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Innovator - Fall 2012

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PHILADELPHIA UNIVERSITY

INNOVATOR

Fall 2012

Unique College of Design,
Engineering and Commerce

**NAMED FOR ENTREPRENEUR AND
PHILANTHROPIST MAURICE KANBAR**

Going for Gold • Hilfiger, Kressley, Varvatos...Fashion Icons Inspiring PhilaU Students

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AN INNOVATIVE BUILDING FOR THE INNOVATIVE KANBAR COLLEGE

Set to open in January 2013, the DEC Center is designed to support the innovative curriculum of the Kanbar College of Design, Engineering and Commerce, which stresses transdisciplinary, project-based learning and collaborative problem solving. The DEC Center will include flexible space for studios, seminars, conference meetings and team projects, allowing teaching and work space to be reconfigured as projects and curricula evolve.

Designed to meet LEED standards, the unique 38,500-square-foot building features a distinctive metal shell for climate control and a two-story forum space for exhibits and presentations.

To learn more about the naming of the Kanbar College, go to page 2.



on the web!
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Philadelphia University **Innovator** is produced by the Marketing and Public Relations Department. Letters, editorial contributions and photographs from alumni should be directed to Elona Lakuriqi at Philadelphia University, Alumni Relations, 4201 Henry Ave., Philadelphia, Pa. 19144; phone 215.951.2929; email alumni@PhilaU.edu. Follow PhilaU online! Check out links at www.PhilaU.edu.

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A Transformative Gift for the Kanbar College of Design, Engineering and Commerce

By Nathan Susanj



When people ask Maurice Kanbar '52, H'03, where he got the idea for the first multiplex theater on the East Coast or his top-selling sweater comb, he tells them: at a dinner party and a dude ranch.

While those places may not sound like innovation incubators, "The inspiration for inventions can come from just about anywhere," Kanbar wrote in his book, *Secrets from an Inventor's Notebook*. "But the keys are observation and curiosity." Indeed, it's not a coincidence that these two traits are fostered in the recently named Kanbar College of Design, Engineering and Commerce at Philadelphia University.

With his donation of \$15 million in support of the Kanbar College, the largest single gift in University history, Maurice Kanbar continues his unwavering support of his alma mater. He previously donated \$6 million for the 2006 construction of The Kanbar Campus Center, which at the time was the largest donation to PhilaU.

"We are thrilled with this latest show of generosity by our alumnus Maurice Kanbar," said Philadelphia University President Stephen Spinelli Jr., Ph.D. "These gifts are a testament to Mr. Kanbar's belief in the Philadelphia University vision — to be the model for professional university education in the 21st century — and the promise of Kanbar College, which will give our graduates a real competitive edge in the workplace now and in the future."

In a wide-ranging career as an entrepreneur, inventor, Hollywood producer and philanthropist, Kanbar has exemplified the attitude, drive and creativity that motivate the innovative Kanbar College curriculum, where students are taught to integrate design, engineering and business knowledge to solve real-world problems.

Kanbar is convinced that the world-class transdisciplinary education students are getting in Kanbar College will help them to innovate, create, inspire and succeed in the same way he has. "The number one rule to follow: never be happy with the way things are, always be thinking about how you can make it better," he said in a recent interview. "That is basically what I have done my whole life."

In July, Kanbar College's curriculum was selected as the top educational initiative for 2012 in an international awards program administered by design publication *Core77*. The College, which completed its first academic year in 2011-12, teaches students to think creatively, brainstorm out-of-the-box ideas and work collaboratively to come up with groundbreaking solutions to complex problems.

"I thought it was really courageous to break down silos for the benefit of a truly integrative educational experience," said Alexandre Hennen, direc-

tor of Continuum Los Angeles and a *Core77* juror. Another *Core77* juror, Johanna Blakely, said that the collaborative effort of PhilaU faculty and staff to develop the Kanbar College curriculum was "evidence of an institution that is determined to leapfrog forward." Blakely is the managing director and director of research at USC Annenberg's Norman Lear Center.

The Kanbar College curriculum includes four core courses — Integrative Design Process, Business Models, Systems Thinking and Ethnographic Research — along with an integrated senior capstone project. Each course combines aspects of design, business and engineering to give students a well-rounded education that goes beyond the boundaries of a traditional degree. It's an approach that addresses the changes in the 21st-century work world, where a sophisticated understanding of multiple disciplines gives young professionals an inside track to leadership positions and success across a wide range of disciplines.

Kanbar College will take another leap forward in January when it moves into the new DEC Center, a building designed specifically to enhance and support the College's innovative educational programs. The DEC Center features a unique 38,500-square-foot flexible floor plan that can be reconfigured to meet the evolving needs of the College.

Designed to meet LEED standards, the building features a distinctive metal shell for climate control and a two-story forum space for exhibits

"We are thrilled with this latest show of generosity by our alumnus Maurice Kanbar. These gifts are a testament to Mr. Kanbar's belief in Philadelphia University's vision." – President Spinelli

and presentations. The flexible space for studios, seminars, conference meetings and exhibitions was heralded by *Building Design and Construction* magazine in a July 2012 feature on college construction projects.

All of these aspects of the College are supported by generous donations from PhilaU alumni and friends, who serve as the inspiration for the spirited, forward-thinking approach to education taken by Kanbar College and throughout the University.

Maurice Kanbar did, in fact, begin his inventive path at a dude ranch in 1964, when he pulled away from a wall and became fascinated with how cleanly the sand crystals in the concrete removed the pills from his sweater.

"I'd been the kind of kid who not only asks why, but also how," he wrote in his book. "It drove my parents nuts." Kanbar studied engineering and chemistry at PhilaU, and used his knowledge to replicate the effect of the concrete wall on a brush using coarse fabric, glue and aluminum oxide

Students in the Kanbar College of Design, Engineering and Commerce work collaboratively across disciplines to solve real-world challenges. Natalie Vespe '12 (pictured center), a graphic design communication student, won the Maurice Kanbar Excellence in Design Award, Gold Award, at the 2012 Senior Design Show.



During a trip to campus, Maurice Kanbar visits PhilaU design studios and labs, critiquing student work, sharing his expertise and offering advice.



Winner of the 2012 Maurice Kanbar Excellence in Design Gold Award, Michelle Hodulik '12, stands next to a young student modeling her innovative backpack design.



crystals. He filed for a patent for his sweater comb invention and raised the \$1,200 needed to produce his prototype.

He engineered the product, developed design and packaging for it and sent samples and order forms to department store buyers: the D-Fuzz It Sweater and Fabric Comb was born. Kanbar and his business partner made more than \$200,000 the first year selling the comb, which remains profitable to this day.

Kanbar's first big hit was far from his last. His list of inventions include Greenwich Village's Quad Cinema — developed after Kanbar became curious about the movie theater business after chatting with an acquaintance at a Manhattan dinner party, and a host of other products including SKYY Vodka, 36 patented devices and the animated movie "Hoodwinked!"

Today, students in Kanbar College are on the same mission — to see a problem, or opportunity, and develop the best possible solutions in an academic environment that is collaborative, hands-on, connected to the real world and infused with the liberal arts (see "What's the Problem?" on page 8).

To foster this culture of entrepreneurial problem solving, Kanbar College provides plenty of opportunities for industry partnerships, giving students



real-world experience in meeting business challenges, whether it be in products or services. The goal is to educate students who, like Kanbar, are not afraid to try new ideas, even if some of them don't work, and pursue interesting and rewarding careers.

His appreciation for well-designed products and the arts is also evident through his annual donation of \$10,000 to support the Kanbar Awards for top senior designs, which are selected in conjunction with the PhilaU Senior Design Show.


His support of outstanding student design work has impacted the lives of many students such as Michelle Hodulik '12, an industrial design graduate who won the gold Kanbar Award in May for her inventive backpack that helps children stay organized. Hodulik said the award helped her realize her dream of designing products for the outdoors by enabling her to attend the Outdoor Retailer Trade Show in Salt Lake City. "Winning the Kanbar Award has made the network experience of a lifetime possible," she says.

"Without Maurice Kanbar, I would not have had that opportunity."

Along with his professional success, Kanbar has been an avid philanthropist through the Kanbar Foundation and his support of various charities and educational institutions, in addition to Philadelphia University. In particular, however, his support of Kanbar College of Design, Engineering and Com-

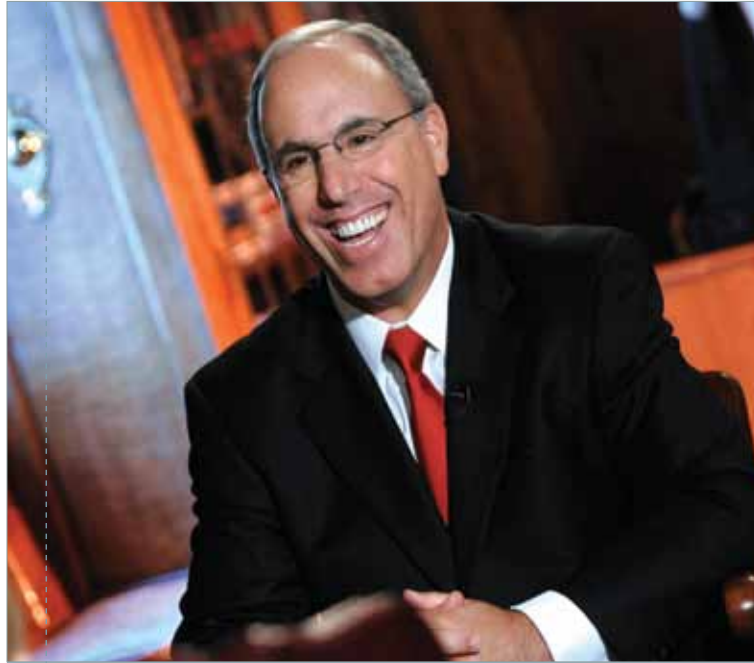
*"[The Kanbar College curriculum] is evidence of an institution that is determined to leapfrog forward."
– Johanna Blakely, University of Southern California*

merce is closely tied to his beliefs about giving students the ability to succeed and lead interesting lives.

"The College will be a tremendous benefit to students," Kanbar says. "It could give them a worthwhile career and make it easier for them to succeed in life. Without an education, a person is lost. With an education, a person has a chance. With a good education, a person has a better chance." 

PHILAU president's commentary TEACHING INNOVATION

By President Stephen Spinelli Jr., Ph.D.



Throughout my career as an entrepreneur and educator, I have had the opportunity to teach many students. At Babson College, where I was a professor for several years, I taught aspiring entrepreneurs and business professionals at multiple levels, from college upperclassmen to MBA students and business executives. Until last year, however, I had never taught a class of college freshmen.

During the 2011 fall semester, I began teaching a section of Integrative Design Process (IDP), the first core course in the Kanbar College of Design, Engineering and Commerce curriculum, with Ron Kander, Ph.D., executive dean of Kanbar College, and Maribeth Kradel-Weitzel, assistant professor of graphic design communication.

I was as excited as I was anxious to get in the classroom with the youngest students at Philadelphia University, and after a rewarding semester, I am glad that I did. I quickly learned that freshmen are like sponges. They don't have the barnacles most of us have collected through life. Even more so even than students just a few years older, they really absorb everything.

The students also brought an encouraging level of insight and curiosity to class, and with students and professors from each of Kanbar Colleges' disciplines — business, engineering and design — we were able to learn a lot from each other.

At the beginning of the year, I told the incoming class of students and their families that Philadelphia University is built on the promise of human innovation. It was exciting to see our youngest students live out that promise through the IDP

course. IDP mirrors the overall approach of Kanbar College and it is the platform for the ambitious and innovative curriculum our faculty and administration devised for the College. Like minor league professional athletes, students learned the fundamentals they will need to succeed in their future careers. For IDP, that meant working well in teams, understanding how decisions are made in business, engineering and design and learning how to recognize opportunities.

Thomas Edison once quipped, "Opportunity is missed by most because it's dressed in overalls and looks like work." Our students learned to work hard, completing intense, semester-long design audits with a group of their peers, and it was gratifying to see how seriously they took their task of improving the community around them with their own special talents and skills.

For early team assignments, students tended to divide up the work evenly without giving thought to who was completing what. But as the semester went on and they learned more about each other's strengths and weaknesses, they began to leverage their skills to accomplish more together than they could alone.

Teaching with Ron and Maribeth helped broaden my own horizons as well. After years of thinking through problems from a business perspective, it was intriguing to learn new skills like drawing and to think from a design or engineering perspective. It opened my mind to whole new ways of identifying and approaching problems, and it did the same for our students. It's also a process that can become addicting.

One day, when our class was walking back from observations for the design audit project, the students saw a fire truck trying to snake its way through traffic on Henry Avenue. The truck was progressing slowly despite the blare of its horn, and one of my students said half-jokingly, "You know, that looks like an audit project. We could really improve how this works." I was surprised and we laughed, but it shows how our students were thinking. Instead of seeing the world around them as static and unchanging, they began to see opportunities to make small improvements that could have a big impact.

They just entered their second year at Philadelphia University, and I have high hopes for their long-term success. With a foundation in the Kanbar College's principles and the drive to improve, they will accomplish great things here at PhilaU and after they graduate. I can't wait to see what they will produce in their senior capstone projects just three years from now. I'm even more excited to see what this year will bring once again with our entering first-year students.

A Brand Story BUILT FROM WITHIN

The PhilaU brand story is an authentically personal one — built from within. It is a narrative developed from input gathered from our community of students, faculty, staff, alumni and trustees who live the PhilaU experience each day. It reflects our shared vision in developing meaningful and successful career paths for our students and the goals of the University's bold Strategic Plan.

"Our brand identity conveys the evolution of Philadelphia University. Our expanded tagline 'Powered to Do What's Now, Powered to Do What's Next' in combination with our five brand chapters clearly reflects our innovative approach to teaching and learning, the expertise of our faculty and our vision as the model for professional university education," said Patricia M. Baldrige, vice president of marketing and public relations. "Our vision and distinctive pedagogy is why we say that Philadelphia University is a transformative force in higher education."

The PhilaU Story:

No other school has Philadelphia University's intersection of expertise at quite the same scale — health and science, engineering, design, architecture, liberal arts, social sciences and business. No other school weaves these areas together to develop desirable, feasible, valuable ideas and the thinkers behind them. Market-driven innovation is our specialty.

Nexus Learning

Our signature approach to teaching and learning — active, collaborative, connected to the real world and infused with the liberal arts and sciences — Nexus Learning is the hallmark of a Philadelphia University education. It is making our graduates leaders at every level of their careers.

Profession, Career, Edge

We immerse future designers, engineers, architects, health professionals and entrepreneurs in their fields early, working on real-world challenges and collaborating with students in other fields to take joint ownership of projects. They learn to integrate knowledge, develop far better decision-making skills, untangle complex problems and identify opportunities to invent solutions. It's an approach that is addressing the needs of industry, preparing our graduates to lead in their chosen fields early and to achieve success in professions that may not yet even exist.

Entrepreneurial DNA

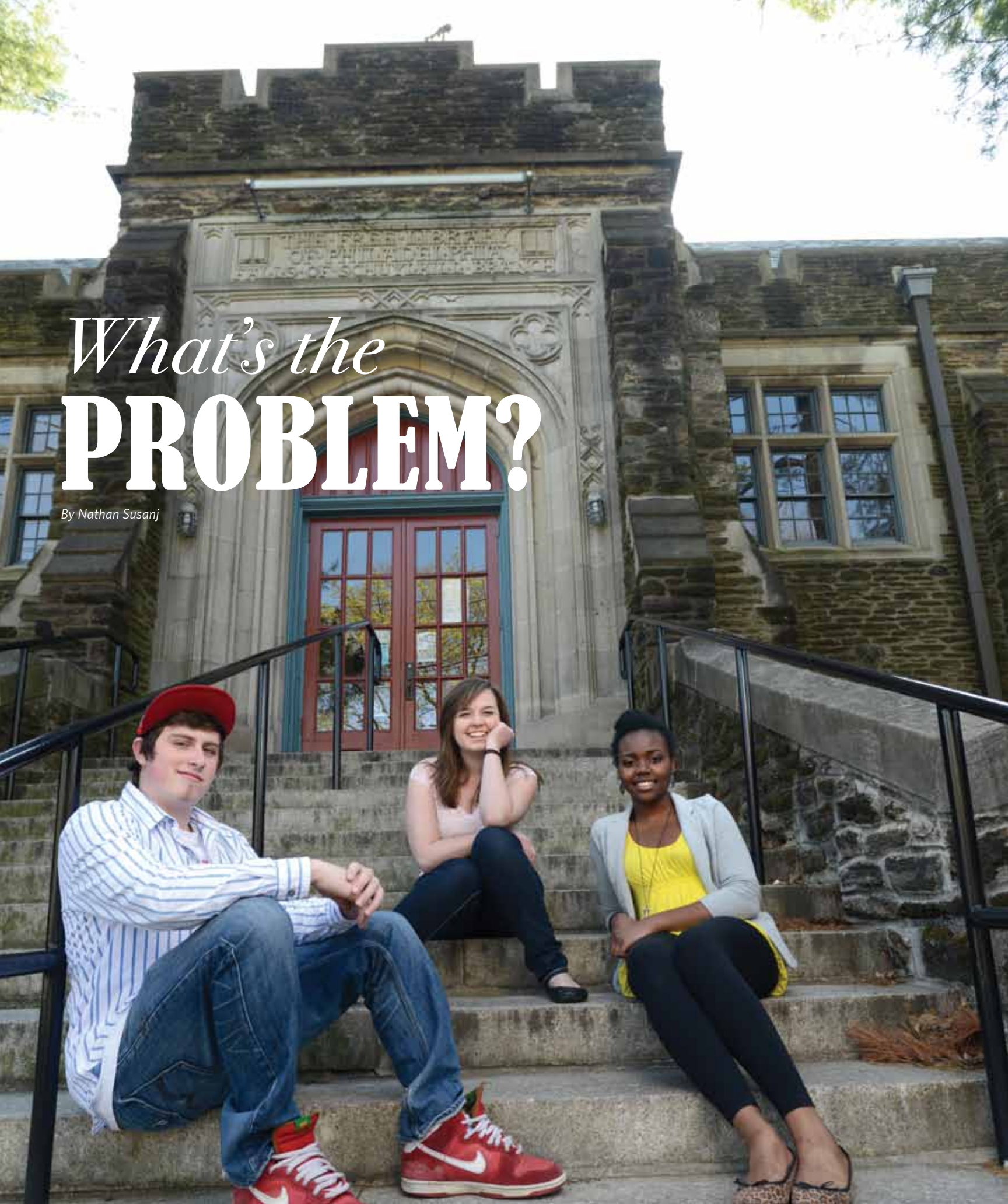
We've always been willing to take a pulse on what's happening in industry and the greater world to see what needs solving and invent solutions. That's value creation. When entrepreneurs match their personal talents, skills and aspirations to society's needs, they create value. Our graduates take on the entrepreneurial DNA of this place. They learn to identify problems that need solving, develop the best solutions and go on to implement them, creating value wherever they go.

Industry Immersion

PhilaU students solve real problems facing real businesses while being guided by some of the sharpest minds in industry. With a network of faculty who are actively engaged in their respective industries and constant exposure to complex challenges brought to PhilaU by top regional and national companies, PhilaU students jump-start their professional careers while still in college.

Creative City, Creative Campus

Our namesake city has been synonymous with invention and ingenuity since its founding and so has Philadelphia University. Students are driven to create and innovate here — new fashion lines, health device prototypes, synthetic skin grafts, green fueling stations, new materials for firefighter jackets, sustainable building design. The beauty is that, unlike most urban campuses, PhilaU is also a classic green oasis.



What's the PROBLEM?

By Nathan Susanj

In January 1986, 30-year-old technology entrepreneur Steve Jobs began developing a next-generation computer.

The specifications were developed with a level of precision that only a perfectionist could demand — the kind of perfectionist that insisted on coating parts inside the computer, which no one would see, with a matte black finish. Over the next two years, Jobs and his team made decisions on everything from the type of processor the computer would use (an advanced 25 MHz Motorola 68040) to the shape of its exterior (a perfect cube). Jobs required each side to measure exactly one foot long, and each angle was a mathematically precise 90 degrees.

In late 1988, Jobs unveiled the finished product. The presentation took place in a crowded symphony hall, and, with his characteristic flair, Jobs wowed the audience with the computer's capabilities. The machine played Bach's "A Minor Violin Concerto" in a duet with a San Francisco Symphony violinist, and Jobs used it to peruse the complete works of Shakespeare. The computer featured an easy-to-use interface and a display that allowed for uncommon depth and clarity. It also happened to be a tremendous flop.

The NeXTcube computer, launched early in Jobs' period of exile from Apple, carried with it Jobs' penchant for combining advanced technology with a user-friendly design, but it also carried a fundamental flaw. It just wasn't what consumers needed. Despite its strengths, the computer's RAM set-up was expensive and it was slow, and it did not have a hard disc or a floppy drive, giving users limited options for transferring files from one computer to another. Ultimately sales lagged and NeXT shut down its struggling hardware division a few years later.

The lesson of NeXT is one that applies to all business ventures, and one that Jobs later mastered. Success is found only when the vision that inspires good ideas is grounded in opportunity.



The rain was coming down hard on a September afternoon during the fall 2011 semester at Philadelphia University. Just a few blocks from campus at the Falls of Schuylkill Library, a class of freshman students walked in and out of the downpour. Armed with notepads, cameras and tape recorders, they stood and stared, jotting down notes about everything — the building's exterior, the condition of the sidewalks and walkways, the models of the com-

puters, the shelves and books and the turnstiles at the entrance. They were looking for opportunities.

The students at the library were one of several groups working on their design audit projects for Integrative Design Process (IDP), the first core course in the Kanbar College of Design, Engineering and Commerce curriculum. Each IDP class was team-taught by an interdisciplinary pairing of PhilaU faculty and administrators. This class was taught by President Spinelli, Ron Kander, Ph.D., executive dean of Kanbar College, and Maribeth Kradel-Weitzel, assistant professor of graphic design communication. Throughout the course, students learned the first crucial step of any successful, innovative idea: how to find problems and turn them into opportunities.

Officially launched with the start of the fall 2011 semester, Kanbar College takes an innovative approach to higher education that breaks down the walls separating academic disciplines and encourages students to collaborate with their peers, as they will in their future careers. Designers, engineers and business students work together, each adding their own insights and perspectives. Combined with expert instruction within the discipline, the Kanbar College curriculum allows students to work in real-world settings, often with the sponsorship of industry leaders eager to work with PhilaU.

IDP, one of four courses required for all students in Kanbar College, was created to teach students how to work effectively in diverse teams. "This course is not an introduction to making things or drawing things," said Kander. "It's an introduction to design as a process. We had three goals: to help students understand their own learning style, identify ways to improve the world around them and understand that their first ideas are not always their best ideas."

The first ideas percolating in the minds of the students in and around the library were to expand the building. Narrow walkways and an overcrowded main floor suggested the need for additional space, among other changes. "We thought there might be an opportunity to build to make more space," said freshman fashion design student Malia Warner-Rowe. "But we soon found out that for historical preservation reasons, there was little you could do to the building itself."

Warner-Rowe was attracted to PhilaU because of its expertise in interdisciplinary instruction, particularly through the new Kanbar College curriculum. She said she hopes to own her own fashion line someday, and turned down offers from other schools to take advantage of the integration of busi-



Jon Shoap'15, Malia Warne-Rowe'15 and Aneika Thomas'15 (shown left to right) worked with an interdisciplinary group of Kanbar College freshmen to redesign the shelving units in the Falls of Schuylkill Library for their final IDP project.

ness principles in the PhilaU design program. As an avid reader, the library was a natural fit for her design audit project. Other IDP classes observed the Wissahickon bus transfer station and various intersections in East Falls — School House Lane and Wissahickon Avenue, Ridge Avenue and Calumet Street. Observing, however, was harder than it sounded.



One of the core concepts of the IDP course is what Tim Brown, CEO of IDEO, one of America’s most successful design companies, calls “design thinking,” or the application of design principles to tackle big-picture problems. Junior students in PhilaU’s industrial design program visited IDEO and other top design firms on a California trip during this past semester. The firm, listed as one of *BusinessWeek*’s top 25 most innovative companies, is considered at the top of its field.

In a TED talk given at the University of Oxford, Brown said, “Somehow we went from systems thinkers who were reinventing the world to a priesthood of folks in black turtlenecks and designer glasses working on small things.”

“As our industrial society matured, design became a profession and it focused on an ever smaller canvas until it came to stand for aesthetics, image and fashion. I’m not trying to throw stones, I’m a fully paid-up member of that priesthood,” Brown said, “But I do think that design is getting big again, and that is happening through the application of design thinking to new kinds of problems.”

A series of speakers hammered that point home to the Kanbar College freshmen in the DEC Dialogues series, which brought industry experts in the fields of design, engineering and business to campus to conduct workshops for students in the IDP course.

Yvonne Lin, Ayça Cakmakli and Tara Marchianno, who work for Smart Design, a cutting-edge New York firm that has helped make products easier to use for some of the top *Fortune 500* companies, illustrated the power of design thinking through a story about their work on a project for pharmaceutical company UBC.

The company has just developed a new medication for rheumatoid arthritis that outperformed other drugs on the market, but they were struggling to identify why patient adoption was low. Smart Design used the design thinking approach to better understand why the product was failing to catch on, and they soon discovered that while the medicine was effective, patients had difficulty administering it.

To simulate the experience of a rheumatoid arthritis patient injecting the

medicine, one Smart Design researcher soaked his hands in a bucket of ice water before trying to handle the syringe, replicating the type of pain that many patients felt. “The syringe is kind of like the paper clip,” Lin told the students. “It hadn’t been redesigned in forever.” But Smart Design was able to isolate UBC’s problem and ultimately redesign the syringe to make it easier to use. By finding the problem first, Smart Design was able to make one simple change that made the medication much more effective.



The students in the library and around campus at bus stations and clogged intersections were charged with a simple task that proved difficult. Look and learn. The first step in the design process is to observe, collecting data that will eventually be analyzed to find problems that can be turned into opportunities.

IDP students focused on finding innovative solutions to some of the problems they identified through their design audit projects. “Once we returned with our observations, we found ourselves overwhelmed with all of the information we had gathered,” said D’Asia Legette, a student in the IDP class taught by Leslie Samoni, assistant professor of fashion industry management, and Chris Pastore, Ph.D., professor of engineering. “That was when our professors introduced us to our good friend — the sticky note. This helpful little guy made the task of organizing our observations much easier.”

Students spent time in and out of class grouping their raw observations into categories and organizing them with sticky notes. The goal was to develop a few organizing ideas or principles that would help the groups isolate problems they could address at their audit site. “All of our initial observations pointed out what was visually wrong with the site, such as muddy pathways, a messy garden and horrible lighting,” Legette said. But as the groups sorted through their data, they began to brainstorm broader ideas that would improve the site systemically.

Another team of five students in the IDP class taught by Gwynne Keathley, vice provost, and Evan Goldman, Ph.D., assistant professor of biology, initially proposed several big ideas for their audit of the Wissahickon Transportation Center, adding a new two-story center with a café, lounge seating and a bike repair center. But, the students soon realized they could make a bigger impact by focusing on smaller problems.

“We found that while trying to make all of these changes, we lost focus on the users of the site,” C.J. Wallowitch said. The team followed the next step of the design process and showed their prototypes to commuters at the site

to get feedback. “We started to pick up on recurring reactions from people... many didn’t care what the site looked like because they only used it for small amounts of time.”

“Rather than building a two-story building that would be quite pricey, we concluded that we should just fix what is already there,” Wallowitch said. The team focused on the lack of seating and confusing bus maps. They noticed that few people used a row of benches because it was difficult to see through the bubble glass wall separating the seating from the street. The students proposed replacing the bubble glass with a standard window glass wall so that commuters could more easily see approaching vehicles. They also proposed extending the roof in one section of the station to provide additional shelter space, and they proposed bringing in Philadelphia’s Mural Arts project to cover the exterior of a drab SEPTA building.

Moving from grand but difficult to accomplish ideas to focused solutions for the audit site’s problems was a common theme among student projects. Other groups’ final recommendations included ways of connecting the East Falls transportation facilities with nearby Fairmount Park, building historical information booths, renovating park equipment, building public restrooms and developing abandoned real estate in the area.

At the library, students focused on ways to spread the word about library events and create more space through better organization. Warner-Rowe’s group sketched a detailed re-creation of the library’s floor plan, including measurements between bookshelves, which came out to little more than a foot of walking space in some places. “The most prevalent issue was the crowded setting of the library and poor placement of bookshelves,” she said. “We saw this inconvenience as an opportunity to improve the level of comfort in the library through the increase of floor space.”

The team designed several innovative bookshelf prototypes and showed them to librarians and customers to get feedback. The cylinder-like round bookshelf the team designed provided an additional 50 square feet of usable space compared to the existing shelves. Another design, the cross bookshelf, took up 20 square feet of floor area, but provided 100 feet of shelf space. The librarians were so receptive they told the students they were considering raising funds to build the new shelves for the library.



In a *Harvard Business Review* article called “The Innovator’s DNA,” which students read for the course, Meg Whitman, former CEO of eBay, was quoted about the entrepreneurs she has worked with, men and women who have led


companies like eBay, PayPal and Skype. “They get a kick out of screwing up the status quo,” she said. “They can’t bear it. So they spend a tremendous amount of time thinking about how to change the world.”

Having the DNA of an innovator means constantly questioning one’s surroundings and looking for ways to make improvements. Some of the biggest breakthroughs in business, design and engineering have come from individuals who were able to observe the world around them, isolate problems and turn them into opportunities. Thinking like an innovator is a skill — one increasingly important in a rapidly changing work environment.

Steve Jobs’ NeXTcube computer wasn’t a complete failure. Despite anemic sales and the eventual disbanding of the project, the core of the computer’s design relied on a highly sophisticated operating system called NeXTSTEP, which powered the machine. While the computer didn’t meet customers’ needs, Jobs was determined to find something that would.

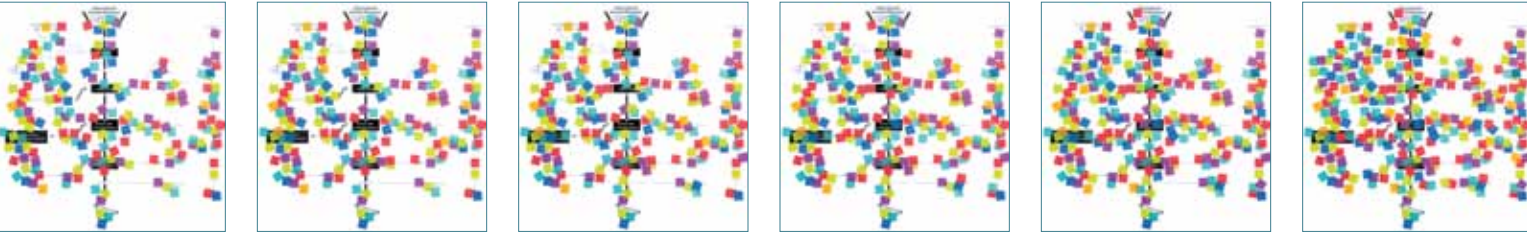
In late 1996, with Apple struggling in the decade since Jobs’ departure, the computer giant agreed to purchase NeXT for \$427 million, reuniting Jobs with the company he co-founded. Shortly after the purchase, Apple announced it would begin building the next version of its Mac OS operating system based on NeXTSTEP. Vestiges of the once-failed product can be found to this day in each of Apple’s best-selling computers. Jobs found his problem and turned it into an opportunity.

Thinking like an innovator is a powerful tool. As the first class to pass through the entire four-year Kanbar College curriculum, the students in the IDP course are expected to build on their knowledge of the design process to address real-world problems throughout their academic career. The experiences they have will prepare them for future careers that are focused on what is new and significant, and in some cases, will lead students to chart their own entrepreneurial paths. They will not be shy about pursuing a better future.

“I find that when I’m walking around, I can’t help noticing little things,” Warner-Rowe said after completing her audit project at the library. “I start thinking, you know, someone could really improve that” — the first sentence of change. 



Students in IDP used a physical outline of the design process to track their ideas throughout the semester. The images shown across the bottom of these pages show the conceptual evolution of ideas as the course progressed.



Going for Gold

From Olympians to Weekend Warriors, PhilaU Helps Athletes Gain a Competitive Edge through Innovations in Performance Apparel

by Amy Biemiller



As the eyes of the world were drawn to the 2012 Summer Olympics, many of them might have looked downward to the athletes' feet. That's because the London games marked the official debut of Nike's flashy, neon green Flyknit shoes — engineered to make the world's elite athletes run even faster.

Knit like a sock, the upper part of the shoe incorporates precisely engineered yarns and fabric for a featherweight, form-fitting and seamless shoe. This groundbreaking technology is expected to not only help make Olympic runners faster, but also change the way consumers view athletic footwear.

With the 2012 Olympics the most-watched ever — 219 million people tuned into the games on NBC, 2 billion viewed web pages and 159 million watched video streams — it's clear that this international sporting event is not only the world stage for athletes, but also for the latest advances and innovations in performance apparel.

Estimated to generate \$30 billion in revenue annually, the performance sector of the global textile industry couples science, engineering, design and ingenuity with fashion and style. And nowhere is that more on display than at the Olympics.

"The athletes all wear apparel designed to help their performance in some way," says Mark A. Sunderland '84, M'06, manager of academic operations for Kanbar College of Design, Engineering and Commerce. A textile engineer, Sunderland has worked with top performance apparel firms to develop and test materials that must perform at the highest levels, including a hat worn to the top of Mt. Everest. While utilizing the latest high-tech fabrics is critical, he says, "it's also about customizing fit and the body's mobility in relation to fit. Fit plus comfort equals peak performance."

Sean Pagnani M'11, a graduate of the fashion and apparel studies program and a materials designer for Nike Global Women's Training, is challenged daily by the link between technology and comfort. "Here at Nike, we have a team of designers, engineers and developers who work solely on developing groundbreaking technologies that are incorporated into the footwear," he says. "Footwear construction forces me to be creative and explore concepts and options without being limited to specific material performance standards."

Limitless opportunity to innovate underpins the performance fabric sector of the textile and apparel industries. And Philadelphia University, with outstanding programs that prime students for success in this field, is a

proven incubator for the industry’s thought leaders. Schooled in the science as well as the collaborative nature of innovation, PhilaU graduates are well-prepared to take on the challenges of creating the fabrics and designs that make swimmers faster, climbers lighter, skiers more aerodynamic and sports enthusiasts of all kinds warmer, drier and more comfortable in order to be more competitive.

FORM, FUNCTION AND THE ART OF CREATING STYLISH PERFORMANCE WEAR

Performance wear, in fact, is the fastest- growing segment in the overall apparel market, according to Global Industry Analysts Inc. While the technological breakthroughs are designed with elite athletes in mind, much of the performance apparel ultimately ends up on the backs of so-called week-end warriors — active consumers who engage in less-demanding activities than those featured in the Olympics, but who still want the best possible performance from their workout wear.

As consumer demand increases, versatility and style are increasingly important components. Major sports apparel companies are introducing innovative, stylish products intended to be worn both inside and outside the gym. Still, the key component is comfort.

“Why should you be uncomfortable doing what you love?” asks Chuck Haryslak ’93, a textile engineer and senior product development engineer at Polartec, the Massachusetts firm known for its signature fleece products. “The technology is there to increase your comfort range no matter what activity you choose to do.”

So, whether your daily workout means jogging five miles or walking the



Senior product development engineer, Chuck Haryslak ’93 (left) describes the value of Polartec’s signature fleece material.

dog down the block, Haryslak’s job is to take that activity into consideration when developing stylish fabrics that will be used to create performance wear. “We develop fabrics that will protect you from cold, wet, windy weather, or wick moisture to keep you dry and comfortable so you can enjoy any activity,” he says.

Haryslak focuses on the North American outdoor market and works closely with Polartec’s product management, sales and marketing teams to develop their new product lines several seasons in advance. Key to his success has been a strong foundational education that underpins his ability to determine what consumer needs will be several years into the future.



Wearing their neon-green Nike Flyknit shoes, U.S. Olympic swimmers (left to right) Matt Grevers, Brendan Hansen, Michael Phelps and Adrian Nathan pose on the podium after winning gold in the men’s 4x100 medley relay final during the London 2012 Olympic Games.

“My time at Philadelphia University gave me the hands-on experience to really learn how to create products from the bottom up” Haryslak says. “Understanding how fibers, fabric formation and finishing all interact is key to what I do today at Polartec.”

Ron Kander, Ph.D., executive dean of Kanbar College, says Philadelphia University is successful in launching alumni into the performance apparel industries “because we provide a unique mix of programs that span the disciplines of design, engineering and commerce and strong foundations in the theoretical, technical and applied aspects of each.”

On campus, students benefit from an educational eco-system of related fields that includes materials science, fiber technology, textile engineering, textile design, fashion design, fashion merchandising and management. “Once in the workplace,” Kander says, “our alumni are technically adept, creative, practical and grounded, and know how to collaborate, cooperate, communicate and work effectively on interdisciplinary teams.”

THE INTERSECTION OF SCIENCE, PERFORMANCE AND STYLE

Understanding the connections between technology, fashion and consumer behavior has been instrumental to Thomas White ’93, a textile engineering graduate who is director of material innovation at Under Armour, the Maryland firm that was the first to manufacture moisture-wicking fabrics for athletes.

“My job is to keep the pipeline full of new technologies to make athletes perform better, with an eye for influencing consumer trends,” he says. “For me, it’s interesting to see how most new performance fabrics, such as fleece, compression apparel and polyester T-shirts with wicking features, move to the mass market over time.”

Before most performance fabrics can be manufactured into products that meet consumer demand, a specific need is identified. That process often starts by listening to what athletes say they need for more comfort and to better compete. When designer and athlete are one and the same, that process is even more seamless, as in the case of Shannan Carlino ’08, a fashion design graduate who played field hockey during her time at PhilaU.



Sporting the designs of Shannan Carlino ’08, a PhilaU fashion design graduate, the University of Maryland field hockey team won the 2011 NCAA championship.

nationally when the team won the 2011 NCAA Championship.

At Under Armour, Carlino has found that collaboration plays an important role in her work designing uniforms, warm-ups and lifestyle pieces that are worn by some of the best athletes in the world. “I collaborate with the materials team to implement new fabrics with specific functional qualities,” she says. “It is imperative that the apparel I design not only has aesthetic appeal and matches an athlete’s level of excellence, but that the uniform enhances the athlete’s performance.”

TAKING PERFORMANCE TO THE NANO LEVEL

The application of science and technology to fiber is critical in developing the next great performance fabric. The makeup of the fiber is what imbues a fabric with the almost magical ability to resist wrinkles, stains or moisture, mask body odor, or retain shape and color even in the harshest conditions. Manipulation of the structure of the fiber on the molecular level can deliver enhanced characteristics, including water and chemical resistance, ultraviolet absorption and antimicrobial protection.

These breakthroughs have implications for more than sports and fashion. Philadelphia University researchers are developing bacteria-killing textiles that, if used in lab coats for instance, could help reduce the high incidence of hospital-acquired infections.

“The root of the idea of performance fabric is the same, we are just applying it differently,” says Alex Messinger, professor of architecture and interior design and principal investigator of the research project, which received a \$200,000 grant this year from University City Science Center. “We are proving that the science behind performance fabric also has a high commercial potential in medical technology.”

Previous work by the research team, which also includes Diana Cundell, Ph.D., associate professor of biology, Brian George, Ph.D., associate professor of textile engineering, and D.R. Widder, executive director of innovation, has resulted in patent-pending technology for textiles that kill a

broad range of dangerous bacteria. The team now is focusing on fusing that technology with innovations that will allow the fabric to meet durability and washability requirements.

The application of nanotechnology means fibers and fabric treatments deliver more utility than ever thought possible. Fibers can be woven into textiles that deliver a level of durability and performance far beyond that of normal textiles and performance wear, says John W. Dolan ’09 Ph.D., textile engineering science, who is principal research engineer at W.L. Gore and Associates, the maker of Gore-tex and other advanced apparel and technology products.

“Our fiber is woven into fabrics that are used in a broad range of applications,” Dolan says, “from custom filter bags used to remove waste particulate from the air to beautiful architectural structures such as the deployable cover over the tennis courts at Wimbledon.”

LOOKING TOWARD THE FUTURE

Incorporating both the user experience and innovative technology is the hallmark of the performance fabric industry, and PhilaU researchers and industry leaders are envisioning breakthroughs to further improve performance for athletes of all ages, shapes and size. The future may bring sensory fiber-infused fabrics that can emit heat, harvest energy and monitor and communicate physiological changes.

“Building from the nano level, anything is possible,” says Sunderland, whose research explores a breadth of possibility with performance fabric: tri-component performance yarn that’s abrasion-resistant, smooth to the touch and stretchable; aerogel and aerosil foam technology for high performance apparel use; and biomaterial variegated-width suture material that results in low-tissue damage.

PhilaU continues to build on its legacy as the nation’s first textile school and its considerable expertise in advanced textile-related research. The Laboratory for Engineered Human Protection, a Department of Defense-funded lab established in 2004, focuses on researching, developing and testing chemically protective clothing for military personnel.

In 2009, Philadelphia University expanded its research in this area by establishing the Edward P. Marram Biomedical Textile Structures Laboratory to develop textile-based products for medical use, including such advances as woven ventricle replacement for cardiac repair.

And next March, Philadelphia University will host the annual meeting of the North American Materials Educators Symposium, where more than 100 of the field’s leading educators will discuss how to best teach materials science across multiple disciplines, including engineering, design and architecture. The conference will bring world-renowned experts to campus and offer an opportunity to showcase the University’s strengths in this area, including its interdisciplinary and collaborative approach to teaching and learning through the campus-wide Nexus Learning initiative.

Meanwhile, with the lights barely out on the 2012 Olympic games, innovators in performance apparel are already working on the next generation of athletic apparel, footwear and gear that will help future Olympians realize their dreams.

“We’re moving into an era of new technology and composites, including fabrics woven with physiological sensors that monitor vital signs,” says Sunderland, looking ahead to the 2014 winter games in Sochi, Russia, and the 2016 summer games in Rio de Janeiro, Brazil. “The Olympics are always a surprise, but we know we will see new performance wear.”

PhilaU Online Launched

Philadelphia University officially launched PhilaU Online in July to expand the reach of the University's degree offerings to students around the world. The M.S. in Sustainable Design and four programs from the School of Continuing and Professional Studies were added to the University's current online offerings.



Interior Design Students Take Home the Most Prizes at KlingStubbins Competition

PhilaU interior design students won four of the 10 prizes at the 10th annual KlingStubbins design competition in October 2011, more than any other college or university. Sarah Schaub won second place, and Courtney Heffintrayer, Kaitlyn Ziegler and Sarah Sapowycz earned honorable mentions in the competition, for which they had to design an office work environment for their generation — more relaxed, flexible and spirited than traditional work places.

Students Team up to Help Clients with Disabilities

For the 13th straight year, students in the occupational therapy and industrial design programs worked together to create assistive devices for clients with disabilities. In what is believed to be the only such collaborative project in the country, 27 student teams worked on projects for clients ranging from a two-year-old with cystic fibrosis to a 78-year-old recovering from a stroke.



Michael Leonard Named Dean of the School of Design and Engineering

Associate professor of industrial design Michael Leonard was appointed academic dean for the School of Design and Engineering in July. A member of the faculty since 1998, Leonard's efforts helped build the industrial design program into the world-class, highly regarded program it is today. Leonard previously served as interim academic dean of the school.



Students Win TD Bank-Sponsored Competition

Architecture and interior design students used their knowledge of sustainability to design TD Bank's energy-efficient store for the year 2020 for a student competition. Students Patricia Oliveira, Ryan Sison and Joanne Thieu won first place for their TD Touch design, which incorporated a touchscreen and electronic check-in system. The winners presented their concept at TD Bank's global headquarters in Toronto.

PhilaU Opens MAG Composites Institute

The Philadelphia University MAG Composites Institute was officially dedicated on March 20 with a ceremony, engineering exhibition and symposium. The event featured top scientists in the field, including representatives from NASA, Bell Helicopter and General Motors. The new Institute supports research and development of new fiber-based composites for use in the aerospace, automotive and energy industries, among others.



Fashion Design Alumna Selected for Philadelphia Fashion Incubator at Macy's

Fashion design graduate Kaitlyn Doherty '11 was selected as part of the inaugural class of emerging designers to participate in the first Philadelphia Fashion Incubator based at Macy's Center City store.

Doherty and four other promising designers are currently working as designers-in-residence, in a 600-plus square-foot workshop space at Macy's Center City, where they will produce sample collections, gain valuable retail insight and experience and showcase their collections to local and national retailers.

Philadelphia University Website and Logo Receive National Awards

Philadelphia University won two Gold Awards in the Higher Education Marketing Report's annual Education Advertising Awards for excellence in the logo design and website categories. More than 1,000 colleges, universities and secondary schools submitted entries for consideration in the contest.

Sustainable Design Program Receives National Award from National Institute of Building Sciences

Philadelphia University's M.S. in Sustainable Design was recognized for its excellence with the 2011 Beyond Green High Performance Building Initiative Award from the National Institute of Building Sciences. Awardees were honored March 22 at a Washington, D.C., ceremony that included members of Congress.



Design X 'Unleashed' Showcases Imaginative Fashion Designs

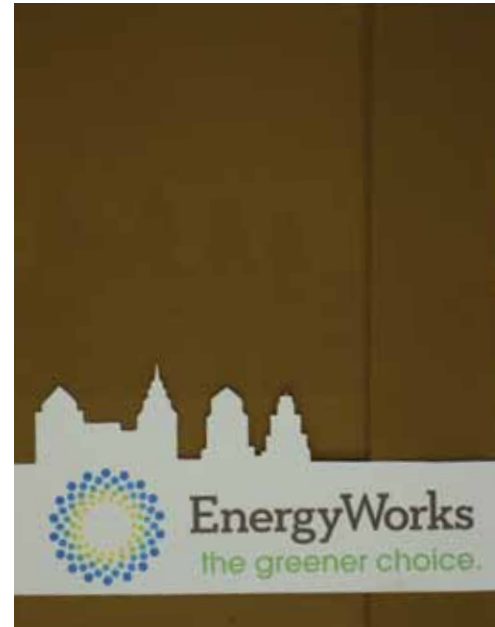
With the theme "Unleashed" for Design X 2012, fashion design students displayed limitless creativity in an impressive array of garments. The annual show featured 34 designs from 14 designers. Each of the garments modeled featured one or more unusual elements or materials, including: cardboard, coffee filters, Plexiglas, bullet shells, newspapers and one dress that incorporated 247 zippers.

PhilaU's Colleges Against Cancer Chapter Continues to Win Awards

PhilaU's chapter of Colleges Against Cancer was chosen by the American Cancer Society as the best new chapter in the nation in December 2011. The chapter was also recently awarded first place for outstanding survivor recruitment efforts, first place for outstanding fundraising efforts and second place in outstanding team recruitment efforts.

PhilaU Unveils New Strategic Design MBA

PhilaU unveiled an innovative new Strategic Design Executive MBA program, with the first class set to start in January 2013. Known as the MBA for Hybrid Thinkers, the new program utilizes the underlying framework of design strategy to deliver leading-edge business education in a fast-paced executive format. www.PhilaU.edu/StrategicDesignMBA



Graphic Design Students Impress Experts in EnergyWorks-Sponsored Project

Graphic design communications students were recognized for their work in the industry-sponsored EnergyWorks project in the fall. The project challenged more than 40 students to create a cohesive marketing plan and promotional materials for EnergyWorks — a comprehensive energy program for home, commercial and industrial building owners.

Fashion Students Design Handmade Items to Help Cancer Victims

Eleven teams of PhilaU fashion students created 165 handmade items for ChemoClothes, a charitable organization that supports cancer patients and their families. Students made the items for the Survey of Apparel Industry class, for which students are required to create a product to provide for some unmet need. Students must design, merchandise, produce and market the products for the class, which is intended to simulate a real fashion business environment.



Philips Design Challenges Industrial Design Students to Improve Health Care

Industrial design students presented a range of projects to improve aspects of the health care industry as part of a design challenge presented by Philips Design in Nov 2011. The innovative student projects included a self-check-in hospital system, themed dental products for kids and a voice-activated baby monitor. Sean Hughes, vice president and chief design officer for health care at Philips, reviewed the student designs.



Targeting a Better Shopping Experience

Senior business students had 48 hours — sleep optional — to create and pitch a business plan to Target executives, using technology to improve the grocery shopping experience for customers. The winning team took home \$2,000 for their proposal for a Target grocery app for mobile devices to engage shoppers both at home and in the store.

PhilaU and Honeywell Announce Partnership

PhilaU announced a partnership with Honeywell in the fall of 2011 to help reduce PhilaU’s carbon footprint and energy usage. The partnership focuses on modernizing the school’s facilities and infrastructure with energy efficient equipment and processes. The efforts have already trimmed annual utility costs by an estimated \$400,000.



Hundreds Volunteer during Fourth Annual Day of Service

Hundreds of Philadelphia University students, faculty and staff went out into the community for the fourth annual Day of Service on Sept. 27. As part of the University-wide commitment to service, volunteers gathered for nearly 100 community service projects.



Engineering and Industrial Design Programs Earn Accreditation

The University earned important new and reaccreditation approvals during the 2011-2012 academic year, including new accreditation for engineering programs from the rigorous Engineering Accreditation Commission of ABET Inc. The industrial design undergraduate and new master’s program was accredited by the National Association of Schools of Art and Design for an additional 10 years, through 2021.



Architecture Students Design Shelters for the Homeless

Fifth-year architecture students collaborated with Project H.O.M.E. to design and build improvements to Women of Change Safe Haven, which serves chronically homeless and seriously mentally ill women in Philadelphia. To improve conditions at the shelter for 25 chronically homeless women, the students worked on design-build installations for the sleeping dorm, community room and medical area of the facility.

Collaborating with the architecture students, graduate students in the occupational therapy program at Philadelphia University provided research and insights into the designs, making the project a rich interdisciplinary experience.

Mayor Nutter Visits PhilaU Campus with YESPhilly Students

Philadelphia Mayor Michael Nutter visited Philadelphia University with YESPhilly as part of Education Week in the city. The students from YESPhilly, a program which helps students who have dropped out of school to pursue a college education, were given a tour of campus. Nutter told the students, “This is a great, great school, and you have the opportunity to see what your future can be.”

Founder of the Alex’s Lemonade Stand Foundation Challenges Students to Make a Difference

Jay Scott, founder of the Alex’s Lemonade Stand Foundation, spoke to students about finding purpose in tragedy and the legacy of his extraordinary daughter Alex, who raised more than a million dollars for medical research before she died of cancer at the age of eight. Scott’s lecture was the first in a series of events sponsored by the FYE Common Reading Program during the 2011-12 academic year.

Center for Teaching Innovation and Nexus Learning Opens with Ambitious Plans

Philadelphia University celebrated the grand opening of the Center for Teaching Innovation and Nexus Learning in February. The Center focuses on supporting the University’s Nexus Learning curriculum, an approach that has been heralded in higher education for its bold combination of active, collaborative, real-world learning infused with the liberal arts.

PhilaU Announces School of Continuing and Professional Studies

Following the launch of three new Colleges last fall, PhilaU’s Office of Continuing and Professional Studies was designated as the School of Continuing and Professional Studies effective May 1. With this organizational structure, the University strengthens the curricular ties between the many degree offerings and allows for more innovative collaboration between and among disciplines.



Newest PhilaU Housing Facility Opens to Rave Reviews

Located less than a mile away from campus, the renovated, multi-purpose Falls Center houses nearly 320 students. Featuring beautiful, new open-concept apartments with living rooms and private bathrooms, each apartment is fully furnished and contains a contemporary kitchen, including a dishwasher and free laundry facilities on site.

Interior Design and Architecture Students Showcase Work at Philadelphia Center for Architecture

Architecture and interior design students showcased their work in the “Intersect” exhibit at the Philadelphia Center for Architecture. Local schools chose projects from their architecture and design programs that fit the theme of the exhibit “Green, Urban, Glocal.”



The Design Center Showcases Philadelphia’s Textile Heritage in ‘Art in the Age’ Exhibit

Sarah Moore, collections curator of The Design Center at Philadelphia University, curated an exhibition for Art in the Age of Mechanical Reproduction, a gallery in Old City, during the month of December. The exhibit, entitled “Fabric of Philadelphia,” drew from The Design Center’s extensive rare and historic textiles and fashion collection to highlight the textile history of Philadelphia and PhilaU’s leadership in the textile industry history.

The Design Center also showcased authentic period designs for a reception and viewing celebrating the second season finale of the award-winning PBS series “Downton Abbey” at WHYY, the Philadelphia public television station that airs the show locally.



PhilaU Hosts Citywide Arts Festival Exhibit at PURC

Philadelphia University hosted an exhibit for the FiberPhiladelphia city-wide fiber arts festival at the Philadelphia University Research Center. The exhibit, “Wire Transference,” featured the art of six nationally renowned artists who work with wire, including John Garrett, Nancy Koenigsberg, Leslie Pontz, Lindsay Ketterer-Gates, Lanny Bergner and Warren Seelig, an alumnus of PhilaU. The reception also featured PhilaU student wire artwork.

Project Runway Contestant Visits PhilaU as part of Hispanic Heritage Series

One of the highlights of Philadelphia University’s celebration of National Hispanic/Latino Heritage Month was a guest lecture from Mondo Guerra, a contestant on the eighth season of Lifetime’s hit TV show “Project Runway,” where he placed second after showing at New York’s Fashion Week. Guerra met with students and gave a presentation in The Kanbar Campus Center Performance Space.



Summit on Access to Higher Education Held at PhilaU

Several Philadelphia area college and university presidents met with U.S. Undersecretary of Education Martha Kanter on campus for a summit on improving access to higher education. The meeting was organized by President Spinelli, with U.S. Congressman Chaka Fattah. Kanter discussed President Obama’s strategic plans for higher education, including improving the percentage of Americans who graduate from college to the best in the world by 2020. The presidents also discussed Congressman Fattah’s proposed Communities Committed to College initiative and the current efforts of the Department of Education to increase access to college for young students.

DEC Dialogues Brings Industry Experts to Campus

The DEC Dialogues Series of on-campus lectures gave first-year students in Kanbar College the opportunity to learn from and engage with experts in a variety of fields. Speakers over the past two semesters have included Sarah Beckman, Ph.D., professor at the University of California Berkeley’s Haas School of Business; Ayça Cakmakli and Yvonne Lin, design researchers at Smart Design; and Helen Stringer, global director of Gillete / P&G, among others.

President Spinelli Signs the President’s Climate Commitment

President Spinelli reaffirmed Philadelphia University’s commitment to being a leader in sustainability through signing the President’s Climate Commitment.



Students Design Creative Wall Coverings

Five interdisciplinary teams of students collaborated with New York-based designer Lori Weitzner on a line of creative wall coverings, ranging from recycled wine corks to fabric woven with living moss. At least one of the student designs will be manufactured as part of Weitzner’s line of “smart” wall coverings. Faculty members Mark Sunderland ’84, M’06 and Hitoshi Ujiie helped coordinate the project, which included students in business, industrial design, fashion and textile engineering.



PhilaU Partners with Philadelphia Science Festival to Promote Science Education

As a Philadelphia Science Festival core collaborator for the second year, PhilaU participated in several exciting events and exhibits over the 10-day festival. Highlights included PhilaU’s “Design Lab: The Fusion of Science & Style” fashion show and exhibit and “Science Superheroes,” an event that showcased the work of some of Philadelphia’s top scientific minds.



PAT CHAMBERS '94 GIVES PENN STATE BASKETBALL A WORD TO LIVE BY:

By Debbie Goldberg

Photo credit: Penn State University

Attitude. That's Patrick Chambers' motivational word. It's plastered in huge letters over the walls of the Penn State men's basketball practice gym. It's shouted in the locker rooms before games.

And it's a big part of what it's going to take for Chambers, the PhilaU alumnus who was named head men's coach at Penn State University in June 2011, to turn his basketball program into a top team.

Attitude. Hard work. Logging tens of thousands of miles recruiting against his friends and former colleagues in the Philadelphia area and nationwide. Getting kids, parents and coaches to buy into a new coach, a team with a ho-hum record and a Big Ten athletics program with a stain on its reputation because of the past year's highly publicized scandal.

But if attitude is the major ingredient in a winning formula, then Pat Chambers has more than enough to realize his goals.

"Nobody thinks we're going to turn this program around, except me and my staff," said Chambers, sitting in his office in the Bryce Jordan Center athletics complex early in his first season with Penn State. "But if you're not up for challenges and you're afraid of failing," Chambers says, "then you shouldn't be a coach."

And, indeed, it took Chambers years to find his way into coaching, despite having been a standout point guard at Philadelphia University under Hall of Fame Coach Herb Magee '63, H'10, playing on a winning team that

racked up a University-record 30 wins the season he was a junior.

After graduating in 1994 with a degree in marketing, Chambers found success, at least in terms of making money and having a good time, working in his family printing business. Then, for a man who believes that timing is everything, in 2002 he found himself in the wrong place at the wrong time. He was having a drink in a hotel lobby talking to an acquaintance from high school and two friends of hers, a married couple, when in a bizarre incident the husband suddenly lunged and stabbed Chambers twice in the neck with a broken glass.

Chambers was in the hospital for days, seriously injured and left with a permanent scar. And he decided to change his life. "It was like a revelation," he recalls. "When you go through a traumatic event like that you start to evaluate your life and I said, 'You know what, I'm not doing what I'm meant to do.'"

So at 31, Chambers gave up his job, the salary, the perks, moved to the basement of a friend's house and started to earn his way up the coaching ladder. He had been volunteering as an assistant coach — a "hobby" he calls it — at his alma mater, Episcopal High School, and his first big break came when Villanova head coach Jay Wright, whose kids were at Episcopal at the time, tapped him for director of basketball operations in 2004.

At Villanova for five years, Chambers quickly rose to assistant coach and, by 2008, to associate head coach. It was right after the Wildcats' 2009

Final Four NCAA appearance that Chambers interviewed for — and was offered — the head coach position at Boston University.

At BU, Chambers' star continued to rise. He posted a 42-28 record in two years and led the Terriers to the American East Conference Championship and an NCAA Tournament berth in 2011. He's the only BU coach to earn 20 wins in each of his first two seasons and the fastest to earn a conference championship in program history.

Then, in spring 2011, Penn State came calling — offering Chambers the opportunity to helm a Big Ten team at a place that feels much like home to him, his wife Courtney, and their three young children, Grace, Ryan and Caitlin, who was born in State College in March. But it was more than that.

"My dream job was Penn State," Chambers says unequivocally. Some years ago, when he and Wright were at a Penn State football game, Wright asked him if he would ever want the Penn State job. His response: "I would love that job."

Timing. And attitude. Chambers worked hard for his breaks, but he acknowledges that many things had to fall in place for him to get where he is. Wright's top assistant Billy Lange left to become head coach at Navy in 2004, opening up a rung on the ladder for Chambers. Seven years later, Lange (who coincidentally was an assistant to Magee in the late '90s) returned to Villanova as associate coach, and Penn State head coach Ed DeChellis went to Navy, leaving the Penn State position open late in May, by which time most coaches and programs had made decisions for the coming year. "Let's be honest," Chambers says. "Had this job opened in April, I wouldn't be sitting here today."

Well, maybe. Or maybe not. Chambers has impressed just about every-

Pat Chambers talks strategy with his 6'1" senior point guard, Tim Frazier.



one he's worked with over the years as a hard-working, dedicated, talented coach with a great love of the game.

"Loyalty, work ethic and passion," Wright says when asked what qualities he saw in Chambers that have made him successful. "You have to understand you're part of something bigger than yourself — the team, university, the game, the community. You have to work hard and commit yourself to whatever you're doing 100 percent. And you have to have a love for what you do. That's what you see in Pat."

The work ethic that Chambers brings to the job was evident during his playing days at PhilaU. A freshman transfer student in 1990, he played point guard for four years, and still holds the PhilaU record as all-time assist leader with 709 career assists. As a senior in 1993-94, Chambers was named All-Eastern Collegiate Athletic Conference and All-New York Collegiate Athletic Conference (NYCAC) point guard, and named to the NYCAC All-Tournament team that same year. During his time at PhilaU, the Rams won 80 consecutive home games — the banner celebrating this achievement still hangs over the court.

As a player, Magee says, Chambers was tough, unselfish, always looking to pass the ball to the open guy. "He's a leader," says Magee, who has stayed close with Chambers and many of his teammates from that time. "The success he's had in his coaching career does not surprise me at all."

Chambers, for his part, recalls his time at Philadelphia University as "the best years of my life." He's still close with many of his teammates, spending vacation time down the shore and working with several of them over the years.


"It was an incredible experience that really shaped me to the man I am today," says Chambers, who will go head-to-head with his former coach when the Rams travel to State College to play the Nittany Lions in a Nov. 3 exhibition game. "We had a great team and Herb was a great coach. He was truly a father figure to me. And, by the way, we won, and we won big."

It was, in fact, the kind of success he will try to bring to Penn State, a job made even more challenging by the recent conviction of former football assistant coach Jerry Sandusky on sexual abuse charges, the allegations of a cover-up by top university officials and some of the toughest sanctions the NCAA has ever meted out, which will likely cripple the football program for years but which also may damage the reputation of all Penn State athletics.

"It's definitely increased the challenge," acknowledges Chambers, whose Nittany Lions went 12-20 his first season, and 4-14 in the Big Ten. "But we're not using it as a crutch and we're not using it as an excuse. I'm still going to move my program in the right direction."

Chambers may have his work cut out for him at Penn State, but, Wright says, "I have no doubt at all he will be very successful. That's what coaching is, that's what leadership is — guiding people through these times and keeping them committed to your vision. It's easy when you're winning games and everything is going well."

Magee says the Nittany Lions could not be in better hands with Chambers. "He did a great coaching job, given what he had to work with," Magee says. "If you put him in charge of something, it's going to get done. No one will work harder and his players will do the same. They're going to get better each year."

At 41, Chambers is the youngest coach in the Big Ten, is up for the challenge. "Our goal is to pack this place. Our goal is to get great recruits, our goal is to be top in the Big Ten," he says. "That's our goal, and I shouldn't be sitting in this seat if it's not." 



Skylar Tibbits '08, a TED Senior Fellow, is an artist and computational architect working on “smart” components that can assemble themselves. Through his TED fellowship and work at MIT, Tibbits’ research focuses on self-assembly — the idea that instead of building something manually (such as a chair or skyscraper), materials can be created that build themselves, similar to the way a strand of DNA zips itself together. In 2011, he gave a TED talk, titled “Can we make things that make themselves?” It’s a big concept at early stages. His talk focused on three in-the-lab projects that hint at what a self-assembling future might look like.

Tibbits majored in architecture at PhilaU and went on to receive an M.S. in Design + Computation and an M.S. in Computer Science at MIT. He lectures in MIT’s Department of Architecture, and is the founder and principal of SJET LLC, a multidisciplinary, research-based practice crossing architecture and design, fabrication, computer science and robotics. His work has been shown at the Guggenheim Museum and the Beijing Biennale.

Q&A with TED Senior Fellow and Self-Assembly Researcher Skylar Tibbits '08

What got you interested in self-assembly products?

While studying architecture at PhilaU, I started to learn to write code. I started using code as a design generator, and to analyze conditions, iterations and other aspects of design. I also started collaborating and building installations, experimenting using code and materials fabricated by machines.

After PhilaU, I went to MIT and studied computer science and design computation, and along the way I studied more traditional computer science, artificial intelligence and conducted research in Neil Gershenfeld’s group in the Center for Bits and Atoms at MIT’s Media Lab. All of these experiences gave me an opportunity to look at design in new ways. I thought, why can’t we use code in the construction and manufacturing side of design? The focus of my work became how designers could create automated/self-computing and constructing systems.

What does it mean to be a TED fellow?

The TED fellowship allows me to be part of the organization’s events, conferences and workshops, and have the opportunity to speak about my particular research during TED’s annual conferences. The fellowship program is an opportunity to support individuals who have shown exciting promise and are at somewhat early stages in their careers (whom may not have gotten an opportunity to speak at TED otherwise). It has provided a network of support and individuals to collaborate with. It has really been an amazing and rewarding opportunity.

How did you become interested in a TED fellowship?

I knew previous fellows and was encouraged to apply. It has been an amazing experience, and I’ve had access to opportunities and people that I wouldn’t normally be able to connect with. The TED conference is mind blowing, on all levels, and has connected me to amazing people.

What is the reaction from the public to the idea of self-assembly in architecture?

The reaction is pretty positive. There are not many forums to talk about what I do, but the majority of responses I get from the public are encouraging. Some are fearful of technology. They fear that self-replicating systems could get out of control and take over the world, but at nearly every point in history people have been afraid of new technology in some way or another. I have been able to collaborate with brilliant scientists, engineers and various other amazing people who have been excited about the possibility of new forms of assembly/construction in nearly every sector!

What further research is needed before this concept becomes a reality?

The construction industry in general is fairly stubborn. To push the industry toward adopting self-assembly will take time, but we are already seeing automated techniques being used, like automated manufacturing to build cars and industrial robotics for architectural fabrication. That will help. I think the first applications will be in extreme environments or scenarios where our current modes of construction aren’t viable. Then, over time, more day-to-day applications can gain traction.

How did your experience at PhilaU prepare you for your career?

All of my work has a backbone in architecture. Certain classes and people I met in the design curriculum really helped inspire me to pursue this type of research. The design curriculum at PhilaU is amazing because it allows you to push the boundaries and to question our conventions.

A lot of what I’ve done follows from what we learned in my architecture classes. PhilaU taught me to push my education to the limit, and, in classes, we were all pushing the limits on the extent, from software capabilities, to new forms of representation to model-making and material techniques. I started looking at code to be able to do more with software, and I became more interested in new technologies.

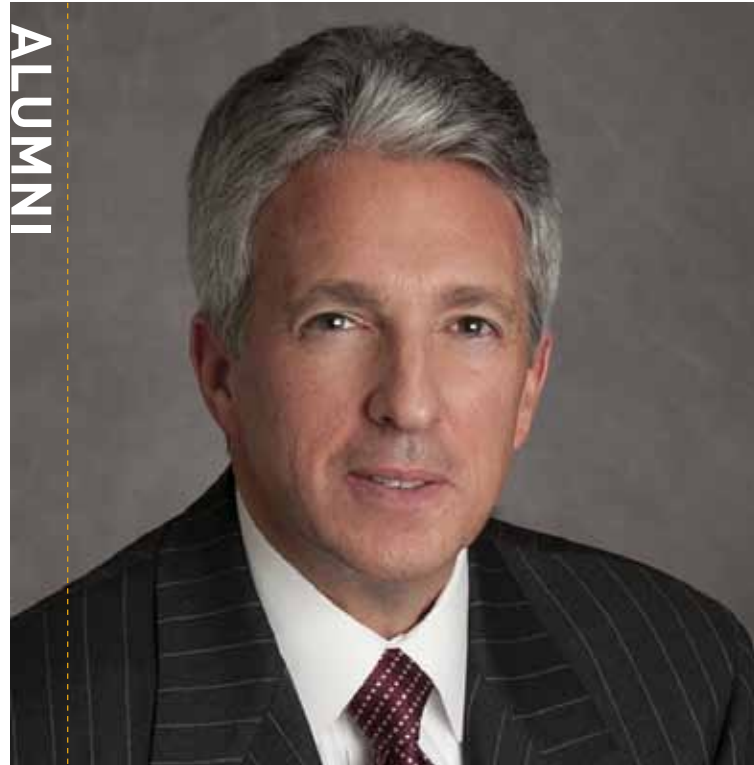
The professors at PhilaU challenge their students to break the mold and challenge almost everything. They had a powerful impact on my career.

What advice would you give to future architects and innovators?

You need to go through college and let yourself be challenged. Find new paths. If you come out of school exactly where you expected to be, you probably haven’t pushed yourself enough. College teaches you to challenge the way you do things. Be open to learning new techniques and avoid constraining yourself. Challenge conventions and question industry legacies! Find ways to collaborate outside of your discipline — often, naivety leads to innovation.

What is next for you?

I am working on a lot of things right now. In academia, I plan to continue teaching at MIT. I am also continuing to practice, as well as developing future research. I aim to further our understanding of self-assembly and to find new domains with larger-applications for innovative construction techniques.



CHARLIE BERNIER '74 Business Administration/Marketing

Friends of Charlie Bernier '74 might remember his busy college schedule. It wasn't unusual to find him working 30 hours a week loading trucks while completing a full course load at Philadelphia University.

Bernier majored in business marketing with a minor in industrial psychology, in part, to move on to something better than moving boxes, and now, nearly 40 years later, he finds himself as the president and owner of one of Philadelphia's most successful independent insurance brokerage firms, ECBM.

"Philadelphia University has always had a very good reputation as having graduates who knew how to get a job done," Bernier said. He landed a job immediately after he graduated with a company in the wire and cable industry, but as the Vietnam War wound down the company's military contracts dried up and Bernier was left without a job.

Rather than panic, he found himself doing a lot of research about the Great Depression, finding out which industries tended to stay strong in bad economies. He settled on insurance. After several years on the commercial side of the industry, he joined ECBM in 1984, and later agreed to purchase the company in 2001, becoming president and taking on the responsibility of growing the firm.

Bernier has weathered several recessions since his first job out of college, and knows a thing or two about pinching pen-

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KIHONG KU, PH.D. Assistant Professor of Architecture

Construction sites have long been an area of concern when it comes to worker safety. A 2004 study by the National Bureau of Labor Statistics found that nearly a quarter of all occupational fatalities in the U.S. occurred at construction sites — a statistic that Kihong Ku, assistant professor of architecture, would like to see considerably lowered.

Ku teaches and coordinates digital technologies and building technologies courses in architecture at PhilaU. He also teaches a fifth-year design studio, which challenges students to investigate interactive architecture through the use of robotics.

When not teaching classes, Ku has been actively involved in occupational safety research, currently holding a two-year grant from the National Institute of Occupational Safety and Health. The grant will allow Ku to study how architects and construction professionals can collaborate during the design process in order to help reduce accidents and injuries during the on-site construction phase.

The project aims to utilize new design tools to prevent or reduce safety and health hazards in the construction workplace.

"This is a very important step in providing safer construction sites and reducing construction accidents," Ku said of the \$141,875 research grant. Two students in the M.S. in Sustainable Design, Joshua Butz and Luis Hidalgo, are working alongside Ku on the research project.

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TEGAN HALBERG '13 Physician Assistant Studies

When Tegan Halberg '13 began her college search, she knew she wanted to go somewhere that offered an excellent Physician Assistant Studies program. After discovering PhilaU and visiting the campus, she knew she had found her school.

"I love that PhilaU is the type of university where all of my professors genuinely want me to succeed and work hard to make sure I am achieving my best," said Halberg.

Currently going into her fourth year at PhilaU, Halberg is a member of the Physician Assistant Society, a certified nurse assistant (CNA), active in intramural sports, a leader of group exercise classes and president of PhilaU's Global Medical Brigades chapter.

Of all she does at PhilaU, Halberg most enjoys her work with the PhilaU Global Medical Brigades chapter through which she organized this year's trip to Loma del Naranjo, Panama to run a Mobile Medical Clinic.

The interdisciplinary team that went to Panama included students from the physician assistant studies, pre-medical and design programs, as well as faculty members from the physician assistant studies and midwifery programs.

In Panama, Halberg and her fellow classmates spent four days on a compound aiding the needs of locals through the Mobile Medical Clinic. For Halberg and the team, their work came full circle on the fifth day as they had the opportunity to spend the day with the families they had treated, learning

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Project Spotlight: SPRINT Challenge

The 10th annual Industrial Design SPRINT Challenge at Philadelphia University gave a group of industrial design students the opportunity to compete in developing and designing innovative product concepts over one frenzied week in January.

PhilaU students — from all years in the program — working in teams of four or five competed to develop product ideas for the contest's sponsor, Armstrong World Industries. The students learned about Armstrong's current product offerings in various markets and developed ideas for new products. At the end of the week, students presented their ideas to executives at Armstrong, who were blown away by the quality of the student work.

"We have been doing ceilings for many years, and we saw new, different breakout designs today," said Joann Davis Brayman, vice president of commercial marketing at Armstrong. "You did an outstanding job," she told the students. "We look forward to showing you real, commercialized products from your concepts."

Lissa Casanova, an associate marketing manager at Armstrong, said about one of the winning designs, "We could commercialize this tomorrow, and it would sell."

The SPRINT Challenge is an annual week-long industrial design contest that asks students to create real-world product designs for a sponsoring company using strict cost restraints and limited resources. In addition to Armstrong World Industries, past sponsors have included SDI Technologies and Artemide USA, among others.

"The SPRINT Challenge is an excellent way for the students to learn what it's like to work collaboratively as a team, all while enhancing products currently on the market," said Mike Leonard, academic dean of the School of Design and Engineering in the Kanbar College of Design, Engineering and Commerce, who coordinates the annual competition with Tod Corlett, associate professor of industrial design.

Board of Trustees Welcomes New Members L. Tadd Schwab '75 and Cynthia Hook



Philadelphia University recently welcomed two members to serve on its Board of Trustees: apparel industry leader L. Tadd Schwab '75 and Comcast executive Cynthia Hook.

"We are very pleased to welcome to our Board two new trustees who have distinguished themselves both in their work and civic activities," said William C. Whitmore Jr., chair of the University's Board of Trustees. "We're looking forward to working with them as we continue to reinforce Philadelphia University's position as the model for professional university education, one that gives students a competitive advantage through a novel curriculum based on active, collaborative and real-world learning that is grounded in the liberal arts."

Schwab, who earned a B.S. in apparel manufacturing and marketing from Philadelphia University, has held leadership positions in several high-pro-

file apparel firms, such as vice president of quality and compliance for both Ralph Lauren Childrenswear and Little Me Childrenswear, and vice president of sales for Little Me. He currently serves as CEO of LTS Solutions, consulting on issues of product integrity and safety in the apparel industry.

Hook is senior vice president and general auditor for Comcast Corp. Previously, she worked at Dell Inc. as vice president of global audit and transformation, and was a founding member of Dell's Women's Networking Group. Hook earned a B.S. in accounting and M.B.A. from Brigham Young University.

"Tadd Schwab and Cindi Hook bring much talent and experience to the Board, and we welcome their expertise and contributions as we continue to carry out an ambitious Strategic Plan," said President Spinelli.



Barbara Klinkhammer Named Executive Dean of the College of Architecture and the Built Environment

Barbara Klinkhammer, Dipl.-Ing., a successful administrator, teacher, scholar and design professional, has been named executive dean of the College of Architecture and the Built Environment.

Klinkhammer said she was drawn to the position "by the innovative and collaborative spirit, incredible energy and willingness to embrace change" that runs throughout the University.

Klinkhammer comes to Philadelphia University from the University of Tennessee, Knoxville. Previously, she was at Bauhaus University in Weimar, Germany. Additionally, she remains the principal and co-owner of Klinkhammer and Stach Architekten, an urban design, architecture and interior design practice located in Cologne, Germany.



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CHARLIE BERNIER '74

nies. ECBM, which Bernier purchased on the promise of keeping it independent, takes an individualized look at its clients' needs and crafts insurance and risk management plans that allow clients to save money.

"Our clients want to work with someone who can help them understand their insurance claims," he said. "We help them put together a model that makes sense for their particular organization." ECBM's clients include large public companies such as Charming Shoppes, A.C. Moore, and Burlington Coat Factory, as well as several non-profit and private organizations.

Bernier's motto throughout the years has been "assume nothing, question everything." He said that his firm took a hit when the economy dipped in 2008, just like everyone else, but through careful planning it was able to remain true to its business model and continue to serve its clients. ECBM has grown steadily since.

"Sometimes you have to take a step back to see what is really going on

and what your challenges are," he said. "It's similar to the approach of Philadelphia University's new [Kanbar College] curriculum. I think this is the right place and the right time for that kind of out-of-the-box program."

To help support the PhilaU curriculum, Bernier joined the School of Business Administration Advancement Council. PhilaU's advancement councils are comprised of alumni and non-alumni industry leaders who work closely with deans on strategic projects, and leverage their networks on behalf of the University, helping to provide first-rate experiences for students.

Bernier has been married to his wife Joanne for 39 years, and they have three sons. Charlie, 30, is an attorney. Brian, 28, is a financial analyst and works for his dad at ECBM. Their youngest, Matthew, 24, is an underwriter for AIG and was just selected by the Denver Outlaws in the Major League Lacrosse annual draft.

KIHOUNG KU

This research will effectively provide a baseline study of current prevention processes, Ku said. Through the incorporation of better accident prevention practices into the design process, he expects to find that construction worksites can be made safer and hopes to provide recommendations to help reduce accident rates.

Ku's research will focus on efforts to "design out" potential hazards to reduce construction site injuries, something more typically done through site-based construction safety planning and management approaches. One example of this type of approach, Ku said, would be for architects to consolidate floor openings in building plans through which objects could fall and hit workers.

Ku earned a Doctor of Design degree in Design Technology and Management from Harvard University in 2005, and previously taught building construction at Virginia Tech before joining PhilaU in 2011. Ku also worked as an architectural engineer and designer at Hyundai Engineering and Construction and Hanmi Parsons.

TEGAN HALBERG '13

about their daily lives and experiencing the Panamanian culture.

As president of the chapter, Halberg had the huge responsibility of handling all of the logistics, which included everything from raising the necessary funds to running team meetings. Even with all the hard work that went into the trip, she was fully satisfied with the experience. "I achieved everything I set out to do with this trip," said Halberg. "I wanted to aid the less fortunate using my medical knowledge, I wanted to travel, and I wanted to further develop my Spanish."

The trip to Panama helped Halberg see the big picture of what it means to be a healthcare practitioner, and she is convinced that the PhilaU Medical Brigades chapter will continue to allow students to gain real-world experience and broader cultural perspectives.

"I love the core mission of the Medical Brigades organization — to work directly to aid the underprivileged," Halberg said. "I don't know exactly what specialty I want to pursue in my future career, but I know I want to work helping those in need, and as long as I stay true to that in whatever path I take, I will love it."



128th COMMENCEMENT CEREMONY



Friends and family celebrated the graduating Class of 2012 on May 13 at Philadelphia University's 128th Commencement ceremony. Nearly a thousand students graduated during the 2011-2012 school year — 750 participating in the Commencement exercises in May.

James O. Ellis III, an accomplished swimming coach, educator and inspirational speaker, gave the Commencement address and received the honorary degree Doctor of Humane Letters. Ellis spoke about his career as a swim coach for Philadelphia youths and the importance of pursuing your passions.

"When you are doing what it is that you are meant to do, you will never work a day in your life," Ellis said. "Find the passion and abilities that empower you, and the possibilities of what you will and can achieve in life will be endless."

During Commencement, D. Walter Cohen, D.D.S., chancellor emeritus of Drexel University College of Medicine and member of the Philadelphia University board of trustees was awarded the honorary degree Doctor of Humane Letters.

Alexandrea P. Jared, a physician assistant studies graduate, was honored as the Class of 2012 valedictorian. President Spinelli presented the President's Award for Excellence to Christian LaMotte for undergraduate studies, Stephanie Spada, assistant director of athletics, for graduate studies and Barbara A. Smith for continuing and professional studies.

Jordan Cammarata gave the student address at the 2012 Commencement ceremony, encouraging his fellow classmates to go out and make something of themselves.

"Each of us has done something profound by graduating today. As we move beyond Philadelphia University, we will always know that we are capable of finishing what we started," Cammarata said. "Let's take responsibility for this accomplishment and recognize that we are capable of achieving what we set out to do."



PHILAU honors, awards and accomplishments

ERIN MILLER AWARDED PRESTIGIOUS MCLEAN SCHOLARSHIP

Physician Assistant Studies student Erin Miller received the prestigious McLean Scholarship for Nursing or Physician Assistant Majors. The McLean Scholarship is provided through the Association of Independent Colleges and Universities of Pennsylvania by the McLean Contributionship.

PHILAU STUDENTS WIN IDSA DESIGN LEARNING CHALLENGE

Industrial Design students Ryan Woelkers, Christian Loos, Michelle Hodulik, Adam Letherby and Kristina Gaudio and professor Götz Unger, in collaboration with Garreth Heidt and students from Perkiomen Valley Middle School, were recognized as winners of the Industrial Design Society of America's (IDSA) Design Learning Challenge. The winning project taught sixth to eighth grade students to design an installation for their annual Poetry Café celebration.

ALEXIS MONTECLAVO '12 NAMED OUTSTANDING SENIOR ACCOUNTING STUDENT

Alexis Montecalvo '12, a recent graduate of the fashion merchandising and accounting programs at Philadelphia University, was named an outstanding senior by the Pennsylvania Institute of Certified Public Accountants. Montecalvo was chosen as one of 80 students in the state to receive the award, which honors Pennsylvania's highest achieving accounting students.

A • TEXTILE DESIGN STUDENTS WIN TOP AWARDS IN VIRGINIA JACKSON DESIGN COMPETITION

Textile design students won the top two spots in the print category at the annual Virginia Jackson Design Competition. Grace Chen won first place and Ingrid Johnson took the second place prize at the contest, which featured student designs from schools around the country.

B • FASHION STUDENTS WIN AWARDS AT ANNUAL RED DRESS DESIGN COMPETITION

Three fashion designers won awards at the 2012 Red Dress Design Competition sponsored by the American Heart Association's Go Red for Women campaign. Sarah Fitzgerald won first place for her design. Katherine Korassani won second place and the people's choice award, and Elizabeth Miranda was the third place winner. The winning dresses were displayed in the Center City Macy's Go Red Window.

C • SENIOR LANDSCAPE ARCHITECTURE STUDENT THOMAS MAHONE NAMED OLMSTED SCHOLAR

Landscape architecture graduate Thomas Mahone '12, was named a 2012 Landscape Architecture Foundation's Olmsted Scholar, which recognizes students with exceptional leadership potential in the field.

MADELEINE HODEN AWARDED PENNSYLVANIA OCCUPATIONAL THERAPY ASSOCIATION SCHOLARSHIP

Madeleine Hoden, a student in the M.S. in Occupational Therapy program was awarded a scholarship from the Pennsylvania Occupational Therapy Association. Hoden was one of six students across the state to receive the scholarship award for 2012.

MICHELLE FREMUTH '13 AWARDED PRESTIGIOUS SOCIETY OF WOMEN ENGINEERS SCHOLARSHIP

Industrial and systems engineering major Michelle Fremuth '13 was awarded a prestigious 2012 Philadelphia Society of Women Engineers Scholarship. The \$1,000 scholarship will help provide financial assistance toward Fremuth's full-time education at PhilaU.



A



B



C

PHILAU honors, awards and accomplishments



D • LANDSCAPE ARCHITECTURE PROGRAM RECEIVES NATIONAL HONORS FOR EXCELLENCE IN RESEARCH AND TEACHING
Claudia Phillips, Ph.D., associate professor and director of the landscape architecture program, was designated a Council of Educations in Landscape Architecture Fellow for her outstanding contributions to the field. The landscape architecture program was also selected to participate in the Landscape Architecture Foundation Case Study Investigation 2012 research program. LAF awarded a \$1,000 honorarium to Phillips and a \$5,000 stipend to student James Bonney.

PHILADELPHIA UNIVERSITY STUDENTS WIN TOP AWARDS IN INTERIOR DESIGN COMPETITION
Three Philadelphia University Interior Design students took top prizes in the 2012 International Interior Design Association (IIDA) Student Competition.

Nicole Whitney won first place in the annual student competition for regional IIDA schools, securing PhilaU’s place as the top school for the second year in a row. Other top winners from PhilaU included Danielle Matz, who won third place, and Jacqueline Doane, who received an honorable mention.



E • SUSTAINABLE DESIGN STUDENT WINS AWARD AT PRESTIGIOUS COLLAB COMPETITION
Josh Butz, a sustainable design graduate student at Philadelphia University, won third place in the prestigious Collab Student Design Competition, which brought in 115 entries from seven design schools including Pratt Institute in New York and the University of Pennsylvania. Butz’s sustainable “hobo” bag caught the judges’ eyes for its originality, timeless quality and careful attention to detail.

PHILAU RESEARCHERS RECEIVE \$200,000 GRANT FOR WORK ON BACTERIA-KILLING TEXTILES
Philadelphia University researchers were awarded \$200,000 from the University City Science Center’s QED Proof of Concept Program to continue their work developing bacteria-killing textiles. When incorporated in medical apparel, the textiles could help reduce the high incidence of hospital-acquired infections.



PROFESSOR STAGES SYMPOSIUM FOR FOOD ACCESS IN PHILADELPHIA
Chris Harnish, assistant professor of architecture, led a symposium titled “Food Access in Philadelphia” attended by high-ranking community officials and experts in the field. The symposium was conducted in conjunction with the Design 5 for Architecture course and was attended by representatives from the Philadelphia Mayor’s Office of Sustainability, Philabundance, Fair Food Philadelphia, The Food Trust, Weaver’s Way and the Reinvestment Fund.

ENGINEERING PROFESSOR APPOINTED TO INTERNATIONAL ADVISORY BOARD
Muthu Govindaraj, Ph.D., professor of textile engineering, was appointed to the International Advisory Board for the *Journal of Fiber Bioengineering and Informatics*. The journal is an academic, peer-reviewed publication that fosters and publishes research in the fields of nanotechnology, chemistry, physics, biology, textile science and other similar disciplines.

F • PROFESSOR’S SPECIAL EFFECTS FEATURED IN ROLLING STONE AND AT TRIBECA FILM FESTIVAL
Daniel Hoffman, adjunct professor of video production in PhilaU’s animation program, created the animation and special effects for a music video featured on RollingStone.com. The video, “Va-VaVoom,” features recording artists BassNectar and Lupe Fiasco and was created through the award-winning production company GhostRobot with Director Joey Garfield.

Hoffman also completed special effects and compositing for the feature-length film *First Winter*, which debuted in the Tribeca Film Festival, and the short film “Neighbors.” He was also selected as an artist in residence for the International Turning Exchange, joining four other artists from around the world to collaborate in a Philadelphia studio.

PROFESSOR COMMENDED FOR EXCELLENT SERVICE TO THE OCCUPATIONAL THERAPY PROFESSION
Ellen Kolodner, director of academic programs in the School of Continuing and Professional Studies, received a commendation from the U.S. Department of State and Governor of the Commonwealth of Pennsylvania for her “commitment to

the highest standards of ethics, the betterment of the occupational therapy profession and responsible acts as a public servant.” The commendation recognized Kolodner’s contributions to the Pennsylvania State Board of Occupational Therapy Education and Licensure.

PHILAU PROFESSORS BRING EXPERT KNOWLEDGE ABROAD
As experts in their respective fields, Philadelphia University faculty members are regularly asked to present and speak at conferences and conventions around the world. Here are some highlights from the past year:

Textile design professor Hitoshi Ujiie traveled to Loughborough, England in November 2011 to present his paper titled “Digital Textile Printing as a New Form of Craft.”
Economics and statistics professor Anusua Datta presented her work with Donald Vandergift at the July 2011 Finance and Economics Conference in Frankfurt, Germany titled, “Measuring the Effects of SCHIP, Welfare Reform, Rising Obesity Rates and an Aging Population on Medicaid Costs.”

Fashion industry management professors Natalie Nixon M’98, Ph.D., Leslie Samoni and Nioka Wyatt ’99 traveled to Milan in June 2011 to present on the topic “The Pop Up Retail Experience: A Means To Building Brand Awareness.”
Operations management professor Jaideep Naidu, Ph.D., and Philadelphia University trustee Robert Nydick ’78 presented their research titled, “Deterministic Flow Shop Scheduling to Minimize WIP Costs” at the AIMS International Conference on Management in Pune India in January 2012.

TEXTILE ENGINEERING STUDENTS RECOGNIZED IN AN AATCC MATERIALS RESEARCH POSTER CONTEST
Brittainy Krohn and Ugur Kolunsag, two PhilaU textile engineering technology seniors, received second place for their entry in the American Association of Textile Chemists and Colorists (AATCC) Materials Research Poster Competition.

G • PHILAU FACULTY LEADING THE WAY IN GRADUATE EDUCATION
As a current professor in the Kanbar College of Design, Engineering and Commerce and the program director in the new Strategic Design MBA program, Natalie Nixon M’98, Ph.D., has been busy presenting her work and research in her areas of expertise including her April 2012 lecture at the IDSA Design Dialogues Northeast Regional Conference titled, “Redesigning Graduate Business Education- Towards Hybridity”.

H • PHILAU FACULTY LEADS IN SUSTAINABLE PRACTICES
Environmental sustainability professor Tom Schrand presented his research from his paper “Can We Be Sustainable Without Being Utopian?” at the Association for the Advancement of Sustainability in Higher Education (AASHE) Conference in October 2012.

I • PHILAU RECOGNIZES DISTINGUISHED TEACHERS
Philadelphia University honored members of its faculty for their hard work and commitment to academic excellence including Katherine Jones, Ph.D., associate professor of sociology and Harvey Lermack, assistant professor of management.
Jones received the President’s Award for Excellence from President Spinelli. Jones was recognized for her dedication and commitment to educating her students. In the classroom she inspires her students to work hard and learn on a deep level in her area studies and sociology courses.
Lermack received the Lindback Distinguished Teaching Award acknowledging his outstanding service to the University and his students in the classroom.



THE ALLEN SIRKIN '64, H'10 STORY

*By Jean E. Palmieri, reprint from Women's Wear Daily
Photos courtesy of PVH Corp.*

Allen Sirkin lives for change.

Over the course of his 30-year career with PVH Corp., Sirkin has been instrumental in helping the company transform from a small dress shirt manufacturer into a \$5.89 billion global powerhouse with tentacles that reach into nearly every corner of the global apparel business.

According to PVH chief executive officer Emanuel Chirico, Sirkin "has been instrumental in making us the world's largest dress shirt company and has taken our dress shirt group to record levels of growth and profitability. Allen has overseen much of our transformation from a one-brand dress shirt company to the source of some of the most famous and best-selling brands of dress shirts in the department store, midtier department and specialty store channels of distribution."

He was also front and center in the company's negotiations to acquire the Calvin Klein and Tommy Hilfiger brands.

At PVH's annual shareholders meeting on June 21, everything will change for him once again. That's the date that Sirkin, president and chief operating officer of the New York-based company, will retire and embark on the next chapter of his life.

"Everyone comes to the end of their journey," he said. "I've been blessed with a great career and I'm delighted. If you're sad, you shouldn't retire. I look at this as just another leg to my trip."

That trip started in Philadelphia, where Sirkin was born into a family that manufactured men's suits and sport coats under contract for established brands including College Hall, McGregor and Stanley Blacker.

“When I was growing up, I didn’t think much about what I was going to do,” he said. But after working in the family’s clothing factory during the summers, he knew what he didn’t want to do, and that was work in the family business.

Instead, he opted to enter the Philadelphia Textile Institute [now Philadelphia University] working toward a degree in textile management and marketing ['64, H'10]. "But I still wasn't sure, so I paused for a while before continuing my education in the masters program at Temple University in industrial management."

To pay for his college education, Sirkin became a full-time teacher in Philadelphia's public school system, attending Temple for a semester and then working for a semester. He quickly realized that he wasn't cut out for a career in teaching either and decided to take the plunge and move to New York.

"I was offered several jobs, including one at Phillips-Van Heusen," he said, which he had been advised was "a great progressive company and the

best one to get started with."

He took an entry-level job there in 1964 as a merchandising assistant, working under Seymour and Larry Phillips, whose family

started the business in the late 1800s. PVH's roots date back to 1881 when Moses Phillips, a Polish-born pushcart peddler, began selling shirts sewn by his wife, Endel, to coal miners in Pottsville, Pa. Success followed and the company expanded to New York City. At the same time, John Manning van Heusen, a Dutch immigrant, created a new process that fused cloth on a curve, fashioning a "soft-folding" collar that captured the stiff-collar look



Allen Sirkin with Jack Nicholson



Allen Sirkin with Mark and Jim Wahlberg

popular at that time, but with a more comfortable fit. In New York, van Heusen met with Moses' son, Isaac Phillips, who bought the U.S. patent for the collar, giving birth to the Phillips-Van Heusen alliance.

By the time Sirkin came to PVH, the company had capitalized on its strengths and had grown into one of the country's leading dress shirt manufacturers.

Still, Sirkin said, “I wasn’t sure what to expect. I had never worked for any company or in the New York apparel industry. It was hard work, but it was a great learning experience.”

For Sirkin, it was only the first chapter in his business career.

"I look at my career like a novel with many chapters," he said. "It has a beginning, a middle and hopefully a happily-ever-after ending."

He spent three years at PVH and was promoted about a half-dozen times, he said, eventually being named boys' wear merchandising manager. Although he liked working for the company, he wasn't making enough money to support his growing family. "So I made the very difficult decision to leave in search of upward mobility. The industry was growing and there were plenty of opportunities.

"It was the toughest decision I ever made," he added. "When I joined, PVH was a \$50 million company. When I left, it was a \$100 million company — and growing."

He joined Manhattan Industries, another large dress shirt manufacturer, as merchandise manager of sportswear and eventually rose to vice president. "It was a great six years," he said. "I really grew, learned more and continued to grow. But I felt I needed more exposure than running a sportswear division of a dress shirt company."

His next stop was McGregor, which was one of the largest sportswear companies in the industry at that time. He went in as vice president of sportswear and was soon elevated to executive vice president of the corporation. "It was financially strapped but to the consumer it was a great brand," he said. "We managed to hold it together and grew the company to record sales. But it still wasn't enough."

He exited McGregor and reentered the kids' business, joining Rob Roy as head of merchandising. Being in the children's wear business at that



Allen Sirkin with his family

time was fun, he recalled, with a variety of licensing opportunities for such household names as Superman, “Welcome Back, Kotter” and Fonzie. “It was a youthful company, very energetic,” he said. But after a “successful run,” the family-owned company decided to sell. “Myself and the team at the time were unable to buy it, so it was time to move on,” he said.

Next up was Puritan Sportswear. “It was a great opportunity for me to run a sweater company,” he said. “It was a distressed business, but I thought it was fixable.” It also taught Sirkin that he could master a turnaround situation. “We took a company that was underperforming for some time and convinced those who stayed that we could succeed if they executed the vision. And it worked. We actually turned it into the largest and most profitable sweater company in the industry and regained a leadership role.”

Despite the success, Sirkin was ready for his next chapter. "I wanted something a little smaller and less corporate," he said. "So I went to Pony Apparel to manage a startup. They were in the footwear business and asked me if I would come on board to build a sportswear component to complement the footwear. So I did." It wasn't long after he arrived, however, that the company was sold and Sirkin decided it was time to stop bouncing around and look for a little more stability.

It was then that his career came full circle, bringing him back to where it all began — PVH.

"It was time to come back," he said. "Rather than taking the entrepreneurial road, I wanted to come to a solid company and participate in the long-term growth strategy. He rejoined as president of the company's designer group, which included dress shirts and sportswear. The year was 1985 — and the apparel industry had changed a lot during his time away from PVH.

"In the years leading to my return, the market was in transition," he said. "The company had 10,000 specialty store and regional department store accounts when I joined the first time, but when I went back, it had consolidated to basically 125 top national and regional department stores. The specialty store era was ending at that point. And the account list keeps shrinking. The big are getting bigger and it's happening with great speed. Those 125 stores have become a dozen today."



PhilaU Alumnus Allen Sirkin '64, H '10

Although the industry had changed, the company was still being operated by Seymour and Larry Phillips, and for Sirkin, it was sometimes like “being in a time warp. It felt good, but I saw an opportunity to change.”

By 1991, Van Heusen had become the number-one selling dress shirt in the country after years of lagging behind Arrow, a brand it eventually acquired in 2000, and the Phillips family was reluctant to branch out too much. Sirkin’s idea to expand PVH’s reach was met with resistance and Sirkin said he was a “lonely voice.”

“I challenged the company to move beyond Van Heusen and use the skill we had as a dress shirt company to expand our reach and create a diversified portfolio,” he said. “It wasn’t an easy sell. The Phillips family legacy all revolved around Van Heusen. But I believed we had the unique skills to develop an umbrella business. We needed to be in the sportswear business, and create the same model that we had in dress shirts,” Sirkin said, adding that the sportswear market is “15 times the size of the dress shirt market. So we restructured the company and began to acquire brands.”

In 1995, PVH purchased Crystal Brands Inc.’s apparel group, adding the Gant and Izod labels to its stable. Izod remains a key brand in the portfolio today and Gant was “cleaned up and sold,” Sirkin said. “We sold Gant to its European licensee and focused on Izod.”

Even so, Sirkin said, it wasn’t long before PVH realized that it needed to

explore markets outside the U.S. “And along came Calvin Klein,” he said. “We recognized that globalization as a strategy for any corporation was important. And we needed vehicles to address that.

“It was a redefining moment for the company.”

The brand’s owners, Calvin Klein himself and his partner Barry Schwartz, took some convincing, however. Sirkin recalled them asking: “Can these people who manage moderate and upper-moderate brands do designer?” Ultimately, PVH won out over VF Corp., snagging the brand in 2003 for \$420 million in cash, with additional payouts of as much as \$270 million.

“When we bought the company, it was a \$2 billion international brand,” Sirkin said. Today, global retail sales are around \$8 billion.

But PVH’s growth story wasn’t finished.

“We knew we needed to continue to grow and diversify our portfolio,” he said. “And we had the opportunity to make a run for Tommy [Hilfiger].”

Once again, PVH managed to convince the brand’s owners, the private equity firm Apax Partners, that it was the right choice, and in March 2010, it spent \$3 billion to acquire the company. The company had helped fund the acquisition of the Calvin brand.

“We added another international brand and we went from being a \$50 million company in 1964 to a \$6 billion international corporation today,” Sirkin said. “We look at things differently. Our business model is a combi-

nation of selling, wholesale, retail and licensing. So our sales reach through licensing and retail is about \$16 billion,” he added of the retail value of all PVH brands and licenses.

Looking back at PVH’s dramatic transformation, Sirkin said it’s been a “remarkable ride, and it’s not over yet. My chapter may be coming to an end, but the company is 131 years old and some of our brands are even older. Many other companies and brands have come and gone, but we have survived and prospered.”

He attributed it in part to “respecting our heritage while embracing change and innovation.” He also singled out former chief executive officer Bruce Klatsky as key to positioning the company where it is today. Klatsky is considered the architect behind the purchase of the Calvin Klein brand. “Bruce was the first non-Phillips person to run the company. And the leader when we bought Calvin,” Sirkin said.

Not long after the Calvin acquisition, Klatsky stepped down as ceo and was succeeded in that role by Mark Weber. His tenure at the top was short-lived and Chirico was elevated to the ceo post in 2006.

Sirkin assumed that his time at PVH would end once Chirico took the corner office. He was 65 years old, had had a long, fruitful career with the company, and was ready to step aside so Chirico could bring a new team on board.

“I view a career like it’s high school,” he said. “You graduate and you go home. And others come up with new innovative ideas.”

To his surprise, Chirico asked Sirkin if he would stick around a few more years.

Chirico called the decision to have Sirkin serve as president and chief operating officer “very natural.” Their management styles are complementary, with Chirico’s expertise in operations and finance, and Sirkin’s in sales, merchandising and marketing.

Sirkin calls Chirico a “great manager” with the skill to execute and the ability to communicate the company’s message to Wall Street. “But it’s not a one-man parade,” he said. “This company is filled with thousands of committed, talented people.”

One of those people is Sirkin’s son, David, president of PVH’s neckwear division.

Allen Sirkin laughs when he says his son was also very unsure what he wanted to do with his life — “like his dad.” After graduating from Philadelphia University with the same degree in textile merchandising and marketing, he came to New York City “looking for guidance,” and started researching the apparel industry. “Having a father in the business is a blessing and a curse,” the elder Sirkin said.

David Sirkin went first to Milliken & Co., followed by Galey & Lord, but his dad advised him to look elsewhere. “The textile industry in America is not where you want to be,” he said. “You probably want to find your way into wholesale.”

The younger Sirkin took the advice, joining Randa Corp., a leading neckwear company. “Then his father screwed things up and bought his number-one competitor, Superba,” Allen Sirkin said with a chuckle. Superba’s ceo, Mervyn Mandelbaum, told Sirkin that his son had been a “ferocious competitor” and asked if he could approach him about joining PVH.

The answer was yes.

In addition to David, Sirkin also has a daughter, Ami, whom he called the “Sirkin with a heart. She’s a special ed teacher.” And through it all,



Allen Sirkin with Eli Manning

over the past 47 years, has been his wife, Bonnie. “It takes a really great woman, an understanding woman, to work with you and partner with you and allow you to do all the things you need to do to build a career in this industry,” he said. “It has been years and years of hard work and I couldn’t have pulled it off by myself.”

Although he acknowledges that the apparel industry is now “part of my DNA,” he doesn’t expect to remain too deeply involved with it when he retires in June.

“There are things I’d like to do,” he said. “I’m obsessive-compulsive and when I commit to something, there’s not a lot of oxygen left to do other things.”

He’ll play golf, spend time with his four grandchildren and enjoy life. He doesn’t plan on taking another full-time job but will continue to serve on a few boards and may even invest in some business ventures so he has “something to tinker with.”

“I’d like to stay connected to industry, it’s in my blood,” he continued. “So I’ll find ways to contribute, maybe do something from a consulting standpoint if someone wants my input.”

He also expects to be more involved with Philadelphia University, where he’s served on the board for the past 14 years — a role that allows him to indulge his passion in kids and education.

“The cost of education today is obscene,” he said. “So we set up a scholarship fund to help” students in need.

“I believe in paying it forward,” he said. “I’m just a kid from Philadelphia who never dreamed where this would wind up. Many people have mentored me along the way. I can push the boundaries sometimes, but they helped keep me in line.”

He singled out Al Rothman, a merchandise manager at PVH and his first boss, who “let me grow outside my position and helped expose me. He taught me the business and value and integrity as well.”

Bill McKenna, president of Manhattan Industries, also helped keep him on the straight and narrow. “When I challenged the company to teach me, he took the challenge personally and exposed me to what a president does and what the key drivers were in his decision making.

That was very helpful when I had my chance to make decisions.”

Sirkin said he’s “never been afraid to take risks. The bigger the challenge, the more I lock in on it. I think it’s OK to fail. They won’t shoot you, they can only fire you,” he said. “And you will live another day.”

It’s this never-say-no attitude that has helped him rise to the top of the game.

He recalls a Christmas card he received in 1964 with a saying that reached deep inside his soul. So much so that he actually had the saying printed on his business cards. “I cut it out, carried it in my wallet for years and felt I should share it with others.

““Most of us dislike changes,”” he recited. “We oppose them. Every improvement ever made was made reluctantly. Nothing new is considered practical or possible until someone with broader vision than our own does things that can’t be done, gets better results by methods that won’t work.””

He set the card down, and added: “I believe I’m an agent for change. Part of my spin all the way through has been to get the teams to embrace change. As a kid, my father used to tell me, ‘You don’t know what you don’t know.’ And that’s true. You shouldn’t be afraid of anybody and you should take the job nobody else would take if you see value in it.”

Over the course of his career, he hasn’t embraced the spotlight, preferring instead to steer things from behind the scenes. “My friends refer to me as ‘The Wiz’ — the guy behind the curtain.”

Sirkin knows that not everything he’s done in his career has been perfect. “What would I do differently?” he asked. “I didn’t have much balance in my life. I’m a committed workaholic, and that comes at a price — family and kids.”

He recalls when the National Father’s Day Council approached him about being one of its Fathers of the Year. “It’s the one award I refused to accept,” he said, saying he didn’t think he was worthy. But after getting the blessing from his children, he took the award.


He admits to being motivated by the “fear of failure or the desire to succeed — they are one in the same.

“The world is full of rams and lambs,” he continued, “and we look to the rams to lead the way.”

Although clearly a ram, Sirkin said his management style is low-key. “I’m a flatliner,” he said. “What you see is what you get and what I say is what I mean. I’m as steady as they come. I’m black or white, in or out, there’s no gray.

So what does he believe will be his legacy at PVH after his 30 years of service?

Sirkin said he hopes he can say that he left the company in a better place than it was before he arrived. “That’s the perfect infinity concept,” he said. “I’m just a bit player in the mosaic of the business.”

He concluded: “I came, I gave it an honest shot and I cared. And I leave still caring.” 

Distinguished Alumnus Awarded Honorary Degree in Hong Kong



On the top floor of Hong Kong’s luxurious Island Shangri-la Hotel, President Spinelli presented Philadelphia University’s honorary degree, Doctor of Humane Letters to alumnus George Y.V. King ’69, H’11, in October 2011, honoring King for his remarkable achievements and contributions to the University.

The ceremony was conducted prior to an elegant dinner expertly arranged by King’s wife Clara. Guests included President Spinelli; then-PhilaU professor Steve Frumkin ’70; several close friends of King’s; Jesse Shafer, vice president of development and alumni relations; and PhilaU alumni Stephen Yuen ’69 and Albert Helmig ’73, among others. King was also presented with Philadelphia University’s Leader of Innovation Medal.

“I would like to express my heartfelt gratitude to Philadelphia University for bestowing such great honors on me,” said King. “I still reminisce about my days at Philadelphia University. I cherished my time there.” King thanked PhilaU for the awards and called the ceremony “one of the most memorable days of my life.”

King and Frumkin spent time recalling stories about the good times they shared as classmates at PhilaU. “The most important thing in my life is friendship,” King said. “I still have many life-long friends from college. We share many fond memories.”

King graduated in 1969 and took over his family’s textile business, Wearbest Garment Manufacturing Co., Ltd. in the early 1970s. He currently serves as the company’s managing director. Under his leadership, Wearbest has grown into a global leader in the textile manufacturing industry. The company has produced clothing for some of the world’s top apparel firms including Gap, Banana Republic, Calvin Klein, Guess, Sasson and others.

In addition to his corporate role, King is a philanthropist, dedicated to funding educational opportunities and access to quality health care around the world, as well as other charitable causes. “I believe that when we enrich the lives of those less privileged by creating opportunities that they might not have otherwise — opportunities to realize the fruits of hard work and ingenuity — we strengthen society as a whole,” King said.

King was particularly impressed by the new DEC Center. “It is amazing to see the physical transformations on campus that have occurred in the last twenty years,” he said.

As he reflected on his past at PhilaU and was honored for his long list of career accomplishments, King said that he is proud to stay connected with his alma mater. He said, “Deep in my heart, I am certain that Philadelphia University will continue to nurture and foster the next generation of innovators.”



WHAT CAN YOU DO?

By Frank Baseman
Professor Graphic Design Communication

That was the question scrawled on a blackboard in the Philadelphia University Design Workshop (PUDW) studio in the spring, as seven students from four different majors huddled together, brainstorming different ways to lay out a website for their client.

Since 2006, PUDW has been one of my favorite, and most challenging, classes to teach. It brings together a small group of students to work on real design projects for real clients. I interview each student who applies to take the course, and once selected, they are organized into teams to work for clients that have included the New Jersey State Police, The National Constitution Center and The Philadelphia Orchestra.

This year, students were working on a challenging brand identity and public awareness campaign for Peace Day Philly, a grassroots initiative planning a local celebration of the International Day of Peace. Students from the graphic design communication, interactive design and media, animation and professional communication programs joined together to create an integrated marketing campaign, including posters, a website and public service announcements, for their client.

As the students pondered how to lay out the website, one had written what was supposed to be a temporary tagline toward the bottom right of the page, “What Can You Do?” Originally meant to be a placeholder for the sign up section of the website, it became a rallying cry for the campaign: Peace Day Philly — What Can You Do?

The students united around the idea of challenging Philadelphians to get involved. The public service announcement the students created weaved the message beautifully into a short video that was shared over social media. The animation students lent their expertise to superimpose words on Philadelphia streets and murals, and the students collaborated on a script that read:

“Over one million people live in Philadelphia, but every day thousands are affected by violence and intolerance. For one day, each one of us can help make a difference. ... Ask yourself, what can I do? Ask your neighbor, what can you do? ... For one day, choose kindness, compassion and respect. On Sept. 21, join Philadelphia and the world for a day of peace, within our city of brotherly love. What can you do?”

The Peace Day Philly project was just one of several the students in the PUDW course worked on over the semester, but it sticks out in my mind as a perfect example of what makes education at Philadelphia University special. We give our students the opportunity to use the knowledge they gain in the classroom to make a real difference for real people.

Students benefit from the experience, and I continue to learn new things from them as well. I am impressed by the hard work of our students, their enthusiasm and dedication. I have no doubt that they are capable of great things. The only question is: what can they do next?

PhilaU and Fashion: **Celebrity Designers Visit Campus**



Fashion Design icon Tommy Hilfiger inspired students and faculty when he visited PhilaU in October 2011, touring design classes, giving students feedback on their designs and participating in a very lively Q&A before an audience of almost 1,000 students, faculty, staff and prospective students.

Hilfiger, the recipient of PhilaU's prestigious 2011 Spirit of Design Award, started in the business with \$150 earned working at a gas station, selling jeans out of the back of his car. Many doors were closed to him because he never went to college, he told the PhilaU students. "When you graduate, you will take your education with you forever."

Carson Kressley, the Emmy Award-winning fashion celebrity who first came into the public eye on Bravo's hit series "Queer Eye for the Straight Guy," landed on the PhilaU campus in March. Kressley toured design classes and talked about his career in fashion and television during a humorous and energetic interview in March by four students in the PhilaU version of "The View."

Kressley, who has appeared on "Dancing with the Stars" and recently introduced a new clothing line, "Love Carson," currently stars in his own show "Carson Nation," in which he travels to small towns across the U.S., transforming lives one person at a time with humor and style.

During their separate visits to campus, both Tommy Hilfiger and Carson Kressley spent time with students in the PhilaU studios and were wowed by their designs.



THE VERIZON Philadelphia University Evening of INNOVATION

Philadelphia University celebrated five innovative leaders and acclaimed menswear designer John Varvatos at the annual Evening of Innovation and Fashion Show, which was title-sponsored by Verizon. Creative and innovative student products and designs were displayed at The Hyatt at the Bellevue in Center City Philadelphia for this distinguished gathering of alumni, industry leaders and University faculty, staff and students during the Spirit of Innovation Gala.

President Spinelli presented Leader of Innovation Medals to D. Walter Cohen H'12, D.D.S., chancellor emeritus of Drexel University College of Medicine and trustee of Philadelphia University; William "Bill" L. Jasper, chief executive officer of Unifi, Inc.; Francis "Fran" J. Shammo '83, executive vice president and chief financial officer for Verizon Communications and trustee of Philadelphia University; and Eileen J. Martinson '86, chief executive officer of Sparta Systems and trustee of Philadelphia University. Alumnus George Y.V. King '69, H'11 was presented with the Leader of Innovation Medal in Hong Kong in October 2011.



(left to right) John Varvatos, Dr. D. Walter Cohen H'12, William L. Jasper, Francis J. Shammo '83 and Eileen J. Martinson '86 received the Leader of Innovation Medal during a special presentation at the Spirit of Innovation Gala.



The Verizon Philadelphia Evening of Innovation Gala was held at the majestic Hyatt at The Bellevue Hotel.



NBC's 10! Show host, Bill Henley, and morning news anchor, Lori Wilson, served as emcees for the Evening of Innovation and Fashion Show.



Honoree Eileen J. Martinson '86 was presented her Leader of Innovation Medal by her son, Lance Corporal Brian Basho, who had just returned to the United States from serving in Afghanistan.

Fashion Show Fashion in Motion

Philadelphia University fashion design students wowed a packed crowd at the Academy of Music April 28 at the University's annual Fashion Show, featuring the best student designs.

Before the runway show, acclaimed menswear designer John Varvatos was honored with the 2012 Philadelphia University Spirit of Design Award.

The Fashion Show, emceed by NBC10's Bill Henley and Lori Wilson, was part of the Verizon Philadelphia University Evening of Innovation, presented by PVH Corp. The audience included more than 2,000 students, family members, faculty, staff, alumni, apparel and fashion industry executives and Evening of Innovation honorees.

The event is the largest fashion show in Philadelphia each year and is one of the most prominent examples of the University's Nexus Learning approach, with students collaborating across disciplines to produce this renowned fashion show.



President Spinelli presented John Varvatos with the 2012 Spirit of Design Award.



Christina Brzozowski's designs won the Neiman Marcus Award for Most Saleable Collection.



Kaitlin Waligorski's '12 work won the Frank Agostino Eveningwear Award for Excellence in Design and Execution and the White House/Black Market Award for Design Excellence.



Katherine Korassani '12 showed her red dress design which later won second place and the people's choice award at the 2012 Red Dress Competition as part of the American Heart Association's Go Red for Women campaign.



Caitlin Quirk '12 won the FIA award for best senior collection for her eveningwear designs inspired by armadillos and the Victorian era.

Philadelphia University SENIOR DESIGN SHOW 2012

Philadelphia University senior design students showcased their creative and innovative work at the 2012 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

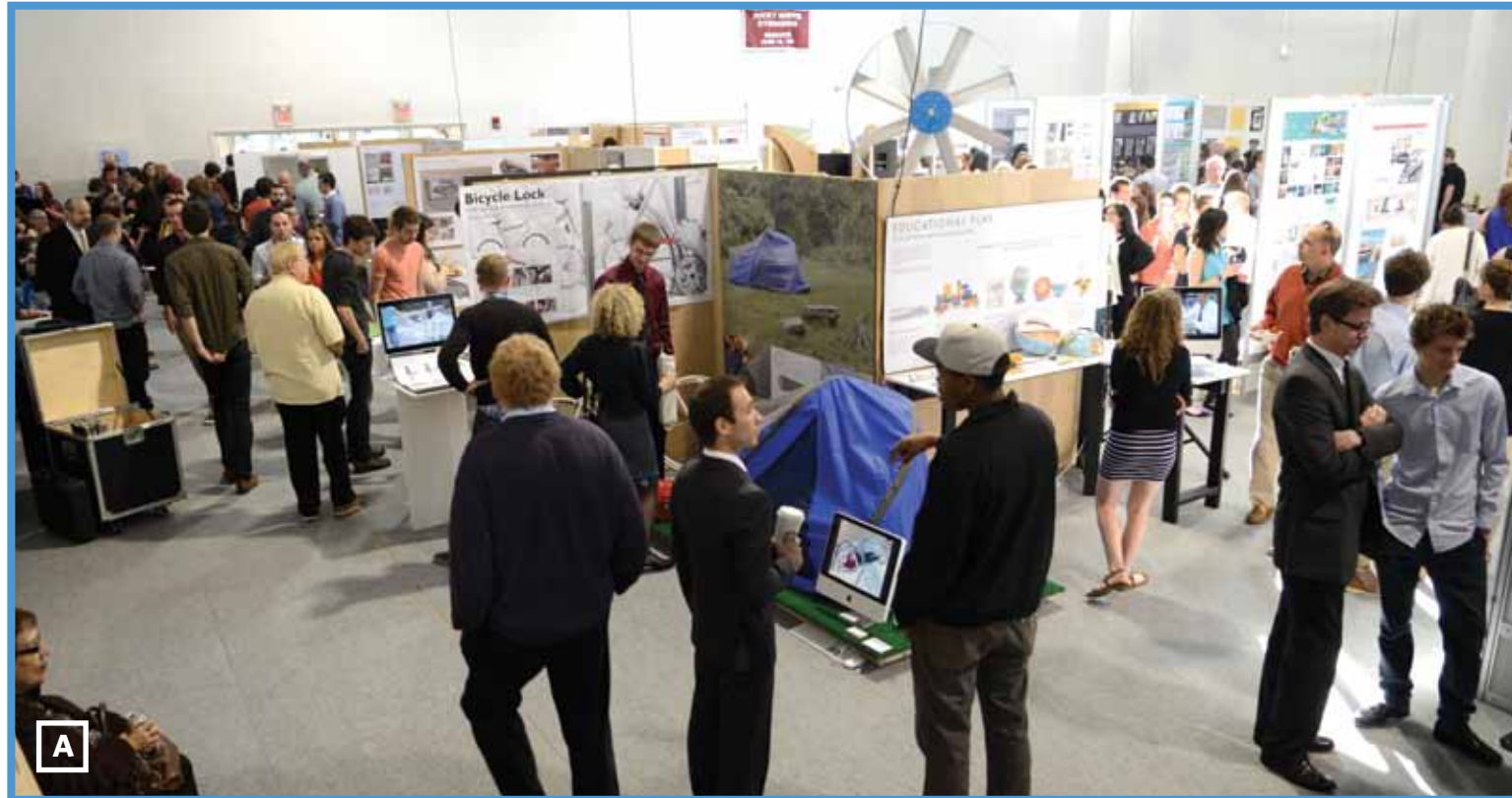
design, fashion design, textile design and landscape architecture; and the master's programs in interactive design and media, textile design and sustainable design.

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 2012 throughout their time at PhilaU.

A. The 2012 Senior Design Show attracted crowds of students, alumni, community members and employers.

B. President Spinelli and his wife, Carol, joined the crowd at the Senior Design Show and spoke with students about their inventive designs.

C. Chris Dougherty's '12 innovative bike lock allows the owner to easily keep the bike seat (and the bike) from getting stolen.



PHILAU in the news

The Arizona Republic, Tucson Citizen: Mark Sunderland on advances in Olympic apparel engineering

Mark Sunderland ‘84, M’06, textile engineer and performance apparel expert, was quoted in *The Arizona Republic* article on July 22 on innovations in apparel technology.

Core 77: Kanbar College wins top Design Award

On July 18, *Core77* announced that The Kanbar College of Design, Engineering and Commerce won the Core77 2012 Design Award in the category of educational initiatives. PhilaU topped the field that included entries from top international design programs and initiatives.

CBSPhilly, KYW Newsradio: PhilaU hosts top high school hoopsters at Reebok Breakout Challenge

The Reebok Breakout Challenge at PhilaU from July 11 to 13 welcomed 140 of the nation’s top high school basketball players for competitive games and skills training and a look from the top college coaches around the country.

Philadelphia Inquirer, 6ABC, CBS3, WHYY Newsworks: PhilaU Hosts Video Link to Space Station Astronauts

Philadelphia University hosted more than 250 students in grades K-12 June 26 for a live video downlink chat with astronauts on the International Space Station. The event was co-sponsored by NASA and Destination Imagination.

Philadelphia Inquirer: Bondage in fashion dates to the ’70s, says Clara Henry

Incorporating physical restraints in fashion dates to the 1970s style of photographer Helmut Lang, fashion design Program Director Clara Henry said in a *Philadelphia Inquirer* story, June 11, on controversial Adidas sneakers that included shackles.

The Wall Street Journal: PhilaU’s New Strategic Design MBA offers “hot” business-design combo

PhilaU’s new Strategic Design MBA program was featured in a June 7 *Wall Street Journal* story “Forget B-School, D-School is Hot,” which focused on a number of institutions that have incorporated innovative design-thinking strategies into the teaching of business.

Women’s Wear Daily: Trustee and alumnus Allen Sirkin retires after prominent career in the apparel industry

The storied career of PhilaU trustee and alumnus Allen Sirkin ‘64, H’10, who recently retired as president and chief operating officer of PVH Corp., was highlighted in the April 19 edition of *Women’s Wear Daily*, reprinted on page 32.

Philadelphia Inquirer, Interior Design: Students design innovative wall coverings for NY design firm

Both *The Philadelphia Inquirer*, May 4, and *Interior Design*, May 8, reported on PhilaU students who participated in teams to design innovative wall coverings as part of a collaboration with New York designer Lori Weitzner.

The Associated Press, Philadelphia Inquirer, Business Journal, 6ABC, CBS3 and WHYY Newsworks: PhilaU receives \$15 million for Kanbar College of Design, Engineering and Commerces

National and local media outlets reported May 8-9 that Philadelphia University received a \$15 million gift from alumnus Maurice Kanbar ‘52, H’03 to name the Kanbar College of Design, Engineering and Commerce.

Women’s Wear Daily, Philadelphia Inquirer, 6ABC, 10! Show, Roxborough Review: John Varvatos accepts Spirit of Design Award at PhilaU Fashion Show

National and local media outlets reported that John Varvatos, acclaimed menswear designer and NBC’s “Fashion Star” mentor, accepted the Spirit of Design Award at PhilaU’s Fashion Show on April 28.

Philadelphia Weekly: PhilaU Design Lab fashion show an “awesome” Science Festival event

On April 11, PhilaU’s Design Lab: The Fusion of Science & Style was featured in *Philadelphia Weekly* as “one of 13 awesome things to do at the Philadelphia Science Festival.”

The Daily News, 6ABC, WHYY Newsworks: Carson Kressley talks fashion during visit to PhilaU

Local media outlets reported on Carson Kressley’s visit to PhilaU on March 22. During his visit, Carson toured fashion design classes and participated in an entertaining Q&A for students, faculty and staff.

Composites World: PhilaU and MAG launch Composites Institute

The launch of the Philadelphia University MAG Composites Institute was reported in *Composites World* on March 19.

Belfast Telegraph: President Spinelli talks about entrepreneurial opportunity in Ireland

Belfast Telegraph reported March 15 that President Spinelli told business and academic leaders and students in Belfast, Northern Ireland, that the economic downturn is “a welcome mat” for entrepreneurs to find opportunities.

CBS3, The Philadelphia Inquirer: Philly Fashion Incubator launches with PhilaU fashion design alumna

PhilaU fashion design graduate Kaitlyn Doherty was selected for the inaugural class of emerging designers for the Philadelphia Fashion Incubator at Macy’s Center City as reported by CBS3 and *The Philadelphia Inquirer*, March 1.

Philadelphia Inquirer: Industrial design students aim high during Armstrong Sprint challenge

On January 30, *The Philadelphia Inquirer* featured industrial design students who reimagined the humble ceiling during their annual week-long sprint

challenge, impressing representatives from sponsor Armstrong World Industries with their innovations.

Windy City Times: Phil Tiemeyer presents research on AIDS origin

The Windy City Times reported January 18 that Phil Tiemeyer, assistant professor of history, presented research on the myth of a Patient Zero who brought the AIDS virus to America at a meeting of the American Historical Association’s Committee on LGBT History.

National Public Radio: Textile design student on First Lady gowns

Textile design senior Erin Stevens commented on First Lady inaugural gowns, which were on display at the Smithsonian National Museum of American History, as part of a feature on *National Public Radio*, January 9.

Philadelphia Business Journal: PhilaU researchers receive \$200,000 for work on biocidal textiles

PhilaU researchers received \$200,000 from University City Science Center’s QED Proof of Concept program to continue their work developing bacteria-killing textiles, reported the *Philadelphia Business Journal*, Dec. 13. The PhilaU team includes Alex Messinger, Diana Cundell, Brian George and D.R. Widder.

The Philadelphia Inquirer: Sustainable design student wins prestigious Collab prize

The Philadelphia Inquirer, Nov. 25, reported that Josh Butz, a student in the master’s program in sustainable design, won third place in the prestigious Collab competition for his “unconventional take on overnight travel.” I love this one,” said Judge Susan Szenasy, editor of *Metropolis* magazine.

Metropolis: President Spinelli on Steve Jobs’ lessons for higher education

Apple founder Steve Jobs’ lasting lesson for higher education is the need to educate students across disciplines in a collaborative environment that fosters vision and innovation, President Spinelli wrote in a commentary for *Metropolis* magazine, Oct. 19.

Women’s Wear Daily, Philadelphia Inquirer, Philadelphia Daily News, 6ABC: Designer Tommy Hilfiger visits PhilaU

Designer Tommy Hilfiger’s visit to Philadelphia University was featured in various local and national media outlets from Oct. 11 to 14. During his visit, Hilfiger toured fashion design classes and did a Q & A interview for an audience that topped 800 people. “There’s a balance between business and design, between what is commercial and what is art,” Hilfiger said.

InStyle: Fashion design graduate Kaitlyn Doherty designs winning tote

Recent fashion design graduate Kaitlyn Doherty’s ‘11 winning tote inspired by the vibrant flavors of Vitamin Water was featured on the cover of *InStyle* magazine, September 2011.

The Philadelphia Inquirer: Mark Sunderland on new performance fabric bedding

Mark Sunderland, manager of academic operations for the Kanbar College of Design, Engineering and Commerce, was quoted in a Sept. 16 *Philadelphia Inquirer* article saying that a new line of bed sheets made from performance fabric, like that used in athletic wear, could be a hit with consumers.

Become Part of Something Big ... and join the Tapestry Society

The Tapestry Society at Philadelphia University recognizes and appreciates those who provide for the University’s future through a bequest, charitable trust, gift annuity, gift of retirement plan assets, life insurance policy or other estate plans. Through their support, Tapestry Society members have created a meaningful legacy for present and future generations.

Please consider contributing to PhilaU through your estate; your commitment needn’t cost you anything now. Tapestry Society members receive special recognition and benefits that include:

- Listing on our Honor Roll of Donors
- Invitations to special receptions including an exclusive luncheon with the University President
- Opportunities to attend special lectures and financial seminars
- A copy of the Philadelphia University history book
- Naming opportunities are also available

There are many ways to meet your gift planning objectives. For more information please contact Mike Molloy, assistant vice president for major gifts and planned giving, at 215.951.0254 or molloym@PhilaU.edu.

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RAM TOUGH: The Stingiest PhilaU Defense ... Ever

By Nathan Susanj

The season was down to this — sudden-death overtime — a perfect 12-0 regular season run through the Central Atlantic Collegiate Conference (CACC) threatening to end with a first round loss in the conference tournament. Philadelphia University's women's soccer team was stuck in a scoreless tie with Post University. The Rams had several opportunities through the first 90 minutes of play; shots flew wide right and left, off the crossbar or the stray leg of a defender. Juicy rebounds bounced off Post's keeper but would not go in the back of the net.

Kelli Kowalewski, the Rams stellar junior goalkeeper, bounced excitedly in her 18-yard box, shouting instructions and encouragement to her teammates. For most of the day Kowalewski had been unchallenged. Her defense, led by All-CACC junior Chelsea Riedell, kept the ball away from the net, sending it the other way for another chance to score. But as regulation time drew to a close, the pace of Post's offensive players quickened, hoping for a fluke breakaway and the single goal needed to pull off the upset.

A little more than two minutes into overtime, the Rams drew a corner kick, their ninth of the game, and PhilaU's leading goal scorer Melissa Copeland lined up to take the kick. Copeland launched a high arcing ball into a scrum of players in front of Post's goal, and Riedell, usually the last player in defense for the Rams, drove a header home to the near post side of the net. Game over. Rams win.

Sometimes the best defense is a good offense, or in PhilaU's case, a defense that does it all. Led by CACC Coach of the Year George Dunbar, Kowalewski, Riedell and starting outside defensive backs Denna Allen and Mandy Schuhl broke just about every defensive record in Philadelphia University's books during the 2011 season.

From Sept. 4 on, or four days into the regular season, if the Rams scored a single goal, they won the game. PhilaU secured 6 shutout victories in their first 7 games, and 15 shutouts total in the 21-game season, a conference and school record. The Rams gave up just 8 goals all season long, a conference and school record for fewest goals allowed — a total that was half as many as the previous record. Kowalewski set new conference and school records for goals-against average (0.42), breaking her previous 0.62 goals-against record she set in 2009.

The Rams also demolished the school and conference record for team goals-against average, and tied a conference record for most wins in the regular season with 16 victories.

Following the heroics in the first round of the CACC playoffs, PhilaU traveled to Lafayette Hill to take on rivals Georgian Court University in the CACC semifinals. "We really wanted to win that game," Schuhl said afterward. The players were eager to take on Georgian Court, the defending conference champions and the team that had eliminated the Rams in the playoffs two out of the last three years.

PhilaU had gotten revenge earlier in the regular season with a 2-0 shutout win earlier in the season, but with a trip to the conference championship on the line, the ante was up. "We started really shaky," Kowalewski said, "but you could tell that we wanted it more."

Over a ten minute span in the first half, the PhilaU offense surged, and with quick strikes from junior forward Trish Sileo (pictured left), sophomore midfielder Janine Cascio and Copeland, the Rams jumped to 3-0 advantage. One goal would have been enough. "They played the second half as if they were beaten," Kowalewski said. And PhilaU advanced to the finals, still undefeated in conference play.

Holy Family University ruined the storybook ending for the Rams with a single goal in the championship match, enough to hand PhilaU their first and only conference defeat. "Everyone wanted to win," Schuhl said. "It was a very emotional game."

"It's tough to come up short," Kowalewski said. "But the end of the season wipes the slate clean. Next season could be a great one for our team." The Rams return all but four players from the 2011 squad, including the entire record-breaking defense along with two players who missed much of the season with injuries. The team will boast eight seniors and a freshman recruiting class loaded with talent.

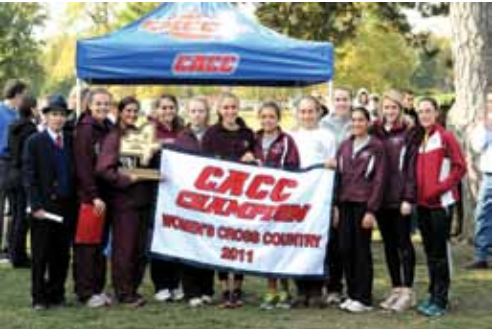
As the 2012 season approaches, the women's soccer team has been found working out in the gym and playing at full speed in summer workouts. "We're trying to keep the momentum going," Kowalewski said. "We're ready for the 2012 season to start." It was almost impossible to score on the Rams in 2011. Hearing the players talk, one gets the feeling that, this year, they'd just as soon remove the word "almost."

THIRTY-SEVEN PHILADELPHIA UNIVERSITY STUDENT-ATHLETES NAMED TO THE CACC ALL-ACADEMIC TEAM IN 2011-2012

Fourteen student-athletes were named to the Central Atlantic Collegiate Conference (CACC) 2012 All-Spring Academic Team and 21 students were named CACC All-Fall Academic team for the 2011-12 year.

TAYLOR PELTZER AND CARIBETH SHAPPELL NAMED TO THE PHILADELPHIA INQUIRER ACADEMIC ALL-AREA LACROSSE TEAM

Philadelphia University attack Taylor Peltzer and midfielder CariBeth Shappell were selected to *The Philadelphia Inquirer* Academic All-Area Women's Lacrosse team for the second time.



CHRISTINA WETZEL NAMED TO THE CAPITAL ONE/COSIDA DISTRICT II ACADEMIC ALL-DISTRICT ONE WOMEN'S TRACK & FIELD/CROSS-COUNTRY TEAM WOMEN'S CROSS COUNTRY TEAM WINS FOURTH CONSECUTIVE CACC TITLE

The Lady Rams cross country team won their fourth consecutive CACC title last year. Standout runner Christina Wetzel earned All-CACC recognition with an 11th-place finish at the conference meet and was named to the Capital One/CoSIDA District II Academic All-District One Women's Track & Field/Cross Country Team.

MARY COSTELLO NAMED ALL-AMERICAN

Philadelphia University women's rower Mary Costello was selected to the Collegiate Rowing Coaches Association (CRCA) Division II All-America first team. Costello became the program's third all-American since its inception in 2007.

THREE LADY RAMS NAMED CRCA NATIONAL SCHOLAR-ATHLETES

Philadelphia University women's rowers Casey Watrous, Mary Costello, and Marie Weber were named 2011-12 CRCA Division II National Scholar-Athletes. In the six-year history of the PhilaU rowing program, eight Lady Rams have been earned the CRCA National Scholar-Athlete Award.

TIM MALLOY NAMED TO THE ALL-ACADEMIC MEN'S CROSS COUNTRY TEAM

Philadelphia University's Tim Malloy was named to the United States Track & Field and Cross Country Coaches Association NCAA Division II Men's Cross Country All-Academic Team.

Malloy was tabbed the CACC rookie of the year after finishing fifth at the conference championship meet.



Women's Basketball Player Christine Wooding Racks-Up Honors

Center Christine Wooding was named as the 2011-12 CACC women's basketball player of the year. Wooding — a unanimous first team selection — is Philadelphia's first CACC women's basketball player of the year since joining the conference in the 2005-06 season.

Wooding was also selected for the Daktronics Women's Basketball All-American Second Team; awarded honorable mention by the Women's Basketball Coaches' Association (WBCA) for the All-American team; selected for the Daktronics Division II All-East Region's First Team; and scored her 1,000 career point in January 2012.



PHILADELPHIA UNIVERSITY RECEIVES DIVISION II PRESIDENT'S AWARD FOR ACADEMIC EXCELLENCE

The PhilaU Department of Athletics was one of twenty-four NCAA Division II schools that was honored as a recipient of the first Division II Presidents' Award for Academic Excellence. The Award honors athletics programs with four-year Academic Success Rates (ASR) of 90 percent or more. PhilaU, one of four Central Atlantic Collegiate Conference schools to receive the award, posted the fifth-highest ASR in Division II, graduating 95 percent of its student-athletes with six years of original enrollment, well above the national Division II average of 72 percent.

PELTZER, BLYE AND FINN NAMED TO THE 2011-12 CACC WINTER ALL-ACADEMIC TEAM

Women's basketball players Taylor Peltzer, Kristen Blye and Megan Finn represent the Rams on the 2011-12 CACC Winter All-Academic Team. Blye was also selected to the All-Area Women's Basketball team in April.

STEPHANIE AGGER SCORES HER 1,000TH CAREER POINT

Guard Stephanie Agger became the 27th Lady Ram to score 1,000 career points.

SIX LADY RAMS NAMED TO THE WOMEN'S CROSS COUNTRY ALL-ACADEMIC TEAM

Representing the four-time CACC champions are Sarah Simonetti, Gabrielle Dei Tos, Anjelica DiNucci, Christina Wetzel, Chelsea Attaway and Taylor Falvey.



CONNOLLY, ADEBAYO NAMED TO THE ALL-CACC MEN'S BASKETBALL TEAM

Philadelphia University guard Jim Connolly and center Temi Adebayo were named to the 2011-12 All-CACC men's basketball team. Connolly — who scored his 1,000th career point on Feb. 9 — is a first team selection for the first time in his career. Adebayo was selected to the All-CACC third team.

SIMONETTI, WETZEL TABBED FOR PHILADELPHIA INQUIRER ACADEMIC ALL-AREA WOMEN'S CROSS COUNTRY TEAM

Sarah Simonetti and Christina Wetzel were named to the 2011 Philadelphia Inquirer Academic All-Area Women's Cross Country Team.

Simonetti garnered All-Region honors for the third time in her career after placing third in the NCAA Division II East Region championship and set the CACC 5K record (18:43.21) on her way to her second consecutive CACC individual championship and second CACC runner of the year award.

Wetzel was named to the all-East Region team after placing ninth at the East Regional meet. Her 11th-place finish earned Wetzel a spot on the All-CACC team for the first time.



SIX LADY RAMS NAMED TO ALL-CACC WOMEN'S SOCCER TEAM; DUNBAR TABBED COACH OF THE YEAR

Philadelphia University placed a conference-high six players on the All-CACC women's soccer team. Head coach George Dunbar was selected as the CACC coach of the year.

Keeper Kelli Kowalewski, midfielder Melissa Copeland and back Chelsea Riedell were first team selections. Forwards Kristen Ferguson and Trisha Sileo and midfielder Erin Walter were tabbed for the second team. The women's soccer team completed an undefeated record in conference play during the regular season before losing in the conference final.

PURNELL SELECTED TO ALL-CACC FIRST TEAM

Philadelphia University forward Ryan Purnell was named to the All-CACC men's soccer first team. Purnell was tabbed for the All-CACC team for the third straight season.

MELISSA COPELAND NAMED TO DAKTRONICS ALL-EAST REGION SECOND TEAM

Copeland, an All-CACC first team selection, led the Lady Rams with career-best totals in goals (seven), assists (six) and points (20).

PHILADELPHIA UNIVERSITY INDUCTS FIVE INTO THE ATHLETICS HALL OF FAME

The Class of 2012 featured Monica Sortino '98 (women's basketball); Janet Trinh '04, M'05 (women's soccer/women's lacrosse); Jim McGilvery '70 (men's basketball) and Vince Wolanin '69 (baseball). Chris Netzel received the Lifetime Achievement Award.

TOM SHIRLEY SELECTED FOR MONTGOMERY COUNTY COACHES HALL OF FAME

Women's basketball coach and director of athletics Tom Shirley was inducted by the Montgomery County Coaches Hall of Fame. Shirley was honored for more than 600 career wins as a coach in the NCAA and his contributions to the game.



Legendary Coach Herb Magee Enshrined in the Naismith Memorial Basketball Hall of Fame

After more than 50 years dedicated to the game of basketball at Philadelphia University — 44 of which as the men's basketball head coach — Herb Magee '63, H'09 was enshrined into the Naismith Memorial Basketball Hall of Fame on Aug. 12, 2012 during a ceremony in Springfield, Mass.

Magee, the all-time, all-division NCAA wins leader with 941 career wins, was inducted along with nine others in the Class of 2011, including former NBA players Dennis Rodman and Chris Mullin, and coaches Tex Winter and Tara VanDerveer.

"I am completely humbled to be enshrined into the Naismith Memorial Basketball Hall of Fame," said Coach Magee. "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."

POWER TO INNOVATE

The Campaign for Philadelphia University



With a goal to raise \$40 million by June 2014 for *Power to Innovate: The Campaign for Philadelphia University*, we are more than 90 percent of the way there with nearly \$37 million invested by our alumni and friends, as well as industry and government partners.

We are grateful for the generosity of all our donors in support of our signature approach to teaching and learning, *Nexus Learning* — an approach that is active, collaborative, connected to the real world and infused with the liberal arts. As the model for professional university education, we are educating the next generation of leaders for the 21st-century world.

The Campaign is driving our Strategic Plan. It is already having a transformational effect on the campus, the most visible being a new building for the Kanbar College of Design, Engineering and Commerce. Scheduled to open in January 2013, the DEC Center design will reflect the College's innovative curriculum, which stresses transdisciplinary, project-based learning and collaborative problem solving. By including flexible space for

studios, seminars, conference meetings and team projects, the building will permit teaching and work space to be reconfigurable as projects and curricula evolve.

The Campaign is also fueling scholarships and financial aid for students who demonstrate both need and merit, and advance PhilaU's programs in architecture, business, design, the health sciences, sustainability and throughout the University's innovative curricula.

For more than 128 years, Philadelphia University has provided students with the skills to become leaders in their professions and in their communities. Please join with us and embrace our culture of innovation by making a gift to *Power to Innovate: The Campaign for Philadelphia University*. By leveraging our culture of philanthropy with our culture of innovation, together we are setting the stage for a new era of achievement and excellence.

To learn more, contact Jesse Shafer, vice president for Development and Alumni Relations at 215.951.2850 or shaferj@PhilaU.edu.

The time is now.
The place is Philadelphia University.

POWERED TO DO WHAT'S NOW, POWERED TO DO WHAT'S NEXT.

PHILANTHROPY highlights

POWER TO INNOVATE RECEPTIONS

Over the last year, the University held a number of receptions in support of *Power to Innovate: The Campaign for Philadelphia University*. Alumni and friends have had the opportunity to hear from President Spinelli about the state of the University in a relaxed setting graciously provided by our hosts. Thank you to everyone who has attended and we look forward to seeing many more of our alumni and friends at future receptions.



FORT WASHINGTON, PA., JUNE 2011

Hosted by Michael '84 and Susan '84 Schurr

Linda Rubin '85, Gary Rubin '84, Sue Lehrman, Carmine Rego '84, Capree Rego and Terry Kessler



DEMAREST, N.J., SEPTEMBER 2011

Hosted by L. Tadd '75 and Sandra Scher '77 Schwab

David Meeks '87, Kimberly Nelson '87, President Spinelli and Sandra Scher Schwab '77



DELRAY BEACH, FLA., FEBRUARY 2012

Hosted by L. Tadd '75 and Sandra Scher '77 Schwab

Richard Wainwright '65, Gerry Marvin '57 and their guests



MIAMI BEACH, FLA., MARCH 2012

Hosted by Tom '66 and Rutli Herzfeld

David Greenberg '84, Steven Dolchin '70 and President Spinelli

11th Annual Golf Invitational

The 11th Annual Golf Invitational — held June 13, 2012, at Chesapeake Bay Golf Club at Rising Sun in Rising Sun, Md. — raised a record \$31,500 in support of The PhilaU Fund, which helps the University meet the greatest needs of our students and faculty, and the Department of Athletics. Nearly 110 alumni and friends participated in the outing chaired by Bob Lockyer '68. Pictured are: Paul Stadelberger, Matt Leon, Tom Shirley and Bill Piszek.



Class of 2012 Commemorative Marker

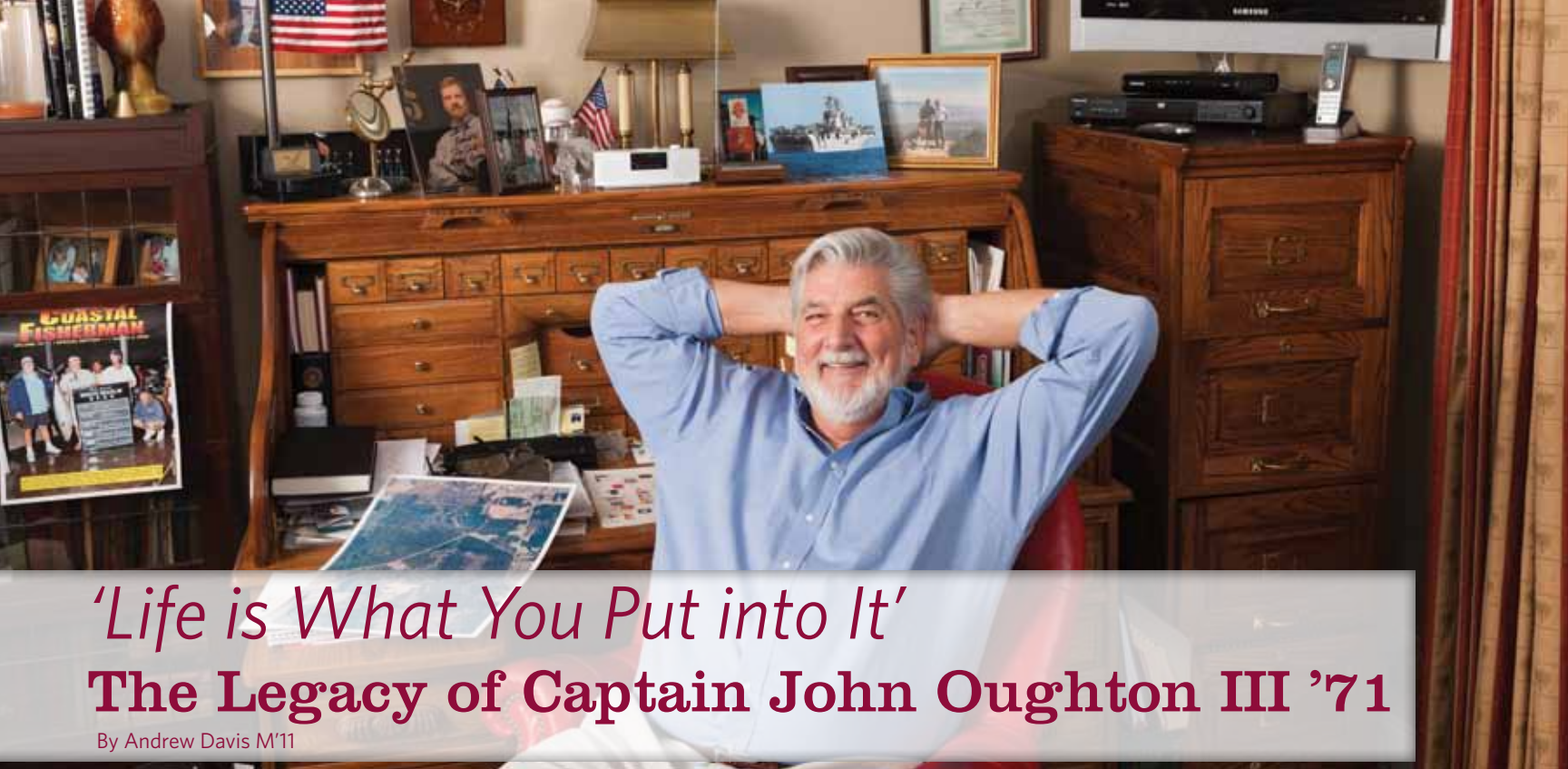
The Class of 2012 joined earlier classes in leaving a permanent reminder of their time on campus with a commemorative marker as a part of the Senior Class Gift. The marker, designed by senior Karen Kline, is installed at the base of the walkway by The Kanbar Campus Center. Pictured are members of the Class of 2012 Gift Committee: Sylvia Balabusta, Karen Kline, Christian LaMotte, Tina Joseph and Mary Mathew.



2011 Search Society Holiday Party

On December 4, 2011, nearly 50 members of The Theodore C. Search Society and their guests attended a holiday party at the President's House. Hosted by President and Mrs. Spinelli, everyone enjoyed an afternoon of holiday cheer with fellow alumni and friends. The Search Society recognizes the University's donors who contribute \$1,000 and above on an annual basis. For more information on becoming a member, please contact Erin Wooley M'07, director of Annual Giving, at 215.951.6818 or wooley@PhilaU.edu. Pictured are: Brandon Sargent '07, President Spinelli and Lawrence Karlin '50.





'Life is What You Put into It' The Legacy of Captain John Oughton III '71

By Andrew Davis M'11

Sitting at his antique, double-curved roll-top desk in his home office, Captain John Oughton III '71 talks on the phone discussing the daily timber business while looking at an aerial view of his Mississippi timber farm. Surrounding him on the walls are artifacts that embody the life of the Philadelphia University alumnus. A mounted fish hangs above the desk, photos of him and his three sons fishing, pictures of his grandchildren, his framed PhilaU diploma, a patriotic painting of a Marine and highlights of his accomplished professional career as an executive in the banking industry are all on display. Sitting in his office, you can quickly catch a glimpse into what is important to Oughton: family, patriotism and community.

His journey as a student, at what was then "Textile," was different than most students' journeys; though Oughton talks about his college years much the same way other alumni do from that era. Like other students at the time, he had deep ties to the textile industry and the University. His family owned and operated a textile business in Philadelphia and carried a deep legacy at PhilaU, including an uncle, William Oughton, who taught dying and finishing; his father, John Oughton Jr. '40; his brother, Sam Oughton '68; and one of his three sons, James Oughton '89.

During his first semester in the fall of 1961, Captain Oughton took a liking to the social life on campus more than his academic studies and his grades suffered. With the guidance of mentors, Bucky Harris and Dean Hayward, Oughton decided to leave and in Feb. 1962, he joined the Marines — an experience that would change his life.

Oughton served in Cuba during the Cuban Missile Crisis in 1962, and later served presidential detail (a post similar to a Secret Service officer today) for President John F. Kennedy. Among his many stories, Oughton recalls a morning at Camp David when he was in the kitchen and heard someone say, "Good morning, Private Oughton." When he turned around, President Kennedy was standing there in his robe. They ended up drinking a cup of coffee and had a 30-minute conversation together — something that was not permitted of a Marine during detail. "He knew all of us by name," Oughton reflected.

When he returned from the Marines, Oughton began working in the banking industry in New Jersey and re-enrolled at PhilaU in 1966 as a part-time student. "Bucky and Dean Hayward gave me a second chance," he said. Oughton developed an exceptionally close relationship with Bucky Harris, and served as the manager for the basketball team.

Spending most of his professional career in the banking industry, including a position at Bear Stearns & Co. as CEO of the public bank subsidiary, Oughton retired as the executive vice president and senior investment officer of Sovereign Bancorp's Trust and Wealth Management Division. Today, Oughton owns and operates one of the three largest private timber farms in Mississippi. He's been involved in the timber business for more than 47 years, buying up plots of land with his father-in-law around the family's cattle farm. Now the farm is completely a timber business.

Life is what you put into it

"The only thing you get out of life is what you put into it," he said. "I'll tell anyone that." He takes that message to heart by giving back to a community he is deeply grateful to be part of. An avid fisherman, Oughton takes a dozen Marines (usually wounded warriors) out fishing with his sons on their boat every year. "The Marines did a lot for me and put things in my life into perspective," he said. This is just one small way he can give back to the community he respects and admires so much.

He's also taking that message to PhilaU by starting a new scholarship at PhilaU for members of the armed services. Serving in the U.S. Military was life-changing for Oughton, and he knows the impact that it can have for young men and women. And he hopes that with this scholarship, other service members can get similar opportunities in life like he has.

Community is important to men like Captain Oughton. And with his commitment to future students at PhilaU, his family's legacy will live on.

New Donor Recognition Society



Established in 2011, the Theodore C. Search Society recognizes those individuals who demonstrate leadership through philanthropy. Named in honor of the University's founder, the Search Society is the institution's most prestigious donor society, honoring the steadfast commitment of our most loyal supporters.

As key investors in the next generation of leaders, Search Society members help bring our mission to life by fostering an environment of growth, innovation and excellence in education. Their generosity directly impacts the student experience, creating unparalleled educational opportunities at the University.

Any donor who contributes \$1,000 and above during the fiscal year (July 1-June 30) automatically becomes a Search Society member. The gift may be given to The PhilaU Fund or designated to a specific University initiative. Special benefits include invitations to special University events and listing on the Search Society donor plaque in The Kanbar Campus Center.

In addition, recent graduates are encouraged to become Search Society Young Members. The program recognizes — with full benefits — the graduates of the last ten years at reduced giving levels starting at \$100.

For more information on the Search Society, please contact Erin Wooley M'07, director of annual giving, at 215.951.6818 or wooleye@PhilaU.edu.

RAMNET

ALUMNI ONLINE COMMUNITY

Coming soon to RamNet!

Digital Versions of PhilaU's Yearbook, *The Analysis*.

Register Today at

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Searchable alumni directory • Read and post Class Notes • Advertise free • View alumni benefits • See upcoming events



Are you a Recent Graduate?

Become part of the First 5 Council, a leadership council that engages and supports alumni during their first five years following graduation.

Email Elona Lakuriqi, director of alumni relations, at lakuriqie@PhilaU.edu to learn more.

PENNSYLVANIA



Show Your PhilaU Pride!
Philadelphia University
Pennsylvania License Plate



For more information and to print the application form, visit www.PhilaU.edu/licenseplate

PHILADELPHIA UNIVERSITY

A Lifetime of Service:

Introducing the John '70 and Barbara Pierantozzi Scholarship



Philadelphia University has come a long way since John Pierantozzi '70 first came to campus as a student. "When I started school there were literally only about five buildings on campus," he said. "It has been amazing to see the transformation."

After a nearly 40-year career working for the University, Pierantozzi will continue to lend his name in support of his alma mater through the newly created John '70 and Barbara Pierantozzi Scholarship.

Thanks to the generous support of more than 100 alumni, friends, faculty and staff, the Pierantozzi Scholarship will be awarded annually to one student with demonstrated financial need as determined by the University's Office of Financial Aid. First preference for the scholarship will go to students from the City of Philadelphia.

"Having been born and raised in Philadelphia, the city has a special place in my heart," said Pierantozzi. "But I also wanted to set up the scholarship to be as general as possible so that there would always be an eligible student. I have great confidence in the financial aid office to select deserving students."

After finishing high school in Philadelphia, Pierantozzi was awarded an athletic scholarship to attend Philadelphia University, and he went on to captain the 1970 National Championship team under Coach Herb Magee '63, H'09 — the University held a celebration of the Pierantozzi scholarship and a reception for donors at halftime during a basketball game at PhilaU in January. Pierantozzi worked in a variety of leadership roles at Philadelphia University from 1974 until his retirement in July 2011, including positions in the Office of Admissions and as vice president for development and alumni relations.

"Early in my career, working in admissions, I was able to see just how important scholarships are and how much they mean to students and their families," Pierantozzi said. "When it was first mentioned that there would be a scholarship in my name, it was a very humbling experience. I am deeply honored by all of those who contributed for this scholarship. It has been a truly amazing experience."

The University has raised more than \$205,000 in gifts and pledges to date for the scholarship (see list of leadership donors in sidebar).

Leadership Donors

- Charles D. Bissell '65
- Victor C. Braun, Jr. '58
- Suzanne B. '63 and George T. '63 Downs III
- William A. Finn '67
- Martin Fricko '74
- Steven Frumkin '70
- David Gallagher
- James P. Gallagher H'07
- Thomas J. Herzfeld '66
- Maurice Kanbar '52, H'03
- George Y.V. King '69, H'11
- Donald Kreiss '68
- Liong-Keng Kwee '68
- Robert C. '68 and Carol Lockyer
- Herb Magee '63, H'09
- Don Molineaux '66
- J. Joseph O'Mara '63
- L. Tadd '75 and Sandra Scher '77 Schwab
- Jesse R. and Trish Shafer
- Allen E. Sirkin '64, H'10
- Robert P. Smith '76
- Stephen Spinelli Jr.
- Anthony J. Vitullo, Jr. '97
- Richard F. Walton '75
- Gregory M. Wolanin '74
- Vincent M. Wolanin '69

Dear PhilaU Alumni,



I am thrilled to have joined the office of Development and Alumni Relations at PhilaU this summer. One of the main reasons why I love working in this office is because I recognize our alumni as PhilaU's greatest ambassadors and the heart of our community. Over the next few months and coming years, it will be my goal to strengthen the relationship between the University and its alumni, develop consistent and targeted alumni events and maintain already established programs.

In advance, I thank you for being engaged with your alma mater. We can only be successful with your involvement! As alumni events and programs are planned, we will be looking to each of you for your participation. Please feel free to contact the Alumni Office at 215.951.2710 or email me at lakuriqi@PhilaU.edu with any comments, suggestions or questions.

To stay connected and receive emails about alumni events, register for free on RamNet — PhilaU's online community, www.philau.edu/alumni. I hope to see you all at Homecoming on Sept. 28-29 and have an opportunity to introduce myself in person.

Kind regards,
Elona Lakuriqi
Elona Lakuriqi
Director of Alumni Relations



Now, more than ever, students are relying on financial assistance to help make their dream of a PhilaU education a reality. When you make your gift to The PhilaU Fund, you help to provide the resources that will enable students to become the leaders and innovators of tomorrow.

Please join your fellow alumni and make your gift at www.PhilaU.edu/giving.

ALUMNI events

Sunset at the Shore



Alumni and friends gathered at the Golden Nugget in Atlantic City, N.J. for the 2011 Sunset at the Shore event. **1.** Michael Klein, Rosie Seger Klein '05, Rebecca Schmerling '09, Matthew Peirce '05, Samantha Mele '09 **2.** Joseph Clark '91, Lynn Silverman-Cutler '66 and Walt Schwenk '76 **3.** Bob Malmgren '60, Rose Malmgren and Lance Landgraf '60

Annual First 5 Phillies Game and Tailgate



Hosted by the First 5 Council, alumni enjoyed tailgating before heading into Citizens Bank Park to cheer on the Fightin' Phils on June 14, 2011. Pictured are Trevor Bonney '08, Troy Hannigan '09 and Erike De Veyra '09.

Register for RamNet www.PhilaU.edu/alumni

Day of Service • First 5



On Sunday Sept. 25, 2011, PhilaU's First 5 partnered with Habitat for Humanity Philadelphia during the True Value Fall Market to celebrate PhilaU's Day of Service. **1.** Troy Hannigan '09, Giovanni Buscetta, Michelle Surajbali '06, Paul Zwolak, Erike DeVeyra '09, Emily Schmick '03, Trevor Bonney '09, M'10, Shayamala Baskaran '08 and Monique Young '09 **2.** Michelle Surajbali '06, Giovanni Buscetta, Shayamala Baskaran '08 and Monique Young '09

Homecoming & Alumni Dinner 2011



Last fall, alumni returned to PhilaU to celebrate another milestone. Some of the events included the annual Tailgate and Picnic and the Homecoming Dinner Dance on Saturday night. **1.** Chad Hayes '05, Sean Kroszner '06 and Ryan Hayes '07 **2.** Bill Archer '74 and President Spinelli **3.** Members of the Class of 1986 celebrating their 25th Reunion: Alice Rooney Ferguson, Kim Holt Hart, Steve Mueller, Beth Griffin, Laura Regal March and Arlene Flick **4.** Dan Covitt '64, President Spinelli and Daniel Suskin '61 **5.** Linda Hollenback, Duke Pototsky '58 and President Spinelli

ALUMNI events

President's NYC Reception



With more than 100 alumni and friends in attendance, the President's New York City Reception popularity grows every year. The fourth annual reception was held in a turn-of-the-century carriage house in Greenwich Village on November 3, 2011. **1.** Jessica Enichen '08 and Casey Saccomanno '08 **2.** Michael Herzon '79 and Dan Samuelson '72 **3.** (back) Mike Trusa '98, Wael Abdallah '99, Dr. Ron Kander, Frank Baseman, Colleen Miller '99 Rick Landers '99, (front) Kristian Summerer '99, Lizania Cruz '07, Chris Holub '02, Megan Stanger '07, President Stephen Spinelli Jr., Julia Steinhagen '03, Rosemary Kelly '10, Kaitlyn McNamara '10, Alyssa Liegel '11 **4.** Allen Sirkin, Tomio Taki, President Spinelli and Melinda Jones

Men's Alumni Basketball



The 2011-2012 Men's Alumni Basketball game was held in February. Alumni, students, families and friends cheered on the alumni players as they took the court for the annual event.

First 5 Summer Happy Hour



On July 26, 2012, alumni who graduated from 2007-2012 gathered for a summer happy hour at Reserve in Old City. Alumni brought in donations to support the Philabundance Food Drive. **1.** Thomas Feree-Gooding '12 and Joel Williams '11 **2.** Sandy Thieu '08 and Melissa Mayer '08 **3.** Caitlin West '11, Kimberly Baker '11 and Karen Kline '12

President's Downtown Reception



The fourth annual President's Downtown Reception, held at the Masonic Temple of Philadelphia had more than 150 alumni, faculty and friends of PhilaU in attendance. **1.** Michelle Surajbali '06, Shelly Blaker '08, Beth Johnson '08 and Shayamala Baskaran '08 **2.** David Breiner, Craig Griffin and Kyle Ramey '10 **3.** Karen Kaufman '76 and Trustee Drew Morrisroe '96, M'99 **4.** Board Chairman Bill Whitmore '82, Margaret McGoldrick and Sarah Owens '09 **5.** Nina Schrader, Kevin '97 and Amanda Kodz **6.** Rachel Tachayapong '11, Jessica Tischer and Marcus Nartey '11



Wendy Beetlestone, Shayamala Baskaran '06, M'08 and President Spinelli.

The Fifth Annual President's Downtown Reception February 27, 2013 6 to 8 p.m.

Pennsylvania Academy of Fine Arts
Historic Landmark Building
128 North Broad Street
Philadelphia, PA 19102

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

ALUMNI events

Graphic Design Networking



Alumni from the Graphic Design Communication program gathered for a night of networking and mingling. **1.** Jennifer McIntosh '00, Susie Ulsh Schultz '01, Wael Abdallah '99 and Sam Clements '00

NYC Alumni Summer Happy Hour



NYC alumni gathered for a summer happy hour at Stitch Bar and Lounge on June 12, 2012. **1.** Margaret Maclay '83, Brittany Matthews '08, Shari Chung '07, Erin Gillooly '06, Jessica Enichen '08, Aisling Cooper '07 and Ashley Sigmund '05 **2.** Cherie Dewey '95 and Jonathan Brooks '96 **3.** Michael Herzon '79, Brian Moorstein '82 and Daniel Samuelson '72

PA Happy Hour



Physician Assistant alumni gathered at Manayunk Brewing Company on June 28, 2012. **1.** Associate PA Program Director and Professor Michael Rackover and Jennifer Zone '98 **2.** Megan O'Brien '08 and PA Program Director and Associate Professor Larry Carey **3.** Class of '08 grads: Ryan Clark, Seth Mahan, Nicholas Rosage and Matthew Faber



ALUMNI class notes

'50s

JEROME A. FOLGEMAN '50 writes that he is still around and working. He is a direct importer, custom weaver and supplier to hotels; the company name is Ellen Textile Corporation. He also has been V.P. of Chinese Corporation for 30 years. He has offices in San Diego, CA, West Palm Beach, FL, and Rochelle, NY. He says it has been a great run!

JOHN HARRIGAN '50 writes, "Good to see some of my era around, i.e., Dick Mansfield and Fred Hennessy. I also moved to a senior living center, moving 56 miles south from Hague, NY, (Lake George, NY) to Saratoga Springs, NY, for the winter weather." John retired back in 1980, so he had plenty of time to enjoy himself golfing, skiing and traveling. He also remarried after his wife passed away.

IVAN GORDON '55 writes to inform the Class of 1955 of the passing of his wife, Dr. Mildred Gordon. Ivan and Mildred married during his junior year at PhilaU and celebrated 57 years together. Mildred was a caring wife and accomplished professional — a practicing psychiatrist at Reading Hospital and also an assistant professor of psychiatry at Temple University. "She will be missed by all who knew her."

MARTIN BIRNBAUM '58 writes that he is currently retired in Charlotte, NC. He has been golfing, volunteering at the school and working for the local temple. He and his wife, Roz, are looking forward to traveling.

HERBERT MATT '58 writes that he really enjoyed his 50th reunion three years ago. He didn't realize how big the campus had grown. He is looking forward to his 75th reunion.

'60s

MARTIN GURIAN '65 writes that May 2012 marks 20 years as Director of Engineering Resources and Technical Education at Designtex (subsidiary of Steelcase, Inc.).

FRED C. WILLIAMSON JR. '68 received a doctorate of humane letters, honoris causis, at the 2011 Wagner College Commencement exercises.

'70s

DANIEL FANELLI '73 is an account manager - sales representative at Origlio Beverage in Philadelphia. He has been employed by Origlio Beverage and active in the beverage beer industry for 23 years.

KAREN MCALLISTER '79 writes to share news about her daughter, Karen (McAllister) Verderame who is a graduate of PhilaU class of 2000. Karen is in charge of the Live Animal Center exhibit for children and is an educator at the academy and was featured as an expert on ABC's Action News. Search for Karen's name on ABC's website.

'80s

NAN (STERNBERG) ROSENTHAL '82 writes, "After spending the past 22 years with the Camden County Library System, 11 of which I was head of the Haddon Township Branch, I have officially retired. I have also turned in my gavel after 21 years as president of AFSCME Local 1454 Professional Librarians." Nan is the daughter of the late Joel Sternberg, long time faculty member and past head of the apparel department and also the mother of Adam Rosenthal class of 1992.

'90s

WALTER JONES '90 writes, "I wants to take this opportunity to congratulate Coach Herb Magee on his entry to the Naismith Hall of Fame in 2011."

JENNIFER (PELLECHIO) LUKOWIAK '90 writes, "My book has been published, *Does This Outfit Make Me Look Bald?: How A Fashionista Fought Breast Cancer With Style*. It's my story about how I used my passion for fashion, my love of music, and my twisted sense of humor as my battle armor and my lifeline between who I was and who I am now, five years later. It is a very honest and at times, even funny portrayal of my breast cancer diagnosis, treatment, and survival."

ELLEN HAMMER '91, BRIT HAMMER '91, together with Britt's husband Armand Dijcks, have launched *HDtravel* magazine. Readers of this boutique online magazine enjoy exclusive dining and travel information, and are introduced to experiences, such as skiing to the North Pole and dog sledding across Greenland. Stories are

The Art of being Sustainable

While a student in the M.S. in Sustainable Design at PhilaU, Fern Gookin M'10 developed the concept of connecting art and sustainability while increasing awareness about the waste stream for her M.S. in Sustainable Design thesis. Today, working with artist Billy Blaise Dufala and Revolution Recovery's Avi Golden, her thesis has turned into a nonprofit organization, Recycled Artists in Residency.

The organization provides artists with access to recycled materials to incorporate into projects. RAIR is still in its development stages. They are looking for grant money and fundraising opportunities to expand the organization's size and to allow more artists to participate.

told in "layers" and feature HD video and large, beautiful images. Go to www.hdtravelmag.com for more information.

MARK COSTELLO '92, M'00 is the director of financial reporting at Independence Blue Cross. He received a BS in Accounting and an MBA from PhilaU. He recently became engaged to Joyce Kupec, a teacher in the Souderton School District.

JOHN RAISCH '95 is the cofounder and Chief Product and Marketing Officer of Alphabuyer, a Philadelphia-based company that uses the group buying model (Living Social and Groupon) for monthly expenses such as electricity, natural gas and more to help residents of Pennsylvania and New Jersey save money on their monthly bills.

CAROLINE (REES) SERNA '97 was recently promoted to associate principal at Ziegler Cooper Architects in Houston, TX. She is a registered Interior Designer with the Commercial Interiors Workplace Studio. Caroline and her husband, Carlos Serna are proud to announce the birth of a baby girl, Natalia Maribelle. She was born on July 1, 2011 in Houston, and weighed 6 lb., 8 oz. Big sister Isabella is in love with her baby sister!

ALUMNI class notes

FRANKLIN WATTS '98 recently accepted a position at Burkey Construction Company located in Reading, Pa. as Architect / Project Manager. Franklin recently was employed at Synergetics Architects as Architect / Project Manager. "After working at the same firm for 14 years, I felt it was time for a change. Making the switch over to a larger company, and a general construction company has been a welcomed challenge. I'm learning new things every day and getting



Alumnus Brian Lee's Breakout Journey to Reebok Star

As the head of global basketball operations for Reebok, Brian Lee '94 has helped bring some of the nation's best high school basketball players — along with some NBA stars — to PhilaU each year.

Lee, a graduate of Philadelphia University's marketing program, worked in sales and the PhilaU admissions office in his early career, while never giving up on his true love — basketball. With the help of Tom Shirley, director of athletics and women's basketball coach at PhilaU, Lee developed a nonprofit to teach the game of basketball to young players in Philadelphia. Through his volunteering work, Lee met several professional basketball players and eventually landed a position with Reebok.

Beginning in 2006, Reebok has hosted its "Breakout Challenge" basketball camp almost every year on PhilaU's campus. The camp brings some of the top high school players in the country, along with prominent college coaches and scouts and NBA players that have included John Wall of the Washington Wizards, Jason Terry of the Boston Celtics and Jameer Nelson of the Orlando Magic.

Lee was instrumental in organizing the "Breakout Challenge," and continues to enjoy success at Reebok, where, as he puts it, he gets to "talk about basketball all day every day."

the opportunity to work with a number of other architects and engineers who I never had the chance to meet before."

RAE WHELAN '98, a realtor with Century 21 Advance Realty, Exeter Township, PA, received the Accredited Staging Professional title from the international association of Home Staging Professionals. She received both an associate's degree and a B.S. in Finance from Philadelphia University. A licensed realtor since 2006, Whelan resides in Wyomissing with her son and two daughters.

NIOKA (BIGGS) WYATT '99 and Rob Wyatt are proud to announce the birth of a baby boy, Zaiden Miles Wyatt. He was born on Sept. 21, 2011, in Blackwood, N.J., and weighed 6 lb., 8 oz., measuring 19.5 inches long.

'00s

KAREN (MCALLISTER) VERDERAME '00 is an educator at the Academy of Natural Sciences. She is in charge of the Live Animal Center and the Inside/Out Exhibit for children.

MICHELE D. GIORGI '01 is engaged to be married to Philip N. Marchek. A graphic design communication major, she is a senior art director with Digitas Health in Philadelphia. An October 8 wedding in St. Mary's Historic Catholic Church in Lancaster is planned.

NICHOLAS MUSCENTE JR. '02, an eight-year veteran of the Ewing Police Department, in Ewing, N.Y., has been named an Officer of the Year by the Township of Ewing. The Ewing native said he has wanted to serve his hometown since he was a child. Muscente said, "It means a lot to give back to the town I was raised in." He worked for the New Jersey State Parole Board before joining the Police Department. Muscente and his wife, Heidi, have four sons.

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

Recently married? Had or adopt a child? Retired? Received an award, a graduate degree, a new job or a promotion? Share your news with the PhilaU community! Submit your Class Note through RamNet at www.PhilaU.edu/alumni Today!



Former Student Government President Turned NBC10 Philadelphia Reporter

Vince Lattanzio '07, now serves as a reporter, producer, co-host and digital content producer for NBC10 Philadelphia. Lattanzio fills a wide array of positions for NBC Universal, Inc. including reporting on emerging technological trends, the latest gadgets and social media; playing a key role in the launch of NBC Philadelphia Nonstop, a 24-hour news channel; and producing several network shows, including "The Scene," which he now co-hosts.

Lattanzio, an Emmy-award winning reporter, is a graduate of the Digital Design program and served as the student body president and a New Student Orientation leader while at PhilaU. As a student he also interned for the Public Relations Department where he aided in the coordination of 'Runway Challenge,' a multi-week fashion design competition featured on the 10! Show on NBC10 Philadelphia.

SARA (ROGOZINSKI) TONER '02 is an associate at Richards, Layton & Finger in Wilmington, DE. She has been recognized for excellence in Real Estate Law in the 2011 edition of Chambers USA — America's Leading Lawyers for Business. Toner represents major clients in transactions involving the acquisition, sale, lease, finance and development of commercial real estate properties.

LAUREN (KIRY) AREY '04, M'08 was promoted to buyer - layette for Burlington Coat Factory.

HEATHER DITULLIO '05 received a master's degree in Global Affairs from Rutgers University. She is currently employed at International School Services in Princeton, NJ.

BRIDGET SAVOY '07 received second prize in August 2011 for her submission in the Ridge Avenue: Urban Bench design competition presented by the American Institute of Architects (AIA) Philadelphia Associate Committee along with the Philadelphia Social Reconstruction Congress and the Francisville Neighborhood Development Corporation.

KELLY (GEHMAN) GRANATO '08 and **GREGORY GRANATO '08** were married on Aug. 6, 2011 in Philadelphia. They currently reside in Audubon, PA. The wedding party included **REBECCA (GEHMAN) FRETZ '99**, **ERIKE DEVEYRA '09**, **TROY HANNIGAN '09** and **SCOTT GRANATO '11**.

DIANA NICOLE MORCOS '08 and **KYLE DESCHENE '08** were married on May 21, 2011. Their wedding party included **LUCY MORCOS '12**, **STEPHANIE PALMER '08**, **WESLEY MARTIN '07** and **FRANK DRAGO '07**. In addition, there were eighteen PhilaU alumni who attended the ceremony.



Steven Frumkin '70 Named Dean of the School of Business and Technology at FIT

Steven Frumkin '70, who was associate professor of business at Philadelphia University for 12 years, became dean of the Jay and Patty Baker School of Business and Technology at New York's Fashion Institute of Technology (FIT) in January.

Frumkin, an expert on retail and global emerging markets, taught both undergraduate and MBA classes at PhilaU from 2000 through 2011. He also served as associate director of the Laboratory for Engineered Human Protection. Frumkin was named a Fulbright Scholar in 2004 to study emerging market conditions and strategies for successful new businesses in Kyrgyzstan. At PhilaU, he majored in textile marketing and management and holds an MBA from the City University of New York — Baruch College.

SARAH BUSBEY '09 writes to say she has been named volunteer manager at Cradles to Crayons, an area nonprofit that provides everyday essentials to children, from birth to age 12, living in low-income and/or homeless situations in the five-county southeastern Pennsylvania area. In her new position, she is responsible for scheduling, managing and engaging the thousands of volunteer individuals, families, community groups and corporate teams who come to the Cradles to Crayons Giving Factory to sort, clean and stuff donated products into KidPacks (a one week supply of warm clothing plus footwear and toys) and backpacks (book bags packed with new school supplies) for distribution by social service agencies to children in-need throughout the Philadelphia region.

MATTHEW LEONE '09 led and oversaw the planning, design and construction of a Veterans Memorial near Harrisburg, PA, after winning the design competition for the memorial. He was a guest speaker at the dedication of the memorial on Veterans Day, Nov. 11, 2011, where he shared the design and what provided his inspiration.

'10s

LAURA ANDERSON '10 was accepted into the Master of Arts in Creative Communication and Brand Management program at Hochschule Pforzheim in Germany.

RYAN CONOVER '10 was featured in the press release "Leading Lighting Design Firm, The Lighting Practice, Expands with Five New Employees." Read more at www.thelightingpractice.com/news/press/new-hires

ALLEN DOWHIE '10 received a Masters in Business Administration from Philadelphia University on December 20, 2011.

ANNIKA PIPKORN '10 recently accepted a position as a graphic designer at the luxury sleepwear and loungewear company Derek Rose Ltd. located in London, England.



Alumnus Brewing Up Success Near Boston

Night Shift Brewing (NSB) was founded in 2011 by PhilaU alumnus Michael O'Mara '08 (middle) and two Bowdoin College alumni Robert Burns (right) and Michael Oxton (left). NSB is not simply a brewery or a business started by three friends. It is a combination of all those things.

NSB, a 'nano' brewery based in Everett, MA, started with a group of friends who all shared an interest in the world of craft beer. They began brewing with a basic homebrew kit and really had no idea what they were doing. They refined their skills and their recipes and have progressed and developed into "one of the leaders of the local craft beer movement," as reported by The Somerville Beat.

O'Mara graduated from PhilaU with a major in Business Management in 2008. He first became interested in craft beers while living in Manayunk and he brewed his first batch of beer in his Manayunk kitchen. O'Mara cites the University as being tremendously helpful in giving him the knowledge to start the brewery.

"Classes such as Operational Management helped to prepare me for managing a constant flow of inventories and works-in-progress," said O'Mara. "The Entrepreneurship Seminar was also helpful in getting the business off the ground. I actually used the business plan that I wrote for that class as a template for the business plan for Night Shift."

O'Mara's brewery is on track to produce 400 barrels of beer this year, roughly 12,400 gallons. NSB is in the midst of planning an expansion, which will quintuple their current capacity and allow them to better quench the thirst of their fans.

ALUMNI class notes



Invention is Magnetic

When Jake Frey '12 sat down to design a product for an Urban Outfitters-sponsored class project during his sophomore year, he probably never would have guessed that it would lead to the launch of his own company.

Frey's "magnetic switch cover," a light switch cover with small, high-powered magnets attached to the back of it, drew the attention of PhilaU's industry partner, but a previous patent prevented them from using it in their stores. Two years and a viral internet campaign later, Frey's design, now called "NeoCover," is in the process of being manufactured on a large scale in Philadelphia, with 500 orders already placed by gadget website thinkgeek.com.

The NeoCover lets people drop their keys when they turn on their lights, leaving their keys magnetically attached to the switch cover. The magnets can hold up to 27 keys and do not affect USB devices or the electric current behind the switch cover.

Shortly after he created the switch cover, Frey posted a photo and product description on his website, jakefrey.com, and soon began receiving

orders. The cover began showing up on Internet sites as a trendy gadget to buy. Before long, it had been featured on Gizmodo, Core77, Fast Company, The Daily, TrendHunter, CNET, Design.org and several other websites.

Frey started a Kickstarter campaign to raise funds to take the project to the next level, raising almost \$4,000 from more than 100 contributors and receiving more than 200 orders. The campaign fell short of the \$10,000 goal, but Frey received a call from Eric Schneider, a multi-millionaire angel investor from Philadelphia, who offered to back Frey's design with seed money. Schneider, Frey and Tom Gober, the original patent holder, signed a contract to go into business together, officially launching Jake Frey Designs, and paving the way for Frey to start his own line of products for the home.

IN MEMORIAM

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

LOUIS CLELLAND '47
Atlantic City, NJ, April 23, 2012

RICHARD HRUBY '47
Columbus, NJ, May 25, 2012

HOWARD JOSEPHSON '48
Pawtucket, RI, April 30, 2011

VICTOR FORSYTH '51
Charlottesville, VA, March 20, 2012

WARREN CLAPP '52
Washington Twp., PA, May 30, 2011

HARRY WECHSLER '52
Woodland, NJ, September 17, 2011

WILLIAM NECKERMAN '53
Clemson, SC, October 23, 2011

DR. MILDRED GORDON '55
Reading, PA, August 11, 2011

JOHN KENNETTE '58
Ocean Grove, NJ, April 10, 2012

LEONARD RUDOLPH '60
Windham, CT, August 29, 2011

ASHOOR ZIA '65
Jefferson City, MO, September 12, 2011

RAYMOND BAILEY '67
Muhlenberg Township, PA, May 7, 2012

WILLIAM SMITH '72
Chandler, AZ, February 6, 2011

ROBERT JACKSON '74
Charlotte, NC, May 10, 2011

MARJORIE BALOTSKY '77
June 2012

MARY JO LAKE '80
Plymouth Meeting, PA, August 2, 2011

MARTHA SPANN '80
Belgrade, ME, September 13, 2011

LENORE P. RICKLEY '87
Levittown, PA, April 5, 2011

DORANNE GORDON '92
Philadelphia, PA, February 16, 2011

FANG WEI '94
Toledo, OH, August 29, 2011

ROBERT BODINE '97
Ewing, NJ, August 4, 2011

KENNETH LEE '08
Philadelphia, PA, August 17, 2011

LINDA F. BUZBY

March 19, 1918 - June 4, 2011

Linda Fellingner Buzby, a former adjunct professor of design, passed away unexpectedly on June 4, 2011 at the age of 62. Ms. Buzby taught Design I, II, and III in the School of Architecture, passed away on June 4, 2011. Buzby traveled to Milan, Italy to receive her Masters of Industrial Design and Product Development from the prestigious Domus Academy in 1990 and became fluent in Italian. Buzby then returned home and continued with her passion, teaching industrial design at Philadelphia University. She also owned her own design firm, Meta Design Group. Buzby also participated in numerous design contests, one of which, the Yucca Mountain Nuclear Waste Mausoleum has earned her numerous mentions in books on the subject and on NPR. She is survived by her loving daughter, Sarah. You can contact Sarah at slbuzby@gmail.com.



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PHILADELPHIA UNIVERSITY

4201 Henry Avenue
Philadelphia, PA 19144-5497

PhilaU Events

September

28-30 Homecoming & Family Weekend

October

19 Day of Service

19 Fall Break (no classes)

November

8 Kanbar College of Design, Engineering and
Commerce naming dedication and Dec
Center Opening

15 Fifth Annual President's New York City Reception

17 Men's Alumni Basketball Game

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.

Homecoming 2012

September 28 to 30