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SPRING 1999

LA SALLE

A QUARTERLY LA SALLE UNIVERSITY MAGAZINE



APR 22 1999

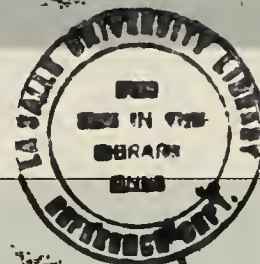
OUR MAN IN *A*MMAN

U.S. Ambassador to Jordan William J. Burns, '78,
with the late King Hussein



LA SALLE

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FRONT COVER: Ambassador William J. Burns poses at the White House with Jordan's late King Hussein shortly after being named U.S. envoy to that nation last June (Official White House photo).

INSIDE FRONT COVER: Springtime on campus with McShain Hall and the College Hall tower in the background (Photo by Kelly & Massa).

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OUR MAN IN AMMAN

As Ambassador to Jordan, William J. Burns, '78, is widely-regarded as one of America's most respected foreign service officers

By John Rodden, '78

In his application to attend La Salle College, written in 1973, the 17-year-old high school senior said that he planned to major in history. On the line that asked about "Career Plans at Present," he inserted: "International Relations [tentatively]."

After a quarter century, that's still not a bad word to describe the diffident, laid-back style of William J. Burns: "tentative." A gracious, respectful, flexible, and accommodating manner that quickly puts others at ease.

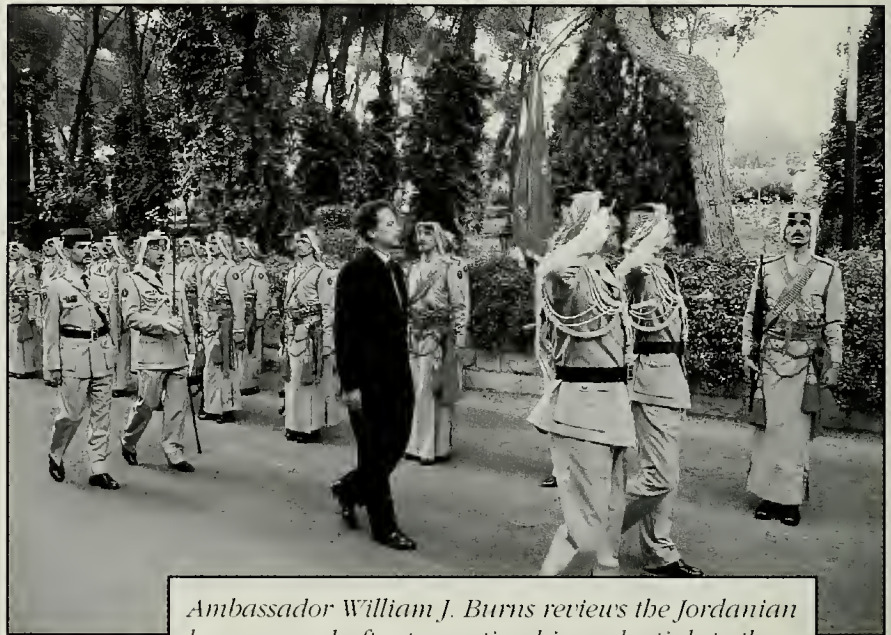
But there has been nothing tentative about Bill Burns' drive, resolution, and commitment to a career in international relations. Having studied history at La Salle and written an honors thesis on international relations in the Middle East—and graduated with a perfect 4.0 GPA—Bill Burns is now making both history and U.S. foreign policy as the U.S. ambassador to Jordan. He is widely regarded as one of America's most respected foreign service officers, both in Washington and in the Middle East.

Bill Burns assumed his ambassadorial duties in Jordan's capital city, Amman, last August—and he had to hit the ground running. King Hussein—who died in February 1999—was already quite ill and uncertainty reigned about his successor and Jordan's future. But the intrepid Explorer from La Salle University—"Our Man in Amman"—was ready.

It helped that Bill had not only studied Middle Eastern politics for decades, but that this new assignment was also a "homecoming." Seventeen years ago, Bill was posted as a foreign service officer to Jordan. It was his first official assignment.

Asked about "whether he has changed," Bill laughs and replies: "I've gotten gray, especially around the temples."

A characteristically modest reply. It is familiar to those of us who had the pleasure of knowing Bill at La Salle. But a comment from an old mentor of Bill addresses the question of Bill Burns "then" and "now" in a deeper way. Dr. John Rossi of the History Department, who has followed Bill's career closely, chuckles when reminded of his



Ambassador William J. Burns reviews the Jordanian honor guard after presenting his credentials to the Regent in Amman last August.

statement during my interview with him for a 1978 *LA SALLE* profile on Bill: "Bill Burns is the finest student I've taught in 16 years at La Salle—and he's a helluva likeable guy."

Rossi says that he doesn't have to think long about my question for this 1999 *LA SALLE* feature. He'd make just one slight revision in his 1978 statement: "Bill Burns is the finest student I've taught in my 37 years at La Salle!"

Yes, so much—and yet so little—has changed for Bill Burns across the years. As high and meteoric as his rise has been, he's still the same modest fellow who not only dismisses all compliments, even declines to talk about himself at length—but is genuinely surprised at his successes.

He's still the same sharp mind who can discuss world history and politics—past and present, around the globe—with a rare breadth of mind. And he's still the same extraordinary achiever who accomplishes one spectacular "first" after another.

To cite only the highlights: first (and only) Marshall Scholar from La Salle (1978), first La Salle grad profiled in *TIME* magazine's regular cover story ("50 For the Future") on America's "most promising leaders age 40 and under" (1994); first La Salle grad of his generation to receive an honorary doctor of laws degree from the University (1997); and first American career diplomat of his generation to rise to the level of U.S. ambassador (1998).

Heady stuff. What's more, Bill isn't a workaholic who has neglected to cultivate intimacy and family bonds, either. He is the father of two daughters and the husband of a fellow foreign service officer, Lisa Carty. She is a partner in the fullest

sense; they share foreign policy interests and a long history together. (They met in 1982 in their foreign service classes.) Bill is also close to his three younger brothers and especially to his father, Major General William F. Burns (USA, ret.), '54, who sponsored Bill for his 1997 honorary degree.

General Burns, former director of the U.S. Arms Control and Disarmament Agency and a member of La Salle's Board of Trustees, jokes proudly that Washington social introductions for him and Bill have been "modified" since Bill's posting to Jordan last August: "Bill used to be introduced as 'General Burns' son.' Now I'm introduced as 'Ambassador Burns' father!'"

All this might make it seem that Bill Burns has long been traveling a precise straight line, with single-minded determination, toward a lofty career peak and a classic American success story. But Bill dismisses any such suggestion.

Yet by the time I knew Bill as a La Salle junior, it was obvious—long before he reached the ripe old age of 21 and won his Marshall Scholarship to Oxford University—that Bill was masterminding his own "Marshall Plan" for a fulfilling career in international relations.

Even before entering La Salle, Bill had taken steps that transformed whatever doubts may have lingered about his "tentative" decision to pursue a career in international relations and Middle Eastern politics. He arranged to spend the summer before his freshman year in Cairo with the U.S. ambassador to Egypt. That was 1974, not long after the October 1973 Arab-Israeli war—and the excitement of his summer in Egypt matured Bill's interests in Middle Eastern policymaking.

During the next two years, Bill widened his international experience and deepened his understanding of foreign affairs. During the fall of 1975, he studied at Laval University in Montreal (where he garnered straight A's in courses taught exclusively in French), and then in the spring of 1976 he participated in an archeological dig in England and visited the U.S. ambassador to Egypt, a family friend.

When I met Bill Burns in late 1976, he was hard at work on a three-part, 75-page junior Honors essay, which would cover different issues facing British, American, and Soviet policymakers

during the mid-1950s in the Suez crisis. It featured discussion of the dilemmas facing Western statesmen such as U.K. Prime Minister Anthony Eden and U.S. Secretary of State John Foster Dulles. Bill's thesis reader, the late Dr. Richard Cleary of the Political Science Department, wrote at the top of the honors essay: "Flawless in scholarly focus."

All this was excellent preparation for a career in international relations and a specialization in the Middle East. Bill's next big step was the Marshall Scholarship to Oxford University, where he wrote a D.Phil. thesis—the equivalent of an American Ph.D. dissertation—on post-Suez U.S. policy in Egypt. That excellent scholarly work soon became a book, *Economic Aid and American Policy Towards Egypt, 1955-81*, published in 1985 by Ohio University Press and introduced by Bill's old friend, the former U.S. ambassador to Egypt.

On graduating from Oxford in 1982, Bill began his diplomatic career in earnest, accepting a three-year stint as a consular and, later, political officer in the U.S. embassy in Amman, Jordan. Returning to Washington in 1984, he served in various staff positions, including special assistant to the Deputy Secretary of State, which also put him in frequent contact with Secretary of State James Baker. Soon thereafter, during the second Reagan administration, Bill was tapped by General Colin Powell for the National Security Council staff. He served during 1986-89 as a special assistant for Near East and South Asian Affairs. His duties included briefing President Ronald Reagan on Middle Eastern affairs.

Bill went overseas again in the 1990s—but this time to Russia. During 1994-96, he served as the Number 3 official in the U.S. embassy in Moscow. At the special request of Secretary of State Madeleine Albright, he returned home to head up her State Department transition team, before he was selected by her as U.S. ambassador to Jordan.

"It's been a sad yet fascinating winter," Bill said when I telephoned him in Amman, just two weeks after King Hussein's death from non-Hodgkin's lymphoma cancer on February 7. "Sad in the obvious

sense that a great leader—and one whom Jordanians have identified with so strongly, has passed on. But also fascinating, because all this happens as Jordan is adjusting to numerous difficulties—high unemployment, the uncertainty of Iraqi policies, and ups and downs in the Palestinian-Israeli peace process."

Bill noted that these conditions make the transition to power for Hussein's successor, his 37-year-old eldest son, King Abdullah, especially challenging. Abdullah was an army major general, without much foreign policy experience. He also took the throne after a recent shakeup that witnessed King Hussein sack his younger brother, 51-year-old Crown Prince Hassan, saying in a harsh public letter that they differed on policy. Hassan had held the successor post of crown prince since 1965.

"King Abdullah is bright and capable, and he understands the importance of establishing rapport with the business community and strengthening Jordan's economy by making it more attractive to foreign investors," notes Bill. "His father, Hussein, had an extraordinary personal relationship with the Jordanian people, but Abdullah has many similar qualities and the same mature touch."

Bill had great esteem and affection for King Hussein, who had reigned for 46 years. He remembers Hussein's kind treatment of him during his first posting in Jordan.

"I was the most junior officer at the embassy, and I'd take notes for the U.S. ambassador during our meetings with the King," Bill recalls. "He had no reason to pay me any attention at all. But he was just as decent and thoughtful to me at the lower end of the totem pole as when I returned here last year as ambassador."

Bill talked with the King shortly before his death and also twice in the U.S. during the fall, when the 63-year-old Hussein spent several weeks at the Mayo Clinic in Minnesota, where he had undergone two unsuccessful bone marrow transplants. During each meeting, Bill was "struck by the King's remarkable self-confidence, thoughtfulness, and kindness toward people at all levels of worldly prominence.

"Hussein was always down-to-earth—no airs about him at all. That's also why

he had such a strong appeal for Americans. I got dozens of messages about his simple humanity, written from Minnesotans who met him during his final illness."

People whom I interviewed for this article spoke about Bill Burns in language similar to his own descriptions of King Hussein: astute, thoughtful, tactful, cooperative, receptive, relaxed, imperturbable.

And what is astonishing yet true—and so appealing and utterly refreshing—is the natural humility of the man.

Request him to grant you an interview for a *LA SALLE* cover story about his diplomatic career, and he replies:

"What, another story about me?"

Quote him the 1994 *TIME* magazine profile that touted him as one of America's "Top 50" under the age of 40, possessed of "a brilliant mind, unflappable demeanor, and a flair for self-effacement in a field where titanic egos often clash," and he demurs:

"Yeah, well, I'd say my ego is as big as anybody's, but I find that it doesn't pay to advertise it."

Ask him how he felt on receiving the honorary degree from La Salle in 1997, he says: "Surprised and flattered, quite honestly. I was sure there must be people who were more deserving than me."

And that is *bonest*—not false humility.

Because that's Bill Burns. Bill really doesn't think he's anybody special. Or, rather, he considers *everybody* special.

His old friends in the La Salle community agree that talking with Bill Burns is an unusual pleasure. Even though he has trafficked among the nation's leaders for more than a decade, he lacks pretense. Indeed he makes you feel that talking to *you*—here and now—matters. I thought back to our conversations during our La Salle years: being with Bill always had—paradoxically—both an enlivening and a soothing effect, because he's such a serene man himself. In his presence, you feel just a little bit more self-accepting and at peace with yourself. You feel, rather mysteriously, that you like yourself just a little better—doubtless because, as Jack Rossi puts it, "he's a helluva likable guy." Chatting with Bill again, the years roll away.

Momentarily, I felt we were back together, sipping a beer at the Explor-

ers' Den or the Hideaway. The latter pub no longer exists—and we joked that its passing is also a small reminder of how life has changed for us alums from the 1970s.

Certainly for Ambassador Bill Burns, there is no longer any hideaway.

As I talked with Bill's old La Salle professors, all these personal impressions returned and deepened. One hears about Bill's warm and easy laugh, his natural and unaffected style, his self-possession minus even a whiff of self-congratulation. He has no large ego to protect or inflate, no craving to impress or put down others. These abilities make Bill a natural diplomat. As George Stow of the History Department, who (along with Rossi) co-sponsored Bill for the Marshall Scholarship, observes:

"Bill's manner is so diplomatic and laid back. He's smart as a whip, but he never has a nasty word to say about anybody. He cautiously surveys the scene and inspires confidence from all parties. He has the ideal character and personality for a top diplomat."

Indeed he does.

And a telling detail that recurs in his professors' classroom memories of Bill Burns reflects that fact. His teachers recall a young student, sitting always in the first row—yet in the rear.

It's a metaphor for Bill Burns' extraordinary series of career "firsts," beginning with his Marshall Scholarship, but also for how he has attained them: in such an utterly unthreatening manner that he never calls attention to himself.

Yes, Bill's choice of that classroom seat—first row, yet in the back—suggests a man aware of his true worth and without the insecure need to put himself forward. It's also the perfect metaphor for a consummate professional diplomat—distinguished yet indistinguishable. Noticeable for his effective results yet so free of egocentricity that he himself goes almost unnoticed. A key to Bill's professional success has been that he is always content to remain in the background and let others stand center-stage.

Rossi and Stow are among those professors who remember where Bill always sat and that he listened to their lectures attentively—though he rarely, if ever, jotted a note. He never volunteered an answer, indeed he never even raised his hand to respond to a ques-

tion—but he always seemed to know the answer when he was asked. And when it came time to show what he knew on the exams, he delivered a tour de force.

Rossi's first memory of Bill is from his sophomore year, in a class on Modern European History since 1789.

"Every now and then, when nobody seemed to know the answer to one of my questions, I'd look down the first row and say, 'Mr. Burns?'" Rossi says. "Invariably, this fellow had the answer. I asked around the department, 'Who is this guy?' I found out that he behaved the same way in other classes.

"Then came his first exam. A gem. Perfect answers. A beautiful style—even the handwriting was neat! You could have typed it up and it would have virtually been publishable."

Rossi also taught Jack Burns, '80, Bill's younger brother. "Coming after Bill, Jack had a tough act to follow," Rossi says. "But he was also an excellent student. And what struck me especially was that he and Bill got along so well. They didn't compete—they were really brothers."

George Stow first encountered Bill in the fall of 1974, Bill's first semester at La Salle. Bill had registered for the first half of Stow's two-semester course in Greek and Roman history.

"He never took a note," Stow recalls. "It was a bit unnerving! From the opening day of class, he took a seat in the back of that first row, as if he were surveying everything. He just sat there, listening. I was thinking, 'OK, that's fine, but all this is going to have consequences at exam time!'"

"And it did! I had never seen anything like this freshman's first exam. He handed in what amounted to a polished research paper. Probing. Analytical. He had covered all the reading material and gone outside and read other sources on his own initiative.

"I gave him a 99," Stow continues. "Just for the hell of it."

But now the chairman's curiosity about this strange freshman was piqued.

"After that, I asked a few people about him. They said he didn't spend all day in the library. They claimed he was always playing hoops in the gym. I thought, 'What?! That can't be.' He looked like a nerd to me.

"But I went over to Hayman Hall—and there he was, shooting hoops by himself. I went up to him and proposed that we play each other, a little game of one-on-one.

"He creamed me. He was dropping baskets from everywhere. A few guys came by and we had a pick-up game. Because Bill could drop three-pointers at will, we creamed them, too."

(Bill continued to find time to shoot hoops when he was on his Marshall Scholarship. He became captain of the Oxford basketball team and traveled widely to play in games.)

Bill concentrated his studies in history at La Salle, but he graduated with a major from the Honors Program. John Grady, director of the Honors Program, remembers Bill well. Most memorable is Bill's distinctive *modus operandi* in September 1977, his senior year, when he was preparing his Marshall Scholarship application for the La Salle Fellowship Committee, which Grady chaired.

"We were discussing his prospective letters of recommendation," Grady recalls. "Bill had spent time overseas, and he said casually, 'I'd like to use a reference from someone abroad, but the mails can be tricky and it might not arrive.' I told him that he could request five domestic references plus the overseas reference, and if they all came in, we would just drop one of the domestic referees.

"One day a letter came in, addressed to me from 'APO San Francisco,'" Grady continues. "I thought that it might be somebody I had recently taught. Before I opened it, I started wracking my brain about which student it might be. I opened it up.

"And what was in the envelope? A long, handwritten letter of recommendation for Bill Burns—from the U.S. Ambassador to Egypt! I chuckled to myself, picked up the phone, and rang Bill's dorm number. 'Get over here,' I said. 'A letter just came in for you and we need to talk.'

"He came right in, completely unruffled. I told him that his overseas letter had arrived and that he could include it in his application. But I told him that he had left out a small item of information: he had never told me that his reference would be from the ambassador to Egypt! 'Well, you never asked me,' Bill replied.

"Typical! That was utterly typical of him! Totally understated. Totally unassuming. Bill is a doer. He just goes and does things."

For his part, Bill gratefully acknowledges La Salle's role in his professional success: "I appreciate La Salle even more with the passing of years," he says. "Even back then, I knew I was lucky to have people such as Rossi and Stow as my teachers. But I realize it even more



Ambassador Burns poses with Secretary of State Madeleine Albright, his wife, Lisa Carty, and their children, Elizabeth 9, and Sarah, 6, after his swearing in ceremony in Washington last July.

so today. They not only know their subjects, but they have a gift for teaching. They convey enthusiasm for ideas and people.

"And La Salle—especially when we were there in the 1970s—had a lot of first-generation students. Many of them were people who were working at a job just to afford tuition. It was still a commuter school. A lot has changed since then, but I've always valued that my college experience was in a down-to-earth environment with a real sense of community."

Bill pauses. A rich texture of shared feeling about La Salle links us. We are fellow witnesses to a special historical moment, the last years of "La Salle College."

These observations evoke a memory of my visit with Bill in Oxford in June 1981, during his final weeks of work on the D.Phil. thesis. I remind Bill him of his old anecdote about how he handled the usual opening question that he received from British students, who were always asking him, "What college are you from?"

Oxford students assumed that all Marshall Scholars were from a university such as Harvard. Like Oxford, which has 32 residential colleges on its campus, Harvard also consists of residential colleges (Harvard College, Radcliffe College). So when Bill replied to their question, "La Salle College," British students just nodded, assuming he was referring to one of the residential colleges at Harvard, Yale, Columbia, etc. His Oxford classmates simply *assumed* that Bill came from the same elite background as themselves and as most of his fellow Marshall Scholars.

Bill never bothered to clarify the misunderstanding; it didn't concern him. He never felt inferior or even self-conscious about being from a little-known college such as La Salle. To the contrary, he felt proud of it. Yes, we agreed, then and now, that our years at La Salle were a blessing.

As Bill phrased it this time: "You and I are lucky to come from La Salle—it has grounded us. It's special."

Mr. Rodden, who lives in Austin, Texas, is completing a memoir, *Field of Dreams: Reflections on Two Decades in the American Research University*.

“A BLUEPRINT IN EQUITY”

Thirty years ago they didn't exist. Since then La Salle's women athletes have produced national champions, Olympic medalists, and a host of Academic All Americas

By Frank Bilovsky, '62

Back in the days when smoking was considered a fashion statement instead of a disgustingly unhealthy habit, when L&M was the name of a cigarette instead of a short way of referring to tobacco industry litigation and mediation, and when the women's movement was teaching the country that sexism was decidedly politically incorrect, one tobacco company decided to market its for-women-only product with a television jingle.

You've come a long way, baby, to get where you've got to today. . . you've come a long, long way.

The product was Virginia Slims, but the jingle could apply just as easily to today's La Salle University women's athletics—because the program has come a lot farther than any male La Salle grad over the age of 50 could have ever imagined.

Some quick, astounding facts for my old fogey classmates who remember when the only females on campus were secretaries, cafeteria workers, maintenance employees, or an occasional visiting nun:

—The women's athletic teams at 20th and Olney outnumber the men's teams, 12 to 11.



In 1972, Mary O'Connor, shown here directing the Explorer's first women's basketball team, became La Salle's first women's athletic coordinator, a position she served with distinction until her untimely death from leukemia in 1977. The following year she became the first woman to be inducted into La Salle's Alumni Hall of Athletes.

—The women's sports receive slightly more athletic scholarship aid than the men.

—The number of women participating in intercollegiate sports at La Salle exceeded 200 in 1998-99, the largest number ever. That's up from 155 two seasons earlier.

—The last national championship recorded by the Explorers was not the 1954 NCAA men's basketball title. It was the 1980 AIAW women's field hockey championship.

Not bad for a school that had no women's intercollegiate athletics going into the decade of the Seventies.

The success stories abound.

Terry Carroll became the first women runner to represent La Salle in the NCAA Division I track and field championships last year. In the Atlantic 10 championship, she swept the 800, 1500, and 3000 meter events.

Also last year, Academic All America freestyle swimmer Dina Dormer was the first La Salle female to qualify for the NCAA championships. She won three events in the ECAC championships—the 500 freestyle, the 1650 freestyle, and the 400 individual medley. As a junior, the Cardinal O'Hara graduate was named Atlantic 10 swimmer of the year and was all conference for three seasons.

Eleven Explorer women basketball players have been named to the Big 5 Hall of Fame. Two field hockey players were members of the bronze-medal-winning United States Olympic team in 1984.

And for the most part, their academic achievements have equaled or surpassed their athletic laurels.

The women's basketball team had a cumulative grade point average of 3.508 this year, second best among all Division I squads nationally. Last year, it was number one.

"The women's program has really enhanced its status tremendously in the last ten years," said athletic director Tom Brennan. "The addition of women's lacrosse was a real indication of the commitment at La Salle. We will continue to make some special efforts to enhance the women's program."

Since Brennan arrived on campus late in 1997, the Athletic Department has not filled some administrative positions and used the money to raise some women's coaching positions to full-time status.

"We also have tried to enhance the presence of women on our coaching staffs," Brennan said. "Every time we've had an opening, we've made an effort to identify qualified women. We recently hired women as full-time head soccer and field hockey/lacrosse coaches, as well as a full-time assistant for field hockey-lacrosse. We added women coaches in softball and crew. We've added a woman assistant coach in swimming and diving. And we've added scholarships in the women's soccer and lacrosse programs."

As the women's program chugs along in the second half of its third decade, its evolution deserves to be studied as a blueprint for the right way to build from scratch. And nobody is more qualified to do the drawing than Kathy McNally.

McNally is the athletic director at Gannon University in Erie, Pa. Not the

women's athletic director. The athletic director for the entire athletic program at the Division II school. She took the job early in 1998 after spending 22 years at La Salle, first as the field hockey coach, later as coordinator of women's sports and assistant athletic director.

She remembers the pre-Title IX days when women's sports were second class citizens at most coeducational schools and truly in their embryonic state at many small private colleges. She has seen the switch-over from the AIAW, the early governing body for women's athletics, to the NCAA—and the growth from pleas for a little recognition to demands for gender equity.

She says the change has been good—and bad.

"The biggest thing I see is the opportunity available," she says. "Women are being given the opportunity (for athletic scholarships) as the men traditionally have had. But along with that opportunity comes demand—the demand for intensity, for training, the concentration in one sport."

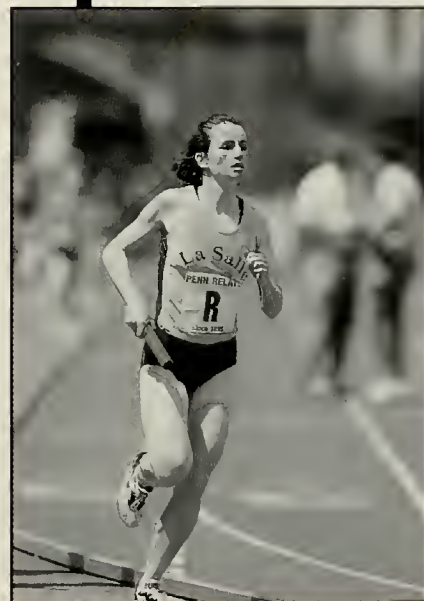
"In the early era of the AIAW, we were so pro-active of not doing it the way men did it because it was so 'wrong.' But every year that goes by, we do it more and more like the men."

"Go back ten years and the graduation rate for women was higher. Now it is going lower. There are more non-qualifiers going into college. We have all the same (ills)—such as drug usage. It crosses the genders without batting an eye."

"Gender equity has been reached—in some ways negative. In all honesty, though, in the bigger picture, it's really a wonderful opportunity for women because it does provide



Kathy Bess, a member of the Big 5 Basketball Hall of Fame, played professional basketball in South America and Europe.



Terry Carroll became the first woman runner to represent La Salle in the Division I track and field championships, winning three Atlantic 10 Conference championship events in 1998.



Diane Moyer (left) and Kathy McGahey excelled as La Salle athletes, then won bronze medals as members of the 1984 U.S. Olympic Field Hockey team.

the educational opportunity.”

The idea for this story was to speak to La Salle women athletes who used that opportunity to achieve academic and athletic success. Talk to a basketball player, say, and a field hockey player. Maybe a swimmer. Maybe a softball player.

We managed that with one phone call. We talked to Diane Moyer.

Going to college wasn't paramount on Moyer's list of must do's when she was at Muhlenberg High School outside of Reading, Pa. In that school in the mid-1970s, some students went on to college, some did not.

Moyer had the desire to be an elementary education teacher, so she says it's more likely than not that she would have found her way into higher education.

But a meeting with then-La Salle basketball coach Angie Scarengelli at a basketball camp the summer between Moyer's junior and senior years in high school cleared any thick brush on the path.

“Angie really introduced me to the possibility of going to college and encouraged me,” she said. “Coming out of a small

environment, having someone open the doors for me to think of furthering my education, it was a great opportunity—and it was done really through sports.”

And, as it turned out, it gave Moyer a chance to achieve something beyond academics and college athletics. It gave her a chance to win an Olympic medal.

Diane had been a three-sport athlete in high school. She played four years of basketball, four years of softball and, more for social reasons than anything else, she played goalie on the field hockey team as a senior. She also participated in swimming and diving at the local YMCA.

Scarengelli was recruiting Moyer strictly for basketball.

“I hadn't even been aware of La Salle before that,” she said. “Angie had me come to school for a visit and made some recruiting calls to my house. I received some calls from other schools, but when I came down to La Salle, it was just very warm, very welcoming. I really liked the people I met, and knew I would enjoy being part of that family. That's what really sold me.”

Moyer remembers being first sub on the basketball team as a freshman. Then McNally, who was trying to jump-start the field

hockey program, noted that Moyer had played goalie in high school.

“She asked me if I would like to play because they didn't have a goalie,” Moyer recalled. “I said, ‘Sure, I'll give it a shot.’”

At the end of her freshman year in 1977, Moyer was invited to the U.S. Olympic Development camp for field hockey. Expecting nothing, she progressed through three camps and was chosen for one of the two touring teams.

That's when McNally gave Moyer the advice that would turn to bronze.

“She said if I concentrated on field hockey instead of playing basketball, this might be an opportunity for me,” Moyer said. “I talked to the basketball coach. She said it was my decision to make. And I made it with tears in my eyes because basketball was my first love.”

In between her field hockey commitments, Moyer managed to play softball for the Explorers. She also was the diver and worked legs in medley races for the swimming team. And after the United States chose not to participate in the 1980 Olympics in Russia, she committed herself to making the 1984 team. She and her Explorer teammate Kathy McGahey made the team four years after Moyer and McNally flew to Edwardsville, Ill., and watched McGahey and the rest of the Explorers, coached by Joan Broderick, win the AIAW Division II national title by beating defending champion Southwest Missouri State, 3-2.

But Moyer's greatest achievement might have been on the academic side.

“Diane didn't come to La Salle as the strongest of students, but she got stronger and stronger academically,” McNally said.

Today she's Dr. Diane Moyer, assistant professor of psychology at Cedar Crest

La Salle Athletes Continue Among Nation's Leaders in Classroom

Were you ever in a situation where you were up and down at the same time?

That's the situation in which the La Salle University women's basketball team found itself when the most recent report from the Women's Basketball Coaches Association was issued.

The 1997-98 Explorers combined for a 3.508 grade point average, an increase from the 1996-97 team's 3.501, which put La Salle first in the nation at that time. But the 3.508 placed only second since Duquesne, a fellow Atlantic 10 Conference member, posted a 3.511.

The impressive classroom work of the women's basketball team typifies the individual and team accomplishments among the Explorer athletes.

La Salle maintains a high percentage of graduation among student-athletes, having graduated 83% according to the latest NCAA Graduation Report, which covered students who entered for the 1991-92 school year.

In addition, La Salle's graduation rate between 1983-84 and 1991-92 was reported at 82%, one of the highest in the country and above the overall institutional rate.

The high ranking of the women's basketball team carries on through other sports, men and women.

The 1998 women's cross country team's 3.268 GPA ranked ninth among Eastern schools and 42nd among 300 Division I teams, according to the Women's Intercollegiate Cross Country Coaches' Survey. GTE Academic All-Americans Rachel Ritz and Elena Gomez led the Explorers in the classroom as well as on the track. Ritz, who majored in economics and international

relations, ended her career at La Salle with a GPA of 3.87. Gomez, a senior, holds a GPA of 3.96 in her social work major.

Meanwhile, the women's soccer team combined for a 3.33 GPA, headed by Alicia Santelli's 3.96 in education, Michelle Bauer's 3.87 in education/special education and Staca Urie's 3.79 in psychology.

The Atlantic 10 fall-sport Academic All-Conference included seven La Salle honorees—Gomez, Kevin Myles and Kathy Heabel from cross-country; Melissa Hodge, volleyball; and Julie Hope, Kelly Saxman, and Natalie Sibley, field hockey.

"The Atlantic 10 is delighted to acknowledge those student-athletes who excel both academically and athletically," Atlantic 10 commissioner Linda Bruno said. "The institutions of the Atlantic 10 have always been committed to making academics and athletics a workable equation and these student-athletes we honor are an example of the success of that commitment."

Individually, Hodge was a double-winner.

The junior volleyball star lives in a rural area and has had farm/ranch experience and that qualified her as a candidate for the All-American Farm Team, on which she was named one of six honorable mentions and has a good shot at first-team honors next season.

Randy Miloszewski and Steve Tarrant, senior members of the La Salle men's soccer team, received honorable mention on the National Soccer Coaches Association of America All-East Regional Scholar-Athlete Team.

Infielder Kevin Ibach has made an impression with his work in the classroom, in baseball and in a number of extra-curricular activities.

The junior from suburban Chicago has been on the Atlantic 10 Commissioner's Honor Roll and the La Salle Faculty Athletics Council Honor Roll and Dean's List. Ibach serves on the Atlantic 10 Student-Athlete Advisory Council (SAAC) and represents the Atlantic 10 on the NCAA Division I SAAC Committee.

"We are justifiably proud of our student-athletes," said Annette O'Connor, La Salle's NCAA faculty representative. "It is not always easy to study after an extensive practice or long road trip. Their outstanding graduation rate and excellent academic accomplishments speak to the motivation and work ethic of these young men and women."

La Salle's director of academic support services, Joe Gillespie, added, "It is no surprise to me the women's basketball team finished this high again. Before the season I predicted the team's GPA would be higher, and it was. I knew the young ladies who returned from the '96-'97 team would continue their outstanding performances. It was obvious almost immediately when talking with and observing the new students that their attitude and commitment to everything we asked academically was right on target.

"In the same vein, our women's cross country teams have traditionally been strong students. Their work ethic on the track carries over into the classroom. Their time management skills and commitment to excellence are exemplary and serve them well."

—BOB VETRONE

College in Allentown, Pa. She's coached at Yale, earned a master's degree at the University of Massachusetts, and a doctorate at Temple University. Not bad for a high school student who wasn't even sure she'd go to college.

Moyer is just one of many women who have used their participation in La Salle athletics to take them places they couldn't have imagined.

Kathy Bess, a member of the Big 5

Basketball Hall of Fame, picked La Salle as a Cardinal Dougherty High School senior because she didn't want to leave Philadelphia. After she graduated with a degree in computer science in 1982, she spent six years playing professional basketball in South America and Europe before settling into a career as a computer consultant.

"La Salle was the springboard for letting me see that there was something beyond Philadelphia," she says.

One of nine children of 78-year-old La Salle University business professor Charles Halpin, '44, Annette Halpin was used to playing sports when she graduated from Bishop McDevitt High School, in nearby Wyncote, Pa. But La Salle was hardly used to having women represent it in athletics when she arrived on campus in the fall of 1971.

"Growing up, it was never a question of whether or not it was proper



for a girl to play sports," she recalled. "You just participated if you liked it. But when I got to school, La Salle was only in its second year as co-ed."

Basketball was a club sport on campus. The next year it would join the AIAW. And it received all the fringe benefits of being a club sport in those days, which were none.

"We used to get changed in the entranceway to the old gym at Wister Hall," said Halpin, now a professor at Beaver College. "Our locker room was the foyer. Two male students coached us. Some of my teammates played in high school, some didn't. We played because we loved it. It was a fun time. My sophomore year, Hayman Hall opened and we had a place to change."

Tom Gola Arena opened last year, giving La Salle a much-needed first class campus home. And starting after this season, the women's basketball coaching staff will be working out of a completely-upgraded suite of offices.

But Halpin still retains a certain amount of happy nostalgia from the Wister Hall lobby days.

"There wasn't any pressure on," she says. "That was great. I don't know that I would want to play today. I have a niece (Beth Michuda, daughter of former La Salle player Bill Michuda, '71) who plays at Fordham. She's under

Jeannine Cridge Calboun (center), shown during her playing days, is La Salle's new full-time women's soccer coach. Jenn Harpel (left) also joined the full-time staff as field hockey and lacrosse coach while Carla Camino is now in charge of the softball program.

a lot more pressure than I ever was. I played because I liked it, but looking back, I think we really were trail-blazers."

The trail eventually extended all the way to Valparaiso, Ind., and Jennifer Cole. The all-time scoring leader for the La Salle women, Cole, unlike Bess, wanted to go away to school. La Salle coach John Miller scouted her at a camp at Indiana and recruited her.

Cole scored 1,875 points by the time she graduated in 1993. She was a GTE first team Academic All America in chemistry and now sells pharmaceuticals and lives in Dayton, Ohio. This year she was named to the Big 5 Hall of Fame.

But her fondest college moments had nothing to do with shooting percentage or win-loss records.

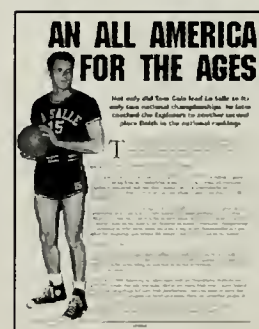
"You never go into a career saying you are going to score 1,000 points or shoot 90 per cent from the line and start for three years," Cole said. "My biggest expectations were making sure when I was done

my four years that I still had a relationship with my coaches and my teammates and was happy with the school, that I could still talk to my teachers.

"That's where I think my expectations were met. I consider coach Miller and (assistant coach) Tom (Lochner) fathers two and three. At La Salle, you get a good education in the book sense. But you also get a good basketball education and a good family education. It gives you a good start to your career. That's why I'm so high on La Salle."

And that's why La Salle should be so high on its women's athletic program. Because it's come a long way, baby!

Mr. Bilovsky is business writer and columnist for the *Rochester Democrat and Chronicle*. A former sports-writer for the late *Philadelphia Bulletin*, he was recently nominated for the U.S. Basketball Writers Association Hall of Fame. He was also the author of the feature on Tom Gola that appeared in the



Winter 1998-99 issue of LA SALLE without his by-line.

NEW ALUMNI HALL OF ATHLETES DEDICATED AS FOUR MEMBERS ARE INDUCTED

Following the unveiling of the plaque officially dedicating the new "Hall," by Nicholas Lisi, participants gather at the site. They are (from left): Bud Dotsey, director of the Alumni Association; Lisi, Al Meltzer, President Giordano, Jim McDonald, chairman of the selection committee; Tom Brennan, athletic director, and Harvey Portner, '55, the chairman of the original committee that selected the five charter members.



The Alumni Association welcomed four new inductees into the Association's Alumni Hall of Athletes on Feb. 6 as part of festivities dedicating the third campus site of the Hall since it was established in 1961. The new members are Mary Greybush, D.O., '91, women's basketball; Douglas M. Overton, '91, men's basketball; Georg W. Montag, Jr., '92, men's soccer, and the late Tom "Bear" Curran, men's rowing coach.

Some three dozen previously-inducted members attended the formal induction that was held at a luncheon on campus prior to the dedication and blessing of the new Hall of Athletes in the main lobby of the Tom Gola Arena in the newly-refurbished Hayman Center. The new members were introduced during halftime of the men's nationally televised 88-75 upset victory over Xavier. Long-time Philadelphia TV sportscaster Al Meltzer was master of ceremonies.

Dr. Greybush was first team All Big 5 and MAAC in her senior year and ranks among the career leaders at La Salle in a number of categories including 1,404 points, 712 re-



La Salle's president Nicholas A. Giordano (left) and Nicholas Lisi (right), president of the Alumni Association, pose with new inductees into the Alumni Hall of Athletes. They are: Georg Montag, Doug Overton's mother, Linda, and sister, Lisa; Mary Graybush, and Tom Curran's widow, Pauline.

bounds, and a 51% field goal shooting percentage. A former third team GTE Academic All America, she is also a member of the Big 5 Hall of Fame.

Overton is the university's eighth all-time scorer (1,795 points) and the all time leader in assists (671) and steals (277). All-Philadelphia Big 5 and All-Metro Atlantic Conference in his sophomore, junior and senior years, he is currently playing in the NBA for the Orlando Magic.

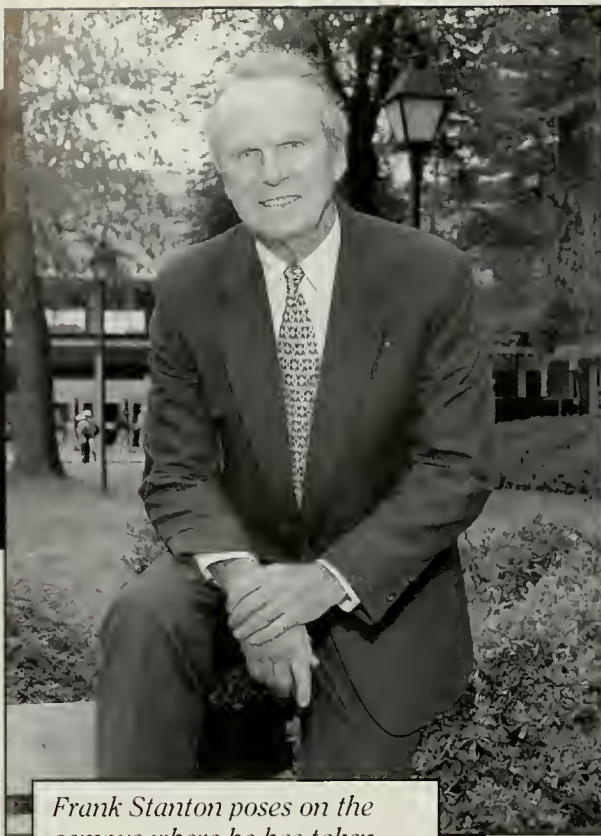
Montag's illustrious career at La Salle included then La Salle records of 37

goals and 23 assists, as well as being selected to the All-Soccer 7 teams in three of his four years, as well as MVP his junior year. An outstanding midfielder, he was selected all-MAAC and 2d Team All American in 1990.

Curran, an internationally-renowned rower and Olympian, coached La Salle's crew to national prominence in the 1950's. His varsity eights won Dad Vail regattas in 1952, '53, '56, '57 and '58. He was inducted into the "Coaches Corner" posthumously.

The original site of the Hall on the second floor of the La Salle Union Building was dedicated on May 5, 1962 with the induction of five charter members: Al Cantello, '55; Ira Davis, '58; Tom Gola, '55; Frank Loughney, '40, and Joe Verdeur, '50. The Hall was moved to the second floor of Hayman Hall in March, 1972.

To be considered for the Hall of Athletes a candidate must have exhibited athletic prowess recognized on a national or regional basis in a sport sponsored by the university during the years of the athlete's matriculation.



Frank Stanton poses on the campus where he has taken an active role in enrollment management as a member of the university's Board of Trustees.

“More Than A Scholarly Undertaking”

Frank Stanton's innovative marketing research techniques played a key role in the adoption of the Nuclear Test-Ban Treaty and helped establish historic legal precedents

By Robert S. Lyons, Jr., '61

After stroking La Salle's crew to the school's first Dad Vail title, then chasing German submarines in the Atlantic as a young Navy officer, Frank Stanton, '51, figured to settle into a career as a college professor.

Instead, the former economics major ended up pioneering a number of major breakthroughs during a distinguished 40-year-career in marketing research. In addition to playing a key role in the adoption of the Nuclear Test-Ban Treaty and introducing a number of innovative marketing survey techniques to the continent of Europe, one of Stanton's landmark surveys helped to establish an historic legal precedent that still influences the marketing profession today.

After graduate school at the University of Pennsylvania and a short stint as a Navy officer, Stanton abandoned plans for a Ph.D. when he found himself with the need to support a young wife and family. He began his career in 1955 as an assistant project director with

National Analysts where he quickly sharpened his skills in quantitative research. Soon he inherited a study that his boss had been directing for nine dairy companies that had been charged by the Federal Trade Commission for thwarting competition. "My boss was leaving the company and there was no one else to pick up the work," Stanton recalls. Armed with the study that explained why ice cream dealers were switching suppliers, Stanton presented his findings to the FTC hearing examiner who cross-examined him for about a week in Washington.

"The survey said essentially that the smaller dairy companies were much more aggressive than the larger ones in offering incentives for people to handle their ice cream," explained Stanton. "To everyone's surprise, the judge based his decision on that survey and ruled in favor of the dairy companies." Up to that period of time, a few surveys had been admitted into evidence, but this was the first research study on which a judge based a ruling. The ruling was upheld after the case was appealed to the Supreme Court and the precedent was thus set for acceptance of survey evidence in legal proceedings. The case also

caused a "tremendous reaction, not so much in the research industry but in the legal profession."

In 1962, Stanton was working for Benton & Bowles in New York City. General Chester Clifton, a military aide to President John F. Kennedy, called to say that JFK's administration was having trouble getting the Nuclear Test-Ban Treaty through Congress because previous polls indicated that most Americans felt that such a treaty gave the U.S.S.R. a distinct advantage. Clifton knew that B&B had been successful using a mail panel of 6,000 people selected from almost all demographic strata and thought that a different type of public opinion research could contradict earlier surveys. He also knew that the previous Eisenhower Administration had been dead-set against any surveys being conducted for the Executive Branch of the Federal Government ever since the Stars and Stripes newspaper had taken a poll indicating strong opposition to one of Secretary of State John Foster Dulles' initiatives in Germany.

Stanton soon discovered that the polls showing American opposition to the treaty had solicited opinions without learning whether the respondents knew anything about the details. He then

developed a questionnaire that opened by saying: "In some parts of the country, media are talking about the Nuclear Test-Ban Treaty. In others, they're not talking about it at all. What's happening where you live?" More than 80% of the respondents said that their local media wasn't covering the treaty. Stanton prepared a new survey questioning how people would feel about the treaty if it had certain characteristics, some imagined, some real. When the results were tabulated, 75% said that they would agree with the treaty if it contained items that were already included. Within a week, high-ranking administration officials like Dean Rusk, Bobby Kennedy, and Robert McNamara were giving speeches based on the findings of that survey. A few months later, Congress approved the treaty.

Stanton's reputation quickly grew. His market research "just skyrocketed in terms of the number of cases" being determined in the courtroom in favor of such clients as DuPont Chemical and Mobil Oil. After leaving Benton and Bowles, he worked in brand management for American Home Products and RJR Foods, then returned to the research field as CEO and then owner of W.R. Simmons Market Research. His focus groups ranged from about a dozen people evaluating the feasibility of having a Revlon name on the recently-purchased Schick electric shaver line to year-long national surveys involving spending habits of 20,000 people.

At Simmons, a rating service measuring readership of magazines, Stanton engineered a series of acquisitions and mergers that including a lucrative, highly-successful partnership with J. Walter Thompson. In 1987, he was also asked to take over a group of small research companies that JWT owned all over the world and put them into a single international research and media company.

"That was a lot of fun working with these different cultures and people who had no idea that they were in business to make money," recalls Stanton, who found himself commuting regularly to countries like Japan, Greece, and Germany. "In England, for example, I had a battle convincing them that this was a profit-making business and not a scholarly undertaking."

Stanton soon found himself facing all kinds of marketing survey restrictions in Germany and other countries on the continent of Europe concerning information that could be legally obtained. It was permissible to call somebody, but if you wanted to call back, you had to get their permission—you couldn't just call them up again and follow up on the interview.

Stanton soon discovered that his company in London had quite a few people who were fluent in all the languages spoken on the continent. He quickly installed WATS lines in his offices in London to make the calls onto the continent. "We weren't breaking any laws because we were calling from London where it was perfectly permissible to ask all these questions to get all the information we needed," he explained. "That gave those businesses quite a jolt forward."

Stanton also purchased an American company called Winona Research that had recently perfected a WATS line interview technique where a cathode ray tube is placed in front of the interviewer. Responses to questions are simply entered by pushing buttons, eliminating the tedious procedure of having someone write answers down while the respondent is sitting at home on the phone. This technique is now used to conduct surveys from England.

Stanton thoroughly enjoyed his days as a La Salle undergraduate. He captained and stroked the Explorers' first Dad Vail championship varsity crew under coach Jack Bratton and spent his summers driving a Pepsi Cola truck.

"The thing I remember about La Salle," recalls Stanton, "it was a wild wild place. Every day was an adventure. The veterans were back from the war and there was so much excitement around because there were so many people of different ages, of different experiences. I always found the school intellectually stimulating. We had great teachers who made the course work interesting. People like (economics professor emeritus) Joe Flubacher, who was highly motivated and encouraged me to go on to Penn."

That's where Stanton earned a master's degree in economics and monetary theory. Then it was off to Navy Officer Candidate School in Newport, R.I. He spent the next few years chasing Russian submarines off the Atlantic coast. "We weren't allowed to use depth charges or anything like that on them, but just to let them know we were in the vicinity we would drop a few hand grenades."

Stanton, who says he is "pretty well fully retired," still takes an active role as a member of La Salle's Board of Trustees, especially in the university's enrollment management efforts. But he still longs for the time when corporate and market researchers seemed to enjoy more power and prestige than they do today.

"Research is not as necessary today as it was years ago when you were trying to deal with attitudes," he says. "That was the day when budgets were 70 percent advertising and 30 percent promotion. Today it's the opposite." With so much money going into coupon promotions and price-off deals, there is less need to convince the buying public that a particular product is better. Now all the retailer has to do is make the brand name stand out.

As Stanton puts it, "When's the last time you went into a supermarket and either Coke or Pepsi didn't have a price deal?"

THOSE FANTASTIC NURSES

Philadelphia's health care future may be a little cloudy, but the mission is clear for La Salle's Neighborhood Nursing Centers

By Maureen Piche



Cindi Curry, a sophomore nursing student at La Salle, assists Chelanda Church during an arts and crafts class at the La Salle Hill Creek Health Center. As part of their course work, La Salle students participate in a wide variety of activities and services offered by the university's Neighborhood Nursing Center.

Dorphine Hayward remembers the days when she and her neighbors at the Hill Creek Public Housing Complex in lower Northeast Philadelphia had to trek to emergency rooms or doctors' clinics miles away to get basic health care.

The president of the Hill Creek Tenant Council said back then, people would often decide to stay home rather than wait for hours at those places or worry about the transportation they would need to get there.

Unwilling to sit back and do nothing, Hayward eventually found a solution—with the help of the La Salle University School of Nursing Neighborhood Nursing Center. Its nursing faculty agreed to open a new health care center on-site at Hill Creek this August, bringing their total number of locations to three.

Already, Hayward said residents have taken advantage of all the services offered at the center. "Since it opened, it's been fantastic," Hayward said. "I am so proud of the La Salle nurses. I just love them to death."

"A lot of people are leaving doctors' offices and going to the nursing centers, because they believe they get better care there," she added. "The nurses give you more time. They not only serve you—they listen."

The new site is just one of the accomplishments the La Salle Neighborhood Nursing Center can boast of these past few months. The year 1998 brought prestigious grants, health care contracts, awards and a host of new programs designed with community needs in mind. The center also continues its commitment to quality in-the-field education for La Salle's nursing students.

"I THINK WE'RE ON THE CUTTING EDGE OF BEING ABLE TO PROVIDE THE BEST HEALTH CARE AND EDUCATION IN A COMMUNITY SERVICE SETTING."

"I think we're on the cutting edge of being able to provide the best health care and education in a community service setting," said Dr.

Katherine Kinsey, director of the Neighborhood Nursing Center. "We use a model that integrates nursing and other health services, and builds on collaborative efforts with other community resources and medical providers. The health care future in this city is very unknown, but we have the potential to be the stabilizer as many institutions seem to undergo change," she added. "We build our practice on prevention and early intervention, and we want to build on the strengths people have now."

The Neighborhood Nursing Center started in 1991 with no money, Kinsey recalls. Now, they have at their disposal between \$800,000 and \$1.2 million annually in grants and contracts. But, they admit, with so many competing institutions across the country, it's a constant battle to keep the funding coming in. Dr. Zane Wolf, La Salle's dean of nursing. Kinsey and staff members are always on the lookout for grants or other sources—and they do their best to work in conjunction with other agencies whenever possible.

Over the past few months, Dr. Kinsey, public health nurses, nurse practitioners and nursing students have instituted a significant number of new programs, including:

- The Urban Men's Health Initiative and Family Wellness Center (Department of Health and Human Services—Division of Nursing) is designed to reach out to the underserved male population, specifically those without health insurance;
- The Environmental Protection Agency's Lead Poisoning Prevention and Lead Hazard Awareness Public Education and Outreach grant allows nurses to visit area homes and teach families how to protect themselves from the lead found in old buildings;
- The Reach for the Stars Youth Development Program (Pennsylvania Department of Health) is designed to educate young people about healthy life choices;
- The Patricia Kind Foundation CHIPLINK Program for uninsured children is an innovative

approach to assuring immediate access and ongoing use of primary health care for children whose families don't have health insurance;

- The Office of Minority Health North Philadelphia Cancer Awareness and Prevention Program (CAP) with Albert Einstein Medical Center provides preventive health care and early cancer detection services to high risk minority men and women;
- And the Office of Minority Health Collaborative with Giving of Self Partnership, Albert Einstein Medical Center, and the nursing center, has been funded to improve the health status of minority urban children. They're tackling the growing problem of asthma among inner-city children and the needs of childbearing women.

The nursing center has also received public recognition for all they do. Pharmaceutical giant SmithKline Beecham has awarded the center \$40,000 as a 1998-99 Community Health Impact Award winner. The Pennsylvania Department of Health honored them with a 1998 "Love 'em with a Checkup" award. And there have been instances of personal recognition for individual members of the staff from the American Cancer Society and other organizations.

Wolf said the Neighborhood Nursing Center is valuable on so many levels. While it provides necessary services to the community, it also keeps faculty practices current, and gives students the best experience available.

"Students are getting exposed to health care in the community, where people live and work," Wolf said. "So they see people more on their own turf, rather than in an institution that provides health care."

"They're getting an invaluable perspective. They get to see actual health problems—the most commonly found ones. They'll know where the health care money is being spent, and they'll be able to ask why resources are allocated toward acute care, rather than preventive care," she added.

"I'M SO PROUD OF THE LA SALLE NURSES. I JUST LOVE THEM TO DEATH."

**Ms. Piche is assistant
director in the university's
Public Relations Office.**

The Economic Cheerleader

As the president of the Greater Philadelphia Chamber of Commerce, Charlie Pizzi, '72, has played a major role in keeping the city competitive within a global economy

By Robert S. Lyons, Jr., '61



Charlie Pizzi believes strongly in American cities but says the real challenge is trying to bring back the neighborhoods.

One day about a year ago, Charlie Pizzi was relaxing with Tom Ridge over a cup of coffee in a restaurant atop a skyscraper in downtown Singapore when Pennsylvania's governor turned to him and asked, "Charlie, did you ever think that you would have this opportunity growing up?"

"Not in my wildest dreams," Pizzi replied. "I never thought I'd be sitting on top of a skyscraper in Singapore, let alone with the governor of Pennsylvania."

As the president of the Philadelphia Chamber of Commerce, Charles P. Pizzi, '72, has been visiting lots of skyscrapers recently in places like Italy, Israel, Ireland, and Japan in his role as the chief advocate of the city's business interests.

That's a long way from Philadelphia's West Overbrook section where Pizzi grew up. He majored in marketing at La Salle, then started out in an entry level position with the Philadelphia Industrial Development Corporation. In 1986 he was named the city's commerce director where he quickly established a solid reputation for fostering economic growth by helping to convince Cigna to keep its 4,000 workers in center city. Following two years in that position, he joined Richard I. Rubin and Co., a Philadelphia real estate development firm, as vice president. He was selected to head the Chamber of Commerce in 1989.

Since then, the Chamber, staffed by 85 people, has doubled its revenues to well over \$9 million. Membership has increased by 20 percent to 6,000. "We're not about motherhood and apple pie,"

says Pizzi. "That's not what the Chamber of Commerce is about. We're involved with a lot of issues wherever there's opportunity to create new jobs and new opportunities for the people of this region in making it competitive within a global economy."

Politically, Pizzi characterizes his job as "bi-partisan," emphasizing that the Chamber supports candidates for public office from both sides of the aisle. "But clearly we are supportive of candidates that are interested in good public policy that will provide opportunities for everyone. It's more on philosophy than political party because the more we're able to do as a business community, the more effective we will be."

Pizzi played major roles in the development of Philadelphia's new Convention Center—a facility "that symbolizes the rebirth of our city"—in both his position with the Rubin real estate firm and as president of the Chamber of Commerce. He helped to sell the Marriott Corporation on the idea of being the major hotel in the Convention Center. Then as head of the Chamber, he convinced City Council to designate Marriott as the primary hotel/developer, a move that was crucial in getting legislation passed to complete the project.

Pizzi believes strongly in American cities. "Purely from a social standpoint, cities are important to me because they have been the areas that have provided opportunities for immigrants to become part of the mainstream like I am

today." The economic future of cities like Philadelphia, however, doesn't just depend on projects like the Convention Center and center city prosperity.

"There's no question that cities have incredible problems because of infrastructure policy issues that have been coming out of Washington for decades," says Pizzi.

"Although the downtowns will be in great shape, the real challenge is trying to bring back the neighborhoods."

And one way to do this, he says, is for city officials to take advantage of the strengths of universities like La Salle and promote policies that will enable such institutions to grow, remain competitive, and provide economic help for its neighbors.

"Universities are the factories of the '90s for cities," he explained, adding that city officials must pay close attention to leveraging the economic impact of students and faculty because these institutions of higher education are the ones that provide many of the jobs for neighborhoods and pump considerable amounts of money into nearby businesses and the surrounding community.

Pizzi commuted and worked his way through college as a bartender at a country club. La Salle provided him with a great perspective. The basketball team was enjoying considerable success with Kenny Durrett and women had just arrived on campus. ROTC, Vietnam, and the question of homosexuality were major issues.

"It was really a great time to be there," he recalls. "Women provided diversity. They made their mark and raised the standards a lot of different ways. They changed the face of the campus. The Christian Brothers gave me the opportunity to expand my horizons, not only academically but I think spiritually. They allowed us to ask questions. A lot of the self-confidence that I exude today comes from the fact that the instructors and professors were really terrific. They helped to formulate my thinking and my approach to life."

Pizzi serves on a variety of civic, cultural, educational, and philanthropic boards in the Philadelphia area. He was recently elected chairman of the Board of Directors of WHYY, Inc., the prime public television and radio stations serving Pennsylvania, New Jersey, and Delaware, a position which he describes as an "enormous challenge with a great foundation to build on."

Describing WHYY's staff, facilities, and digital TV technology as "absolutely first rate," Pizzi said that he hopes to see the stations provide more local programming as the "megaphone for policy issues for the tri-state area." Pizzi lives near the Wissahickon Creek in Northwest Philadelphia with his wife, Elise Robinson, who teaches at Villanova University's Graduate School of Nursing. They have four sons.

University Mourns Tragic Death of Brother Joseph Keenan, a Religion Professor and Founder of the Urasenke Tea Ceremony



Members of the La Salle University community mourned the sudden and tragic death of Joseph Keenan, F.S.C., Ph.D., '56, a popular associate professor of religion and founder of the unique Urasenke Tea Ceremony on campus, who died after being struck by a hit-and-run driver in front of

the Christian Brothers' residence in the Mount Airy section of Philadelphia on Feb. 27.

Brother Keenan, 68, a graduate of La Salle College High School who earned a master's degree in music and a doctorate in liturgical studies at The Catholic University of America, in Washington, D.C., had been a member of the university's faculty since 1963.

Dr. Geoffrey B. Kelly, '54, chairman of the Religion Department, said that Brother Keenan, a member of the De La Salle Christian Brothers for 46 years and one of the driving forces behind the university's multi-cultural program, was one of those La Salle teachers that he considered "irreplaceable"—for a variety of reasons.

"First of all he was a Christian Brother and his death is a tremendous loss to the order that founded La Salle University," explained Kelly. "In a very special way he has continued the tradition of St. John Baptist de La Salle. In the classroom, Joe was a dynamo. He had a sparkling personality. He was brilliant teacher, yet with a great sense of humor, who was very much beloved of the students."

Kelly says that Brother Keenan was always "lighting up the atmosphere" among his colleagues in the Religion Department. "He always had a smile, always a pleasant word, and yet was always dedicated and very insightful in the departmental meetings. He brought not just a very deep faith into the department but also a very great sense of humor and a lot of talent that helped enrich all of us."

Kelly recalls that Brother Joseph's students were so stunned when he told them the tragic news, that he had to dismiss the classes after they had all remembered him and the Christian Brothers in their prayers. "Seeing them

sitting there, they were so stunned and shocked and saddened. You could see all those emotions on their faces. They had lost not just a great teacher but they had lost a friend."

Brother Keenan first developed an interest in Japanese culture in the early 1980s when he attended lessons in the Japanese Tea Ceremony at the Philadelphia Museum of Art. He wrote a paper discussing the parallels and similarities between the tea ceremony and Roman Catholic Mass for the North American Academy of Liturgy. After being asked by that group to conduct a tea ceremony, he began taking weekly lessons at the Urasenke School in New York and planning for introducing the program on campus.

When the Japanese Tea Ceremony School was introduced prior to the dedication of the Tea Ceremony House on the recently-acquired Belfield Estate on Sept. 27, 1987, La Salle became an official branch of the Urasenke Tea School and the only college or university on the East coast offering instruction in the ancient Japanese ritual. Brother Keenan spent the 1990-91 academic year on a sabbatical research leave in Japan studying that nation's religions. Much of his time was spent at the Urasenke School in Kyoto where Chado, or "the way of the tea," is perfected. Chado, a ritualized event, blends aesthetic, social, and spiritual aspects into one of the richest threads of Japanese culture. The ceremony is ordinarily conducted for a maximum of five people and can last anywhere from 20 minutes to five hours.

Brother Keenan created one of the Religion Department's most popular courses, "Eucharist and the Japanese Tea Ceremony," which was offered in the evenings during the fall semester and during the day in the spring. Dr. Kelly says that the course was always over-subscribed and he ended up turning away students every semester, resulting in a constant waiting list for both sections.

Two years ago, Brother Keenan sponsored Soshitsu Sen XV, the grand tea master of Urasenke, Japan's largest tea school, for an honorary doctor of humane letters degree at La Salle's 134th commencement. Brother Keenan, who published a number of articles on the Japanese Tea Ceremony in professional journals, also presented papers on the topic at various conferences and taught courses on the ritual at the Philadelphia Museum of Art. The Religion section in the 1998 La Salle University Yearbook, *The Explorer*, was dedicated in his honor.

A Mass of Christian Burial was celebrated in the De La Salle Chapel on La Salle's campus on March 3. Burial was the following day at the Christian Brothers' Cemetery, in Ammendale, Md.

—RSL

La Salle Hosts Student Leaders from Across the Nation

What do cheesesteaks, Mummers, and Rocky Balboa have in common? They are all part of a national conference of student leaders and volunteers that was held at La Salle University for the first time ever on the weekend of November 6-8.

The conference gathered some 1,000 students from nearly 300 colleges and universities—all members of the Central Atlantic Affiliate of College and University Residence Halls (CAACURH). Its main purpose was to foster leadership throughout the college campus.

"It's a group of students who are considered leaders on their campus," explained Chris Pinto, conference chair and La Salle University senior. "It is a showcase of the best student leadership."

Pinto selected "Champions in Training" as the theme for the conference, in light of Philadelphia's proud Rocky connection. It is also appropriate it was the first time CAACURH ever came to Philadelphia, and the first time a conference of this magnitude was ever hosted at La Salle's campus.

Although the weekend was designed to energize students, it was more than just a pep rally. "It's also a learning experience," said Pinto. "Students learned how to help fellow students, the community in which they live, and how to be active." A full day of instructional sessions covering topics from motivational techniques, to ways to utilize the media to your advantage was held. That same day, a taste of Philadelphia was given to all students from seven states across the country who never had the pleasure of experiencing a true Philly cheesesteak.

The event was a dream come true for Pinto, who worked hard with a committee of fifteen other student volunteers for the past two years to bring the conference to life. "I've been waiting so long and working so hard to bring it here. I'm excited at the thought of all these people coming and sharing in what we've done as a group," Pinto said.

The schedule of events included performances from the Angels of Harmony Gospel Choir and La Salle's dance and cheer teams. Guest speaker and author Paul Loeb discussed his recently published book entitled, *Generations at the Crossroads: Apathy and Action on the American Campus*.

Formal closing ceremonies were held at the Adams Mark Exhibition Center with Philadelphia Mayor Ed Rendell greeting all of the delegates at the banquet that was accompanied by the sounds of the Greater Overbrook String Band, whose captain, the youngest in Mummers' history, is Francis Voight, '98.

La Salle revamps graduate program in Pastoral Counseling

After years of being part of the graduate psychology curriculum, La Salle University's Master of Arts program in Pastoral Counseling is stressing its theological foundation and finding a home in Graduate Religion.

"You, too, can perform miracles by touching the hearts of others," was the stated belief of St. John Baptist de La Salle, who founded the Christian Brothers teaching order 300 years ago. Today, Fr. Frank Berna, OFM, Ph.D., director of the university's Graduate Programs in Theological, Pastoral and Liturgical Studies, believes the same.

Father Berna is looking for prospective students who want to listen with compassion and make miracles happen.

Pastoral Counseling is a part-time program for working professionals looking for career change or enhancement.

"What makes this program unique is that it is pastoral counseling for lay people, and they come from all walks of life, including social work, law and education," Berna said.

Pastoral Counseling gives students a solid theological foundation as well as the psychological skills necessary to support families and individuals in moments of growth, crisis and loss. Graduates can pursue careers as hospice care personnel, parish nurses, hospital and prison chaplains, and counselors for high school, college and parish ministries.

Some of the courses include "Religion and Culture," "Human Sexuality and Christian Marriage," "Counseling the Adolescent," "Ministry to Families in the Face of Loss," "Understanding Human Death," "Counseling Theories," and "Human Behavior: Developmental Theories."

For Berna, the strength of the program is that it is a type of counseling that pays attention to people's religious beliefs. "The program was originally a part of graduate psychology," he said, "but because of a growing interest in the religious aspect of a person's well-being, Pastoral Counseling is now a part of Graduate Religion."

Rosa Lee Smith Receives Award Named in Honor of Her Late Husband

Nearly a decade after her husband's death, Rosa Lee Smith continues to carry on Dr. Warren E. Smith's legacy of love to his family, community, and beloved alma mater, La Salle University. On the tenth anniversary of an award established in his honor, it is appropriate that she was the recipient.

It happened on January 22 at the annual dinner sponsored by the African American Alumni and African American Students League when Mrs. Smith was presented with a Lifetime Achievement Award in recognition of her undying commitment to traditional Lasallian values in intellectual and spiritual pursuits.

"Although the Warren E. Smith, M.D., Award is usually given to a La Salle grad, the selection committee felt Mrs. Smith would be the perfect recipient of this year's award because of her valiant efforts to continue her husband's work," said George "Bud" Dotsey, '69, the university's director of alumni.

"When I was asked to accept the award named after my husband, my eyes immediately filled with tears," Mrs. Smith said. "It's such a privilege. I will do anything I can to honor him."

Her husband of 42 years, after whom several mental health clinics in Northwest Philadelphia are named, was one of the first African Americans to graduate from La Salle's Pre-Med program in 1954. For 15 years, he served as the university's psychiatrist before his death in 1990.

Mrs. Smith is a certified social worker and community activist in the West Oak Lane section of Philadelphia. Although originally from Pittsburgh, she made a home for her family just a few blocks from La Salle's campus when she married Warren over 50 years ago.

Like her husband, Mrs. Smith said she has a strong love of people and believes there is a basic good to be found in all people.

"Warren opened the door for a profound difference in my life," she said. "I became the social worker I would have never been if it weren't for him," she continued. "He is a part of who I am and what I'm doing—always."

A graduate of West Virginia State College, Mrs. Smith obtained her masters degree in social work from Bryn Mawr College in 1951. After serving a number of positions in the social work field, she came to La Salle as a counselor in their Academic Discovery Program



Rosa Lee Smith holds her gift, a lithograph of an original oil painting by Nigerian artist Ibatayo A. Ojomo. Also pictured are Alumni Association president Nicholas J. Lisi (left), La Salle University president Nicholas A. Giordano, and African American Student League president Larry Alston (right).

(ADP) for 12 years before leaving to take care of her ailing husband in 1989.

"I was always impressed with Mrs. Smith's insight into the true needs of our students," said director of La Salle's ADP, Bob Miedel. "She is a very special kind of person with special gifts."

"I have so many treasured memories of La Salle," Mrs. Smith said. "The experiences my husband and I have had there are forever engraved in my spirit."

In addition to her many roles in the workplace, Mrs. Smith has also held positions on various committees in her community. As member of the Berean Presbyterian Church, she served as an Elder and is currently finishing up her second year of biblical study. Some organizations she belongs to include the Academy of Certified Social Workers, the Medical Commission on Human Rights, the Royal Academy of Mental Health in England, NAACP, and the Urban Center Advisory Board at La Salle.

Of all her accomplishments, Mrs. Smith said she is most proud of her ability to touch the lives of others. "Knowing that I've been able to use my life to help

(continued on next page)



Kevin Dalmasse



Bud Hansen



Jeffrey Nick



Joseph Rodriguez

University's Board of Trustees Adds Four Members

Four new members have joined La Salle's Board of Trustees, it was announced by Nicholas A. Giordano, '65, the university's president.

They are Brother Kevin Dalmasse, F.S.C., '81, auxiliary visitor and director of education of the Baltimore Province of the De La Salle Christian Brothers; Elmer F. (Bud) Hansen, '58, founder of Hansen Properties, Inc., in Pennsylvania and Florida; Jeffrey J. Nick, chief executive officer of Delaware Management Holdings, Inc., in Philadelphia; and U.S. District Court Judge Joseph Rodriguez, '55, of New Jersey. Hansen previously served as a trustee of the university from 1986 to 1995.

Brother Dalmasse, who was named provincial in 1998, was principal at Bishop Walsh Middle High School, in Cumberland, Md., from 1995-97 where he had previously taught. In addition to serving for three years as director of vocations of the Baltimore Province, he has taught and worked in a number of administrative capacities at West Philadelphia Catholic High School and La Salle College High School, in Wyndmoor, Pa.

Hansen's company is engaged in real estate development that includes commercial, residential, and golf course communities. He has twice been honored as the developer of Communities of the Year for the Commonwealth National Country Club, outside Philadelphia, and the BallenIsles Country Club, in South Florida. The past president of the Philadelphia chapter of Legatus, he holds an honorary doctor of humane letters degree from St. Charles Seminary.

Nick is a graduate of Princeton University with an MBA from the University of Chicago. In addition to positions early in his career in management consultancy with Arthur D. Little, Inc., and merchant banking with Chase Investment Bank, he has worked in various executive capacities for the Lincoln National Corporation in the U.S. and London. In 1996, he was named president and CEO of Lincoln National Investment Companies, the holding company for LNC's third party investment and mutual fund business which encompasses, among others, Delaware Management Holdings, Inc.

Judge Rodriguez, a graduate of Rutgers University Law School, served in the cabinet-level position of Public Advocate/Public Defender for the State of New Jersey from 1992-95. He was a partner in the law firm of Brown & Connery, in Westmont, N.J., from 1959 to 1982. A past president of the New Jersey Bar Association, he holds a number of honorary degrees and has taught at Rutgers University and the University of Pennsylvania Law Schools. He received the "Man of the Year" award from the National Hispanic Bar Association in 1992.

somebody else is all the reward I would want on earth," she said. "The life that touches the lives of others goes on forever."

Robin, the Smiths' youngest daughter, graduated from La Salle in 1983. Now a psychologist, she is a consultant for national talk shows and has appeared on Montel Williams, Sally Jesse Raphael, and CNBC. "Dr. Robin," as she is affectionately known, is frequently heard as a guest expert on radio stations across the country.

Daniel J. Tann, Esq., '82, and Michael A. Mosley, '82, co-organizers of the African American Alumni, introduced an initiative at the dinner to more formally organize the organization.

New Director of Community Learning Center Appointed



Louise Giugliano has been appointed the new director of the university's Community Learning Center.

Prior to coming to La Salle, Giugliano worked as deputy director of PennSERVE, a statewide initiative to engage all citizens in community service, based at the Governor's Office of Citizen Service. "It gave me the opportunity to work in a variety of settings in this state by establishing regional networks," she said.

In addition to serving as an educational consultant in service learning and education reform, Guigliano was the director of the National Center for Service Learning and School Change, located at Cabrini College; director of Curriculum-Based Youth Service-Pennsylvania Citizen Service Project and director of community service at Abington (Pa.) Friends School. She also taught U.S. History at Abington Friends School and American Government at the Community College of Philadelphia.

"I wanted to work in higher education. I am interested in seeing how much we can cross over by working with the faculty and the community," said Giugliano.

At her new job, she hopes to "facilitate the good work of the people who are here," and will also "allow things to happen and be reflective about the work that is being done."

"I wanted to work in an institution where its mission supported the efforts of social justice," Guigliano said. "In the short time I have been here, I have seen social justice in action. These people walk their talk."

A native of Long Island, N.Y., Giugliano attended the State University of New York at Oneonta. She continued schooling at the University of Copenhagen in Denmark and later received her master's degree at George Washington University. She holds bachelor's and master's degrees in political science. She lives in Narberth with her 19-year-old daughter, a student at the University of the Arts in Philadelphia. She served on the Lower Merion School Board.

The Community Learning Center offers programs focusing on topics such as AIDS awareness, homelessness, tutoring for adults and children, as well as Habitat for Humanity, Amnesty International and Elder Care. The center also offers alternative breaks for students through the Chile Service Project, Project Appalachia and the Week of Hope in Boston, Mass. The center has more than 25 programs available to the community, all of which are run by La Salle students. The main idea of the center is that, through service, a community can be built and barriers of prejudice, injustice and stereotypes will be broken down.

La Salle on the Internet

You can e-mail the Alumni Office at alumni@lasalle.edu. If you would like to learn what's going on at the university, visit our Homepage at www.lasalle.edu

La Salle Sponsors Evening of Career Opportunities for Young Alumni

La Salle's Alumni and Career Planning Offices have joined PACNet, a consortium of five local institutions sponsoring "Access '99," an evening of career opportunities for young alumni, from 5:00 to 9:00 P.M. on April 29 at the Valley Forge Hilton.

Workshops on "High-tech Careers for Low-tech People" and "Charting Your Own Course: How to Start Your Own Small Business" will be offered twice, at 6:00 and 7:00 P.M. Some three dozen employers who are seeking job candidates with between two and ten years experience are expected to participate.

Registration is \$10 and can be arranged by calling the Alumni Office at 1-888-4-ALUM LU or by email: alumni@lasalle.edu.

SCHOOL OF BUSINESS ADMINISTRATION

'49 50TH REUNION MAY 15, 1999

'49
Father Joseph J. Miele, pastor of St. Anthony of Padua Church, in Red Bank, N. J., has joined the distinguished list of retired senior priests of the Trenton Diocese. **Albert W. Rostien** has been teaching English as a Second Language and giving social service support to Asian immigrants for ten years since his retirement in 1988.

'51
Robert F. Weinman has retired from the County of Bucks (Pa.) as the chief deputy controller after 12 years of service. Prior to this position, **Weinman** maintained an accounting practice for more than 30 years and was an assistant accounting professor at La Salle from 1964 through 1970.

'54 45TH REUNION MAY 15TH, 1999

'56
Joseph Schnupp has retired from the Xerox Corporation in Rochester, N.Y. after 34 years.

'59 40TH REUNION MAY 15, 1999



Cloran

'61
Joseph H. Cloran, a former president of the university's Alumni Association, has retired after 24 years with American Express, most recently as vice president of travel industries.

'62
Russell T. DiBella recently attended the annual national meeting of the Association of Former Special Agents of the IRS, where he was elected first vice-president/president-elect.

'64 35TH REUNION MAY 15, 1999

'69 30TH REUNION MAY 15, 1999

'70
C. Raymond Larkin, Jr., formerly president and CEO of Nelcor Puritan Bennett Corporation, was elected trustee of St. Mary's College of California, an institution of higher education sponsored by the Christian Brothers.



Leese

'71
Lawrence G. Leese, president of Mid-Atlantic Collections in Marlton, N.J., has been elected president of Philadelphia Business Executives (PBE), the premier business networking association in the Delaware Valley.

'73
Michael J. Buckley, CLU, ChFC, has been promoted to executive vice president and chief marketing officer for American General Life and Accident Insurance Company. He will be responsible for all sales and marketing functions, including the firm's 7,000 career agents in 26 states. **Donald Miller**, has retired and moved to Ivins, Utah where he is starting a new career selling mutual funds.

'74 25TH REUNION MAY 15, 1999

'74
Madeline Janowski, CPA, a director in the Tax Department of Asher & Company, Ltd., has been elected president of the Philadelphia Estate Planning Council, a non-profit continuing education and networking organization for professionals involved in estate planning throughout the Delaware Valley.

'77
Rosemary A. Gallagher, CPA, was named chief financial officer at BancBoston Capital, a provider of equity options ranging from venture capital to equity sponsorship, co-investment and mezzanine capital, as well as a global purchaser of secondary LP interests.

'79 20TH REUNION MAY 15, 1999

'79
BIRTH: to **Edward J. Zajac**,



Big Five Hall-of-Famers On and Off the Court

University president Nicholas A. Giordano, '65, greets La Salle's newest members of the Big Five Hall of Fame prior to their induction in ceremonies held this year on Dec. 1 at the Tom Gola Arena. They are Jennifer Cole, '93, the women's all-time single game, single season, and career scoring leader with a total of 1,875 points, and Jack Hurd, '92, the Explorers' top career three-point scorer and tenth all-time point-leader with 1,693 points. Cole and Hurd were named GTE Academic All Americas in 1992, the first time that one school had first team Academic All Americas in both men's and women's basketball.

Ph.D., and his wife, Linda, their second child, a daughter, Laura Alice.

'80
Kevin Davis, formerly the operations leader for St. Mary's Health System, in Knoxville, Tenn., was recently named chief resource officer for Catholic Healthcare Partners, in Cincinnati, Ohio.

'83
BIRTHS: to **Kevin Finlay** and **Patricia Pendergast Finlay**, their third son, Sean Robert; to **Michael Papa** and his wife, Lynn, twin boys, Zachary and Benjamin.

'84 15TH REUNION MAY 15, 1999

'84
Henry J. Straub was promoted from controller to CFO of Old Guard Insurance Group, in Lancaster, Pa. **Straub** previously spent 13 years in the Harrisburg and Philadelphia audit practices offices of KPMG Peat Marwick. **BIRTHS:** to **Frederick C. Mischler, Jr.**, and **Maureen McGonigal-Mischler ('85 BA)**, their third child, a daughter, Dana Marie; to **Sari A. Simon** and her

husband, Jeffrey Groh, a son, Bailey Alexander.

'85
BIRTH: to **Mark G. Tressel** and his wife, Rosalie, a daughter, Rosalie Ann.

'86
Timothy C. Stephens has been promoted to account manager for Diversified Software. **BIRTHS:** to **Marianne McErlane Smith** and her husband, George, their first child, a daughter, Miranda Frances; to **Joseph E. Truitt** and his wife, Nadine, a son, Nathaniel Joseph.

'87
BIRTH: to **John D. Rilling, CPA**, and **Maureen Ryan Rilling ('88 BA, '92 MA)**, their second child, a son, Joseph Andrew.

'89 10TH REUNION MAY 15, 1999

'89
Christine M. Kreeley, R.N., has been named director of nursing for hospital services at Philadelphia Geriatric Center (PGC). She will supervise nursing care

alumni notes

for the Hospital of the Home for the Jewish Aged, a 28-bed geriatric hospital in PGC's Friedman Pavilion.



Kreeley

She will also oversee nursing care for PGC's outpatient services department, including the department's short-procedures unit; and for the on-campus office of Senior Health Associates, PGC's community medical practice.

MARRIAGE: William Boell to Susan Hanson.

BIRTH: to Patricia Mahoney Grabowski and her husband, Dave, a son, David.

'91

MARRIAGE: Kevin Lenny to Maureen Hutchinson.

BIRTHS: to Diane Browne Burke and Joseph Burke ('90 BA), their first child, a son, Vincent John; to Albert Raggio and his wife, Lori, their second son, Michael Albert.

'92

Scott Campbell is a marketing manager at Intuit, in Alexandria, Va. **Thomas Furer** is a financial analyst with Solomon-Smith Barney, in New York.

MARRIAGES: Christopher J. Barbier to Jennifer M.

DeBernardi; Thomas Furer to Kathleen McGovern ('94 BA).

'93

MARRIAGE: William Krause to Jennifer Ann Cronan.

'94
5TH REUNION
MAY 15TH, 1999

'94

Michael J. Ragan is a project manager for The Delaney Companies, in Blue Bell, Pa.

MARRIAGE: Memie D. Myers to Erick Whiteside.

BIRTH: to Christopher De Santo and Rosa Ann Cacia De Santo, their first child, a daughter, Domenique Alexa.

'95

Coreen Ballisty Ragan is a financial analyst for McNeil Consumer Products, in Fort Washington, Pa.

MARRIAGE: Brian C. Reilly to

Shannon R. Mailey.

'96

MARRIAGE: Julie M. Bruce to Matthew Riley ('96 BA).

SCHOOL OF ARTS & SCIENCES

'49

50TH REUNION
MAY 15TH, 1999

'49

Joseph L. Battaglini and **Edward P. Carey** ('56 BA) recently met at an elderhostel program at the Holy Cross Monastery in West Park, N.Y., and enthusiastically recommend the experience. Elderhosteler is a non-profit organization that offers inexpensive, short-term continuing educational programs for older adults at some 1,800 institutions throughout the U.S., Canada, and 40 nations around the world.

'53

Dr. & Mrs. G. Russell Reiss, Jr., during a recent trip to San Francisco to attend the annual meeting of the American Academy of Pediatrics, visited with **Vince D'Andrea, M.D.**, and his wife Shirley. **Dr. D'Andrea** recently retired from the Psychiatry Department at Stanford University and is living in Atherton, Calif. **Thomas E. Wallace** retired from Lower Merion School District, in the Philadelphia suburbs, where he worked for 24 years as a teacher of German, French, English and A.P. History.

Wallace was also the athletic director for 20 years and coach of two undefeated football teams and eight undefeated tennis teams. He also taught for 13 years at Philadelphia's West Catholic High School and Pittsburgh's Central Catholic High School, and served for seven years as vocation director for the Baltimore Province of the Christian Brothers.

'54

45TH REUNION
MAY 15TH, 1999

'57

Peter Boyle is starring in the hit television show, "Everybody Loves Raymond," which is aired on Mondays on CBS at 9:00 P.M. (EST).

'58

Joseph McGuinness has retired from teaching and administration after 38 years with the School District of Philadelphia.

'59

40TH REUNION
MAY 15TH, 1999



Betz

'61

Paul F. Betz, Ph.D., a Wordsworth Scholar at Georgetown University, has donated the papers of 18th-century poet Susanna Blamire to the Wordsworth Trust at Grasmere, located in the English Lake district of northwestern England. **Betz** acquired some of the papers of Blamire, one of the earliest Romantic poets (1743-1796), in 1995 at an auction at Sotheby's. He also arranged to have the rest of the Blamire archives that had been in the hands of descendants of Susanna's brother, William, presented to the Trust.



McFadden

Joseph P. McFadden has retired from the home office of Allstate Insurance Company in Illinois. His last assignment was as territorial vice president which entailed responsibility for all insurance operations for the company in the eastern part of the country. **Richard M. Schieken, M.D.**, is profes-

sor and chairman of pediatric cardiology at Medical College of Virginia/VCU. **Dr. Schieken** recently graduated with a master's degree in health care administration from Medical College of Virginia.

'62

Nicholas J. Lisi, Esq., partner in Padova & Lisi in Philadelphia, was recently appointed to the Center City Advisory Board of Jefferson Bank. **George Vercessi** recently published his latest novel, "We The People," on the World Wide Web site www.1stbooks.com. The novel is a political thriller that uncovers a cunning scheme by the First Lady to take over the Presidency through murder and deceit. **Vercessi**, a retired U. S. Navy captain, has been writing since 1991 and is credited with developing and co-producing "The Silver Strand," an MGM film produced for the television cable network, Showtime.



Cronin

'63

Patrick J. Cronin, who has appeared in numerous films, television shows, and commercials, is serving as chairholder of the Wayne G. Basler Chair of Excellence this spring at East Tennessee State University. **Cronin** will teach a course, "Acting for the Camera," deliver four public lectures, and make appearances at various high schools and civic groups in the Johnson City area. **Francis X. Gindhart** has joined Patton

MARK YOUR CALENDAR FOR THESE IMPORTANT EVENTS

Grimes Lecture	April 11
President's Cup Golf Tournament	April 19
Roland Holroyd Lecture	April 23
PACNet Networking (Valley Forge Hilton)	April 29
Alumni Association Board Meeting (Communication Center)	May 5
REUNION '99	May 15
Baccalaureate Liturgy/ Senior Faculty Reception	May 22
Commencement/Alumni Induction Ceremony	May 23
Chicago Area Reception for Brother Michael McGinniss	June 25
Young Alumni Reception (Princeton Inn, Avalon, N.J.)	August 28

Boggs, LLP, as counsel to its intellectual property group, in Washington, D.C.

**'64
35TH REUNION
MAY 15TH, 1999**

'64
Sean Gresh, Ed.D., represented his Alma Mater at the inauguration of Roy J. Nirschel, second president of Newbury College, in Brookline, Mass.

'65
Dr. James A. Dunn, Jr., professor of political science at Rutgers University-Camden, recently published a book, "Driving Forces: The Automobile Its Enemies and the Politics of Mobility," with the Brookings Institution Press, Washington, D.C. **Martin Zewe, F.S.C.**, was selected by the Lasallian Mission and Ministry Committee of the Baltimore Province of the Christian Brothers as its Distinguished Educator of the Year.

'66
Thomas J. Bonner, a partner in the law firm of Sullivan &

Donovan, LLP, has been named chair of the New York State Bar Association's 2,030-member International Law and Practice Section. **Bonner** practices in the areas of banking, trade, litigation and immigration law. **Bruce Zehnle** delivered a workshop at the National Catholic Education Association Convention in New Orleans, La.

Vergare



'67
Dr. Augustine E. Moffitt, Jr., senior vice president and chief administrative officer at Bethlehem Steel Corporation, in Bethlehem, Pa., has been elected to the board of directors of the National Safety Council for a two-year term. Prior to joining Bethlehem Steel in 1973, **Dr. Moffitt** worked for the National Institute for Occupational Safety and Health. **Michael J. Vergare, M.D.**, has been named the

Daniel Lieberman Professor and chairman of the Department of Psychiatry and Human Behavior at Jefferson Medical College of Thomas Jefferson University, in Philadelphia. **Dr. Vergare** will continue as chairman of the Department of Psychiatry at Philadelphia's Albert Einstein Medical Center.

**'69
30TH REUNION
MAY 15TH, 1999**

'69
Francis J. Sullivan, Esq., senior partner of the law firm of Sullivan & Sullivan, has been elected president of the Bucks County (Pa.) Bar Association. **BIRTH:** to **John P. (Jack) McLaughlin** and his wife Karen, a son, Jackson.

'70
James M. Carroll is a freelance writer dealing mainly with employment law issues. **Carroll** has also authored a new book entitled, "Golf From the Fringe." **Paul Howard**, a 25-year Department of Correction veteran, is bureau

chief of Delaware prisons and is responsible for all six of the state's prisons and their 5,800 inmates. **Anthony M. Matteo** has been promoted to full professor of philosophy and elected president of the faculty at Elizabethtown (Pa.) College.

'71
Jeff Jonaitis is the founder and president of Star Intermodal Services, Inc. in Westfield, Mass., a regional trucking company serving New England. **George E. Kientzy, Jr.**, is serving his second term as chairman of the Bethesda Hospital Foundation. The Foundation raised \$3.9 million in less than a year for an endowment for its community-owned, not-for-profit hospital in Florida. **Brian J. Laline**, associate editor of the *Staten Island Advance*, in New York, has been selected to receive the Albert V. Maniscalco Award in recognition of his support of community issues. Since 1986, this award has been presented to servants of the public who model the activism of Staten Island's ninth borough president.



**EXPLORE NEW HEIGHTS. . .
Become a member of the
La Salle Explorer Club**

The Explorer Club is the athletic development fund for La Salle University and provides support for 23 intercollegiate athletic programs. Members of the Explorer Club can receive benefits at various levels including priority for purchasing the best seats in the house for ticketed events. Gifts can be designated for the sport of your choice or to the General Athletic Fund.

To receive an Explorer Club Membership application or for more information call (215) 951-1606.

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- Athletic Equipment and Supplies
- Athletic Publications and Promotional Materials
- Radio and TV Production
- Athletic Travel
- Other Special Needs

2nd Annual Explorer Club Spring Fund Drive

We are looking for individuals who are interested in serving as fund drive workers. All interested persons should contact the Athletic Advancement Office at (215) 951-1606.



La Salle President Nicholas Giordano, '65, chats with Explorer Club President John Carabello, DMD, '62.

Fund Drive Schedule of Events:

Training Session	April 13
Kick Off Party	April 22
Reporting Sessions	May 6, 20
Phonathons	May 10/11, 17/18, 24/25
Victory Celebration	May 27

alumni notes



Merkle

Edward R. Merkle, former captain of La Salle's swim team, has been selected twice for inclusion in the publication, *Who's Who Among American Teachers*. Merkle teaches world history, world geography and world culture at the Dreyfoos School of the Arts, in Palm Beach County, Fla.

'72
U.S. Navy Capt. William E. Lehner, M.D., recently reported for duty at the National Naval Medical Center, in Bethesda, Md.

'73
Michael F. Raczynski was promoted to assistant vice president for student affairs/student facilities and finance at the University of Alabama at Birmingham.

'74
**25TH REUNION
MAY 15TH, 1999**

'74
Alexander D. Bono, a partner in the law firm of Blank Rome Comisky & McCauley LLP and a member of its management committee, has been selected to serve a fourth term as chair of the American Bar Association's Securities Litigation Subcommittee on Accounting Issues. Bono is a frequent lecturer and author on various topics relating to complex, financial and class action litigation, and has served as court-appointed liaison counsel and class counsel in such cases.



DiPiero

The National Board of Trial Advocacy announced that **Andrew DiPiero, Jr.**, has successfully achieved board certification as a civil trial

advocate through NBTA. **DiPiero** recently joined the law firm of Master, Weinstein, Schnoll & Dodig, in Philadelphia.

'75
George J. Zimmerman, Ph.D., has been named director of Colgate Palmolive's Global Year 2000 Compliance Program.

'76
Dr. Don Di Ienno specializes in the art of hair transplantation in Clearwater, Fla.

'77
Louis A. Petroni is the managing partner for Montgomery McCracken Walker & Rhoads' New Jersey office.

'78
Joseph M. Phillips, Jr., Ph.D. was appointed associate dean/director of graduate business programs at Creighton University, in Omaha, Neb.

'79
**20TH REUNION
MAY 15TH, 1999**

'79
John M. Draganescu, M.D., authored a case study and review of Vitamin C deficiency that was published in the November, 1998 issue of *Postgraduate Medicine*.

'80
Dr. James P. Whelan has been appointed by the Governor of Tennessee to serve on that state's Psychology Licensing Board.

'81
Dr. Gene Eline, Jr. has been inducted as a fellow of the American Academy of Orthopaedic Surgeons. **Dr. Eline** practices spinal surgery in Beaufort and Hilton Head, S. C. and is a clinical professor at the Medical University of South Carolina in Charleston. **Harvey L. Madonick, M.D.** is chairman of emergency medicine at Berkshire Medical Center, in Pittsfield, Mass. BIRTH: to **Harvey L. Madonick, M.D.** and his wife, Vicki, their fourth child, Darby Sara.

'83
Jude Conroy is an assistant district attorney in the Philadelphia District Attorney's Office. Since 1993, he had been serving in the Homicide Unit.

'84
**15TH REUNION
MAY 15TH, 1999**

Hayman Center



Pledges and Gifts

as of 3/23/99

Groups	Pledges	Amount	Gifts	Amount
Alumni	5,080	\$1,752,324	5,531	\$1,130,095
Other Orgs.	5	12,295	6	7,295
Parents	841	151,018	910	82,064
Matching Gifts	388	76,455	388	76,455
Faculty/Staff	49	45,561	44	22,694
Friends	25	22,200	34	18,875
Corporations	8	48,875	8	26,375
Foundations				
Total			6,885	\$1,363,853

OPTIONS

Did you know that one of your many options for making a gift to La Salle University is the use of stock options?

Incentive stock options are a great employee benefit. However, there are two factors that can be a drawback for some individuals: the recognition of taxable income and the out of pocket expense to exercise them.

When a stock option is exercised the difference between the exercise price and the current market value must be reported as ordinary taxable income.

The stock can be donated to La Salle and a charitable contribution would be allowed for the difference between the fair market value and the recognized taxable income.

For example: A person that exercises a stock option to purchase shares at \$75 when the stock is selling at \$100 would recognize \$25 ordinary taxable income. If he donates the stock to La Salle, he would receive a charitable deduction for \$75 (fair market value less ordinary taxable income). Thus, the charitable deduction would offset the recognized income.

For those individuals who may not have the necessary cash, there are other options.

For more information contact Gregory J. D'Angelo, the university's director of planned giving, at (215) 951-1881.

WE ARE PLEASED TO ANNOUNCE

**THE
PRESIDENTIAL
INAUGURAL WEEKEND
FOR**

**BROTHER MICHAEL J. MCGINNISS,
F.S.C., PH.D., '70**



**FRIDAY, SEPTEMBER 24TH
SATURDAY, SEPTEMBER 25TH
SUNDAY, SEPTEMBER 26TH**

**THE FORMAL INAUGURAL CEREMONY
WILL BE HELD
ON FRIDAY AFTERNOON**

**A FULL SCHEDULE OF EVENTS
WILL APPEAR IN THE SUMMER ISSUE
OF LA SALLE**

alumni notes



Coppola

'85
Steven A. Coccodrilli was promoted to district sales manager for TAP Pharmaceuticals. **Marco Coppola, D.O., FACEP**, has joined the department of emergency medicine at Scott & White, in Temple, Texas. **Dr. Coppola** will be the director of the Emergency Medicine Residency program, and research director of the Department of Emergency Medicine.



Henderson

Barbara Pomponio Henderson, director of communications of the American Heart Association, Southeastern Pennsylvania Region, has been honored by the Association with the Rome Betts Award of Excellence in Communications. The national award is given annually to recognize exceptional achievements by an individual in the field of communications and media relations. **MARRIAGE: Patricia D. Schena** to Thomas J. Grube. **BIRTH: to Maureen McGonigal-Mischler and Frederick C. Mischler, Jr. ('84 BBA)**, their third child, a daughter, Dana Marie.

'86
Kevin M. Cregan, M.D., has accepted a position as staff radiologist at Good Samaritan Hospital, in Pottsville, Pa. **Laura Peszka Gible** is the executive director of Child Care Consultants, Inc. of York, Pa., and is responsible for the administration of the nonprofit child care resource and referral agency with a \$2.9 million budget. **Gible** is the public policy chairwoman for the York Area Association of the Education of Young People, which honored her this year with its Children's Champion Award. **MARRIAGE: Gregory Braun** to **Judith Gallagher**. **BIRTH: to Lisa Tresnan Allen**

and her husband, Greg, their first child, a daughter, Grace Patricia.

'87
BIRTH: to Mary Timmins Schluth and her husband, Rob, a daughter, Catherine Grace. Both grandfathers, **Frank Schluth ('64 BS)** and **William Timmins, Jr. ('60 BS)**, are La Salle Alumni.

'88
Tracey Bradigan has recently been chosen to participate in the Free Library of Philadelphia's "Library Trainee Program." **Mary Garone** has been promoted to regional account executive for TAP Pharmaceuticals. **Michelle Marie Kelly** has professed her final vows as a Sister of Notre Dame at Notre Dame Educational Center, in Chardon, Ohio. **MARRIAGE: Aileen E. O'Brien** to Anthony S. Walka.

'89 10TH REUNION MAY 15, 1999

'89
Michael J. Sharon is chief, nuclear emergency response, for the Maryland Department of the Environment. He is also a captain in the Maryland National Guard and commander of the 290th Military Police Company.



Blash

'90
Michael Blash has been named group manager, communications & association relations, primary care/hospital/CNS, for Zeneca Pharmaceuticals, located in Wilmington. He is responsible for public relations and association relations strategy development for Zeneca's marketed products in the primary care, hospital care and central nervous system (CNS) areas. He also supports corporate business objectives for the U.S. pharmaceuticals business unit. **MARRIAGE: Michelle Lynn Wanner** to Hans Lee Gorrell Crouse. **BIRTH: to Joseph Burke and Diane Browne Burke ('91 BBA)**, their first child, a son, Vincent John.

'91
Jodi Ann Palerino Bakley is employed by RPS Inc., as an area sales executive in East

Windsor, N.J. **MARRIAGE: Jodi Ann Palerino** to James Patrick Bakley.

'92
Lisa Weimer Appelt recently received her Ph.D. in nutrition from the University of Minnesota and is on faculty at Texas A&M University-Kingsville, where she is teaching food and nutrition science courses and doing research on phyto-chemicals and chemoprevention of cancer. **Brian M. Fish** received his juris doctor degree from Loyola University New Orleans School of Law. **Fish** is working as a law clerk for a local district court judge in a New Orleans suburb. **William J. Gretzula** was named assistant principal at Poquessing Middle School in Neshaminy (Bucks County), Pa. **Mark V. Krajenak** has been named manager of media relations at Pharmacia & Upjohn, a Bridgewater, N.J. global, research-based pharmaceutical company that has its roots in Italy, Sweden, and the United States. Previously, **Krajenak** was associate editor and staff writer for *Med Ad News*, a pharmaceutical business and marketing magazine located in West Trenton, N.J. **MARRIAGE: Dr. Thomas Anthony Haldis** to Laura Joanne Viozzi.

'93
Jill Hershey has joined Senator Rick Santorum's (R-Pa.) legislative staff. She previously served as a senior legislative assistant for Rep. John Peterson (R-Pa.) and in various capacities for Rep. Bill Clinger (R-Pa.), including legislative correspondent and legislative assistant. **Jason Powell** has become associated with the law firm, Ferry and Joseph, P.A., located in Wilmington, Del. **MARRIAGE: Michael Ricci** to Jeannine Lutz.

'94 5TH REUNION MAY 15TH, 1999

'94
Lisa Chismar Cleary received a master of science degree in counselor education-secondary, from Marywood University, in Scranton, Pa. **Michael J. Clemente** is an adjunct professor, currently teaching Italian, at St. Joseph's University. **Kathleen McGovern Furer** is a recruiter for Jordan & Jordan in New York. **MARRIAGE: Kathleen McGovern** to **Thomas Furer ('92**

BBA).

'95
MARRIAGES: Bradford C. Lyons to **Stephanie M. Irvine**; **David Spaulding** to **Janet Stewart**. **BIRTH: to Joanne Brown Bamber** and her husband, Bill, a daughter, Brianne Marie.

'96
Michael A. Marsh is a supervisor for Cendant Mortgage, in Mount Laurel, N.J. **MARRIAGES: Daniel Hoban, Jr.**, to **Nonee Lee Wagner**; **Michael A. Marsh** to **Lisa M. Connelly**; **Matthew Riley** to **Julie M. Bruce ('96 BBA)**.



Currie

'97
Kevin Currie has been appointed director of athletic communications at La Salle University, coordinating the publicity efforts for the Explorers' 23 men's and women's sports. **Heather McLaughlin** recently passed the New Jersey State Life Insurance exam and became a personal financial analyst, working as an independent contractor of Citigroup's company, Primerica Financial Services.

MASTER OF BUSINESS ADMINISTRATION



Sherlock

'79
James A. Sherlock ('75 BS) is the 1998 recipient of the Jack F. Derrickson Award for Outstanding Course Leadership given by the American Institute for CPCU and the Insurance Institute of America. **Sherlock** is principal consultant, training department, at CIGNA Property & Casualty Companies in Philadelphia, Pa. **Paulette Travers Zimmerman ('75 BBA)** manages her own consulting business that services the health care, pharmaceutical, and biotechnology sectors.



Don't Forget **REUNION**
1999 on Saturday, May 15

An Invitation to the members of the Classes of '49, '54, '59, '64, '69, '74, '79, '84, '89, '94 and to all La Salle University Alumni who would like to attend!

EXPLORER SESSIONS

Reservations are required for these informational sessions on such popular topics as "The Legacy of La Salle," "The Christian Brothers Today and Toward the 21st Century," "Guided Walking Tours of Belfield," and a "Hayman Center/Tom Gola Arena Tour."



ALUMNI CONVOCATION

President Nicholas A. Giordano, '65, will present special Commemorative Medallions to the Golden Anniversary Class of '49 and the Silver Anniversary Class of '73. Class Gift presentations will be made by all reunion classes.

REUNION LITURGY

Will be celebrated in the De La Salle Chapel in College Hall

COCKTAIL RECEPTION AND DINNER

All classes will enjoy a reception, dinner, and after-dinner socializing in the newly-renovated Hayman Center.

OTHER EXCITING ACTIVITIES

Enjoy walking and shuttle-bus tours of the campus, including special tours of the Art Museum and Connelly Library, shopping in the Campus Store, and exercising on the Wetzler Track, tennis courts, or Binns Fitness Center on the South Campus.

BE OUR GRIDIRON GUEST

Coupons will be available to all alums who attend the Reunion '99 dinner which can be redeemed for two tickets to a La Salle football game this fall.



REUNION '99 BROCHURES HAVE BEEN MAILED TO THE CLASSES HIGHLIGHTED ABOVE. IF YOU HAVE NOT RECEIVED YOURS OR ARE NOT IN ONE OF THOSE CLASSES BUT WOULD LIKE TO ATTEND, CALL THE ALUMNI OFFICE FOR YOUR BROCHURE AND RESERVATION FORM: 215-951-1535 or 1-888-4-ALUM LU.



'87

Cynthia A. McGlone ('84 BBA) has been promoted to chief operating officer and associate vice president at Germantown Hospital and Community Health Services, part of the Albert Einstein Healthcare Network.

'93

MARRIAGE: Michael Bensing to Kim Kardos.

'94

MARRIAGE: Gregg John Gola ('87 BBA) to Meghan Patricia Tighe.

'96

BIRTH: to George Haitsch ('88 BS) and his wife, Susan, their first child, a daughter, Claire Elizabeth.

'97

U.S. Navy Commander Christopher M. Vitt recently received a Food Service Management Excellence Award while assigned at the Naval Air Station in Pensacola, Fla.

MASTER OF ARTS

'73

Reverend Terence Kristofak, C.P., was elected provincial of the Passionists' Eastern United States Province for a four-year term.

'86

Gerianne Braden-Whartenby recently received the Distinguished Alumna Award for Professional Achievement from Felician College in Lodi, N.J. She is director of youth programs and director of public relations for the Xavier Retreat and Conference Center in Convent Station, N.J.

'92

BIRTH: to Maureen Ryan Rilling ('88 BA) and **John D. Rilling ('87 BS)**, their second child, a son, Joseph Andrew.

MASTER OF SCIENCE

'91

Rosemary L. Mazzarella ('85 BA) was nominated for inclusion in *Who's Who Among Women*. In addition, **Mazzarella** participated in a major fund raising auction for Special People in The Northeast.

Verdeur Memorial Dedication Slated

All alumni and friends are invited to attend the dedication of the memorial to the late Joseph T. Verdeur, '50, at 2:00 P.M. on Saturday, May 15 in the Hall of Athletes complex of Hayman Hall. Verdeur, who was called the "greatest swimmer of the first half-century" by legendary sportswriter Grantland Rice, is La Salle's only Olympic individual gold medal winner. He won the 200 breaststroke at the 1948 Olympics in London.

NECROLOGY

'33

William L. Janus, M.D.

'39

John M. Davies
Joseph P. Quinlan, CPA

'41

Carl G. Ungaro, Sr.

'43

John T. Marron

'44

J. Miller Bosch, F.S.C.

'48

Anthony F. Faia
Patrick J. Sweeney

'49

Harry T. Arton
Louis M. Kaniecki
John R. Norpel
William F. Saponaro, M.D.

'50

Benedict Capra
Charles J. Coyle
John J. Keegan
J. Thomas McGlynn
Thomas J. Nolan

'51

Raymond E. Lilly

'52

Michael D. Sassi

'53

Kevin McManus, F.S.C.
Michael P. Montemuro

'54

John F. Eagan
John J. McGuigan

'55

Thomas J. Bagnell, Jr.

'56

Edward T. Bresnan
Bernard J. Costello

'57

William J. Trenwith

'58

Joseph L. Miller

'59

Robert J. Bennett, Sr.
Thomas J. Colahan
Leo A. Donohue
Thomas A. Grey

'60

Peter E. Farrell, M.D.

'61

Richard Q. Gallagher

'67

Francis X. McKeon

'68

Michael W. Heebner

'69

Charles J. Kedra

'70

Albert J. DiMarco, Jr.

'71

Charles J. Borrelli

'73

James A. Fox
Thomas J. Pilgermayer

'74

Joseph J. Brady
William McDowell

'75

David W. Carickhoff
Barbara Ann Diehl

'76

John V. Scala
Michael T. Zubyk

'78

Earl R. Garden
Karl J. Wicher

'86

Joseph D. Welsh

'87

Karen Hoster Havelin

'91

John McGoldrick

'94

Joseph Gozum



**Drs. Joseph Flubacher and Henry G. DeVincent
Honored at Alumni Awards Dinner**

Dr. Joseph Flubacher, '35 (second from left), La Salle's beloved professor emeritus of economics received the Signum Fidei Medal, the university's highest alumni award, at the Alumni Association's annual Awards Dinner on November 20 in the Union Ballroom. At the same event, **Henry G. DeVincent, M.D., '56** (second from right), a prominent Philadelphia area orthopaedic surgeon and a member of the university's Board of Trustees, received the John J. Finley Memorial Award in recognition of outstanding service to the Alumni Association. Also pictured are La Salle's president **Nicholas A. Giordano, '65** (right), and **Nicholas J. Lisi, '62**, president of the Alumni Association. Some 48 members of the senior class were inducted into the Alpha Epsilon Alumni Honor Society at the same event.

Dr. Flubacher, who taught, counseled, and advised generations of students during a La Salle career spanning more than 60 years, became one of the few lay persons affiliated as a member of the Institute of the Brothers of the Christian Brothers in 1992. In 1996, the Joseph Flubacher Scholarship was established as a testimonial to his legendary 60-year career at La Salle that included being chosen to share the first Lindback Award for Distinguished Teaching. The \$250,000 endowment will provide a one-year, full-tuition scholarship at the university. He also chaired the university's Economics Department for many years and served as assistant to the president.

The Signum Fidei Medal, which derives its name from "Sign of Faith," the motto of the Christian Brothers, recognizes personal achievements in harmony with the established aims of La Salle University. Previous recipients have included Philadelphia's Denis Cardinal Dougherty, Bishop Fulton J. Sheen, Rev. Leon Sullivan, Senator Eugene McCarthy, R. Sargent Shriver, and Sister Mary Scullion, among others.

Dr. DeVincent, who has spent most of his career at Holy Redeemer Hospital, in Meadowbrook, Pa., where he is chief of orthopaedic surgery, is also the president of Magnetic Resonance Imaging, in New Port Richey, Fla. A Diplomat of the American Board of Orthopaedic Surgery, he received the annual Roland Holroyd Award in 1998 for significant contributions to the medical profession. The university's baseball field is named in honor of DeVincent who starred for the Explorers and later played minor league baseball in the Cincinnati Reds' system before deciding to concentrate on a medical career.

**Health Professions Alumni
Elect New Officers**

The **HEALTH PROFESSIONS ALUMNI** held their annual Business Meeting and Brunch on Sunday, December 6. **James P. Murphy, DMD, '84**, stepped down with thanks to all at the end of his two-year stint as president. Ascending to that position is **Joan A. Lit, M.D., '83**, with **Thomas F. Toomey, Jr., M.D., '59**, assuming the mantle of vice president. Newly elected as treasurer was **Michael Hajatian, Jr., DDS, '70**. University president **Nicholas A. Giordano, '65**, addressed the gathering, which included **Doctors David J. Badolato, '71; Gerald Burke, '75; Michael J. Contorno, '70; Joy Gianvittorio, '93; Tom McPhillips, F.S.C., Ph.D., '72; Stanley T. Praiss, '61; Dan Rakowski. G. Russell Reiss, '53; Rosemarie Reiss, and Richard Tucker, '70.**

Alumni Gather From Coast to Coast

Thousands of loyal Explorer fans were treated to a classic Big 5 match-up on Saturday, January 23rd when La Salle defeated traditional arch-rival St. Joseph's in double overtime at the Spectrum. Among the groups present were members of the Health Professions and their guests who occupied two VIP Suites while cheering the Explorers on to victory.

PITTSBURGH area alumni met prior to the La Salle-Duquesne game at Duquesne on February 20. Present for the event hosted by the Alumni Office were **Rich Kochanski, '69**, assistant director of alumni; **Bill Sproule, '64; Bob Kraemer, '57, Peter Matje, '71**, and others.

The **SAN FRANCISCO BAY** area alumni gathered on February 24 at the Hyatt at the Fisherman's Wharf to socialize, reminisce, and catch up on campus happenings.

The **SOUTH JERSEY** Alumni Chapter is being revitalized under the leadership of **Peter J. Finley, Ed.D., '53**. If you are interested in joining or would like more information, call the Alumni Office at (215) 951-1535 or e-mail alumni@lasalle.edu.

The Alumni Association sponsored the critically-acclaimed one act play "Late Nite Catechism" on March 27 to benefit the university's **BROTHER PATRICK ELLIS SCHOLARSHIP FUND**. The packed house at the Dan Rodden Theater was treated to an uproarious and hilarious performance of this reminder of what it meant to "grow up Catholic."

Three Great Adventures!

Sponsored by "EXPLORATIONS"
La Salle University Alumni Association's Travel Committee

SCANDINAVIAN CAPITALS & ST. PETERSBURG

16-Day Deluxe Cruise Tour

Aboard Norwegian Cruise Line's Four-Star NORWEGIAN DREAM
2 FREE Nights in a London First Class Hotel
FREE Airfare from Select East Coast Cities - many Non-Stop Flights

Departing May 14, 1999 - Returning: May 29, 1999
As Low As \$2759 per person based on double occupancy

Departing: Jun 24, Jul 6, 1999 - Returning: Jul 9, Jul 21, 1999
As Low As \$3359 per person based on double occupancy

Departing: Aug 11, 1999 - Returning: Aug 26, 1999
As Low As \$3399 per person based on double occupancy

AMERICA'S MAGNIFICENT NATIONAL PARKS

15-Day, leisurely paced, fully escorted, memorable journey featuring
Yellowstone National Park - Old Faithful - Grand Teton National Park -
Arches National Park - The Colorado River - Monument Valley -
Grand Canyon National Park - Lake Powell & Glen Canyon National
Recreation Area - Bryce Canyon National Park - Zion National Park -
Salt Lake City - Las Vegas

Departing: May 24, 1999 - Returning: Jun 7, 1999
As Low As \$2195 per person based on double occupancy - Land Only *
As Low As \$2645 per person based on double occupancy - Philadelphia

Departing: Jul 5, Aug 16 & Sep 13, 1999 -
Returning: Jul 19, Aug 30 & Sep 27, 1999
As Low As \$2295 per person based on double occupancy - Land Only *
As Low As \$2745 per person based on double occupancy - Philadelphia

* Land Only passengers must make their own arrangements to
Bozeman, Mt and home from Las Vegas, NV

THE PANAMA CANAL

13-Day Deluxe Cruise Tour

Aboard Holland America's Four-Star NOORDAM
Acapulco, Santa Cruz Huatulco, Mexico - Puerto Caldera, Costa Rica -
Panama Canal Crossing - Cartagena, Columbia -
Half Moon Cay, Bahamas
FREE Airfare from most major U.S. cities

As Low As \$2199 per person based on double occupancy
Departing: Oct 11, 31 and NOV 8, 28, 1999



To receive a travel packet, call the Alumni Office at 215-951-1535 or 1-898-4ALUM-LU.

What is the *Annual Fund* About?



... It's about this generation of La Salle students

... It's about the future



... It's about YOU

As a La Salle Alum, You are an Important Part of our Past, Present, and Future. Won't You Invest in the Institution that Helped Shape Your Future and Provided a Rich Foundation for Your Career?

Celebrate Giving with a Gift Today to the 1998-99 Annual Fund Campaign

(Campaign ends on June 30, 1999)



La Salle University
Development Office
Philadelphia, PA 19141-1199
Phone: (215) 951-1539
Fax: (215) 951-1542
e-mail: development@lasalle.edu

Make Sure You're Part of the Picture



ALUMNI REUNION '99 is almost here!

If you are from the Classes of
'44, '49, '54, '59, '64, '69, '74, '79, '84, '89, '94
Your Reunion will be on Saturday, May 15, 1999
Mark Your Calendars Now!

For Information, Call the Alumni Office at (215) 951-1535.

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