designs.

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Busser and D’Angella presented their students with the same challenges and limitations, and organized a charrette — an intensive, collaborative design process over a short period of time — for the students to create potential shelter designs. Students then selected the best model to construct as a demonstration on campus.

The winning design — created by Katilyn Korber ’11 — was constructed during the semester using limited materials, mostly woven bamboo, mesh, concrete and sand foundations poured into five-gallon buckets and some metal studs. Even the materials themselves tell the story of the earthquake. “When humanitarian aid organizations came to Haiti after the quake, they brought supplies in literally over 22,000 five-gallon buckets,” Busser said. “The people didn’t know what to do with all of the leftover buckets, so we were able to fill them with concrete to use as foundations for shelters.”

Korber’s design, which Busser said he thought was better than the structures actually built in Haiti, includes a wall slanted outward at 15 degrees to create more space despite a small square footage requirement — about 175 square feet for a family of five. The outwardly slanted wall allows for easier access to bunk beds within as well as improves access to natural lighting and ventilation. The students also spent the first six weeks of the course learning about how people live in Haiti, and used that knowledge to inform their designs.

When an earthquake struck just west of Port-au-Prince, Haiti, on Jan. 12, 2010, the devastation displaced somewhere between 1.5 to 2 million people and killed thousands of Haitians. Charity organizations around the country dedicated their efforts to providing emergency food and medical supplies and shelters for the area’s many homeless.

During the spring semester, 15 fifth-year architecture students working on their capstone project banded together to design a transitional shelter that could be quickly and cheaply constructed to meet the needs of the affected people in Haiti. A full-scale model of the shelter was built by the students and stood on the Ravenhill Campus.

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A. Erin N. Buck, a graduate of the School of Business Administration with a degree in accounting, was honored as the Class of 2011 valedictorian.

B. Michael Johnson ‘11, a graduate of the accelerated behavioral health and science program, addressed the graduates as the student Commencement speaker.

C. President Spinelli challenged the graduating students to live meaningful, purpose-driven lives. “I urge you to explore the depth of your beliefs and understandings,” he said. “Start today by asking the question, ‘What are the truths by which I will lead my life?’”

PHILAU honors and awards

A. FASHION DESIGNERS WIN RED DRESS COMPETITION
Three fashion design students won awards at the 2011 Red Dress Design Competition sponsored by the American Heart Association’s Go Red for Women campaign. Christina Brzozowski ‘11 won first place for her design. Caitlin Quick ‘11 won the second-place and popular-choice awards, and Kim DiPrete ‘11 took the third-place prize. The winning dresses were displayed at a luncheon on May 20 and in the Center City Philadelphia Macy’s window from May 23 to 27.

B. TEXTILE DESIGN STUDENTS WIN VIRGINIA JACKSON CONTEST
Mary Armacost M’11, Katherine Labate ‘11 and Elizabeth Weissert M’11 won awards at the annual Virginia Jackson Design Competition, with one student representing PhilaU in each of the three categories. Armacost won first place in the dobby category. Labate won honorable mention for third place in the jacquard category and Weissert won honorable mention for third place in the print category. The winning designs were displayed in the semiannual Showtimes Fabric Show in High Point, N.C., in June.

C. INTERIOR DESIGN STUDENT WINS ASID PORTFOLIO AWARD
Sarah Murphy ‘11 took first place in the American Society of Interior Designers (ASID) Career Day Competition, winning $1,000 for having the top-rated portfolio as judged by industry professionals and educators. Several other PhilaU students participated in the contest, also receiving praise from the judges during the April 15 competition in Philadelphia, who said that the portfolios of Philadelphia University students were stronger and more comprehensive than others.

D. GRAPHIC DESIGNERS WIN TOP AWARDS IN AIGA COMPETITION
Graphic design communication students represented the program well at the 2011 Student Design Competition, “BYOB” (Bring Your Own Bag) Nutrition Campaign sponsored by AIGA Philadelphia, the professional association for design. Students were asked to create a design for a reusable canvas bag that speaks out about an important cause related to the theme of nutrition. From a field of 300 entries from 12 schools, PhilaU students received six out of the 13 awards, including three of the four Judge’s Choice awards.

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LANDSCAPE ARCHITECTURE SENIOR RECEIVES PRESTIGIOUS INDUSTRY AWARD
Rob Brady ‘11 was named a 2011 Landscape Architecture Foundation’s Olmsted Scholar this spring. Brady’s work at PhilaU has centered on using landscape architecture to promote community togetherness. His capstone project focused on unique ways to use landscape architecture to serve an underprivileged Native American community in South Dakota. The scholars program recognizes students with “exceptional leadership potential who are using ideas, influence, communication, service and leadership to advance sustainable design and foster human and societal benefits.”

TEXTILE DESIGN STUDENT SELECTED AS OUTSTANDING STUDENT OF THE YEAR
Nicole Dowds ‘11 was selected as this year’s recipient of the American Association of Textile Chemists and Colorists’ (AATCC) outstanding student award. Dowds was chosen because of her academic performance and excellence exhibited in the courses most closely related to the activities of AATCC, including dying and finishing and textile materials, among others.

Her achievement was published in the AATCC Review and on the AATCC website.

(con’t on p. 33)
There are 4,633 accredited, degree-granting col-
leges and universities in the United States. In each
of the last 5 years I have dinner with President 
Spinnelli. The university’s administration and faculty
are working hard to reinvent Philadelphia Uni-
versity into a model for 21st century professional
education.

THE SILO CAREER TRACK
One of the problems in business today is that
college graduates trained in a single professional
discipline (i.e., design, engineering or business)
end up graduating as domain experts but with
little experience working across multiple disci-
plines.

In the business world of the 20th century it
was assumed that, upon graduation, students
would get jobs and focus the first years of their
professional careers working on specific tasks
related to their college degree specialty. It wasn’t
until the middle of their careers that they found
themselves having to work across disciplines
(engineers working with designers and product
managers, and vice versa) to collaborate and
manage multiple groups outside their trained ex-
pertise.

This type of education made sense in design,
engineering and business professions when
graduates could be assured that the businesses
they were joining offered stable careers that gave
them a decade to gain cross-discipline expertise.

20TH-CENTURY, PROFESSIONAL
EDUCATION
Today, college graduates with a traditional 20th-
century college and university curriculum start
with a broad foundation but very quickly narrow
into a set of specific electives focused on a nar-
row domain expertise.

Interdisciplinary and collaborative courses
are offered as electives but don’t really close the
gaps between design, engineering and business.

INTERDISCIPLINARY EDUCATION
IN A VOLATILE, COMPLEX AND
AMBIGUOUS WORLD
The business world is now a different place.
Growing students today are entering a world
with little certainty or safety. Many will get
jobs that did not exist when they started col-
lege. Many more will find their jobs obsolete or
shifted overseas by the middle of their careers.

This means that students need skills that al-
low them to be agile, resilient and cross func-
tional. They need to view their careers knowing
that new fields may emerge and others might
disappear. Today, most college curricula are sim-
ply unaligned with modern business needs.

Over a decade ago many research universi-
ties and colleges recognized this problem and
embraced an interdisciplinary education to
break down the traditional barriers between de-
partments and specialties. (At Stanford, the D-
School offers graduate students in engineering,
medicine, business, humanities and education
an interdisciplinary way to learn design thinking
and work together to solve big problems.) This
isn’t as easy as it sounds as some of the tradi-
tional disciplines date back centuries (math ten-
ure, hierarchy and tradition just as old).

PHILADELPHIA UNIVERSITY INTEGRATES
DESIGN, ENGINEERING AND
COMMERCE
At dinner with President Spinelli, I heard about
how Philadelphia University was tackling this
problem in undergraduate education. The Univer-

sity, with 2,600 undergrads and 800 graduate

students, started out in 1884 as the center of for-
mal education for America’s textile workers and
managers. The 21st century professional school
just announced its new Philau MAAG Composite
Institute for industrial applications.

(‘Full disclosure, President Spinelli was one
of my mentors in learning how to teach ent-
repreneurship. At Baldwin College, he was chair of
the entrepreneurship department and built the
school into one of the most innovative entrepre-
neurial programs in the United States.)

Philadelphia University’s new College of De-
sign, Engineering and Commerce will roll out this
fall. It starts with a core set of classes that all stu-
dents take together: systems thinking, user-con-
tric design, business models and team dynamics.
These classes start the students thinking early
about customer, value, consumer insights, and
then move to systems thinking with an empha-
sis on financial, social and political sustainability.
They also get a healthy dose of liberal arts edu-
cation and then move on to foundation classes
in their specific discipline. But soon after that,
Philadelphia University’s students move into real
world projects outside the university. The entire
curriculum has heavy emphasis on experiential
learning and interdisciplinary teams.

The intent of the College is not just teaching
students to collaborate, it also teaches them
about agility and adaptation. While students
will graduate with skills that allow them to join
a company already knowing how to coordinate
with other functions, they will also carry with
them the knowledge of how to adapt to new
fields that emerge long after they graduate.

This type of curriculum integration is possible
at Philadelphia University because they have:
1) a diverse set of 18 majors, 2) three areas of
focus: design, engineering and business; and 3) a
manageable scale (about 2,600 students).

I think this university may be pioneering one
of the most elegant models of undergraduate profession-
al education. One designed to educate students
on multidisciplinary problem solving, inno-
vation and agility.

College and business will never be the same.

LESSONS LEARNED:
• Most colleges and universities are still
  teaching in narrow silos
• It’s hard to reconfigure academic programs
• It’s necessary to reconfigure professional
  programs to match the workplace
• Innovation needs to be applied to how we
  teach innovation.

“Education is what remains after one has forgotten
everything he learned in school.”

— Attributed to Albert Einstein, Mark Twain and B.F. Skinner
Philadelphia University celebrated outstanding leaders of innovation at the 2011 Evening of Innovation on April 30. Honorees José Maria Alapont, Mo Meidar ’70, H’09, Dorothy Roberts and Tomio Taki H’11 each received a 2011 Leader of Innovation Medal in a special presentation at the Spirit of Innovation Gala, which took place at the Hyatt at The Bellevue in Philadelphia following the Annual Fashion Show.

An Evening of Innovation sponsors included presenting sponsor, Phillips-Van Heusen Corporation; innovation sponsor, MAG IAS; Federal-Mogul Corporation; Takkyo LLC, The Echo Design Group; Unifi Inc.; Verizon Foundation; TD Bank; Charming Shoppes Inc.; Macy’s Inc.; and Parkhurst Dining Services.

Scores of innovative student designs were modeled on the runway at the 2011 Fashion Show before 2,300 audience members at the Academy of Music. Part of An Evening of Innovation, the Fashion Show is the largest event of its kind in the region. It is the culmination of years of study and hands-on experience for PhilaU fashion design students.

Tommy Hilfiger received the 2011 Spirit of Design award. TV personality Carson Kressley presented the award to Allen Sirkin ’64, H’10, president and CEO of Phillips-Van Heusen Corporation, the parent company of the Tommy Hilfiger brand, who accepted the award on Hilfiger’s behalf.

The show was produced by the Fashion Industries Association, which includes students in fashion design, fashion merchandising and fashion industry management, under the direction of Andrew Van Sant ’11. This year’s set was designed by interior design student Grant Christofely ’11. Graphic designs were developed by Nate Myers ’11.

Senator Arlen Specter, Phillips-Van Heusen President and COO Allen Sirkin ’64, H’10 and TV Personality Carson Kressley were among the guests in attendance. One of the evening’s highlights was a showcase of student and faculty research and collaborative projects focused on innovation.

Fashion Show
The Visionaires
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Philadelphia University faculty members are recognized nationally and internationally for continually advancing applied research and developing innovative ideas and groundbreaking solutions.

Catherine Baumbach and Lisa Phillips
Interior Design

Janet Brady, Textile Technology

Steven Dinero, Area Studies

Kambari Douglas and Claudia Phillips
Landscape Architecture

Rosa Goudes, Environmental Science

Michael Rackover, Physician Assistant Studies

Philipp Russel, Finance

Rick Shain, History/Area Studies

Les Szendrei, Computer Information Systems

Meriel Tulante, Italian

Vidya Nandikolla, Engineering

"Mike is one of the most experienced industrial designers in the country, and by judging the success of his former students, he is one of the best educators as well,” said President Spinelli. “His positive, driven attitude makes him an extraordinary professor.”

A portrait of John Pierce, Ph.D., associate professor of psychology, was unveiled at the reception, which will be hung in the Paul J. Gutman Library. He received the 2010 President’s Award for Excellence. The Lindback Distinguished Teaching Award was presented to Valerie Hanson, Ph.D., assistant professor of writing. The award recognizes her outstanding service to the University and her students in the classroom.

Philadelphia University also recently recognized these distinguished adjunct faculty: Kestutis Lukas School of Architecture Benjamin Nick’ Freeman School of Business Administration Robbin Durrie Continuing and Professional Studies Michael Kase ’97 School of Design and Engineering Helen Heinz School of Liberal Arts Crystal Smith School of Science and Health
NOMADS NO MORE

Professor Analyzes Controversial Israeli Resettlement Plan in New Book

For centuries, conflict has dominated the relationship between the Jewish and Arab populations of Israel. Yet, one community, often left out of the conversation, has struggled for years to adjust to government pressures — the semi-nomadic Negev Bedouin.

A minority group of 160,000 people today, the Negev Bedouin have been struggling for rights to their ancestral land since the 1948 Arab-Israeli War, when Israel became a state. Since then, Bedouins have been expelled or forcibly relocated, and the Israeli government has claimed the land as their own or refused to recognize villages.

Several attempts have been made to solve the conflict, including ongoing efforts to reettle the Negev Bedouin in state-approved towns.


Dinero became interested in the Bedouin when he first encountered the community as a high school student studying abroad in the 1970s. Fueled by curiosity, he began to study the area’s planning concerns during his college years. Dine- ro focused his research and data collection in the early ‘90s and developed an expertise from spending time interacting with the community over the years, including on a Fulbright Scholarship in 2007.

Dinero’s book explores both sides of Israel’s controversial resettlement plans. Overall, he said that the efforts had mixed success: “For every plus there’s a minus and for every minus, there’s a plus.”

On the plus side, Dinero found that forced resettlement has to a large extent succeeded in fostering social and economic development, at least by Western standards. Both men and women are highly educated, have access to quality health care and can more than meet their nutritional needs.

“Many live in extraordinary air-conditioned homes, what we might call mansions, as compared to living in a tent or shack only a few short years ago,” Dinero said. “Thus many, if not all, now enjoy the accoutrements of modern living.”

On the flip side, resettlement efforts have in other ways impoverished the community. The Bedouin are far more dependent on others and the outside world than in the past. Many are un- employed, poor and unable to move up Israel’s socio-economic ladder — unemployment rates are higher in the Bedouin sector than any other in Israel.

Bedouin towns are also some of the poorest in the country. Dinero said, partially due to a social structure that favors Jewish development over Arab development.
Philadelphia University senior design students showcased their creative and innovative work at the 2011 Senior Design Show, which took place from May 9 to 15 in The Gallagher Center. Highly imaginative work on display included innovative architectural concepts, new package designs, award-winning textiles, new product designs, breathtaking fashion garments and creative digital design and animation products.

The Senior Design Show displayed student work from all design disciplines, including the undergraduate design programs in architecture, digital animation, digital design, graphic design communication, industrial design, interior design, fashion design, textile design and landscape architecture; and the master’s programs in interactive design and media, textile design and sustainable design.

The Maurice Kanbar ’52, H’03, Excellence in Design Awards were presented during the show’s reception. Graphic design communication students were presented with design merit awards and top portfolio awards, and industrial design students were presented with gold, silver and bronze prizes. An alumni wall was also displayed to showcase alumni who dedicated their time and talent to help the Class of 2011 throughout their time at PhilaU.

A. In the Industrial Design category, the gold prize was awarded to Aodh O Donnell for his capstone project entitled “Engage,” a chair for elementary school children that is designed to increase mobility and collaboration in the classroom.

B. Tracey McCafferey is pictured with her board game design, “embark!” She won the gold award in graphic design communication.

C. The silver award for industrial design was presented to Christopher Skodi and Colin Steif for their project “Amishmade.”
It’s Better to Teach Innovation.

The Philadelphia Inquirer: Associate Professor Jeff Ashley Cautions on Use of Flame Retardants

Jeff Ashley, associate professor of chemistry, says the use of flame retardants in such products as car seats for young children may pose some risk of harmful chemical exposure for youngsters, The Philadelphia Inquirer reported May 30.

The Philadelphia Inquirer: New DEC Building to Foster Innovative Academics

U.S. News has named the College of Design, Engineering and Commerce will serve as a creative incubator for the college’s innovative transdisciplinary curriculum, The Philadelphia Inquirer reported May 10. “The amount of collaboration we’re doing now will generally be enhanced over the next four years,” President Spinelli said. “And that collaboration will grow into this new building.”

The Philadelphia Inquirer: Inquirer Story Features Prof. Steve Frumkin on Rising Cotton Prices

Professor Calls for Standard Clothing Sizing in The New York Times

Marc-Eve Faust, director of the fashion merchandising program, said manufacturers and retailers need to agree to a standard labeling system to help consumers find the right size and fit, The New York Times reported April 26. “On One Size Fits Nobody: Seeking a Steady 4 or 10.” The story also ran in The Gainesville Sun (Fla.) and The Ledger (Fla.) on April 25. Similar stories featuring Faust ran in the Toronto Star May 12 and on Fox29 May 11.

The Philadelphia Inquirer: Inquirer Story Features Prof. Steve Frumkin on Rising Cotton Prices

David Brookstein, executive dean for university research; MAG Chairman and CEO Mo Meidar ’70, H’09, member of the PhilaU Board of Trustees; and Leon Brus’74, an alumnus and consultant for Bally Ribbon Mills, were featured.

Industrial Design Corian® Project Featured in Dwell Magazine Video

Industrial design students who designed innovative products made with DuPont™ Corian® solid-surface material were featured in a video made for Dwell magazine. The students — who graduated in 2010 — and faculty professor Tom Corfidi and Dr. Hylkje Zeulke were interviewed. The outstanding projects were exhibited last fall at Philadelphia’s Center for Architecture.

Fashion Design Student Awarded YMA Scholarship, Reports The New York Times

Anastasia Sokolova ’11, a fashion design major who was awarded $10,000 at a YMA Fashion Scholarship Fund annual awards event, was featured in The New York Times Jan. 16. PhilaU students Lauren Nelson ’11, Temiqua Osborne’11 and Natalie Simmons ’11 each received $5,000 scholarships at the event.

The Philadelphia Inquirer: Inquirer Story Features Prof. Steve Frumkin on Rising Cotton Prices

The Atlantic: Provost Randy Swearer on Educating Innovative Thinkers

Teaching students to be innovators requires a commitment to a diverse, multidisciplinary and deeply collaborative educational experience, Provost Randy Swearer told The Atlantic. “TRIO innovators are adept at taking very specific areas of knowledge (technologies, scientific discoveries, social phenomena, etc.) and constantly reframing them in broader social, cultural or political contexts,” he said.

New PhilaU MAG Composites Institute to Develop Innovative Materials

David Brookstein Cautions on Formaldehyde in Apparel in The New York Times


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FOR MORE INFORMATION, contact Mike Molloy, assistant vice president for major gifts and planned giving, at 215-951-2524, or mmolloy@PhilaU.edu.

PHILAU breaks ground on expansion: Philadelphia Business Journal

Philau broke ground on a new building to support the innovative curriculum of the College of Design, Engineering and Commerce, the Philadelphia Business Journal reported June 17. “Philadelphia University has been in a collaborative endeavor for a long time and this is just formalizing the levels of collaboration and bringing it to a more intense level,” said President Spinelli.

New York Times: Commencement Speaker Steve Blank Highlighted

“With Antic Improvisation, Professors Learn to Share the Classroom Stage.” At a May workshop, a trainer from the famed improvisation troupe in Philadelphia said the faculty members’ skills and teaching styles might be used to help teachers develop some of the qualities that “great entrepreneurs” have. [Quote: “No one ever sets out to fail! It’s just a learning experience—no matter what. And sometimes it’s better to fail than to succeed.”]

New York Times: Commencement speaker Steve Blank was featured in a June 12 New York Times article, “Words of Wisdom,” highlighting some of this year’s memorable commencement addresses. “No one ever sets out to fail!” he told PhilaU graduates. “But being afraid to fail means you’ll be afraid to try.”

The Philadelphia Inquirer: Inquirer Story Features Prof. Steve Frumkin on Rising Cotton Prices

Steven Frankson ’70, associate professor of textile design and marketing, said cotton prices have surged recently as speculators have swooped into the cotton futures market in anticipation of profit-making opportunities. The Philadelphia Inquirer reported Feb. 18.

In the News

Physician Assistant Student Mary Costello Brings Veteran Presence to PhilaU Crew Report’s The Philadelphia Inquirer

Mary Costello is a freshman physician assistant student, a member of PhilaU’s varsity eight rowing team and a former Air Force medic who served in Afghanistan, reported The Philadelphia Inquirer May 7. Although Costello had never rowed before coming to PhilaU, “I knew she would be competitive, that she would one day be a raceer,” said Coach Chris O’Brien.

Fashion Show and Innovation Gala in Women’s Wear Daily

Inquirer Women’s Wear Daily reported May 4 that 2011 Spirit of Design Award winner Tommy Hilfiger graciously acknowledged the award via telecast, saying “Mentoring young people, improving their lives and providing for their futures is extremely important to me, and that is why this award is so meaningful.”


For more information, including a personalized example on how a charitable gift annuity can work for you or to review the range of ways to meet your planning objectives, please contact Mike Molloy, assistant vice president for major gifts and planned giving, at 215-951-2524, or mmolloy@PhilaU.edu.

The benefits are many, including:
- Guaranteed payments for life at attractive rates
- Partially tax-free income
- A current income tax deduction
- Capital gains tax savings if appreciated property is donated
- The satisfaction that your gift supports the future of Philadelphia University
- Membership in the Tapestry Society, our recognition society for those who include Philadelphia University in their estate plans.

Sample Rate Chart for a $25,000 gift annuity on a single life

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<th>75</th>
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<td>5.8%</td>
<td>5.6%</td>
<td>5.7%</td>
<td>6.1%</td>
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<td>$7,113</td>
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<td>$1,625</td>
<td>$1,675</td>
<td>$1,720</td>
<td>$1,760</td>
</tr>
</tbody>
</table>

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Discover the benefits of giving wisely at www.PhilaU.edu/plannedgiving
Women’s Basketball Coach
Tom Shirley's Career Mile Marker

By Nathan Susanj

Before Tom Shirley won a single game as a college basketball coach, he was an English major in college, thinking about pursuing a career in sports writing.

His father, a World War II veteran with four years of service in the South Pacific said, “If you're going to keep going to college, I'm not paying unless you study business.” Shirley recalled. He switched to economics.

After graduating from Allentown College (now DeSales University) in 1976, where he played basketball for four years, Shirley got a job at the Ford Motor Company making $41,000 a year with a new car every 10,000 miles.

After five years, he was miserable. He traded in the salary and the perks for a $37,000 position coaching women’s basketball and running a one-man athletics department at his alma mater.

“I knew I was going to be happier, but I thought Am I stupid?” Shirley said. He never regretted the switch.

Thirty years later, Shirley, head coach of the Philadelphia University women’s basketball team since 1989 and athletic director since 1992, won his 600th career game as a coach in the NCAA.

The road to 600 began with Shirley’s interview for his first college coaching position at Allentown. Coming from Ford, Shirley was short on coaching experience, but full of determination. The president of the college was looking to hire someone with solid business credentials for the athletic director position, which played to Shirley’s favor. “I think I am one of the only coaches in the country to go from coaching 10- to 12-year-old boys to coaching college basketball,” Shirley said.

At Allentown, Shirley coached for eight seasons, compiling a 149-73 record with six postseason appearances. When he heard about the open coaching position at Philadelphia University, Shirley jumped at the chance to move up from NCAA Division III to Division II with the Rams. Shirley started as the assistant athletic director at PhilaU in 1989 and was promoted to athletic director since 1992.

Shirley’s accomplishments are numerous: back-to-back ECAC titles in 1991-92 as head coach at Allentown, an inaugural season coaching the Lady Rams, including a trip to the Eastern Collegiate Athletic Conference (ECAC) tournament. Two years later, the 1991-92 team went 26-6 and earned PhilaU its second ECAC bid in three years. The remaining players of that team came back to start the 1992-93 season with 22 straight victories, earning the Lady Rams a trip to the NCAA tournament.

Shirley’s accomplishments are numerous: back-to-back ECAC titles in 2002 and 2003, three NCAA tournament appearances, 19 straight post-season appearances, American Women’s Sports Federation Division II National Coach of the Year, Converse District Coach of the Year and member of multiple NCAA committees over the course of his career.

While proud of his achievements, Shirley said he wants to be remembered for more than a list of accomplishments. “I hope that the success of my legacy is not measured in basketball victories,” Shirley said. “If anyone has as much fun and likes the place that employs them as much as I do, then they will have a great life” — one of many lessons he passes on to his players.

“Coach Shirley tries to emphasize and teach us about being successful in the real world,” said Kate Brennan ’10, M’11, a fifth-year senior on the 2010-11 team. “He always says that our education comes first, even before basketball. He really cares about each of his players and he wants them to be successful after leaving PhilaU.”

“Tom Shirley is the ideal coach and mentor for all student-athletes. For him, the basketball court is where character is built. Winning is an important by-product for a coach and team that have strong character like Coach Shirley and the Lady Rams,” said President Spinelli.

Over 30 years, Shirley has been a hallmark of consistency. More than any specific victory, Shirley said he is proud of the stability the program has achieved — 600 victories over 30 years equals an average of 20 wins per year.

“Tom has shown the ability to coach when his teams have talent and coach when the talent is not quite as good,” said men’s basketball head coach Herb Magee. “That is the sign of a great coach. He wins no matter who is on the team. That’s what it takes to be a consistent winner over the years, and that’s what Tom has done.”

Consistency is defined as performing at a level that does not vary in quality over time. Long ago, Shirley turned in his brand-new Ford for a shot at doing what he loves. Consistency means being capable of reproducing the same results. As a coach, Shirley’s record stands at 607-281. Students will take their seats in The Gallagher Center in November, knowing they will soon be on their feet, cheering on the Lady Rams. When they do, Shirley will just be looking for win number 608. Six hundred wins wasn’t a milestone for the coach, it was a mile marker. If it is up to him, he says, he will be on the sidelines for at least 10 more years.

Tom Shirley didn’t become a sports writer. He became a sports story doing what he loves. Consistency means being capable of reproducing the same results. As a coach, Shirley’s record stands at 607-281. Students will take their seats in The Gallagher Center in November, knowing they will soon be on their feet, cheering on the Lady Rams. When they do, Shirley will just be looking for win number 608. Six hundred wins wasn’t a milestone for the coach, it was a mile marker. If it is up to him, he says, he will be on the sidelines for at least 10 more years.

Tom Shirley didn’t become a sports writer. He became a sports story instead.
ATHLETICS news

ROWING TEAM WINS PHILAU INVITATIONAL AND KERR CUP
Highlights from the PhilaU men’s and women’s rowing teams included big wins during the season. At the PhilaU Invitational, the women’s V8 was victorious in a time of 7:44 and the men’s V4 were victorious in a time of 7:08. In the Kerr Cup, the men’s V4 won their heat (6:31) to advance to the final, where they bested Rutgers, Villanova, Drexel and Fordham with a 6:26 finish to take the title. On the women’s side, the V10 boat (6:50), rounding out Army, Drexel, Virginia Commonwealth and Richmond. Both teams finished the season at the Aberdeen Dad Vail Regatta, where the men’s V4 boat took fifth out of 54 boats in the Grand final.

JIMMY CONNOLLY RECEIVES ALL-PHILADELPHIA BASKETBALL HONORS
Guard Jimmy Connolly ’13 was named to the John McAdams All-Philadelphia Area Team by the Herb Good Basketball Club this spring for his outstanding play on the court. He finished the season averaging a team-high 16.9 points per game. Connolly also contributed on the boards, pulling down just shy of four rebounds per game, while also chipping in with 39 assists and 28 steals over the season. Connolly was also named to the Central Athletic Collegiate Conference (CACC) All-Conference 2nd Team this year. He led the team from the free-throw line shooting 90 percent, at one time leading all of NCAA Division II in free-throw percentage with 95 percent.

TENNIS STANDOUTS RECEIVED CACC HONORS
Men’s tennis standout Kyle Burke ’13 was named to the CACC All-Conference second team for his performance this season. Maroti Szuros ’12 was named CACC Honorable Mention. Overall, the team finished an impressive season with a record of 18-7 (5-1 in the CACC). The team made its third consecutive appearance in the CACC Championship and advanced to the NCAA tournament for the second year in a row, finishing the season after losing in the NCAA East Regional Championship match.

WOMEN’S BASKETBALL STANDOUTS BRENNA AGAIN TOPS 1,000 POINTS
Forward Kate Brennan ’10, M’11 notched her 1,000th career point at PhilaU on Dec. 28 against Pitt-Greensburg. She was named the CACC Player of the Week on Jan. 3. She led the team this season, averaging 14.5 points per game, earning her a CACC All-Conference second team honors.

TWO LAX PLAYERS NAMED ROOKIE ALL-AMERICANS
Five lacrosse players were named to the 2011 USA College Women’s Lacrosse All-Star Team. Highlighting the awards were attacker Emily Ray ’14 and midfielder Caribeth Shappell ’12 (pictured left), who was named Player of the Year after posting 59 points on the season. The team made its second CACC Championship appearance in three years. Three players were named to the CACC All-Tournament team including midfielder Jennifer Sica ’11, attacker Taylor Peltzer ’12, and midfielder Rachel Balint ’13. Seven players were named to the CACC All-Conference lists.

BASEBALL’S DIFRANCO NAMED TO CACC SECOND TEAM
Shorthstop and team captain Anthony Difranco ’13 was named to the 2011 CACC Baseball All-Conference second team for his performance during the season. The CACC named Difrancesco Player of the Week on March 30 after he hit the game-winning homer in the top of the ninth inning in a 6-5 win over Bloomfield.

SOFTBALL’S SCHMIDT EARNs SECOND TEAM HONORS
Pitcher Ali Schmidt ’12 went 14-12 on the mound in 179 innings pitched this season, earning her CACC All-Conference second team honors. She led the conference through the regular season with 214 strikeouts and also notched six shutout games. Schmidt wasted no time before making an impact for the Lady Rams in the early part of her junior season. On the team’s spring break trip to Florida, Schmidt tossed 24 innings in 24 hours, including two complete game one-hitters with seven strikeouts each.

ARTICLES

From Afghanistan to PhilaU: Mary Costello’s Journey

When Mary Costello (fourth from right) — as a 19-year-old United States Air Force medic working in Mississippi — heard her deployment to Iraq had been cancelled, she volunteered to go somewhere else. She turned down an assignment in the Caribbean, packed her belongings and prepared to leave for Afghanistan.

“I figured if I’m going to be in the military, I might as well get the full experience,” she said.

Enrolling in PhilaU’s physician assistant studies program this year, Costello’s experience before college is unlike many of her peers. Differences aside, the freshman soon found her niche on the University’s rowing team.

In Afghanistan, Costello’s unit stayed in Qalat — east of Kandahar and an occasional hotspot for insurgent activity. From the base, Costello assisted doctors with “sick call” and accompanied her team on civil affairs missions.

She said she could often hear the ping of enemy gunfire ricocheting off the outer shell of her vehicle. She lost friends, but doesn’t like to elaborate.

After nine months in Afghanistan, Costello returned home, trading in her service for college.

The transition to civilian life was difficult at first. Instead of having her day planned, she faced an open-ended schedule. To fill the dead time, she signed up for the University’s rowing team. When she received a detailed workout schedule over Christmas break, she followed the plans as if they were orders, coming back from winter break 40 seconds faster than anyone on the squad.

At PhilaU, Costello has gone from floating alone to the anchor of the University’s rowing team. From the mountains of Afghanistan to the prow of a rowing boat, she is ready for her next challenge.

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Creative, driven, innovative faculty and students are the hallmark of Philadelphia University.

We all come to Philadelphia University with bold ideas and innovative thoughts. It’s our distinct curriculum that enables our students to transform these ideas and thoughts into groundbreaking research, market-driven solutions and value creation. Our culture of innovation starts on campus and knows no boundaries.

William C. Whitmore Jr. ’82, chairman of the Board of Trustees, and D. Walter Cohen, DDS, trustee and campaign chairman, publicly announced Power to Innovate: The Campaign for Philadelphia University during the Evening of Innovation Gala on April 30.

“Through the University’s bold Strategic Plan, trustees, faculty, staff, students, alumni and friends charted the University’s future: We will be the model for professional education in the 21st century,” Whitmore said. “This bold vision requires investments of intellectual, emotional and financial capital.”

POWER TO INNOVATE

The Campaign for Philadelphia University

In response to this need for investment, Philadelphia University has embarked on an ambitious capital campaign, with a goal of raising a minimum of $40 million by June 2014. As of June 2011, the University has raised more than $29.5 million in cash and multi-year commitments, the majority of which was secured during the quiet phase of the Campaign that was launched in July 2009.

The Campaign will support the following goals and priorities:

A Building to House the College of Design, Engineering and Commerce

A nearly 39,000-square-foot, $20 million, state-of-the-art building — the design of which will reflect the collaborative, innovative learning that will take place in the new College.

The Center for Sustainability, Energy Efficiency and Design (SEED Center)

A more than 14,000-square-foot, grey-to-green renovated facility converted from a former gymnasium into a LEED-certified academic building, the SEED Center houses undergraduate and graduate architecture programs.

The Senator Arlen Specter Center for Political Science and International Relations

Through its mission, the Center will promote and support scholarly research and foster greater understanding of and discourse around significant historical, political and policy issues associated with Sena- tor Specter’s career in public service. The Center will be housed in a long-unused home on campus that will be renovated to preserve its historic importance while allowing for high-tech interactive exhibits.

Applied Research

Collaboration with industry, government and foundations through applied research opportunities for faculty and students will expand their expertise and serve societal needs. Notable advances include the recently funded Philadelphia University MAG Composites Institute and historic importance while allowing for high-tech interactive exhibits.

To date, the Campaign Committee includes Wendy Beetlestone, Esq.; Stu Boreswky, D. Walter Cohen, DDS, campaign chair; Robert A. Cordaro ’76; George T. Downs III ’63; Robert C. Lockyer ’68; Edward P. Marram, Ph.D.; Andrew J. Morrisroe III ’96, M’99; Robert L. Nydick Jr. ’78, Ph.D.; Jerry Rosensweig ’76; Michael S. Schurr ‘84; Robert P. Smith ’76; President Spinelli, and William C. Whitmore Jr. ’82.

To learn more, contact Jesse Shafer, vice president for development and alumni relations, at 215.951.2810 or shaferj1@PhilaU.edu.

The time is now. The place is Philadelphia University.
Making an Impact
The Sullivan Family’s Legacy

By Andrew Davis M’11

Philadelphia University has made a major impact on the Sullivan family and, in return, the Sullivan family has significantly impacted the lives of many Philadelphia University students. For Matthew Sullivan M’97 and his five brothers and five sisters, the University has been a part of their family for more than four decades. His mother, Genevieve, and his brother, Michael, were enrolled in Philadelphia University at the same time in the 1980s. Genevieve, a registered nurse for over twenty-five years, was a part-time student pursuing her bachelor’s degree in nursing. Michael, who was married with a young child, worked during the day and took accounting classes at night.

“Both Mom and Mike were inspirations to the entire family. I clearly remember my mom working as a nurse, raising our family while studying for school in between preparing lots of meals and doing chores around the house — she was an incredible woman,” Matthew noted. “She was very dedicated to pursuing her degree and instilled the importance of education in her children.”

It was an exciting Commencement ceremony for the Sullivan family when Genevieve and Michael graduated on the same day as members of the Class of 1986.

Matthew enrolled in the part-time MBA program during the mid-1990s to advance his education and career, and completed his master’s degree in 1997. When Michael tragically passed away at the age of 36, the family continued his legacy at Philadelphia University by establishing the Michael T. Sullivan Memorial Scholarship, which is awarded each year to a deserving student in the Philadelphia University computer information systems, to create a collaborative project for business, design and engineering students. Matthew believes that working on real-world, team based industry-sponsored projects adds a deeper academic experience for students. The students had an opportunity to meet with Dunmone executives, travel to Germany and develop prototype products for the company. Throughout the project, his advice to students was three-fold: find what you love to do by experiencing as many different opportunities as possible, always learn by asking many questions and build lasting relationships.

Building lasting relationships and making an impact are things that the Sullivan family takes to heart.

New Development and Alumni Relations Staff Members

The Office of Development and Alumni Relations welcomes four new staff members to the University community.

Michael Molloy (second from left), assistant vice president for major gifts and planned giving, is responsible for engaging alumni and friends in the life of the University. He will also reinvigorate the planned giving program and encourage donors to include PhilaU in their estate plans.

Molloy comes to PhilaU from the Delaware Foundation, serving as the national director of development. He oversaw the successful completion of a $20 million capital campaign and the effort to meet a major challenge grant. Molloy has also held leadership fundraising positions at the Southeastern Pennsylvania chapter of the American Red Cross and the Philadelphia Zoo.

Robert Skomorucha (left), director of corporate and foundation relations, works with faculty and staff to advance the University’s Strategic Plan by managing a portfolio of corporate and foundation prospects. He also works closely with the Office of the Provost to provide support to University researchers and other faculty and staff in all facets of government grant application and management.

Skomorucha previously worked at Widener University, where he served as the director of government and external relations. He helped to attract $2.2 million in government capital construction awards and approximately $3 million in earmarks and competitive grants for academic programs. His higher education experience also includes serving as the assistant vice president for government and community relations at Saint Joseph’s University.

Michael Sullivan (left) and Michael Sullivan (right) celebrated with then-President James P. Gallagher, Ph.D., at the 1986 Commencement ceremony. Honors Michael’s legacy, is an important opportunity for our family to give back to Philadelphia University and makes an impact for some full-time working students,” Matthew said.

This year, the Sullivan family continued this giving spirit by developing an industry partnership with Dunmore Corporation.

Kelly’s Ride Supports Scholarship Fund

The fifth and final Kelly’s Ride — a charity bike ride ending at the Jersey shore that helped support the Kelly Marie Vogdes Scholarship at Philadelphia University — was held on June 5, 2010. Since the annual event was first held in 2006, it has raised $65,000 for the scholarship. Kelly’s Ride was organized by the family and friends of PhilaU graduate Kelly Marie Vogdes, who died tragically in 2004. Kelly received a B.S. in Fashion Merchandising and in 2000 and worked for Jones Apparel Group after graduation.

“Our family would like to thank everyone who has honored our daughter by helping to build this scholarship opportunity in her name,” said Kelly’s father Joe. “We are especially grateful to Jones Apparel Group for initiating the program and helping a deserving student receive a Philadelphia University education. Kelly loved her school and her job. The scholarship fund blends her love of both.”

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Steve Greenberg '82, remembers a friend recounted the story. Like all of his sons, Carol Greenberg received a degree from Philadelphia University, then Philadelphia College of Textiles and Science. In fact, two of his sons were on campus when he received it.

In 1981, Carol Greenberg, an icon of the textile industry, received an honorary Doctor of Textiles degree while Steve and his brother David '84 were both enrolled in the textile program. Carol’s eldest son Elliot had already graduated from the institution in 1966, beginning the family legacy which continues to the present. David met his future wife Melissa (Narin) Greenberg ’85 on her campus when he received it.

By Nathan Susanj

Greenberg Family Legacy Lives on at Philadelphia University

Steven Greenberg '82, remembers a friend who grew up spending summers working in the textile industry, saying Steve Greenberg. “I had cousins and aunts that worked in the industry. It was definitely the family business.”

Greenberg grew up spending summers working in textile mills in North Carolina to help with his dad’s textile business. “I worked the machines by hand,” he said. “It was hard work, but I enjoyed the art of it.”

Carol, Steve’s father, began in the textile business in 1928. Born in Philadelphia as the middle child in a family of five children, Carol was forced to grow up quickly when his father passed away at a young age. He went to work to support his mother and siblings, all four of whom would later be employed by him. The family business moved from the bustling garment center of New York City on 35th Street and 7th Avenue to Miami Beach, where Steve was growing up, but one thing was certain, he said, “If you wanted a good textile education, you went back to Philadelphia.”

“When it came time to choose a college, textile was the only school I was really looking at,” Steve Greenberg said. “We knew that the Philadelphia College of Textiles and Science had a very strong program.”

In college, Greenberg worked quickly to get his degree, graduating in three years, but he says he will never forget the wonderful experiences he had. “There was a sense that we were a family,” he said of his fellow students. “I remember great days; the sun coming out at the beginning of spring. People would be outside and spending time together.”

Greenberg said the feeling of being in a family didn’t stop after graduation. “In the textile industry, people know who went to Philadelphia University,” he said. “There is definitely the family business, received an honorary Doctor of Textiles degree while Steve and his brother David B. were both enrolled in the textile program. Carol’s eldest son Elliot had already graduated from the institution in 1966, beginning the family legacy which continues to the present. David met his future wife Melissa (Narin) Greenberg ’85 on her first day at Philadelphia University, and their son Joshua Greenberg is currently enrolled as an accounting major. “I was born and bred in the textile industry,” said Steve Greenberg. “I had cousins and aunts and uncles that worked in the industry. It was definitely the family business.”

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Elliot Greenberg ’66, Steve Greenberg ’82, David Greenberg ’84 and his wife Melissa (Narin) Greenberg ’85 are pictured (l to r) in their senior photos from the Analysis yearbook archives.

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The 2011 MBA/M.S. in Taxation Reception brought together current students and alumni of the graduate business programs for networking and socializing. During the event, Angelo Valletta M’93 (right) presented Daniella Holuta ‘10, M’11 the first annual Louis A. Valletta M’94 Memorial Networking Award in memory of his brother’s competitive spirit and passion for education and networking.

PhilaU alumni reunited in Boston to support the men’s basketball team in a preseason exhibition game against the Boston College Eagles. Robert Chambers ’63, who traveled from Calif. to be there, President Spinelli, Charles Zortman ’58, and Arlene Simon ’77 2. Jeanine Olenay and Tom Gusser ’85.


More than 80 alumni, faculty and friends celebrated at the first President’s New York City Reception, held at 230 Fifth in November. Lena Jacobs ’06, Stacia Hoskins ’06, Andrew Glansew ’05 and Marlene Olson ’05 7. Margaret Mackey ’93, chair of the Greater NYC PhilaU Alumni Network, with Me Meeder ’70, M’09, member of the Board of Trustees 3. Stephen Gustar ’70, L. Todd Schwab ’75 and President Spinelli 6. Stephanie Hold ’07 and Carina Fieno ’07, M’08.

Register for RamNet www.PhiU.edu/alumni

1. 1. 2.

The 2011 Men’s and Women’s Alumni Basketball games were held in February. Alumni, students, families and friends cheered on the alumni players as they took the court for the annual event.

The Third Annual President’s Downtown Reception, held at the Academy of Natural Sciences’ Dinosaur Hall, boasted a sold-out crowd of more than 200 alumni, faculty and friends of PhilaU. The event, held the final Wednesday in February each year, is the signature event for Delaware Valley alumni.

1. Jeff Moskow ’85; D.R. Widder, executive director for innovation; Terry Hyams ’84; Mark Sunderland ’84, M’06, assistant dean; and President Spinelli
2. Stu Burawsky, assistant professor of accounting, and Peter Burke ’70
3. Malcolm Ingram ’10 and Gabriella Moyer ’11
4. Jeff Cromarty, vice president for administration and COO; Paula Della Penna ’95; and Jason Della Penna ’94
5. Seth Bittner ’05 and Peter Darlington ’08

The Greater NYC Alumni Network hosted a healthy lifestyle dinner at the Natural Gourmet Institute in March.

1. Ashley Strouse ’05; Steve Fruhman ’70, associate professor of textile marketing and management; Aisling Cooper ’07; Jennifer Cutler ’00; Justin Mendes ’00; Kat Arickson; Shari Chung ’07; Jon Byrd ’09; Anita Jadwani M’10; and Lou Sigmund ’04
2. Nutrition and Image Consultant Justin Mendes ’00, owner of Holistic Couture LLC, offered attendees tips for healthy living and eating with the season.
3. Jonathan Byrd ’09; Anita Jadwani M’10 and Louis Sigmund ’04

While attending a conference in Portland, Maine, PhilaU Honors Program Director and students connected with area alumni over brunch.

1. Shannon Ramsey ’12; Tyler Fleming ’12; Marcella McCap-Gath, Ph.D., director of the honors program; Steve Pogson ’05; Linda Faber-Skelly ’84; and Dr. James Reinsch ’74

Save the Date!
The 4th President’s Downtown Reception
February 29, 2012
6-8 p.m.
Masonic Temple of Philadelphia
1 North Broad Street
Philadelphia, PA 19107

Watch for details on RamNet!
www.PhilaU.edu/alumni

Photo Credit: MTP Events

Photo Credit: Mike Cohen
Phillies Tailgate

The annual PhiiUas Tailgate hosted by the PhiUaU Ford S Council was held in June. Fifty alumni and friends came out to cheer on the Fightin’ Phiias and enjoy food and fun at Citizens Bank Park. 1, Brett Klinger ’08, Marissa Field, Martin Majcher ’08, Truman Benedetti ’08 and Christina Iaconelli ’08 during a recent trip to the area. 2, Terry Brown, Ron Arnold ’70, Hollenback, Cheryl Brown ’83 and Victor Brown ’85

PA - Vegas Reception

Alumni gathered in Las Vegas during the 2011 American Academy of Physician Assistant National Conference to celebrate the program’s national ranking by U.S. News and World Report and Associate Professor Michael “Rocky” Rackiskey’s PA-C, selection as the Phecian Outstanding PA of the Year 1, Matt Dane Baker, D.H.Sc, executive dean of the College of Science, Health and Liberal Arts. Rackiskey and Lawrence Carey, PhiiM, program director of physician assistant studies 2, Brandi Thomas, Bo Cauchoch and Sarah Langen ’10 3, Front: Jan Costa, Paul Lobrutto ’09, M’11, Kevin Nold ’M11 and Danielle Miller M’05; Back: Pawel Karbowski ’09, M’11, Kheng Xiong, Matt Dane Baker, D.H.Sc., executive dean of the College of Science, Health and Liberal Arts, Rackiskey, and Laurence Carey, PhiiM, program director of physician assistant studies. 4, Jan Costa, Paul Lobrutto ’09, M’11, Rufus Ricketts, and Lisa Hedrick ’09, Alexandra Velez M’11, Joan Wand ’06, M’09 and Tim Luchte ’09, M’11

Tuscon Gathering

Director of Alumni Relations Linda Hollenback visited with Tucson, Ariz., area alumni during a recent trip to the area. 1, Terry Brown, Ron Arnold ’70, Hollenback, Cheryl Brown ’83 and Victor Brown ’85

ALUMNI class notes

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RICHARD MANKFIELD ’10 writes that he is enjoying his retirement at Ann’s Choice, an Erickson Living community in Bucks County, Pa.

FREDERICK HENNESSY ’12 celebrated his 50-year membership with American Association of Textile Chemists and Colorists this past year.

HAROLD POTTSYDER ’54 writes that he and Lance Landgraf ’60, both players for Bucky Harris, recently attended the 2010 Pennsylvania Sports Hall of Fame in Danville, Pa., with the Harris family where Bucky was inducted into the Hall of Fame posthumously.

STEVEN SPYKER ’53, a professor emeritus at the University of Maryland, was a featured speaker on cleaning science technology and health at two ISSA/Interclean meetings in Amsterdam, Netherlands (April 2010), and Interclean Latin America, Cancun, Mexico (June 2010). He continues to serve as science and research chair with the Cleaning Industry Research International.

MARTY GURMAN ’55, director of engineering resources and technical education at Designtex, helped with the launch of Schoeller Technology’s Nanosphere™ in the U.S. contract market. “Following four years of development, I am thrilled that Designtex is first to launch Nanosphere in this market,” he said in a January press release.

MARC RICHMOND ’77, MD, MHH, was appointed as the designated Medicare medical director for Blue Shield of California. While there will be no change in his current Regional Medical Director responsibilities that he has held for almost three years, Richmond will be asked to additionally provide medical director leadership for the senior markets team. In his new role, he will assist them as a subject matter clinical expert and as an internal and external representative on Medicare-specific issues. Building on the RMD role, Richmond will work to align and integrate Blue Shield of California’s senior business goals and objectives with the larger clinical organization.

CARL FERTMAN ’71, associate professor at the University of Pittsburgh, recently co-edited for the Society for Public Health Education’s (SOPHE) new book, Health Promotion Programs From Theory to Practice, published by Jossey-Bass Publishers. The book was recognized at the 2010 International Union for Health Promotion and Education World Conference in Geneva, Switzerland, in July 2010.

WILLIAM ARCHER ’74 writes that he and his wife, Eileen, took a trip to Europe in August and early September 2010. “We did the Danube River Cruise from Regensburg, Germany, down river to Budapest, Hungary, with stops in Passau, Germany; Durnstein and Vienna, Austria; and Bratislava, Slovak Republic. Then we went to Oberammergau, Germany, where we saw the Passion Play, which is performed every 10 years. We then went to Dorset County, England, to attend the wedding of my grand- niece in the small town of Corton Denham. In early July, we went to a family reunion on the Archer side in the Outer Banks of North Carolina.”

CARY FLITTER ’76, Consumer Protection Attorney of Narberth, Pa., recently discussed “Consumer Rights and Protection” at a Lunch-n-Learn program offered to employees of Montgomery County at the Human Services Center in Norristown, Pa. Flitter covered the topics of debt collection and credit reporting problems. He offered suggestions for consumers who are being contacted by debt collectors and those that have errors on their credit reports.

SUZANNE DILLER ’71 and guest

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One of the great team leaders in Philadelphia University basketball history will take the helm of the state’s biggest squad this fall. In June, Pat Chambers ’94 was named the head coach of the Penn State men’s basketball program.

Known for his energy, enthusiasm and passion for the game, Chambers was widely heralded as an inspired choice for his new role. Chambers ended the year with a 21-7 season as head coach of Boston University, taking the Terriers to the NCAA tournament for the first time since 2002. He will leave BU after two years at the helm, going 42-28 over that span with a league championship.

At Philadelphia University, Chambers joined the team as a walk-on after transferring from Drew University and ended his four-year playing career with the school record for career assists (709).

After college, Chambers worked as a salesman and assistant high school basketball coach at his alma mater before joining the coaching staff at Villanova University in 2004. Chambers was an assistant under head coach Jay Wright until 2009, when he took the head position at BU.

ALUMNI events

The annual PhiiUas Tailgate hosted by the PhiUaU Ford S Council was held in June. Fifty alumni and friends came out to cheer on the Fightin’ Phiias and enjoy food and fun at Citizens Bank Park.

Brett Klinger ’08, Marissa Field, Martin Majcher ’08, Truman Benedetti ’08 and Christina Iaconelli ’08 during a recent trip to the area.

Terry Brown, Ron Arnold ’70, Hollenback, Cheryl Brown ’83 and Victor Brown ’85
ALUMNI class notes

SUMMER 2011

10’s

ASHT LILANI ’11 was interviewed by VC Circle in December 2010. Lilani dis- cussed opportunities in financial services, edu- cation and consumer internet in India.

ADAM ROSENTHAL ’97 and Randi Rosenthal are proud to announce the birth of a baby girl, Jillian Drew. She was born on June 29, 2010, in Abing- ton, Pa., and weighed 6 lbs., 4 oz.

MICHAL GOSTKOWSKI ’96 was appointed as an as- sociate staff neurologist in the Center for Neu- rologic Rostoration at the Cleveland Clinic. Dr. Gostkowski completed medical school at the Philadelphia College of Osteopathic Medicine, a neurology residency at Michigan State Uni- versity-Bastodot Hospital, fellowship training in movement disorders at the Muhammad Ali Parkin- son Center at the Barlow Neurological Institute, Phoenix, Ariz., and deep brain stimulation at Cleveland Clinic. His clinical practice is focused on movement disorders with an emphasis on in- tra-operative microelectrode recording for deep- brain stimulation surgery.

AARON HOUSE ’13 writes, “I successfully complet- ed the Architectural Registration Exam (ARE) and am now a project architect with BFM Archi- tects, Inc., in Hagerstown, Md.”

LISA SPARKS ’11 was recently named an at-large member of the Girl Scouts Council of Tropi- cal Florida Board of Directors. She is a regional development director for South Florida Con- stant Contact.

Philadelphia University Graphic Design Alumni Across the Pond

Philadelphia University Graphic Design alumni seem to be everywhere — including across the pond in London!

During a recent trip to England to visit prospec- tive schools for possible study abroad relation- ships in London, Brighton and Glasgow, Scotland, Program Director and Associate Professor Frank Baseman had the pleasure of visiting with Kara Debois ’03 and Annya Hipkons ’09. Kara is purs- ing a master’s degree in graphic design at Camberwell College of Art and Annya, originally from Sweden, is looking for work in London. The alumnae are living together in London.

ElIZABETH SPOTWOOD ’00 is a writer and pro- ducer for CBS’ television in San Francisco. She writes a lifestyle humor column twice a week for the San Francisco Chronicle-SF Gate online edition and is a co-host and writer for the political hu- mor online program “Necessary Conversation.”

FRANK POWERS M’11, president of Dudnyk, a health-care ad agency in Horsham, Pa., was the CEO profile in the April 29-May 5 issue of the Philadelphia Business Journal. Powers received an MBA from Philadelphia, the article noted, along with his essential business philosophy, “anything worth doing in life is worth doing well.”

KAREN BLANCHARD ’88 recently received the 2010 AIA Young Architect Award. This award is bestowed to a young architect for exceptional achievement for past accomplishment and fu- ture promise. Karen is currently an associate with Wallace, Roberts & Todd.

SUSAN SEIP ’99, writes, “I recently launched an in- terior design website nurturednest.net. The goal of Nurtured Nest is to provide affordable and en- vironmentally friendly design recommendations. Nurtured Nest is perfect for the homeowner that likes to have a hands-on approach to decorating their home, while utilizing professional advice from an educated interior designer.”

AIJNE L. MASKA ’91, married Mark D. Boucher on January 22, 2011, in Cape May, N.J. Among the bridesmaids was Gina E. Testa ’02. Alumnae and Mark live in West Deptford, N.J., where they both work for the township. A graduate of the Graphic Design Department and a writer and pro- ducer at CBS’ television in San Francisco, she writes a lifestyle humor column twice a week for the San Francisco Chronicle-SF Gate online edition and is a co-host and writer for the political humor online program “Necessary Conversation.”

Have Exciting News to Share? We want to hear from you!

Recently married? Had a adoption? Or a new baby? We are happy to announce the birth of a baby girl, Brynn Maria. She was born on April 3, 2010, in Willow Grove, Pa., and weighed 5 lbs., 11 oz. She is the first grandchild born on the Gallagher side in 17 years!

From friends and family of SHAHINA HORTON ’97 are host- ing a benefit to support her fight against chorio- carcinoma, a rare and severe cancer. For more information, send an email to shahnahortonfund@jol.com.

Architecture Alumni Panel

As part of the 20/30 Alumni Anniversary Cel- ebration — the 20th anniversary of the archi- tecture program and 30th anniversary of the interior design program — distinguished Phialu alumni (pictured l to r) Karen Blanchard ’88, Schandy Kernizan ’08, Kimberly Wannop ’99, Skylar Tubbitt ’08 and Jennifer O’Shea ’98 gave presentations on the work they have done since graduation and answered questions about their paths to success. Read more about Wannop on p. B.

John Grant ’04, who was recently promoted to application business analyst IV at Philadelphia, said, “I am part of the Smart Grid testing team. We are in the middle of full deployment in Del. This work is challenging, but it is also fun to see the future of energy usage and distribution.”

Jeffrey Dill ’95 opened J.R. Dill Winery in Bur- dett, N.Y., on the east side of Seneca Lake. (www.jrdillwinery.com). The ribbon-cutting cere- mony was recently featured in the Odyssey File.

Victoria Iweloni Gallagher ’05 and Kris Gallag- her are proud to announce the birth of a baby girl, Brynn Maria. She was born on April 3, 2010, in Willow Grove, Pa., and weighed 5 lbs., 11 oz. She is the first grandchild born on the Gallagher side in 17 years!

Ravin Sibley ’05 was recently named a “Super- woman” — an innovative architect, entrepreneur and philanthropist changing the face of Southeast Pennsylvania.” By suburban Life magazine for es- tablishing Boutique Belle Abeille in Newtown, Pa.

TARA (Rebek) MURRAY ’65 was recently named marketing manager of roof and wall products for Benjamin Obdyke, Inc., located in Horsham, Pa. Tara was recently employed at CertainTeed Corporation.

Terry Bupp Pettersen M’06, a graduate of the M.S. in Instructional Design and Technology program, was a co-coach for the winning team at the USA FT in Schools National Finals held at the Michigan National Speedway in March. His Elizabethtown (Pa.) Middle School seventh- and eighth-grade team, called the Ninjas, developed a scale model Formula 1 car of the future, which proved to be the best designed, as well as fast- est, on the track. Through their efforts, the stu- dents won a place in the 2010 FT in Schools World Finals, which will take place later this year in Ma- layasia.

Jennifer Pilem ’08 was hired as a project en- gineer for Skanska USA Building, Inc. She was recently featured in an article in The Philadelphia Inquirer.

Brenna Wagner ’03, global running materials de- sign manager at Nike, was featured in a January 2011 issue of Runner’s World magazine in an ar- ticle titled “Shoe Hitting.” A textile design major, Wagner’s knitting know how “enabled her to de- velop the eye-catching mesh for the LunarGliss’s upper — the first textile in the company’s running business that was exclusive to them,” the article noted.

MELISSA LEVIENDUK ’07 was recently named a “Superwoman” by Suburban Life Magazine for being an “innovative leader, entrepreneur and philanthropist changing the face of Southeast Pennsylvania.”

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MELISSA LEVIENDUK ’07 was recently named a “Superwoman” by Suburban Life Magazine for being an “innovative leader, entrepreneur and philanthropist changing the face of Southeast Pennsylvania.”
Mr. Alvin P. Gutman joined the Board of Trustees in 1988. As a member of the Finance Committee, his leadership was exemplary and his guidance directly resulted in the prudent investment of the University’s financial resources. He also served as chair of the Honorary Degree Committee, as well as a member of the Academic Affairs Committee and as both first vice chair and second vice chair.

He and his wife, Mary Bert Siegel Gutman, were instrumental in providing funding for the completion of the Paul J. Gutman Library at Philadelphia University, named in memory of their son, who was killed in a plane crash in 1990. The award-winning Library opened its doors in 1992.

Mr. Gutman dedicated much of his life in service to others. He served as trustee of the Mary B. and Alvin P. Gutman Fund, as president and honorary vice president of Congregation Rodeph Shalom, and as both first vice chair and second vice chair of the Transplant Institute, among many other affiliations and memberships.

Mr. Gutman was a graduate of Friends Select School and Dartmouth College. He was honored by such prestigious organizations as the United Jewish Appeal, the National Conference of Christians and Jews and the Anti-Defamation League for his selfless efforts on the behalf of others.

Mr. Gutman is survived by his wife; son, James; daughter, Helen Jane; and several grandchildren.

Are you a PhilaU Alumni Couple?
We’re looking to feature PhilaU couples and families in an upcoming edition of Innovator Magazine. Interested in being highlighted? Email alumni@PhilaU.edu to be included!

**THOMAS EDWARDS, ’10 and his business, TheProfessionalWingman.com, were recently featured by Financial Post.**

**JOHN PUSZI ’10 writes that on June 8, 2010, he was hired for a three-month position at the National Constitution Center in Philadelphia. In October, he was permanently hired as a graphic designer working on Art of the American Soldier.**

**TARA ZIMMERMAN ’10 writes, “I am participating in the Susan G. Komen 3-Day for the Cure this October [2011] in Philadelphia as a member of Team Hope Love Pink. As a team, we are trying to raise $10,000. Please visit www.th3day.org for more information about breast cancer and how to donate to this great cause. Your support is greatly appreciated.”**

**DAVID M. D’ONOFRIO M’11, LEED AP, EIT, was recently hired as an estimator and project manager at Stanker & Galetto, a leading general contracting firm in southern New Jersey. A native of Millmays, N.J., D’Onofrio holds a bachelor’s degree in civil engineering from the University of Notre Dame and a master’s degree in construction management from PhilaU.**

**JOHN SHANNON ’71 writes, “I am participating in the Susan G. Komen 3-Day for the Cure this October [2011] in Philadelphia as a member of Team Hope Love Pink. As a team, we are trying to raise $10,000. Please visit www.th3day.org for more information about breast cancer and how to donate to this great cause. Your support is greatly appreciated.”**

**BRUCE GOLDFINE**

Bruce Goldfine ’71 lived in Ocean Ridge, Fla., for the past 24 years. He graduated with a degree in business administration and later received an MBA from Temple University. He worked in the debt consolidation business and food industry, owning two ice cream stores in the Philadelphia area. Bruce loved exercising and being on the beach as much as possible. He lived across the street from the beach in South Florida. He is survived by his mother Louise Goldfine; sister, Linda Katzman; brother-in-law, Larry Katzman; nephew, David Katzman; and niece, Jaime Katzman.
PhilaU Events

August
12 Coach Herb Magee Naismith Memorial Hall of Fame Induction Ceremony, Springfield, Mass.
18 Convocation
19 Sunset at the Shore 2011
Golden Nugget Atlantic City (formerly Trump Marina)
22 Fall Semester Begins

September
27 Day of Service

October
01 Homecoming & Family Day
06 PhilaU MAG Composites Institute Opening and Exhibition
13 Ram Madness
19 Acquainted: Student-Alumni Mixer
21 Fall Break (no classes)

November
03 President’s New York City Reception

Calendar listings are subject to change.
Go to www.PhilaU.edu/Calendar for a current list of University events.
Go to www.PhilaU.edu/Alumni or call 215.951.2720 for a current list of Alumni events.