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Recommended Citation

(2020) "Innovator - Fall 2010," *Innovator*. Vol. 2010 : Iss. 2 , Article 1.
Available at: <https://jdc.jefferson.edu/innovator/vol2010/iss2/1>

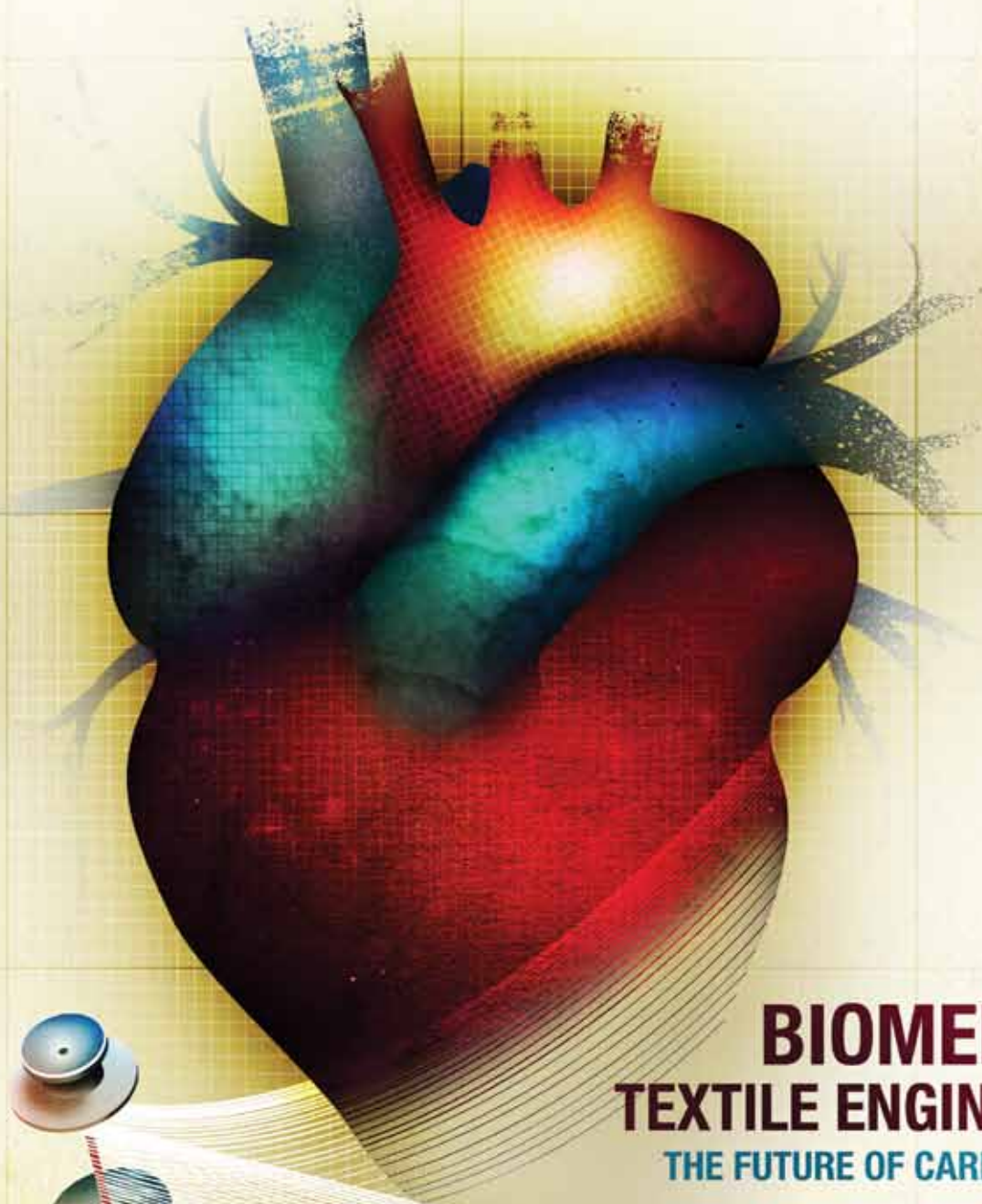
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PHILADELPHIA UNIVERSITY

INNOVATOR

MAGAZINE

Fall 2010



**BIOMEDICAL
TEXTILE ENGINEERING**
THE FUTURE OF CARDIAC REPAIR

The Business of Fashion • Men in Flight

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On the Cover

**BIOMEDICAL TEXTILE ENGINEERING:
The Future of Cardiac Repair**

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

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

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

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

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



About the illustrator:

Philadelphia University graduate Michael Erazo-Kase '97 is a successful designer and illustrator whose studio-based work has included projects for Sony Electronics, Sirius Satellite Radio and *Seattle Metropolitan Magazine*. Erazo-Kase's work has appeared in *Print* magazine's Regional Design Annual publication, *HOW* magazine's International Design Annual publication and *CMYK Magazine*. He graduated from Philadelphia University with a degree in graphic design communication, and is currently an adjunct faculty member in the School of Design and Engineering.



Philadelphia University *Innovator Magazine* is produced by the Public Relations Department. Letters, editorial contributions and photographs from alumni should be directed to Linda J. Hollenback at Philadelphia University, Alumni Relations, 4201 Henry Ave., Phila., Pa. 19144; phone 215.951.2929; email alumni@PhilaU.edu. Follow PhilaU online! Check out links at www.PhilaU.edu/today.

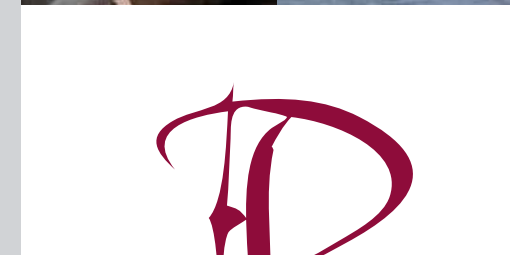
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Textile Legacy Leading to Biomedical Breakthroughs

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

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

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

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

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

"Our goal is to be the leading biomedical textile structures lab in the world," says David Brookstein, Sc.D., executive dean for University research and former dean of the School of Engi-

neering and Textiles, now the School of Design and Engineering.

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

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

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

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

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

Teamwork by researchers in cell biology, en-

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

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

"Trying to duplicate nature is very, very complex," says Govindaraj, who has expertise in the engineering applications of textile material-based systems, including modeling and developing complex woven structures. "To do that takes a concerted, collegial approach. First, we must have the physicians and surgeons communicate an idea about a need. Then, we need the biotechnologists to help us understand compatibility." Finally, he says, "We need to build the textile structure that will fit the need and be compatible within the human body."

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

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

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

that leads to improved cardiac function will be very meaningful.”

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

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

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

“We have high confidence this will move on to the next testing stage,” Lelkes says. Unlike car-

diac assistance devices that can mechanically restart or support an ailing heart, a cardiac patch — made of textile-templated bioactive materials — holds promise of growing healthy tissue in dead or damaged areas of these hearts. It also offers an easier fix than more invasive surgical repairs. “Using a cardiac patch to repair a heart is preferred over complex surgery,” Lelkes says.

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

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



Haiyan “Tracy” Zhu M’11 (foreground), a textile engineering graduate student who works in the lab; Dr. Yah-El Har-El (back left), a senior post-doctorate chemical engineer; David Brookstein, Sc.D. (back center), executive dean for university research; and Muthu Govindaraj, Ph.D., (back right), program director and professor of engineering, analyze the textile output from the Jacquard shuttle loom.

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

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

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

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

In some ways, the Biomedical Textile Structures Laboratory presents a “back to the future”

opportunity for Philadelphia University, which opened its doors 126 years ago as the nation’s first textiles school. The University’s significant history in textile engineering and science is the foundation on which the 21st-century laboratory was created, Brookstein says.

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

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

Acknowledging the University’s significant history in this field while looking to the future, Brookstein says, “Now we are leading the way in determining how to use textiles for vascular, skin, nerve and bone tissue engineering. And we are planning to partner with additional faculty from medical schools and researchers from industry to develop new implantable products.”

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



PHILAU: A GREAT RETURN ON INVESTMENT

By President Stephen Spinelli Jr., Ph.D.



photo credit: Clem Murray, Philadelphia Inquirer

This is the time of year when many parents and high school seniors are thinking about investing in a college education. How valuable will that degree be in the work place? What are the benefits — financial and otherwise — of pursuing a university degree?

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

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

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

The median earnings of those with bachelor’s degree who worked full-time in 2008 were \$55,700, compared with \$33,800 for high school graduates, the study found. Over the course of a 40-year career, that annual pay advantage would result in an additional \$876,000 for the person with a bachelor’s degree. But that may be a low estimate, as the researchers found that the pay gap widened over time — giving college graduates even more of an edge throughout their working life.

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

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

Let me provide a little more detail.

Philadelphia University is committed to providing a wide range of programs that address the needs of 21st-century employers and which are taught by first-class faculty.

In the classroom, we offer a distinctive curriculum that is collaborative, active, connected to the real world and infused with the liberal arts — and our students are engaged at every level of the academic experience. Our graduates go on to achieve and become leaders in their fields.

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

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

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

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

PHILAU COMMUNITY GIVES BACK ON THIRD ANNUAL DAY OF SERVICE

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

Nearly 40 projects throughout Philadelphia included tutoring elementary-school children; providing career advice to students; knitting and crocheting items for babies and foster children; and working for Habitat for Humanity; among many others. Numerous projects were incorpo-

rated into the academic curriculum. In New York, Greater New York City Alumni Network members worked on a project for Career Gear, a national, nonprofit organization offering interview clothing and job counseling to men in need.

In the first three years of Day of Service combined, more than 3,460 Philadelphia University students, faculty, staff and alumni volunteers participated in service activities, totaling more than 12,150 community service hours.



[A] Students in the paired fashion merchandising and Serve-101 course volunteered at the retail store *Wardrobe Boutique*, part of the non-profit *Career Wardrobe*, sorting donations and fitting clothing for the store. **[B]** Christopher Ell '11 (pictured second from left), a digital design major, developed a web site for the *East Falls Historical Society*. Ell is pictured with Ellen Sheehan (left), president of the historical society; Sherman Finch (second from right), assistant professor and director of the digital design program; and Jennifer Rushalski '11 (right), a marketing major who gathered materials and content for the web site. To view the new site, visit <http://eastfallshistoricalsociety.com>. **[C]** Pre-med students, who are part of the *Asclepius Society*, volunteered in numerous projects at *St. Christopher's Hospital for Children*, *Children's Hospital of Philadelphia* and *Shriners Hospitals for Children in Philadelphia*.

The Business of Fashion

There's more than meets the eye in the fashion industry than just a garment on sale in a retail store. From trend development to design concepts, sourcing to merchandising, marketing to retailing, financing to business opportunities, the fashion industry relies on crucial business strategies to successfully bring fashion designs to market.

At her Manhattan office, Mairead (Burke) Thompson '03 meets with luxury-label Coach designers on the latest trends; reviews samples of next season's wallets, women's coats and men's jackets; checks on fabrics, hardware and other materials; and goes over color-board mock-ups of new lines for company executives to consider. All the while, she makes sure production has the most up-to-date information and that everyone meets deadlines.

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

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

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

Clara Henry, director of PhilaU's fashion design program, couldn't agree more. "The fashion industry is a business," she says. "It must generate income. In real estate, it's location, location, location. In fashion design, it's research, research, research."

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

Kate Kibler '97, senior vice president of men's merchandising and merchandise planning at

Tommy Hilfiger, found this out firsthand as a fashion design major. PhilaU provides "a well-rounded approach to a fashion design education," says Kibler, who worked as a designer for eight years before earning an MBA and moving into a business position. "It's one of the things that really sets it apart from other schools."

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

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

Now, under the University's Strategic Plan, a variety of pilot projects, design charrettes and

curricular changes are being implemented that will go even further in teaching students the bottom line — as well as the hemline — of fashion.

One major change stems from the establishment of the University's new College of Design, Engineering and Commerce (DEC), officially launching in fall 2011. For the first time, this college will bring together under one umbrella the programs in fashion merchandising and fashion industry management — which are currently in the School of Business Administration — and fashion design, now housed in the School of Design and Engineering.

As a result, students will not only gain expertise in their specific program areas, but also will collaborate in new and innovative ways both with each other and through hands-on experience working with real-world companies.

This fall, for example, students are working with QVC, Inc., one of the largest multimedia retailers worldwide, to research, develop, design, brand and package a new line of coordinated mother-and-child apparel, a market segment that QVC has not yet tapped. The goal: to come up with fabulous designs at the right price point that the West Chester, Pa.-based firm could potentially manufacture and sell on-air to its huge customer base.

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

This type of project offers a great learning opportunity. "Interdisciplinary projects such as the one this fall with QVC enable students to gain a holistic perspective and a better appreciation for



Kibler at the Tommy Hilfiger office in New York.



Mairead (Burke) Thompson '03, design development manager at Coach, uses both fashion design and business skills daily in her job.



Kate Kibler '97, senior vice president of men's merchandising and merchandise planning at Tommy Hilfiger, worked as a designer for eight years before earning an MBA and moving into a business position. She is equally at home talking about color, fit and style as she is discussing profit and loss statements.

their industry and others," Wyatt says.

Such project-based collaborations, combined with a well-rounded curriculum and a focus on internship and work opportunities, all lead to one overarching goal: graduates who have an enviable combination of skills, both creative and practical, that sets them apart and promises success in a competitive global marketplace and economy.

"I think as a fashion designer, it's critical to understand business," agrees Anfisa Sokolova '11, a fashion design major. "You need to know what your target market is to create a niche for yourself and start a profitable company. If you couple business with creativity, it helps you as a designer to achieve your vision."

While some courses within the fashion related majors overlap, each program has distinctive qualities. Fashion industry management is designed to educate and prepare future fashion industry executives. It combines business fundamentals, such as accounting, economics, marketing, finance and management, with textile and apparel courses and adds exposure to computer-aided design and manufacturing systems.

Fashion merchandising students focus on the retail store and environment and develop a sixth sense for fashion trends and consumer needs — important qualities in buyers — through a variety

of courses that include retailing, merchandising and marketing. Fashion design students focus primarily on the aesthetic and design of apparel and learn the hands-on techniques, such as ruching, pleating and pattern-making, that will enable them to create and thrive as designers.

The multidimensional approach fit Mairead Thompson's needs perfectly. In high school she was enamored with design but expanded her horizons when she learned of PhilaU's fashion industry management program, then called fashion apparel management. "With this major, I could get some background in designing a garment and in textiles, but also learn about marketing," she says. Her curriculum covered several business courses, including a challenging statistics class. "It's tough to understand why you have to take all those classes" when you're in school, she says, but "it makes total sense once you graduate."

She interned at specialty retailer Express, Inc., where she worked in the research and design department through her senior year, commuting weekly to New York. After graduation, Thompson took a job at Bensalem, Pa.-based Charming Shoppes, Inc., which includes the Fashion Bug Division, where she helped make sure garments fit size specifications. Not long after, Coach came knocking, and Thompson headed back to the Big Apple.

"We want to equip our students with the knowledge they will need once they work in industry and begin interacting with buyers, mills, factories and designers," says Natalie W. Nixon M'98, director of the fashion industry management program. "And we want our students to be able to apply 'fashion thinking' to a range of industries." Nixon points out that earlier this year the W Hotels group created a new position: global fashion director. "That's a very interesting position for a hotel to develop," she notes — one that PhilaU fashion industry management graduates would be well-prepared for.

Marie-Eve Faust, Ph.D., director of the fashion merchandising program, says the business world favors the type of hands-on, collaborative multidisciplinary approach to teaching and learning practiced at PhilaU. "We're not working in silos anymore," she says.

The fashion merchandising program prepares students for a 21st-century work place by emphasizing a global business perspective of merchandising and retailing trends, while still paying attention to local nuances, such as color preferences or neckline styles, Faust explains. This year merchandising students for the first time can take advantage of short, minicourses covering such topics as fashion luxury, virtual fashion and global distribution. The one-credit classes focus

on specific topics taught by experts in the field. Under fashion luxury, for example, the offerings include haute couture, fur and leather and shoes, bags and accessories.

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

Taking advantage of opportunities outside the classroom is critical to success in the work place, says fashion merchandising major Andrew Van Sant '11, who last summer worked 12-hour days as an intern at *Vogue* in New York. Ultimately, he wants to land a fashion editor position at a major publication.

This year, he's president of the Fashion Industries Association, the student group that produces the University's annual Fashion Show each spring. The high-energy Van Sant also has helped with two seasons of New York Fashion Week, one of the top fashion events in the world.

In the classroom, an important component of his education has been the program's business core. "I have seen fashion companies fail because of bad business practices," Van Sant says. "Everyone needs at least some background



Fashion merchandising major Andrew Van Sant '11 interned at *Vogue* in New York this past summer.



Tony DiElsi '79 (center) senior vice president and general merchandise manager at Ross Dress For Less, is pictured with Beth Mariotz, Ed.D., (left) assistant professor of retail management, and Marie-Eve Faust, Ph.D., director of the fashion merchandising program, during a recent campus visit. DiElsi was a student of Mariotz in her first year teaching at PhilaU.

in how a company should work and how to be a leader."

Tony DiElsi '79, senior vice president and general merchandise manager at Ross Dress For Less, couldn't agree more. "The whole system is based on numbers," he says of the fashion industry. "It's easy to identify a look if you're trained. But it's hard to interpret that into dollar and cents without a business background."

DiElsi credits his PhilaU education, caring professors and a pivotal internship at Philadelphia's Strawbridge & Clothier retailer for his success.

Armed with his fashion merchandising degree, DiElsi began his career in Strawbridge's assistant buyer training program. After working his way up to buyer, he landed a position at Federated/Macy's in New York, where he quickly climbed the ranks to become vice president of the junior sportswear division — a job he held at the young age of 28.

At first, DiElsi wanted to pursue apparel engineering, partly because of the influence of his seamstress mother. But he quickly realized manufacturing jobs were going overseas and switched his focus to fashion buying. "I was a typical male coming out of high school — I liked cars, I liked music, I liked fashion," he says. "I knew that if I was going to succeed in life and make money, I had to focus on something I loved doing."

It didn't hurt that he was a natural go-getter who took summer courses to graduate a semester ahead of his classmates, giving him an edge in the job market. DiElsi looks for that same gumption and passion, as well as a keen business sense, in those he hires. And PhilaU, he

says, prepares students well for the fashion business world, as evidenced by his own experience and the quality of the interns and alumni he hires from his alma mater.

Kibler says the new College of Design, Engineering and Commerce will make PhilaU graduates even more valuable in the fashion industry. "The amount of collaboration taking place mimics the real world situation — by exposing students to other disciplines it increases their ability to see other perspectives, solve complex problems and build adaptability," she says. "It's not realistic in today's society to stay in one job or discipline forever."

Just as DiElsi's interest in fashion led him to a successful career in retail, it's equally important for design students to be well-versed in the business side of the industry.

"If you want to get your work out there, you need to know the business," Kibler says. "Fashion designers need to understand the language so they can present to the president or VP or director they're working with. You need to be able to defend your work. It's not just about aesthetics, it can be about the finances or the consumer: Is our guy going to wear that? Is that something he will purchase?"

To Kibler, who is equally at home talking about color, fit and style as she is discussing profit and loss statements, this much is clear: "Having a background in both is the best of all possible worlds."

DESIGN THINKING

A Key to Solving Complex Problems

By Provost Randy Swearer, Ph.D.

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

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

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

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

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

At the same time, this generation of students sees our world confronting problems of unprecedented scale and complexity, such as climate change, an international financial crisis that is shaking the foundations of nations around the globe and the threat of global terrorism. These problems don't correspond neatly to what they are learning in their isolated knowledge do-

main. In today's world, applying a single academic discipline cannot solve complex problems.

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

When tackling a challenge, designers first define the problem, which involves investigation, research and fieldwork. Want to help the elderly stay in their homes longer? You'd better get out into a broad range of domestic set-

tings and observe how they interact with their environment, see firsthand the problems they encounter and witness the tools and improvisational tricks they use to overcome them. Once the problem is defined, designers develop areas of opportunity and intervention. How can you reduce falls and back strain when the elderly use the bathroom sink? Can the height of the sink be adjustable? At this point, brainstorming is a critical component of the process — a stew of voices, ideas, expertise, cross-disciplinary knowledge and intuition provides the intellectual and creative "churn" that leads to breakthroughs.

The best and most promising solutions are then refined as models or prototypes, allowing the designers to test the essential core of the idea. What works, what doesn't, what can be

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

implemented, what can be manufactured?

Participants with specialized knowledge — perhaps gerontologists, engineers, industrial designers, physical therapists and experts on human movement — are critical contributors to this process. While the designer also is a highly trained specialist, he or she has been further trained to collaborate, reach across the silos, respect the cultures and contributions of disparate fields and productively integrate knowledge. While a deep understanding of a knowledge domain is important, we in the academy should be nurturing what some call "T-shaped" thinkers — those who have breadth of knowledge at the top and depth below — in all our undergraduate disciplines.

Design thinking is not a new or radical idea. A number of major corporations, including Starbucks and Nike, have used this process with great success to come up with innovative products and services. It has been applied to solve societal problems as diverse as redesigning a city government and helping to improve literacy in the slums of India. It also can be used to improve something very transactional, such as how we stand in line at a government agency or how a student uses the library. Design think-

ing, however, has been used only infrequently in American higher education.

Yet, it can be a powerful tool to enrich the higher-education curriculum, and not just in design classes. At Philadelphia University, we are applying design thinking to build a new curriculum that will better prepare students for the professional world. By combining three distinct disciplines into a College of Design, Engineering and Commerce, we will give students the tools necessary to foster innovation across a wide range of fields. Students will gain knowledge in their primary disciplines as well as in the related fields, they will look at problems with a wider perspective, work collaboratively across disciplinary lines, address real-world issues and develop solutions based on analysis and creativity — no matter how out of the box

an idea might seem at first. The more diverse the classroom voices, the better to produce the churn that can result in real innovation.

To succeed in today's stagnant economy and complex world, graduates must be able to work collaboratively in cross-disciplinary groups. They need to have an open field of vision, not a narrow focus on a particular subject. They need to have the skills and freedom to truly try and fail on the way to finding a better solution in the workplace. Moreover, these same skills can help our college graduates lead richer and more engaged lives.

Academic silos are a maze of dated disciplinary boundaries that isolate special interest groups of faculty and students — it is a system that hinders innovation. Design thinking is not a panacea, but it is another practical tool to breathe new life into our academic fiefdoms. It is helping us frame opportunities for new discipline-crossing programs and teaching methods and to rethink the structure of our degrees. It is helping us give students the education they need to succeed in the workplace and beyond — skills that foster a culture of creativity, collaboration and innovation that will drive solutions to the challenges of the 21st century.

Revolutionizing Curriculum for the 21st Century Professional

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

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

The DEC curriculum, launching in fall 2011, will provide students with common experiences, shared language and knowledge to enhance their disciplines. The curriculum creates opportunities for students to work together and develop a unique set of tools to achieve innovation both within and beyond their major areas of study. The core framework of the DEC curriculum will be offered in a particular sequence of learning. With this core curriculum and their strong discipline-specific skills, students will engage in a variety of collaborative courses and projects, often partnering with industry to solve real-world problems.

Right from the start in the first year, students will be introduced to the concept of process — specifically design process and integrative thinking. Students will then explore frameworks through business modeling to understand how the interdependency of functions within an organization create added value for customers. From there, students will learn methods — how to understand the role of cultural factors and human needs and the importance of those factors in solving problems more effectively. They will explore areas of cultural anthropology, ethnographic research and the application of empathy. Coupled with the skills learned in their professional major, students will apply their knowledge and experiences to science-based systems thinking through the study of biomimicry and sustainability.



MEN IN FLIGHT

Guggenheim Fellow Phil Tiemeyer, Ph.D., assistant professor of history at Philadelphia University, recently spent a year at the Smithsonian National Air and Space Museum in Washington, D.C., finishing a book on the history of male flight attendants.

Once upon a time, flight attendants — then primarily “stewardesses” — fit a certain stereotype: pretty, shapely young women who wore skimpy uniforms and flirted with male passengers — an image brought to life in the popular 1960s book “Coffee, Tea or Me?”

Yet, it is through the changing role of male flight attendants — starting with the onset of commercial flying in the mid-1920s — that one can find historical context for some of the most important issues of the 20th century, relating to labor, health, discrimination and gay rights.

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

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

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

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

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

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

Surrounded by the Smithsonian’s treasure trove on a picture-perfect late spring day, Tiemeyer points out a display of uniforms worn by flight attendants through the decades, and talks

about what they signify in terms of social and cultural change. For men, the sexy, tight-fitting bell hop-style uniforms of the 1930s — coming off the socially progressive “roaring ‘20s” — indicate that society was accepting of men dressed in somewhat unmasculine outfits, Tiemeyer says. Homophobia had not yet become a major societal issue and, during the Depression, any man who could find work was respected.

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

The airborne work place reflected these fears. At the dawn of the age of commercial flight in the 1920s, the first flight attendants were male, Tiemeyer says. By the

late 1930s, however, the profession increasingly had become female, becoming more so during World War II, when many able-bodied men were at war. By the mid-1950s, virtually all major airlines had stopped hiring men, and by 1966 only four percent of flight attendants were male. Thus, men were largely shut out of a unionized career that offered good wages.

It took a landmark 1971 civil rights court ruling — in a sex discrimination lawsuit brought by a “straight trucker” named Celio Diaz — to open the field up once again to men, Tiemeyer says.

The lawsuit, Celio Diaz Jr. v. Pan American Airways, invoked the 1964 Civil Rights Act to charge that Pan Am discriminated on the basis of gender through its policy of hiring only female flight attendants.



During the trial, a witness for Pan Am testified that hiring “effeminate” men to do a women’s job — serving drinks, handing out blankets and pillows — would make their male customers uncomfortable.

Although Diaz didn’t end up becoming a flight attendant, after the ruling the first men since the 1950s were newly hired as flight stewards. And during the 1970s, gay men — most of them single, childless and free to travel — pursued this career in increasing numbers, Tiemeyer says. At the time, about 70 percent of male flight attendants were gay, according to estimates of those working in aviation.

Following the Stonewall riots for gay rights in 1969, the 1970s were a pivotal time in gay history, when many people came out of the closet, but employment discrimination was rampant in many fields, he says. Meanwhile, the flight attendant lifestyle — with odd schedules and periods of time away from home — was attractive to gay men.

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

During this time, female flight attendants were becoming more sexualized, often dressed in skimpy outfits, including hot pants and go-go



“Rodney the Smiling Steward” was generated by Pan American Airways as part of an advertising campaign in the early 1930s. His good looks, youth and dapper uniform were designed to make flying seem stylish and sophisticated.



Assistant Professor Phil Tiemeyer stands in front of a 1930s Eastern Airlines flight attendant uniform at the Smithsonian National Air and Space Museum. Until World War II, Eastern hired only men for these jobs.

boots. An infamous Braniff Airways commercial known as the “Air Strip” featured an airline hostess slowly stripping off parts off her Emilio Pucci designer uniform.

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

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

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

“This is the first substantiated case of a person with AIDS using the legal system to regain his right to work,” Tiemeyer says. “It established a precedent that people with AIDS should be treated like anyone else with a potentially catastrophic illness: allow them to work as long as they are able without being a risk to their own or others’ health.”

Traynor died of AIDS complications a few years later.

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

Back on campus this semester, where he is working on final revisions of the book, Tiemeyer is teaching courses on global politics and recent U.S. history. In the latter, he plans to discuss discrimination faced by flight attendants, including a review of 1970s documents from a group called Stewardesses for Women’s Rights, which fought against airline advertising campaigns that sexualized stewardesses and exposed them to harassment.

For Tiemeyer, the history and role of flight attendants dovetail with the overarching issues of civil rights and discrimination — whether it’s based on race, sex, sexuality or disability. “Work places,” he says, “have been essential in changing the course of history.”



Visionary Entrepreneur and Philanthropist Develops Eye Glasses to Benefit Third World

Maurice Kanbar '52, H'03 innovates a unique solution to improve eyesight for impoverished.

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

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

The glasses come in two frame sizes — child and adult — and in more than 10 lens strengths. They are made of plastic polycarbonate and designed to be extremely durable. “We are tweaking the design right now for the mold to be sure that replacement lenses pop in easily and stay in once secured in the frame,” Kanbar offered. He has committed to 25,000 pairs as a first dona-

tion to people in Asia, where many live on \$1 per day and would never be able to afford glasses. He notes that other donors are now coming forward to commit to the project.

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

Of all of his endeavors, however, he is most proud of his philanthropic efforts. As a major donor to Philadelphia University, his gift was instrumental to the construction of The Kanbar Campus Center, the campus hub that bears his name. He has helped fund the Kanbar Cardiac Center at the California Pacific Medical Center, the Kanbar Hall Theatre at the Jewish Community Center and many other organizations in San Francisco, where he has his primary residence.



ARCHITECTURE GRADUATES EXHIBIT AT NATIONAL SUSTAINABLE DESIGN EXPO

Architecture graduates Bryan Strawley '10, Ryan McCann '10 and Christian Didra '10 exhibited their sustainable station project, a BioMass Power Plant and Community Charging Station, at the U.S. Environmental Protection Agency's Sixth National Sustainable Design Expo on the National Mall in Washington, D.C., April 24 and 25. Designed for Wayne Junction in the Germantown section of Philadelphia, this building would provide the community with an opportunity to directly affect some major issues of urban living. It is an electric car-charging station and a Biomass Incineration Plant that burns trash to produce electricity.



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

The third annual D. Walter Cohen Asclepius Career Day on April 10 offered pre-medical studies majors insights, advice and tools to prepare them for the various careers and graduate/medical programs available. The Career Day opened with a short talk, "The Future of Medicine," from the day's sponsor D. Walter Cohen, DDS, member of the Philadelphia University Board of Trustees. The event featured alumni speakers and representatives from admissions offices, local physicians and health professionals. Fourteen alumni,

who traveled from across the country, provided Philadelphia University students with a firsthand look at their own medical school experiences, career options and what to expect as future members of the medical field.



STUDENT TEAM WINS FOAMEX INNOVATIONS COMPETITION

PhilaU students working on the collaborative Foamex Innovations Student Design Competition to uncover the next great design in memory foam presented their projects during the spring semester. After months of project research, a panel of judges named the "Adaptwo" crib mattress system team — composed of Nicole Meluskey '10, Geoff Quinter '10, Eric Holzer '10 and Lauren Gatto '10 — the winner. Each member of the winning team was awarded \$1,000 and an all-expense-paid trip to the International Sleep Products Association Conference in March 2010 in Charlotte, N.C., where FXI launched the team's product design. FXI is sponsoring a second, collaborative-design challenge with PhilaU, led by Jennifer Frank '96 of FXI, and Janet Brady '78, M'99, professor in the School of Design and Engineering.

A THIRD SEASON FOR 'ECOMAN AND THE SKEPTIC'

The third season of *Ecoman and the Skeptic*, PhilaU's award-winning, green radio show designed to educate, inform and entertain listeners on a wide range of topics relating to sustainability, ran through the spring semester. Sustainability experts and hosts of the show Rob Fleming, associate professor of architecture, and Chris Pastore, professor of engineering, tackled such diverse issues as geothermal energy, the next generation of fuel-efficient vehicles, green entrepreneurship and organic floral options. Each show features prominent guests and regular features such as Green News and the popular GreenWash quiz with Assistant Professor of Architecture Rob Fryer.



ALPHA LAMBDA DELTA CHAPTER INSTALLATION AND INDUCTION CEREMONY

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

INNOVATION SUBJECT OF DESIGN, ENGINEERING AND COMMERCE SERIES

As part of the development of a unique College of Design, Engineering and Commerce, world-class innovation experts are visiting campus to participate in discussions around the issues of innovation. Fall 2010 presenters include Ryan Armbruster, senior vice president of innovation at UnitedHealth Group; Mark Schar, senior vice president and chief marketing officer at Intuit; Natalie Hanson, director of global business operations and corporate anthropologist at SAP; and Harry West, CEO of Continuum, Inc.

Leading innovation authorities who visited campus during the spring 2010 semester included Helen Stringer, director of global grooming products at Proctor and Gamble/Gillette; and Saul Kaplan, founder and chief catalyst of the Business Innovation Factory, who talked with faculty, staff and students about his experiences in managing interdisciplinary teams and the need for integrated education, specifically in the fields of business, design and engineering.



SENIOR WINS AT 'PROJECT OR'

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

DESIGN STUDENTS SHOW THEIR WORK TO EMPLOYERS AT DESIGN EXPO

More than 200 design students — including senior and junior design students, fourth- and fifth-year architecture students, and graduate students — seeking post-college jobs and internships, had an opportunity to show their portfolios and best work to numerous firms at the seventh annual Design Expo, held April 1. Students from all design-related disciplines signed up for 15-minute interview slots scheduled back-to-back during the afternoon. Many of the employers in attendance have employed PhilaU students for internships and full-time jobs, including HDR, CUH2A, Lilly Pulitzer, Hartstrings, Jones Apparel Group, Tommy Hilfiger, SDI Technologies, Aeropostle, Inc. and Francis Cauffman, to name a few.

FASHION MERCHANDISING SPRING GUEST SPEAKER SERIES

The School of Business Administration Fashion Merchandising Program hosted a "Retail ... It's Not Just Fashion" spring 2010 seminar series that provided insight into the many aspects of retail. Speakers included Craig Hodgson, a member of Ikea's store design group; Joe Lukavsky, senior director of marketing for Toys"R"Us; Rick Adelman, vice president of sourcing at Destination Maternity; and Target's Kevin Carter, district team leader, and Jonathan Rudin, human resources business partner.

University Opens New Center for Sustainability, Energy Efficiency and Design



The new Center for Sustainability, Energy Efficiency and Design (SEED), a more than 14,000-square-foot, grey-to-green renovated space, opened for the start of the fall 2010 semester.

The Center is home to the School of Architecture graduate programs in Sustainable Design and Construction Management. Future architecture graduate programs in Interior Architecture, launching fall 2011, and Real Estate Development,

will also be housed in the SEED Center.

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

The state-of-the-art building, formerly the Hughes facility, was redesigned to achieve Leadership in Energy & Environmental Design (LEED)® certification, and is likely to achieve LEED® Silver status. Sustainability features in the space include material reuse, day lighting and sunshade maximization, automated lighting controls with daylight harvesting, numerous mechanical system energy-efficiency features and low-VOC finishes. In addition, the roof system is structured to support a future photovoltaic array for on-site energy generation.



PHYSICIAN ASSISTANT GRADUATES CELEBRATE AT CERTIFICATE CEREMONY

The M.S. in Physician Assistant Studies Program celebrated the achievements of the Class of 2010 at a certificate-completion ceremony on Friday, Aug. 13 in The Gallagher Athletic, Recreation and Convocation Center. Forty-six members of the graduating class received their ceremonial white coats and took the Physician Assistant Professional Oath. William Leinweber, executive vice president and CEO of the American Academy of Physician Assistants, presented the keynote address.



PHILAU CELEBRATES ENGINEERS WEEK WITH EXCITING COMPETITIONS

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

BRAZILIAN EDITION OF PRESIDENT'S BOOK NOW AVAILABLE

The Brazilian edition of President Spinelli's book, coauthored with Jeffrey A. Timmons and Jose Dornelas, *New Venture Creation: Entrepreneurship for the 21st Century*, was published earlier this year. The textbook, in its eighth edition, is used by colleges and universities worldwide.

**PHILADELPHIA'S FOOD ECONOMY
ADDRESSED AT SUSTAINABILITY PANEL**

Presented by the School of Liberal Arts and the B.S. in Environmental Sustainability Program, "From Farm to City: Building Philadelphia's Local Food Economy," a sustainable-food panel discussion on April 14, explored the benefits and challenges of bringing fresh, local, sustainable food to Philadelphia consumers. Expert guest panelists included Glenn Bergman, general manager at Weavers Way Food Cooperative; Marshall Green, local chef and owner Café Estelle; and Ann Karlen, executive director of Fair Food. Each panelist is a local food activist and represents a different segment of Philadelphia's food chain.



**INDUSTRIAL DESIGN CHALLENGE OFFERS
INNOVATIVE IHOME DESIGN CONCEPTS**

Industrial design students worked tirelessly to develop new concepts and designs for four models of the ubiquitous iHome speaker and docking station — all part of the eighth annual "Sprint" Challenge. The 109 students, divided into 25 teams, presented their concepts Jan. 26 to judges, including the Challenge's sponsoring judges, Andrew Skurdal '04 and Jennifer Garrett '08, both industrial design alumni and industrial designers at SDI Technologies.

For this "Sprint" Challenge, teams were charged with redesigning or enhancing iHome models, along with designing within certain constraints, such as fitting into current package size or creating smaller packaging; maintaining or reducing part counts; investigating new uses for design styles, such as acrylic and lighting; optimizing hardware and software interaction; and identifying "app-enhanced" performance; to name a few — all while affirming the iHome brand and style.

Pictured include: Skurdal (far left), Garrett (right) with the top-award winning team Brian Lidin '10, Eric Holzer '10, David Lang '11 and Nicholas Castanheira '13.



**SUPPORT FOR PHILAU'S LEHP RESEARCH
REACHES \$9 MILLION**

As a worldwide leader in the advancement of textile research and engineering, Philadelphia University's Laboratory for Engineered Human Protection (LEHP) conducts critical research related to comfort, wearability and performance of advanced textile and apparel systems for military personnel. Working with the U.S. Army Natick Soldier Center, researchers at LEHP are creating garments to protect American servicemen and women against battlefield hazards, such as chemical exposure. Including the \$1.29 million received by the U.S. Department of Defense in June, LEHP has received more than \$9 million in funding since 2004.

**MBA STUDENTS STUDY BUSINESS
PRACTICES IN INDIA**

MBA students took international business study to the next level when they traveled to India for a week in March as part of the School of Business MBA business trip. Fifty-one MBA students in the international business course worked throughout the academic year in collaborative, virtual teams with students at the Birla Institute of Management Technology (BIMTECH) and Apeejay School of Management in New Delhi, India.

The teams developed innovative products and solutions that could be implemented in India and other international markets. Project concepts included wind energy used to power housing communities, drip irrigation services for Indian farmers, and auto microprocessors to curb noise pollution in busy downtown Indian cities, to name a few. The teams had the opportunity to meet in person for the first time and presented preliminary product or service concepts together to faculty and fellow students. *(See pg. 36 for more on this topic.)*

**WEST PHILADELPHIA GREEN TRAIL
PROJECT LAUNCH**

Spearheaded by the American Cities Foundation (ACF), planning for a new project that would promote green space, jobs and businesses in West Philadelphia got underway Sept. 21. Claudia Phil-

lips, Ph.D., ASLA, director of the landscape architecture program, and Rob Fleming, LEED AP, associate professor of architecture and founding director of the graduate program in sustainable design, were hired under the grant to develop the conceptual master plan. Three PhilaU students, in landscape architecture and sustainable design, also are working on the project.

The Park West Green Trail project calls for a "greenway" trail connecting three West Philadelphia neighborhoods that border Fairmount Park: Cathedral Park, Carroll Park and Parkside. The project also would promote green building practices and green infrastructure development in community planning, and create opportunities for new green jobs.



**2010 SCHUYLKILL ACTION NETWORK
SCHOLASTIC AWARD**

PhilaU received the 2010 Schuylkill Action Scholastic Award May 3 for the efforts by University faculty and students to slow storm-water runoff through tree planting and various other projects. PhilaU faculty and students have worked with the East Falls Tree Tenders, the Wissahickon Restoration Volunteers, the Philadelphia Water Department and the Pennsylvania Horticultural Society in activities to improve drinking-water quality. Community service and experiential learning projects have helped students to learn the value of trees and their role in helping slow storm-water runoff, reducing flooding in urban areas.

**SYMPOSIUM ON IMMIGRATION LAW
AND POLICY**

A highlight of the PhilaU National Hispanic/Latino Heritage Month celebration was a Symposium on Immigration Law and Policy on Sept. 22. The event, sponsored by the B.S. in Law and Society Program and the Office of Student Development Programs, featured student-research presentations centered around the immigration bill and immigration reform. Speakers included Stu Bykofsky, a columnist for the *Philadelphia Daily News*, and Robert Moore, Ph.D., assistant

professor in the Department of Sociology at St. Joseph's University, who addressed issues related to the state of Arizona's immigration bill, along with immigration issues in general.



**STUDENT DESIGNS HIT THE PHILADELPHIA
FASHION WEEK RUNWAY**

The work of fashion design students shared the runway with some of the biggest names in Philadelphia fashion at the Philadelphia Fashion Week, Oct. 6 to 8. The PhilaU designs were first featured at the annual Fashion Show. The Fashion Industries Association (FIA) produced the show.

**FASHION MERCHANDISING STUDENTS
PARTICIPATE IN FASHION'S NIGHT OUT**

Nearly 100 fashion merchandising students presented research projects from fashion merchandising and merchandise buying courses at the Fashion's Night Out event at the King of Prussia Mall Sept. 10. The worldwide event, sponsored by *Vogue* magazine, was designed to be a boost to the fashion industry during these recessionary times. The students' work showed how fashion has impacted culture, politics, business and the fashion industry itself throughout various decades.



**UNIVERSITY CONVOCATION USHERS IN
NEW ACADEMIC YEAR**

Philadelphia University welcomed more than 700 freshmen and their families at the University's annual Convocation on Aug. 19 in The Gallagher Athletic, Recreation and Convocation Center. Eileen McPartland '86, chief operating officer

of Allscripts™, addressed the audience of students and their families, encouraging students to develop and build their personal frameworks to support their future careers and aspirations.

A highlight of the ceremony was the presentation of the Centennial Medal Award to three high school teachers: Gina Keating (front left) of Dallas Senior High School, Dallas, Pa., nominated by student, Taylor Dougherty (back left); Gary Colucci (front, second from left) of Morris County School of Technology, Mine Hill, N.J., nominated by students Diti Desai and Amanda Volchko (back middle and right); and Judy Davis (front, second from right) of Cumberland Christian School, Vineland, N.J., nominated by student, David Atkinson (front right).



**UNIVERSITY TO OPEN NEW RESIDENCES AT
FALLS CENTER**

The Philadelphia University Residences at Falls Center will house more than 370 PhilaU students in this newly renovated, multi-purpose site less than a mile from campus, located at 3300 Henry Avenue. The modern, fully furnished apartments will include open-concept contemporary kitchens with dishwashers, living rooms, bedrooms, and private bathrooms. Amenities will include free laundry, on-site parking, security, shuttle service to Main Campus, 24-7 campus facility support and wireless internet, to name a few. The facility offers a social lounge, space for studio work and co-curricular activities, a convenience store and an auditorium for curricular and co-curricular programming. The Residences at Falls Center will be part of the on-campus housing selection for the 2011-12 academic year.

**STUDENTS BUILD HABITAT FOR HUMANITY
HOUSES ON SPRING BREAK TRIP**

Fifteen PhilaU students and three advisors traveled to West Virginia on an alternative spring break project to help build and renovate homes in partnership with Habitat for Humanity International. In Pendleton County, the group helped to provide safe, affordable and sustainable housing for Habitat's local affiliate program, Almost

Heaven. Students assisted with a variety of construction projects, including applying dry wall, installing floors, painting and landscaping.

The Alternative Spring Break program has been part of PhilaU for more than ten years. It was created to provide students a way to take their interest in service to a deeper level by partnering with and contributing to a community.



**MBA STUDENTS LEARN REAL-WORLD,
EXECUTIVE SKILLS AT LEADERSHIP SERIES**

President of Union Packaging Michael K. Pearson kicked off the fall 2010 MBA Leadership Luncheon Series, designed to provide one-year MBA students with real-world learning experiences from successful business leaders in the Philadelphia region. The fall series also includes Drew Morrisroe '96, M'99 (pictured third from left), president and CEO of CTN Solutions and a member of the University's Board of Trustees; Cynthia Wollman M'92, vice president of business development and sustainability lead at CRW Graphics; Brian Zwaan, president and COO of Penn Liberty Bank; and Thomas Kehoe, president of Yards Brewing Company.

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

**TRUSTEE WENDY BEETLESTONE APPOINTED
TO STATE BOARD OF EDUCATION**

Governor Edward Rendell recently announced the confirmation of Wendy Beetlestone, shareholder at Hanglely Aronchick Segal & Pudlin and member of the Philadelphia University Board of Trustees, by the Pennsylvania Senate to the State Board of Education. Beetlestone is a seasoned attorney with more than 17 years experience in public and private sector education law and litigation.



Q&A WITH NIKE SHOE DESIGNER NATHAN VANHOOK '03

Since graduating from Philadelphia University with a degree in industrial design, Nathan VanHook's passion for creating art and design, as well as change, has taken him on a career path from student to teacher, designer, artist and mentor. VanHook is currently a shoe designer for Nike and his latest design, the Nike Aina Chukka, hit stores spring 2010.

How did you become the designer of one of Nike's newest shoes?

I was hired at Nike in 2008 to design shoes for Nike Sportswear with a focus on the Japanese market and global boutiques.

How does it feel to be the designer of what many people think will be a Nike mainstay?

It is a great feeling to design shoes and see your product worn in the marketplace around the world.

While designing the shoe, were there other designers you collaborated with throughout the process (such as textile, fashion, graphic designers, etc.)?

At Nike everything is a collaborative process, from working with the design directors, to marketing, to color design, to materials design, to graphic design; everything is a team effort and a lot of different people take part to get the product from the first idea to the marketplace.

What is the significance of the name Aina?

The name AINA means "love" (AI) and "greens" as well as "beautiful" (NA) in Japanese and means "land" or "earth" in Hawaiian. We heard about the name because Aina is the name of my coworker Masaki's daughter, and it fits the shoe perfectly.

What makes the Aina shoe unique?

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

What was your inspiration in creating the shoe?

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

What is the typical process you go through to create your designs and products? Did you have to change your process at all or do anything unique while designing the Aina shoe?

Whenever designing a new product the first question is always how to make it better, from comfort to functionality. The style of the shoe is a reflection of the overall process.

If there was one person you would like to see wearing the Nike Aina shoe, who would it be and why?

The consumer for the Aina is someone who wants a clean wearable shoe and is also used to the great comfort that Nike offers. We just want to make a great product that we want to wear and our friends want to wear, and is entrenched in Nike DNA. At the end of the day, the Aina is just that.

What has been the most memorable reaction you've received from people who wear the shoe?

It is always great to see the shoe pop up on blogs and to see it on the streets. When we were still developing it, a sample leaked and it ended up on Kanye West's blog. He just said "REALLY GOOD." That was pretty memorable.

What made you want to be a designer? How did you decide on a career in industrial design?

I have always been into art and was drawing as a kid. I went to college for architecture and found my way into industrial design after three semesters. I always loved industrial design, but I didn't know it existed. It had way more freedom and possibilities than architecture did for me.

What other design projects have you completed/been assigned to since you've been out of college?

Since graduating college in 2003, I have worked at many different places that have helped me get to where I am today. My first year out of school I actually taught an eighth grade class at a public school and an art and design elective class. After a year of teaching, I went to Los Angeles and did furniture design for six months or so. Then I worked at Body Glove, designing wetsuits and products for water sport athletes. Two years ago, I ended up moving to Portland to work for Nike.

What part of your experience at PhilaU prepared you the most to become a professional designer?

Philadelphia University was a great experience that taught me all about process and expressing yourself. The industrial design program really let you find yourself as an individual, from presentation style to way of thinking.

What's the most influential lesson you learned at PhilaU?

There are no rules for going about things to get an end result. More important than anything else, hard work and networking are the best traits you can have. And it doesn't take any talent to do either well.

What activities were you involved in while at PhilaU?

Besides the regular list of standard college experiences, I played on the baseball team for four years. It was a great experience and led to many great friendships.

What do you remember most from college?

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

Did you have a professor who helped you develop as a designer?

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

What advice would you give aspiring designers?

Hustle, travel, draw, build, live, network, take risks, reach out and invent.

What do you think future trends are in the design industry?

The future trends of design include creating things that fall in two buckets, super affordable and clean with minimal design, and also creating beautifully crafted products that last a lifetime and age beautifully.

What's next for you?

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

ALUMNI



EILEEN McPARTLAND '86
Business Administration

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

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

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

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

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ANUSUA DATTA, Ph.D.
Associate Professor of Economics

A Philadelphia University professor since 2000, Anusua Datta’s research interests are a fascinating study of issues impacting the country and affecting every strata of society. With particular interest in international economics, industrial organization, and health care and public policy, recent research includes, “NAFTA and the Realignment of Textile and Apparel Trade: Trade Creation or Trade Diversion?,” which investigated the changing pattern of U.S. textile trade. She is currently studying the effects of quota removal on sourcing decisions of U.S. firms.

She has researched health care and government policy and asked: How much has the increase in the cost of prescription drugs caused increases in health care costs?; What is the impact of rising obesity rates on health care expenditures?; How does the children’s health insurance program (CHIP) affect Medicaid?

Educated in India for the most part, with a Ph.D. from the University of Wisconsin, Datta’s interest in economics was sparked by an excellent teacher when she was in 11th grade. “She made the information real to me and I enjoyed the logic,” Datta noted. I learned that “you don’t just accept that something is true; you look at the data.” Her focus is now on instilling the same spark in her students, some of who have had research projects accepted for publication and have presented at conferences with Datta’s collaboration. One student researched whether California’s “Three Strikes” law was a deterrent to crime and presented his research at a conference. (It was.) Another presented his research on the

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FACULTY



STUDENT



NATE MYERS '11
Graphic Design Communication

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

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

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

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

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William Calvert '91
Launches Callula Lillibelle
Spring Collection



photo credit: Michael William-Pauk



photo credit: Rodin Barica

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

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

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

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

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

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



HERB MAGEE: THE WINNINGEST COACH IN THE NCAA

Legend. Hall of Fame Nominee. Record Breaker. The Shot Doc. The King. Of all the many titles held by Philadelphia University Men's Basketball Coach Herb Magee '63, his most recent may be the most prestigious to date: the #1 NCAA men's basketball coach.

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

Media coverage of the record-breaking win exceeded 73 million audience impressions (including print, broadcast and online sources). Highlights of the coverage included such outlets as Sports Illustrated.com, *The New York Times*, *USA Today*, ESPN.com, *Los Angeles Times*, *The Washington Post*, FoxSports.com and WallStreetJournal.com.

During his illustrious career, he has thus far taken the Rams to the NCAA Tournament 24 times and coached the Rams to a National Championship in 1970.

Magee received the Liberty Bell Award from Philadelphia Mayor Michael Nutter, and was honored by U.S. Congressman Chaka Fattah, the Sixers and the Phillies for this outstanding achievement.

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

Coach Magee celebrated 50 years as a player and coach at Philadelphia University during the 2009-10 season. As year 51 gets underway, Magee and the Rams are once again poised for a winning season.

PhilaU Around the World

Philadelphia University's alumni, faculty and students are international researchers, practitioners and humanitarians, and their impact has been felt around the world. These are just a few stories that demonstrate Philadelphia University's global impact.

FULBRIGHT SCHOLAR IN ARGENTINA

Fulbright Student Scholar Malcolm Ingram '10, an international business major from Philadelphia and a star member of the PhilaU men's basketball team, will study for nine months in Buenos Aires, Argentina, for his work entitled, "Globalization's Effects on Intellectual Property Law, Mainly Piracy of Pharmaceuticals." Ingram's research will focus on the current problem that pirated pharmaceuticals present in the Argentinian pharmaceutical market.

"This problem has occurred due to the weak intellectual-property laws that have allowed illegal drug rings to pirate essential medicines," said Ingram, who plans to enroll in law school following his study in Argentina and pursue a career in international business or intellectual property law.

"Take a person who has diabetes in Argentina, they could be given counterfeit insulin (unknow-

ingly) and eventually die from it," explained Ingram regarding his research focus. "This is a big problem due to the large black market in pharmaceuticals. I will be in touch with politicians, lawyers and market-research firms in Argentina during my time there to gain more insight into this issue."

A student-athlete, Ingram was a leader on campus both in the classroom and on the basketball court as a four-year starter for the men's basketball team. Among his collegiate accolades, he was named a NCAA Division II Conference Commissioners Association Scholar-Athlete of the Year regional winner, and a 2009-10 Central Atlantic Collegiate Conference (CACC) Scholar-Athlete of the Year.

During his senior season, Ingram helped lead the team to the NCAA Division II Sweet 16. Among his many accomplishments at Philadelphia University, Ingram was named to Daktronics NCAA Division II Men's Basketball East All-Region Second Teams his senior and junior years, Central Athletic Collegiate Conference 2009 Winter "All-Academic Team," *DII Bulletin* All-American and the *Sporting News* "Preseason All-Americans" all prior to the start of the 2009-10 season.



Fulbright Student Scholar Malcolm Ingram '10.



Jamie Clark wearing the hat developed by the PhilaU team on the Mt. Everest Climb. Photo credit: Scott Simper

EXPEDITION TO THE TOP OF THE WORLD

A team of faculty, staff and students designed, engineered and sourced performance materials and apparel items worn by world-class mountaineer Jamie Clark and a group of fellow climbers on their successful trek to the summit of Mount Everest, as part of Champion's "Expedition Hanesbrand-Climb With Us" campaign to develop new performance materials.

The PhilaU team, under the expertise and direction of School of Design and Engineering Assistant Dean Mark A. Sunderland '84, M'06, included Nancy Howard, Ph.D., professor of textile chemistry, and students Christopher Anderson '10 and Michael McKeithan '10, who collaborated with Hanesbrands, Inc.-Champion®/Duo-fold® and selected industry experts to develop new, technologically advanced apparel and innovative gear worn by Clark and his group for their Mount Everest expedition this past May.

The "champion hat," developed by Sunderland and manufactured at ARTEX Knitting Mill in Westville, N.J., is a combination of extreme performance, comfort and design. The outside layer — incorporating the knitted-in Champion logo and script — features a knitting technique that allows for maximum stretch, recovery and comfort, and enhances moisture-management properties including cooling and warmth.

Several design challenges confronted the team, including the extreme weather conditions and dynamic temperature changes. "We had to design two hats to accommodate two sets of extreme conditions," Sunderland noted.

The first hat — for the lower-base camps at 17,000 feet and 20 degrees Fahrenheit — was designed to withstand warmer temperatures. Made from micro-denier polyester and nylon, the hat actively releases heat and quickly manages moisture by wicking it to the outer shell, maximizing comfort during physical exertion at warmer temperatures.

The second hat — for the upper-base camps and then onto the summit at 29,000 feet and negative 15 degrees Fahrenheit with a wind chill of negative 40-degree conditions — wicks away moisture quickly and blocks the wind to keep climbers warmer. To do this, the design team made the inner layer from a micro-porous substrate, sandwiched between micro-polyester fleece fabrics, to block wind and move moisture away from the area of the head.

Learn more at www.climbeverestwithus.com.



RELIEF FOR HAITI

Following the catastrophic earthquake in Haiti on Jan. 12, Philadelphia University's humanitarian spirit shone bright. Along with awareness and fundraising events on campus, three midwifery faculty members and Schendy Kernizan '08, an architecture major, used their expertise to care for the Haitian people and help rebuild the small, impoverished country.

Midwifery faculty members Cindy Farley, Ph.D., associate program director and coordinator of graduate studies at PhilaU's Midwifery Institute; Tanya Tringali, academic mentor and admissions assistant; and Liane Miller, midwife tutor; traveled to Haiti from March 27 to April 3 to provide care for pregnant women and others, and were among the first midwives to volunteer in Haiti with the non-profit, humanitarian organization Midwives for Haiti following the massive earthquake.

Setting up a temporary clinic from scratch, the midwives saw hundreds of pregnant women and others with gynecological complaints during the week, Farley said. The midwives brought with them as many supplies and instruments as they could. They worked in the demolished capital city of Port-au-Prince and at a rural location on the coast, in conjunction with a larger medical group that treated more than 200 patients a day.

Midwives for Haiti was established before the earthquake to help combat the high infant mortality rate in Haiti. One of the group's main goals is to expand the health infrastructure of the country by educating and training health provid-

ers in Haiti. Now with money and volunteers in the country, Farley said Midwives for Haiti is working toward its longer-term goal of building a birth center in Cite Soleil, a slum just outside the capital of Port-au-Prince, and to educate and train women's health care providers. The PhilaU group raised \$15,000 to help accomplish this.

Born in the United States and raised in Haiti, Kernizan returned to Haiti following graduation. He has been working as a design fellow with Architecture for Humanity (<http://architectureforhumanity.org>) since April 2010 in Port-au-Prince and the immediate areas surrounding the capital. Kernizan and his colleagues' focus on the ground is to build and repair schools affected by the earthquake. One of the projects he is working on is to build a school for 1,200 students, with financial support from Students Rebuild (www.studentsrebuild.org).

"The most important thing I think people should know is that help is still needed," he noted. "The rebuilding of Haiti is not going to happen overnight. Even though it has been shown in the media that things are moving slowly on the ground, a lot of work is needed to rebuild."

Kernizan's parents and 17-year-old brother were living in Haiti when the earthquake hit, leaving their house still standing but structurally unsafe to live in. "My parents are currently living in the backyard in a wooden-built structure. They are adapting to the new living conditions, but are very grateful that they have a roof over their heads," he added.



Top: Schendy Kernizan '08 assesses a site for a platform built for a women's clinic in Haiti. Middle: Kernizan talks to kids on a site visit about what they want to be when they grow up. Bottom: Midwifery faculty Cindy Farley (far left), Liane Miller (center), and Tanya Tringali (far right) with their Haitian interpreters.



Jesse R. Shafer Named Vice President for Development and Alumni Relations

Philadelphia University welcomed Jesse R. Shafer in July 2010 as vice president for development and alumni relations. Shafer is focused on working closely with the University's senior leadership, the Board of Trustees and the development and alumni relations team to plan and execute *Power to Innovate: The Campaign for Philadelphia University*, a five-year, \$40 million fund-raising effort to support the implementation of core initiatives of the University's Strategic Plan.

"It's an honor to be part of Philadelphia University during such a monumental point in its 126-year history," Shafer said. "I'm excited to work with alumni and donors, and to engage corporate and community partners as, together, we successfully implement our Strategic Plan and advance our vision to be the model university for professional education in the 21st century."

His extensive background includes a diverse, 17-year career in fund raising with leading higher education, health care, special education and social service organizations. Prior to joining Philadelphia University, Shafer served for more than nine years as senior campaign director and, for the last several years, vice president with CCS Fund Raising, one of the nation's oldest and largest fund-raising consulting firms. During his tenure with CCS, Shafer planned and managed a number of successful campaigns, which raised in aggregate more than \$100,000,000.

He is very active in his community. He has a special interest in mentoring and tutoring children and adolescents from inner-city Philadelphia, and has been a volunteer with Philadelphia Futures, Aspira, Inc. and the School District of Philadelphia. He is a member of the board of trustees of Northern Home for Children. Shafer also volunteers with the Pennsylvania Horticultural Society's "Philadelphia Green" Program and co-led a community effort to transform his neighborhood park.



Philadelphia University Welcomes New Vice Provost

Gwynne Keathley, an expert in design and curriculum development, joined the University in July 2010 as vice provost. In addition to overseeing the academic curriculum for all programs, her responsibilities include the development and implementation for the University's College of Design, Engineering and Commerce.

"I am drawn to the momentum and energy on campus related to change and the Strategic Plan," Keathley said. "I thoroughly enjoy getting to know the faculty and look forward to partnering on innovative curricular initiatives that better prepare our students to be broad-minded, insightful and informed leaders in their fields."

Prior to joining Philadelphia University, Keathley was the associate provost at Otis College of Art and Design in Los Angeles, where she oversaw the community-engagement programs, undergraduate core programs and new initiatives such as Making Sustainability Visible. Prior to joining Otis, she was an associate professor at Parsons The New School for Design, where she taught project-based courses in design research and theory in the Integrated Design Curriculum (IDC) and Foundation programs.

As director of IDC and then chair of Core Studies at Parsons, Keathley developed a number of community-based projects such as a community garden with New York Restoration Project, a street fair for emerging businesses in the Dominican Republic and products with local artisans in Kosovo with Women for Women International. She has also developed Design & Controversy, a public lecture series.

With a B.A. from Yale University and an M.Arch. from Harvard University, Keathley has worked as a designer, researcher and curator on exhibitions with Diller + Scofidio and Lyn Rice Architects.

University's Mission, Vision and Strategic Plan Serve as Blueprint for New, Innovative Academic Programs

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

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

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

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

B.S. IN CONSTRUCTION MANAGEMENT — Construction managers play an integral role in the development, construction and maintenance of commercial, residential, institutional and industrial buildings, as well as civil and transportation infrastructure. Beginning fall 2011, the program will provide an industry-centered learning experience led by faculty who remain active in the fields they teach. Courses in construction, architecture, engineering, business and liberal arts will prepare students to be innovative problem solvers with a deep understanding of the full construction business model.

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

For more on all academic programs, visit www.PhilaU.edu/academics.



Vecchione and Wooten Join Board of Trustees

Philadelphia University recently welcomed Andrew Vecchione '72 (left) and Clarence Wooten to the Philadelphia University Board of Trustees. Vecchione, president of Polartec, LLC, has more than 30 years of experience in manufacturing textiles and apparel. His professional experience includes expertise in business turnarounds, supply-chain management and strategic planning. Vecchione holds a B.S. in Management and Marketing from Philadelphia University and an M.S. from the Institute of Textile Technology.

Coined a "serial entrepreneur" by *Entrepreneur* magazine in Feb. 2000, Wooten, founder and CEO of Groupsite.com, Inc., has launched and operated numerous technology-based companies since founding his first, Envision Designs, while an undergraduate at Johns Hopkins University where he earned a B.S. in Business Management. In each of his entrepreneurial endeavors, Wooten has been focused on user-experience design, which served as the catalyst behind the development of the Groupsite platform.

PROFILES

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EILEEN McPARTLAND '86 Business Administration

providing middle-school teachers with new and innovative methods to reverse this trend. McPartland remarked, "It's an investment in our nation's capacity to remain a leader in an increasingly competitive global marketplace."

ANUSUA DATTA, Ph.D. Associate Professor of Economics

relationship between neighborhood crime and high school dropout rates. To understand the global marketplace, Datta believes all business students should study international economics. "Understanding that the U.S. can maintain its comparative advantage in the global marketplace through new innovations and building human capital (through education) will help today's students in tomorrow's world," Datta noted.

NATE MYERS '11 Graphic Design Communication

have to appeal to large audiences and see the design challenge from different perspectives, which is what is so exciting about the QVC project. It's designing in a real-world environment."

PHILADELPHIA UNIVERSITY CELEBRATES 126TH COMMENCEMENT CEREMONY

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

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

Larry Karlin '50, who traveled from Colorado to celebrate his 60th reunion, welcomed the newest class to the alumni community.

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

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

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



PHILAU honors & awards

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

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

[B] THREE TEXTILE DESIGN STUDENTS SWEEP INTERNATIONAL STYLESIGHT COMPETITION

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

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

ARCHITECTURE STUDENTS WIN IN 'GREEN' COMPETITION

Architecture students Amanda Bardman '12 and Sara Schmidt '12 received honorable mention in the Delaware Valley Green Building Council's Student Design Competition for their project titled "Philly Love Bike Park."

Their plan would create a new bike lane and bike transit center under Philadelphia's famed Love Park, which would connect the nearby highway to the City Hall area. Their winning board will be part of a traveling exhibit for green building events. In all, PhilaU architecture students in the Design 5 course submitted 14 entries to the competition, which attracted a total of 113 entries from five U.S. states and five countries.

[C] BIOCHEMISTRY STUDENT RECEIVES OUTSTANDING ACHIEVEMENT AWARD

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

TEXTILE DESIGN GRADUATE STUDENT WINS 'NSPIRE' DESIGN COMPETITION

Elizabeth Weissert M'10, a textile design graduate student, was awarded a \$1,000 cash grand prize and a trip to Las Vegas to attend the Hospitality Design Expo 2010 in the Northwest Carpets and Aureus Design Systems' 2010 Nspire Design competition. Her winning design was made by Aureus carpet and displayed at the show for the hospitality world to see.

For the Nspire Design competition, students were asked to design a public-space carpet for an upscale hotel. They had to coordinate large-scale field, medium-scale field and small-scale outfill in their designs. Undergraduate and graduate students in textile design at Philadelphia University, Moore College of Art and Design, and Drexel University participated in the competition.

[D] FASHION DESIGN SENIOR WINS FGI RED CARPET SCHOLARSHIP

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

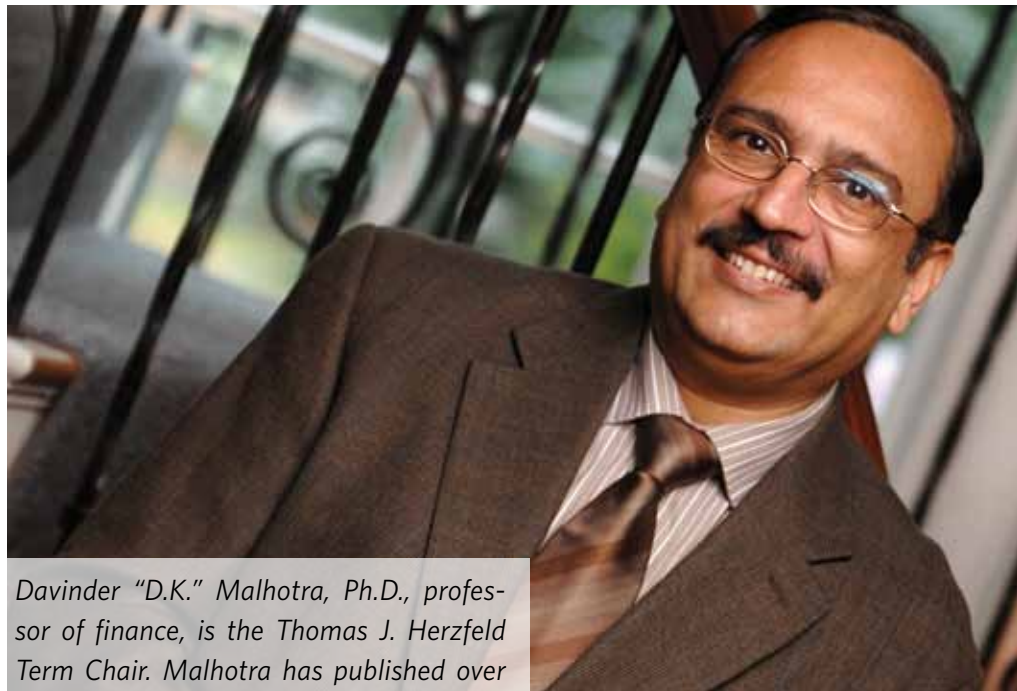
Fellow fashion design students Rachel Wendling '10 and Bianca Depietro '10 also participated in the FGI Scholarship runway show on April 19 at the Chestnut Club in Center City.

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Implementing a Third Dimension to the International Business Experience

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



Davinder "D.K." Malhotra, Ph.D., professor of finance, is the Thomas J. Herzfeld Term Chair. Malhotra has published over 70 research articles and his research has been cited by the Securities and Exchange (SEC) Commission, Investment Company Institute (ICI), Securities Industry Association (SIA), *Investor's Business Daily*, *The Philadelphia Inquirer* and *The New York Times*. His research has also been cited in congressional testimonies on mutual fund expenses. He has presented over 100 research papers worldwide. He is included in *Who's Who in America*, *Who's Who in Finance and Industry*, and *Who's Who in the East*. Malhotra received the President's Award for Teaching Excellence at Philadelphia University in 1999, and the University's Outstanding Research Award in 2007.

Today's business world is being defined by the globalization of markets and companies, the emergence of Brazil, Russia, India and China (BRIC) as economic powers and the pressures on companies to be more environmentally sustainable. In a globalized environment, there is a worldwide trend of economies toward becoming borderless and interlinked — no longer limited by their domestic boundaries. Therefore, whenever businesses plan on designing and engineering a new product, they need to keep in mind the opportunities or challenges a borderless world presents.

Take, for instance, McDonald's, which entered the Indian market in 1996. With a population of 1.2 billion, this was a market that McDonald's could not afford to ignore. At the same time, due to religious restrictions, most Indians (about 80 percent), would not eat beef or beef-related items. In addition, about 40 percent of Indians are strictly vegetarian. Also, Indians are used to eating spicy food. These were three opportunities, and challenges, for the fast-food giant. To be successful, McDonald's had to "design" new burgers as lamb-patty burgers for meat eat-

ers and offer veggie burgers for vegetarians. Also, vegetarians will not accept their food being in proximity to non-vegetarian food. Accordingly, McDonald's had to design its restaurants with the vegetarian section delineated in green and the non-vegetarian section marked in red as a gesture of assurance to vegetarians. The company also added new, spicier choices to the menu, along with zesty ketchup so patrons can increase the level of spice to suit their taste. Designing the food-delivery system for a McDonald's restaurant in India required a good understanding of the cultural aspects of doing business in this country. Similar challenges have been faced by companies such as KFC, Volvo, Ford and many others.

To provide a truly global education and to prepare students for the challenges that face businesses in the 21st century and beyond, Philadelphia University began offering a six-credit graduate course in 1994 that covers all aspects of conducting business in a global environment, including cultural, ethical, political, environmental and other factors that have a strong role in global operations. This course launched the first dimension of the University's global business curriculum.

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

The result was that when students exchanged ideas with people of other cultures, they gained a heightened sense of understanding that informed business relationships. Most important, students who participated in the international business trip gained a practical application of



classroom discussion and readings. To date, MBA students in the course have visited Beijing, Shanghai, Guangzhou, Shenzhen, Delhi, Mumbai, Bangkok, Singapore, Hong Kong, London, Brussels, Paris, Warsaw, Budapest and Prague.

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

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

Teams of six — including MBA students from PhilaU and a partnering international institution — are arranged so that each team member's functional role within their company is specified: team leader, design liaison, engineering liaison,

finance person, international liaison, and production/operations/marketing person. Next, each team is required to identify a product (or service) that they would like to manufacture (or outsource) in China and/or India. The design and engineering aspects of the product are configured here in the United States.

Each team develops the business plan to manufacture a product or outsource a service globally. In order to facilitate the real-world implementation of the concept in 2009-10, Philadelphia University students worked with MBA students from Birla Institute of Management and Technology and Apeejay School of Management in New Delhi, India. Those students were the local Indian contact to manufacture the product. This year, we are working with Guangzhou University of Business Studies in China, in addition to Indian institutions.

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

HONORS & AWARDS (CONTINUED)

[E] INDUSTRIAL DESIGN STUDENT WINS URBAN OUTFITTER COLLABORATION COMPETITION

Kristen Mathas '12, one of 32 industrial design students who competed in the BUILD: Manufacturing Education course competition, won with her "My 'Stache Flask" design, following the concept presentations to a group of Urban Outfitters buyers and designers. "My 'Stache Flask combines two of your bestsellers: mustaches and flasks," she told *The Philadelphia Inquirer*, getting a laugh as she tipped the flask back to demonstrate how the object's hirsute silhouette makes even a dainty person look mustachioed.

THREE FASHION DESIGN STUDENTS WIN RED DRESS COMPETITION

The striking crimson designs of Bianca De Pietro '10, Cecily Salinas '10 and Nikki Enterline '10 were the top winners in the 2010 Red Dress Competition sponsored by the American Heart Association. De Pietro won first place, Salinas won second place, People's Choice and third place went to Enterline. The winning designs were displayed in a Macy's Center City window and modeled at the annual Go Red for Women luncheon June 11 in Philadelphia.

TEXTILE DESIGN STUDENTS DOMINATE VIRGINIA JACKSON DESIGN AWARDS

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

The winning designs were displayed at the International Textile Market Association's semi-annual Showtime fabric show, held June 6 to 9 in High Point, N.C.



An Evening of INNOVATION

Spirit of Innovation & Awards Ceremony

Philadelphia University celebrated outstanding leaders of innovation at the inaugural Evening of Innovation on May 8, featuring the Spirit of Innovation Gala and the Annual Fashion Show. The event was presented by Phillips-Van Heusen Corporation, and raised \$700,000, with proceeds providing scholarship support for Philadelphia University students. One of the evening's highlights was a showcase of student and faculty research and collaborative projects focused on innovation.

Ten giants of industry were recognized for their leadership and pursuit of innovation. Leader of Innovation Medals — designed by freshman

industrial design student Ryan Hanuschak '13 — were presented to: John D. Couch, vice president for education at Apple, Inc.; Maurice Kanbar '52, H'03, an inventor, entrepreneur and film producer; and Allen E. Sirkin '64, president and chief operating officer of Phillips-Van Heusen Corp.

Lifetime Innovation Awards were presented to: Robert Cordaro '76, chief operating officer, John Varvatos Enterprises, Inc.; Alvin P. Gutman, former chairman, Pressman-Gutman, Inc.; Liang-Keng Kwee '68, managing director, Pontiac Land Private, Ltd.; Robert J. Reichlin '47 (posthumously), chairman, Zuckerman Honickman, Inc.; John L. Steen '59, founder and president, Steen Sales, Inc.; Andrew J. Vecchione '72, president, Polartec, LLC; and Vincent M. Wolanin '69, chairman/CEO, PrivateSky® Aviation Services, Inc.

"These friends and alumni are world-class

leaders and innovators. Their careers helped inspire our Strategic Plan and motivate our students," said President Spinelli. "Not only are they accomplished in their chosen fields, but they personify the University's mission, vision and focus on innovation."

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



The honorees were presented Innovation Medals at the Gala. Pictured are (left to right) John Couch, Allen Sirkin '64, Robert Cordaro '76, Alvin Gutman, Liang-Keng Kwee '68, Larry Reichlin accepting the award for his late father, Robert Reichlin '47, John Steen '59, Andrew Vecchione '72, and Vince Wolanin '69.



During the cocktail hour, guests viewed a showcase of student and faculty research and collaborative projects focused on innovation.



2010 Fashion Show

An inspiring "Tribute to Elegance" with vibrant colors, stunning designs and innovative styles strutted down the runway at this year's Fashion Show May 8. Part of the Evening of Innovation presented by the Phillips-Van Heusen Corporation, the show was held at the majestic Academy of Music.

More than 2,200 students and their families, faculty, staff, honorees, industry executives and designers attended the event, which showcases the best of each year's fabulous, colorful, creative and innovative student fashion designs.

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



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



Meg Dewey '10, pictured right, won the Neiman Marcus Award for most saleable collection and the Destination Maternity Award for Excellence in Sportswear Design.



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



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

PUBLICATIONS

**JEFFREY ASHLEY,
SCHOOL OF SCIENCE AND HEALTH**

"Evaluating daily exposure to polychlorinated biphenyls and polybrominated diphenyl ethers in fish oil supplements," co-authored with Joshua Ward, Machael Schafer, Heather Stapleton and David Velinsky. *Food Additives and Contaminants: Part A*. 27.8 pp. 1177-1185. Aug. 2010.

**MARIE-EVE FAUST,
SCHOOL OF BUSINESS ADMINISTRATION**

"Discard 'one size fits all' Labels! Proposal for New Size and Body Shape Labels to Achieve Mass Customization in the Apparel Industry," *Handbook of Mass Customization and Personalization*, Vol. 2, World Scientific Publishing Co., pp. 771-812.

"Women's wear sizing: a new labeling system," *Journal of Fashion Marketing Management*, 14.1, pp. 88-126, 2010.

**ANNE HAND,
SCHOOL OF DESIGN AND ENGINEERING**

Design work featured in *1000 Artisan Textiles: Contemporary Fiber Arts, Quilts, and Wearables*, Sandra Salamony and Gina M. Brown, Beverly, Mass., Quarry Book, May 2010.

VALERIE HANSON, SCHOOL OF LIBERAL ARTS

"Envisioning Ethical Nanotechnology: The Rhetorical Role of Visions in Postponing Societal and Ethical Implications Research." *Science as Culture*. Published online on Aug. 19, 2010.

"Nature as Database? Microscopic Images' Impact on Visual Cultures of the Natural World," invited paper, *AugenBlick* 45: Images of "True Nature," 2010.

**JAIDEEP NAIDU,
SCHOOL OF BUSINESS ADMINISTRATION**

"A Note on Maximizing Faculty Evaluations." *The Management Faculty*, March 2010.

**AARON RICHMAN,
SCHOOL OF SCIENCE AND HEALTH**

Medical Response to Terror Threats, NATO Science for Peace and Security Series – E: Human and Societal Dynamics, co-authored with Shmuel Shapira and Yair Sharan. Vol. 65, June 2010.

**CATHY RUSINKO,
SCHOOL OF BUSINESS ADMINISTRATION**

"Linking Sustainability and Financial Valuation: Six Necessary Conditions," *Journal of Investing*. Co-authored with J. O. Matthews. 19:3, p. 128-35. Fall 2010.

"Integrating Sustainability in Higher Education: A Generic Matrix." *International Journal of Sustainability in Higher Education*. Vol. 11, Issue 3, 2010.

"Evolution of Environmentally Sustainable Practices: The Case of the U.S. Carpet Industry and CARE." *International Journal of Sustainable Economy*. Vol. 2, Issue 3, 2010.

**PHILIP RUSSEL,
SCHOOL OF BUSINESS ADMINISTRATION**

"The Assymetric Impact of Financial Intermediaries Development on Economic Growth," co-authored with N. Chien-Chung, Y. Chang, and K. Hung, *International Journal of Finance*, 21.2 (2009): p. 6035-6079.

CONFERENCES

**PAUL BRADFORD,
SCHOOL OF SCIENCE AND HEALTH**

"Evaluation of the Limping Child." American Academy of Physician Assistants Annual Conference. Atlanta, June 3, 2010.

**ANUSUA DATTA,
SCHOOL OF BUSINESS ADMINISTRATION**

"Explaining the Growth and Geographic Variation in State Medicaid Expenditures," paper presentation with D. Vandergrift; "Session 3i – Trade II," discussant; and "Session 5a – Health

Economics," session chair and presenter; 2010 Midwest Economics Association Annual Meeting, Evanston, Ill., March 19-21, 2010.

STEVEN DINERO, SCHOOL OF LIBERAL ARTS

"Tel Aviv: Climate Change in the Arctic: An Indigenous Perspective." Congress of the International Geographic Union. Tel Aviv, Israel, July 15, 2010.

KIMBERLEE DOUGLAS AND CLAUDIA PHILLIPS, SCHOOL OF ARCHITECTURE

"Sustainable Design: A Catalyst for Renewed Interest in Service Learning," peer-reviewed abstract presentation, 2010 Annual International Council of Educators in Landscape Architecture Conference, Maastricht, The Netherlands, May 12-15, 2010.

**ADELE FRANKLIN AND SUSAN HAIMAN,
SCHOOL OF SCIENCE AND HEALTH**

"Teaching Incarcerated Women with Mental Illness How To Ph.I.S.H.," poster presentation, American Occupational Therapy Association Annual Conference, Orlando, Fla., April 29, 2010.

**ROSA GUEDES,
SCHOOL OF SCIENCE AND HEALTH**

"Forage Production for Smallholder Farmers in the Semi-Arid Region of Brazil." Co-authored with F.P. Araujo. Paper presentation. Nineteenth World Congress of Soil Science: Soil Solutions for a Changing World. Brisbane, Australia, Aug. 1-6, 2010.

**ILEANA IONASCU,
SCHOOL OF SCIENCE AND HEALTH**

"C-orbit reflexive operators." Presentation, 38th Canadian Symposium on Operator Algebras and Operator Theory. Organized by the University of New Brunswick, Fredericton. New Brunswick, Canada, June 2010.

"Reflexivity and Its Variations." Presentation. 23rd International Conference on Operator Theory. Organized by the University of West Timiso-

ara and the Institute of Mathematics "Simion Stoilow" of the Romanian Academy. Timisoara, Romania, June-July 2010.

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

ALGA Leadership Retreat: Engage. panelist. Chattanooga, Tenn., June 3-5, 2010.

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

"Aging in Place: Transgenerational Bathroom Design," paper presentation, American Occupational Therapy Association Annual Conference, Orlando, Fla., April 30, 2010.

**ELIZABETH MARIOTZ,
SCHOOL OF BUSINESS ADMINISTRATION**

"Evaluating the Performance of Emerging Market Nations." Co-authored with D.K. Malhotra, INFINITI Conference on International Finance. Trinity College, Dublin, Ireland, June 14-15, 2010.

**CHAE MI LIM,
SCHOOL OF BUSINESS ADMINISTRATION**

"Who are Luxe-Bargain Shoppers? Segmenting Consumers using Fuzzy Clustering." presentation co-authored with Youn-Kyung Kim. American Collegiate Retailing Association. Orlando, Fla., June 23-26, 2010.

ADAM MELINN, SCHOOL OF LIBERAL ARTS

"On Consciousness in Objects and Animals." Paper presentation. 2010 Annual Conference of the Consciousness and Experiential Psychology Section of the British Psychological Society. St. Anne's College, Oxford, United Kingdom, Sept. 2010.

**MARION ROYDHOUSE,
SCHOOL OF LIBERAL ARTS**

"Philadelphia Area Women in the Twentieth Century: What Do We Know and What Do We Need to Know?" invited speaker, The Encyclopedia of Greater Philadelphia, co-sponsored by Philadelphia University, the Pennsylvania Historical Association and the Historical Society of Pennsylvania, Philadelphia, April 1, 2010.

**TOM SCHRAND,
SCHOOL OF LIBERAL ARTS**

"Food in 3-D: Using the Three Dimensions of Sustainability to Teach Food and Agriculture." 2010 Annual Meeting and Conference of the

Association for Environmental Studies and Sciences. Portland, Ore., June 19, 2010,

RICK SHAIN, SCHOOL OF LIBERAL ARTS

"Qu'apporte l'analyse des musiques à la compréhension des sociétés africaines: le cas de Senegal." Presentation. Congrès des études africaines en France, Bordeaux, France, Sept. 6-9, 2010.

NANCY SORKIN, LEARNING AND ADVISING

"The Export Model: Proactive Writing Support for Design Students and Faculty." Presentation. Writing Program Administrators Conference. Philadelphia, July 15-17, 2010.

**NIOKA WYATT '99,
SCHOOL OF BUSINESS ADMINISTRATION**

"Assessing Experiential Learning: Examples of Short Courses in Shanghai, China," Atlantic Assessment Conference, Cary, N.C., April 11-12, 2010.

EXHIBITIONS

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

"Selections from The Graphic Imperative: International Posters for Peace, Social Justice and the Environment, 1965-2005." Universidad Autonoma Metropolitana, Mexico City, Mexico. Sept. 27-Oct. 22, 2010.

**MARIE-EVE FAUST,
SCHOOL OF BUSINESS ADMINISTRATION**

"Blooming Style" exhibition, Innocentre, Hong Kong, May 3-7, 2010. Also exhibited at *Fashion Gallery*, Hong Kong, May 10-31, 2010.

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

"SPECTRUM: Contemporary Color Abstraction." Curated by Carina Evangelista and J. Susan Isaacs. Delaware Center for the Contemporary Arts. Wilmington, Del., March 26 to Aug. 1, 2010.

**BARBARA SMOLEN,
SCHOOL OF DESIGN AND ENGINEERING**

A 200 ft. mural on the fence surrounding the construction site of the new Barnes Foundation in Philadelphia, aided by Bryce Beamer and shop monitors, students from Design Foundations 1 and 2 and funded by The Barnes Foundation in

FACULTY AWARDS PRESENTED AT ANNUAL RECEPTION

Faculty members were honored at the annual Faculty Reception in May for their hard work, dedication and commitment to education excellence. The 2010 President's Award for Excellence was presented to John Pierce, Ph.D., associate professor of psychology. The 2010 Lindback Distinguished Teaching Award was presented to Jeffrey Ashley, Ph.D., associate professor of chemistry.

A portrait of Anne Bower, Ph.D., associate professor of biology, was unveiled at the reception. It will hang in the Paul J. Gutman Library. Bower received the 2009 President's Award for Teaching Excellence.

Steve Grout, Ed.D., associate professor of interior design; Russell Kleinbach, Ph.D., professor of sociology; and Jerry Rosenau, associate professor of fashion industry management; were recognized as new retirees.

Adjunct faculty awards were presented to:
Suzanna Barucco, School of Architecture

William Nealon,
School of Business Administration

Sharon Harris,
Continuing and Professional Studies

William Lindsay, School of Design and Media

Amanda Lombardi,
School of Engineering and Textiles

Aleksandr Kvasov, School of Liberal Arts

Madhu Puri, School of Science and Health



The 2010 President's Award for Excellence was presented to John Pierce, Ph.D., associate professor of psychology. Pierce (left) is pictured with President Spinelli.

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

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

"Funny Faces," FiberArt International 2010: Exhibition of Contemporary Fiber Art, presented by Fiberarts Guild Of Pittsburgh, Inc., Pittsburgh Center for the Arts, April 16-August 22, 2010.

AWARDS

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

Recipient of the Certificate of Excellence, American Graphic Design Award by Graphic Design USA Magazine, New York for the Spring 2010 Lecture Series poster, School of Architecture and School of Design and Media, Philadelphia University.

**DANIEL HOFFMAN,
SCHOOL OF DESIGN AND ENGINEERING**

Awarded a residency for the 2011 International Woodturner's Program through the International Turning Exchange at the Wood Turning Center of Philadelphia.

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

Awarded the 2010 Neographics Best of Category Award for Stationery.

**DOLORES PFEUFFER-SCHERER,
SCHOOL OF LIBERAL ARTS**

Awarded Library Resident Research Fellowship from the American Philosophical Society, April 2010.

Awarded Andrew W. Mellon Foundation Fellowship from the Library Company of Philadelphia and the Historical Society of Pennsylvania, April 2010.

GRANTS

**ROB FLEMING AND CLAUDIA PHILLIPS,
SCHOOL OF ARCHITECTURE**

Co-consultants for American Cities Foundation (ACF) Park West Planning Grant through the Pennsylvania Department of Conservation and

Natural Resources for \$50,000. The planning grant will allow the Park West Study Committee to design, establish phases and create a budget for making trails and green spaces within the target area (2010-11).

**CLAUDIA PHILLIPS,
SCHOOL OF ARCHITECTURE**

Partner on \$200,000 NEA grant to Lafayette College (2010-11). Role is to evaluate the grant programs and to assess and disseminate outcomes via conferences/publications.

**MARCIA WEISS '83,
SCHOOL OF DESIGN AND ENGINEERING**

Granted \$25,000 from Cotton Inc. and the Cotton Board for "Cotton Biomimicry," a project for interdisciplinary student teams to create installations that reflect attributes unique to cotton.

OTHER

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

"3 Guys, 3 Lives: 30 Years of Graphic Design." Invited panel discussant. Westphal College of Media Arts and Design, Drexel University, Philadelphia, May 2010.

"I am not (really) an Activist, and Other Graphic Tales." Invited lecture. University of Delaware, Newark, Del., April 2010.

**GEOFFREY BEATTY,
SCHOOL OF DESIGN AND ENGINEERING**

Created 3D models and animation for interactive exhibits in new Pittsburgh Penguins arena.

Taught four-week adult workshop in 3D modeling/animation and two-week teen workshop in video game creation for Digital Media Academy, hosted at Harvard University and Swarthmore College.

**ANNE BOWER,
SCHOOL OF SCIENCE AND HEALTH**

"Conservation of threatened red-bellied turtles [*Pseudemys urbiventrtris* (LeConte)] using radio-telemetry research on home range and habitat use combined with educational programming on habitat threats," grant report, Pennsylvania Wild Resources Conservation Program, Pa. Dept. of Conservation and Natural Resources, 2010.

**MARIE-EVE FAUST,
SCHOOL OF BUSINESS ADMINISTRATION**

External reviewer for a Ph.D. thesis in Kuala Lumpur, Malaysia.

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

Exhibition Review: "Wilmington Wonder, Part I", by Victoria Donohoe in *The Philadelphia Inquirer*, Jul. 23, 2010

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

"Chit, Chat, Change: A Panel Discussion," panelist, AIGA, Philadelphia, March 24, 2010.

DAVID KRATZER, SCHOOL OF ARCHITECTURE

Completed charrettes and a feasibility study for the St. John Hospice Homeless Shelter, Philadelphia, April 2010.

Composed façade design guidelines for business owners along Kensington Avenue for the Office of Community Development of the Archdiocese of Philadelphia, April 2010.

**MARYSHEILA MCDONALD,
SCHOOL OF BUSINESS ADMINISTRATION**

Executive Board member of the Middle Atlantic Association of Colleges of Business Administration.

**AARON RICHMAN,
SCHOOL OF SCIENCE AND HEALTH**

"Command Considerations to Terror Response," Chief of Police Advanced Workshop, Southern Police Institute, Fla., July 22, 2010.

**SUZANNE SINGLETARY,
SCHOOL OF ARCHITECTURE**

"The Legacy of Cubism: History of Modern Architecture, 1905-1945," lecturer of four-part series, Philadelphia Museum of Art, Philadelphia, March 2010.

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

Invited to conduct "Digital Textile Design and Basic Digital Inkjet Textile Printing Workshop." The Textile Museum. Washington D.C., Aug. 8-9, 2010.

ADVANCING APPLIED RESEARCH: University Researcher Finds PCB Contaminants in Fish Oil Supplements

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

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

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

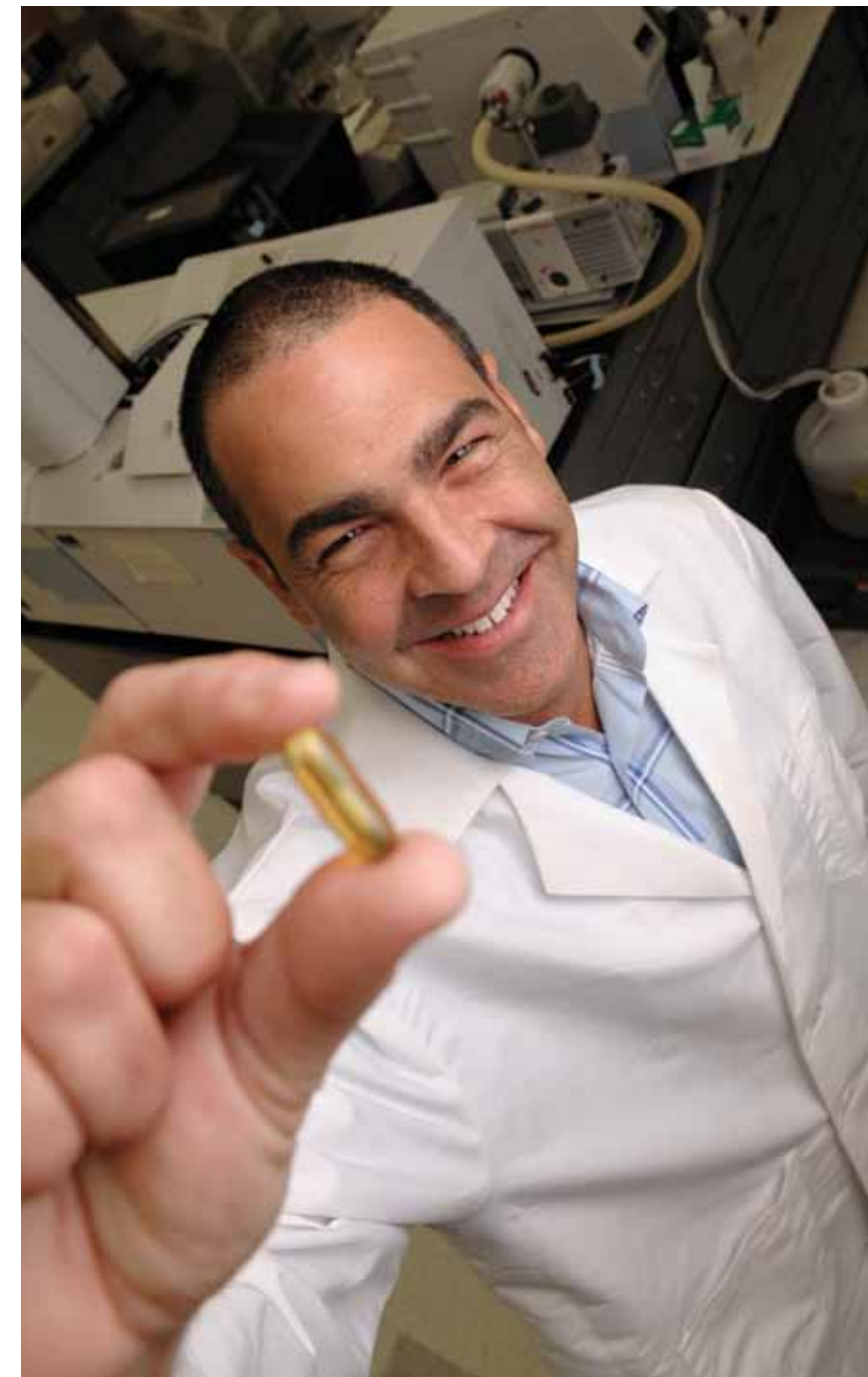
Ashley suggests that consumers concerned with contaminant levels in fish oil supplements may decrease their exposure either by choosing oils produced from small fish species such as anchovies and sardines, which tend to accumulate lower contaminant levels, or talking to their physicians about a prescription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

"While the levels of these two classes of contaminants are low, in parts per billion, they may represent a health concern, as most people take fish oil supplements daily," Ashley said.

But Ashley also noted that even daily exposure to these contaminants may be lower than what people would get from consuming the amount of fish needed to maintain the daily intake of polyunsaturated fatty acids recommended by the American Heart Association (AHA). The AHA web site recommends eating fish — particularly fatty fish such as salmon, mackerel and tuna — at least two times a week.

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

Ashley presented his research at the European Conference of the Society for Environmental Toxicology and Chemistry in Seville, Spain, in May 2010.



INNOVATIVE DESIGN CONCEPTS SHOWCASED AT 2010 SENIOR DESIGN SHOW



Senior design students showcased their creative and innovative work at the 2010 Senior Design Show May 12 through 16. The show included student work from all design disciplines: architecture, digital animation, digital design, graphic design communication, industrial design, interior design, fashion design, textile design, landscape architecture and the master's programs in digital design and sustainable design.

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

The Maurice Kanbar '52 Excellence in Design Awards were presented at the opening reception. In the Graphic Design Communication category, Andrew Moughalian received a design merit award for his Breathe Packaging; Michael DeRojas received a design merit award for his Urban Fairytale; Alexandra Bisono received a design merit award for her textbook system design; Shannon Welsh received a design merit award for her "Know Your Rights" project; and Brittany Bigley received a design merit award for her "Know Your Rights" project.

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

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

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

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



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



Seton Spadt (left) and Jeff Steel (right) with a student wearing their evolutionary and innovative "new generation firefighter turnout jacket."



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



Senior Design Show graphics done by Emily Zuwiala '10.



Your legacy?



PHILAU in the news

Professors Brookstein and Ujiie discuss high-tech textiles in Inside magazine

David Brookstein, executive dean for university research, and Hitoshi Ujiie, associate professor of textile printing, talked about the latest advances in technology and apparel in the fall 2010 *Inside* magazine. Ujiie discussed the innovative use of digital printers to design fabrics and Brookstein talked about the University's role in developing chemically protective military apparel through the Laboratory for Engineered Human Protection.

Deaf Physician Assistant graduate follows dream, The Herald-Mail reports

Marissa Clopper M'10, a graduate of the physician assistant studies program, was featured Oct. 7 in *The Herald-Mail* of Hagerstown, Md. Following her dream despite being deaf almost since birth, Clopper "through determination and hard work" completed the rigorous PA program and recently passed the national certifying exam, according to the story.

President Spinelli advises how to woo angel investors in Forbes

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

MBA program featured in Philadelphia Business Journal

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

Michael Rackover and Physician Assistant program featured in Metro

Michael Rackover, assistant director of the physician assistant studies program, said the program is rigorous and in high demand, *The Philadelphia Metro* reported Sept. 22. "A physician assistant is someone who wants to have the responsibility of taking care of human beings," he said. "It's labor intensive to get there."

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

Natalie Nixon M'98, associate professor and program director of fashion industry management, gave tips on using social networking sites and mobile phones to save money on back-to-school shopping Sept. 7 on Fox 29 news. She said many retailers are starting to use sites such as Facebook and Twitter to promote products and special deals.

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

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

PhilaU midwives provide health care in Haiti, Quickening reports

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

PhilaU Red Dress competition winners featured in The Philadelphia Inquirer

Fashion design students who won the American Heart Association's Red Dress Design Competition were featured in *The Philadelphia Inquirer* July 14. The three top-winning designs were modeled in a fashion show at the June 11 Go Red for Women Luncheon.

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

Natalie Nixon M'98, associate professor and program director of fashion industry management, counted down the five things that are never appropriate to wear to work during summer on Fox 29 news July 1. The worst offender: flip flops.

David Brookstein talks about textile education in Reuters special report

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

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

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

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

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

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

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

Women's Wear Daily, The Philadelphia Inquirer report on PhilaU Fashion Show

The 2010 Fashion Show and award-winning student designers Rachel Wendling '10, Meg Dewey '10 and Amanda Vereb '10 were featured in *Women's Wear Daily* May 17. The story also mentioned honorees Allen Sirkin '64, Robert Cordaro '67, Andrew Vecchione '72 and Alvin Gutman, and alumnus Jay McCarroll, a fashion show judge and Project Runway winner. On May 12, *The Philadelphia Inquirer* featured the Fashion Show and senior designers Jill Garvey '10, Nicole Dudley '10, Helene Curley '10, Christi Jefferson '10, Bianca De Pietro '10 and Rachel Wendling '10.

Fulbright winner Malcolm Ingram featured in The Philadelphia Inquirer

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

Industrial design collaborative class featured in The Philadelphia Inquirer

The Industrial Design BUILD studio class, in which sophomores collaborate with industry partners to design products, was featured in *The Philadelphia Inquirer* May 14. Students Kristen Mathas '12, whose My 'Stache Flask was the top design this semester, Brendan Feucht '12, Aodh O'Donnell '12 and former professor Josh Owen were featured in the story.

President Spinelli interviewed in Inside Higher Ed

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

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

Clara Henry, director of the fashion design program, and fashion design seniors Rachel Wendling '10, Christi Jefferson '10, Jillian Garvey '10 and Meg Dewey '10 were featured on NBC10's *The 10! Show* May 4. They showcased designs from the 2010 Fashion Show.

Steve Frumkin talks about Wawa's marketing strategy in The Philadelphia Inquirer

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

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

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

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

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

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

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

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

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

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PIONEERS ON THE WATER

On a chilly fall day in 2006, a group of female students interested in joining the new Philadelphia University rowing team dipped the blade of their oars into the Schuylkill River. For some, this was the first time they ever held an oar.



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

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

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

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

"When we started, the team had to learn just about everything from scratch; it was like teaching them how to walk," said Head Coach Chris O'Brien. "But, when they won the Women's Novice Eight award at the Dad Vail Regatta — after a lot of hard work and dedication — you could see in their eyes that they were hooked for life."

During their career, the women's rowing team made it to the NCAA Championships three out of the four years. Most notably, the team placed third overall at the 2010 Division II National Championships on May 30.

But it wasn't just in the large races that people started recognizing the Philadelphia University rowing team. Since rowing is divided up into regions of the country, not into conferences like other Division II sports, the team competed against Division I and II teams from various schools along the east coast.

O'Brien noted that some of the other coaches would joke with him during the team's first sea-

son, asking, "Why did you have to go and start a program?" Now, there is little joking about the competitive ability of the PhilaU rowing team. Take, for example, this past March when the Varsity Four team beat Princeton and MIT, ahead of both teams by more than a boat length.

To bookend their success, starting with the Dad Vail win their first year and ending with a third-place finish in the national championships during their last season, may seem somewhat serendipitous. However, there was a strategy behind it all.

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

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

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

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

This past year, training proved to be crucial for the team's success. The strategy: a long winter



of training, upping the intensity level and pushing the athletes to new heights. A spring break trip to Florida was a pivotal point in the training season for the rowers.

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

The team was ranked #1 in the NCAA Division II east region heading into the national championships, with the Varsity Four as the #1 east seed and the Varsity Eight as the #2 seed.

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

The third-place team finish in the NCAA National Championships is the best yet in the program, as the team took fourth overall in 2009 and fourth as a Varsity Eight team in 2008.

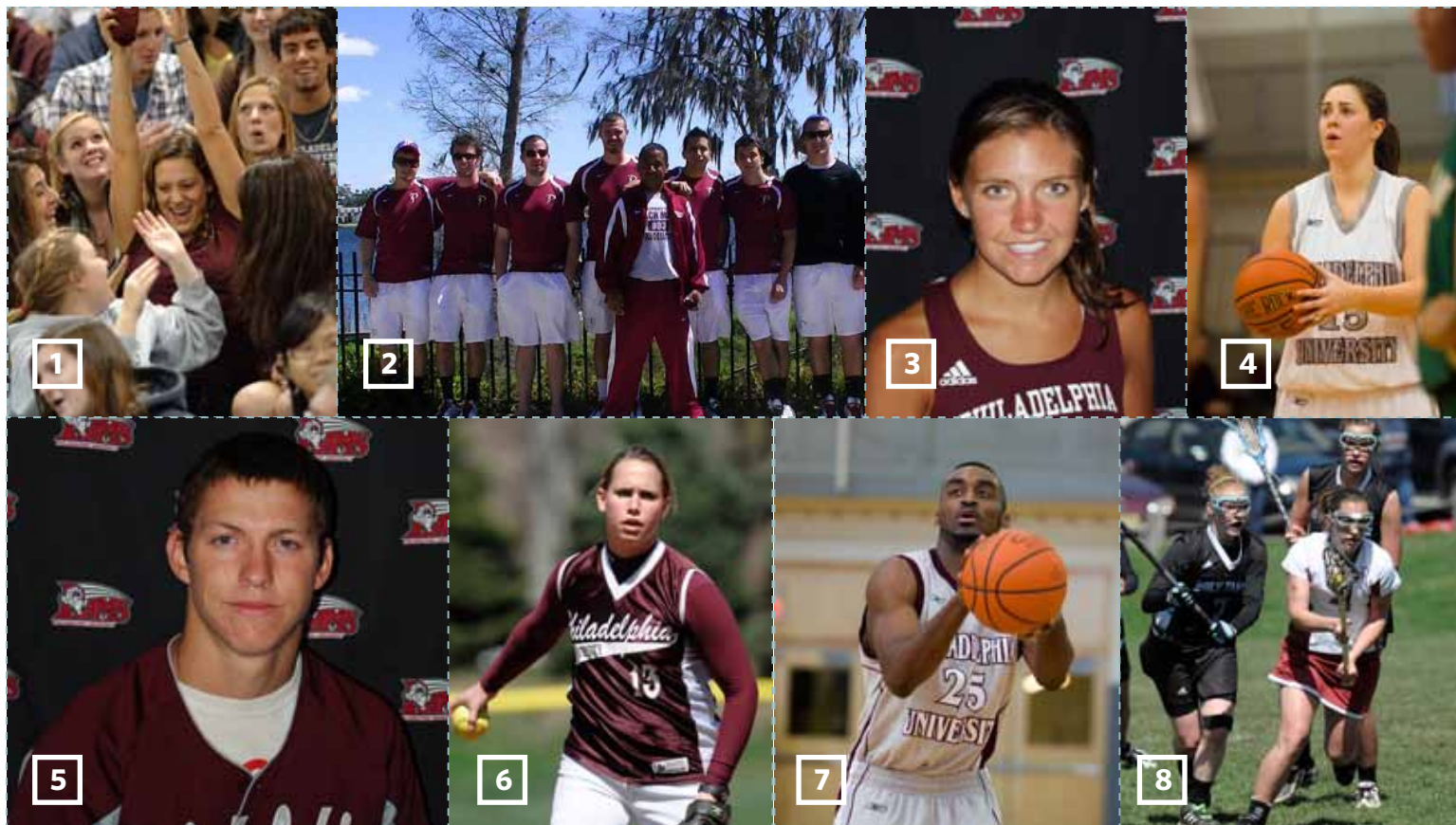
Seniors Dzierzanowski and Renee Rozaieski made PhilaU rowing history as they were named to the Collegiate Rowing Coaches Association (CRCA) Pocock All-America team for the 2010 season. They are the first-ever rowing All-Americans at PhilaU.

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

For all of their success, it was most fitting that the seven rowers received the Pioneer Award at the PhilaU Athletics honors banquet in May — a recognition that these rowers couldn't have imagined on that chilly fall day back in 2006.



Previous page: The PhilaU rowing team practicing on the Schuylkill River during the inaugural season. Top left: Seven rowers received the Pioneer Award at the 2010 PhilaU Athletics banquet. Pictured are (sitting l to r) Maureen Agnew, Lindsay Catov, Mara Dondero, Magda Dzierzanowski (standing l to r) Carolyn Steinberg, Brianna Zelinski, Coach Chris O'Brien and Maria McDevitt. Top right: The team celebrates after winning the Women's Novice award at the 2007 Dad Vail Regatta. Bottom: The Varsity Eight competing in the 2010 NCAA National Championships.



[1] RAM MADNESS KICKED OFF 2010-11 BASKETBALL SEASONS

PhilaU's annual Ram Madness kicked off the Rams exciting 2010-11 basketball season with a night of school spirit, high energy and team previews Oct. 14 in The Gallagher Center. Fans met the teams and caught a glimpse of the action while the men's and women's basketball teams squared off in drill contests. As part of the festivities, athletic awards and honors were presented to student-athletes from various sports teams.

FIFTEEN STUDENT-ATHLETES RECEIVE ALL-ACADEMIC HONORS

Fifteen student-athletes received the CACC All-Academic honors for the spring 2010 athletic season. Honorees include baseball players Tyler Mentzer '11, Jared Farbman '11 and Matthew Minakowski '11; softball players Kristyn Loughery '10, Devyn O'Neill '10, Kelly Rauco '10, Kate Desmond '10, Randi Wozniak '11 and Allison Glaser '12; and lacrosse players Ania Crawford '11, Kelly Dallas '12, Jennifer Sica '11, Kalynn Hodel '12, Taylor Peltzer '12 and Kelly Staerk '10.

[2] MEN'S TENNIS COMPETED IN NCAA EAST REGIONAL TOURNAMENT

The men's tennis team, led by first-year coach Cha Goods, completed their 2009-10 campaign

at the NCAA East Regional Tournament, falling in a second-round match to the #1 seeded Concordia College 5-0. PhilaU picked up their first-ever NCAA win in the first round of the East Regional, capturing a 5-1 victory over Merrimack College. The team finished the season with an overall record of 20-7 (10-2 CACC).

The squad will return all starters, including two-time CACC Player of the Year Adrian Torroella-Cruz '12, the team's #1 singles player. Torroella-Cruz won two CACC crowns this year, the singles title and the doubles championship with partner Manoli Sgouros '11. Both were named to the CACC All-Conference team.

[3] THREE RUNNERS NAMED ACADEMIC ALL-AMERICANS

Three cross country runners — Andrew Piotrowski '10, and sophomores Sarah Simonetti '12, and Anjelica DiNucci '12 — earned the distinction of being named U.S. Track & Field and Cross Country Coaches Association (USTFCCCA) Academic All-Americans. Piotrowski was one of the 152 USTFCCCA All-Academic male honorees. Simonetti and DiNucci were two of just 286 USTFCCCA All-Academic female honorees.

ATHLETICS ADDS TRACK IN 2010-11

Athletic Director Tom Shirley and Men's and

Women's Cross Country Coach Dave Thomas announced that beginning this academic year, men's and women's track will be added as a sport at the University. PhilaU now offers 16 NCAA Division II sports with the addition of track. PhilaU will only offer track and not field. "We're excited at the prospect of competing in the spring at NCAA Track National Championships," said Coach Thomas.

[4] THREE WOMEN HOOPSTERS RECEIVE CACC HONORS

Three women's basketball standouts were named to the CACC Tournament team for their 2009-10 season performances. Center Jessica Romano '10 was named to the CACC All-Conference 1st Team, and forward Kate Brennan '10 and guard Nina Brascetta '10 were both named to the Honorable Mention squad. Brennan also was honored during the season at the Small College Coaches' Association luncheon on Feb. 9. Brennan was ranked nationally during the season in several categories, most notably 23rd in NCAA DII in free-throw percentage (85.9 percent).

The Lady Rams finished the season with a 15-13 overall record, 13-6 in the CACC. They hit the hardwood in two 2010-11 preseason exhibition games against Division I teams, Iona College and St. Joseph's University.

[5] HONORS POUR IN FOR SHORTSTOP TYLER MENTZER

Shortstop Tyler Mentzer '11 from Gettysburg, Pa., was named to the Daktronics 1st Team All-East Region, named to the American Baseball Coaches Association (ABCA)/Rawlings NCAA DII East All-Region 2nd Team, tabbed CACC 'Player of the Year' and a National Collegiate Baseball Writers' Association (NCBWA) All-East Region 1st Team pick. Mentzer led the CACC with a .404 batting average and was the only hitter above .400 at the end of the regular season. He also led the conference in numerous other categories, including on-base percentage (.521), slugging percentage (.746), runs scored (39) and home runs with seven. Additionally, he ranked second in total bases (85) and fourth in runs batted in (34). Mentzer is a four-time member of the CACC All-Conference Team.

[6] SOFTBALL'S SCHMIDT NAMED CACC ALL-CONFERENCE 1ST TEAM

Standout pitcher Ali Schmidt '12 of Cordova, Md., was named to the CACC All-Conference 1st Team following a stellar 2010 season. She threw the program's first-ever "perfect game" at Chestnut Hill College on April 20 in a 10-0, five inning, mercy-rule win. She did it again just four days later at home vs. Nyack in an 8-0 mercy-rule victory. Schmidt finished the year with a 1.89 ERA and an 18-9 record on the mound, while striking out 225 opposing batters.

The team finished with an overall record of 26-20 (18-8 CACC). CACC honors also went to catcher Katie Renner '12, who was named to the All-Tournament Team and All-Conference 2nd Team, and outfielder Jen Richard '11, who was named to the All-Conference Honorable Mention team.

MEN'S BASKETBALL GARNERS NATIONAL PRESEASON ATTENTION

The Philadelphia University men's basketball team and Head Coach Herb Magee are garnering attention for the 2010-11 season as the Rams were named to the preseason "possible breakthrough" in *The Sporting News* annual release. The team kicked off the new season with exhibition games against NCAA Division I opponents, including Boston College, James Madison and LaSalle Universities.

ESPINOSA NAMED TENNIS ROOKIE OF THE YEAR

Isabella Espinosa '14, of Quito, Ecuador, was named CACC 2010 Rookie of the Year. She became the top player for the Rams this season, serving as the #1 singles player, compiling an 11-2 record, and 9-4 in doubles play. She ended the season with six straight wins in singles play.

[7] RUSSELL FREDERICK COMPETES IN NABC/ NCAA ALL-STAR GAME

Russell Frederick '10 joined 10 of the best East Region players as a National Association of Basketball Coaches (NABC)/ NCAA All-Star, competing in the NCAA Division II All-Star Game on March 26 in Springfield, Mass., in the Naismith Memorial Basketball Hall of Fame.

Frederick led the Rams to the NCAA Sweet 16 this season, his fourth appearance in the NCAA Tournament with the Rams. Frederick is playing professional basketball in Poland this season.

LACROSSE'S MAURER SELECTED TO IWLCA NORTH-SOUTH ALL-STAR GAME

Midfielder Kathleen Maurer '10 was selected to compete in the annual Intercollegiate Women's Lacrosse Coaches Association (IWLCA) North-South All-Star Game on June 12 at the United Sports Training Center in Downingtown, Pa. Maurer, who competed for the North squad, was a CACC All-Conference 1st Team selection and led the Lady Rams last season with 73 points on the year.

BUCKY HARRIS INDUCTED INTO HALL OF FAME

Former Men's Basketball Coach Walter "Bucky" Harris was elected posthumously as a member of the Pennsylvania Sports Hall of Fame Class of 2010 at a ceremony in October.

MEN'S BASKETBALL SEASON ENDS NCAA RUN IN SWEET 16

What a sweet year for the men's basketball team and Head Coach Herb Magee '63. The team advanced to the NCAA Division II Sweet 16, winning more games than any other PhilaU team in the past 16 years. Coach Herb Magee's 50th season at the University as both a player and a coach was a memorable one, as he finished the year as the all-time winningest NCAA coach in NCAA wins, surpassing Bobby Knight's record of 903 wins on Feb. 23 in a 76-65 win over Goldey-Beacom College.

The team earned a #4 seed in the NCAA East Regional Tournament, hosted by Stonehill College in Easton, Mass., and won the battle over #5 St. Anselm in the quarterfinal game 89-85. The Rams continued to roll in the semis, defeating #1 seed and host Stonehill 71-69 to make it to the championship contest. In the NCAA East Championship, the Rams lost 81-69 to #2 Bentley University, to put an end to the stellar season.

Three PhilaU players — Russell Frederick '10, Malcolm Ingram '10 and Mike Yocum '10 — were named to the CACC All-Conference Team. Coach Magee was named the CACC Coach of the Year.

LADY RAMS WIN SECOND STRAIGHT CACC RESTAINO CUP

The PhilaU Lady Rams won the 2009-10 CACC Alfred R. Restaino Sr. Cup for the second straight year — given annually to the institutions that perform the best in both the men's and women's teams across the board in CACC-sponsored sports. PhilaU won the women's cup with 11.9 points resulting from a cross country team championship, advancing to the volleyball tournament championship match and securing berths to the soccer, tennis, basketball, softball and lacrosse conference tournaments. The Lady Rams were the #2 seed in the south division in the CACC basketball tournament and the soccer team tied Georgian Court University for the regular-season championship in the fall.

[8] WOMEN'S LACROSSE CACC HONORS

The women's lacrosse team received numerous CACC accolades for their 2010 season performance, including All-Conference 1st Team to midfielder Kathleen Maurer '10 and All-Conference 2nd Team to midfielder Caribeth Shappell '12. Attacker Lauren Woodie '10 was named All-Conference Honorable Mention. All-Tournament team accolades went to defender Andi Saracco '10 and midfielder Kalin Hodel '12. The women's lacrosse season came to an end with a 17-9 loss in the CACC tournament semifinals vs. #1 seed Georgian Court University.

PHILAU BASKETBALL COACHES IN NEW PHILADELPHIA SPORTS BOOK

Basketball broadcaster and KYW 1060 News Radio personality Matt Leon's new book, "Under Your Nose: Great Philadelphia Sports Stories You've Never Heard," includes a chapter with stories about Rams' Head Coach Herb Magee, as well as another chapter devoted to Athletic Director and Women's Basketball Head Coach Tom Shirley.

Keep Up to Date on the Latest Scores and Athletics News at www.PhilaUrams.com

The Official Home of the Philadelphia University Rams!

Family Endows Scholarship in Memory of Fashion Designer Thomas M. Bagley '90



Thomas M. Bagley in the 1990 Analysis yearbook.

Thomas M. Bagley '90, a highly successful fashion designer, sadly passed away at the age of 42 on Nov. 14, 2009. He was the youngest of five children of the late Leon Bagley and Rachael Bagley. The family has endowed a scholarship at Philadelphia University in his memory. The scholarship will benefit a fashion design student from Pennsylvania for their four years at Philadelphia University.

The family joined President Spinelli at a recognition luncheon earlier this year to announce the scholarship and present a check for \$50,000. In addition, the General Electric Foundation provided matching funds, bringing the scholarship to \$100,000. (Both Mr. and Mrs. Bagley retired from General Electric.)

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

"We are extremely moved by the generosity of Rachael Bagley and her family in making this scholarship possible," said President Spi-

nelli. "Because of this, one of our highly talented fashion design students will be able to realize their dream and perhaps someday follow in Tom Bagley's footsteps. It will be a lifelong testament to his memory."

Thomas Bagley specialized in denim and sportswear, working for such organizations as Polo Jeans, Perry Ellis, Bugle Boy, Group Three Design, The Li&Fung Group and Jeetish Designs, Inc.

He grew up in the Phoenixville, Pa., area. At Philadelphia University, Bagley was a lifelong member of Sigma Phi Epsilon fraternity. Most recently, he lived in New Jersey with his life partner, Rob Lopez, who is vice president and general manager of RCC Consultants, Inc., a telecommunications company. According to his family, he loved art, Broadway musicals, old Hollywood memorabilia and new Hollywood gossip. Always with a sketchpad by his side, Bagley was quick to bring new designs to life with a few skilled strokes of his pencil. "Tom was always ready with a smile and had a quick wit few could match," says Lopez. "He is deeply missed."



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

Philadelphia University Founders' Society

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

The Founders' Society is the University's unrestricted annual giving group for donors of \$1,000 or above. This prestigious society of leadership donors recognizes the importance of helping to fund the University's mission through gifts in support of students.

By providing essential support to help Philadelphia University meet its annual needs, Founders' Society members are critical to the University's success in adapting its programs to stay at the forefront of professional education.

For more information on becoming a member of the Founders' Society and helping to advance the University's history of innovation and leadership, please call 215.951.2850.

BENEFACTOR

Sheldon L. Kadish '55
Robert C. Lockyer '68
Lawrence S. Reichlin
Harold R. Ronson '51
Carol and Stephen Spinelli Jr.
Jeanne F. Whitmore '80
William C. Whitmore '82

FELLOW

Joanna E. Berwind
Robert A. Cordaro '76
Elizabeth H. Gemmill
Alvin P. Gutman
Claire Reichlin
Francis J. Shammo '83
Allen Sirkin '64
Andrew J. Vecchione '72
Martin J. Zeldin '55

ASSOCIATE

Wendy Beetlestone
Donna N. Ferrier '80
William A. Finn '67
Jason Friedland
Mark and Elizabeth Hanson
James E. McCullough '73
Roger Milliken

MEMBER

Jane H. and William L. Antheil
Matt Dane Baker
Patricia M. and Robert D. Baldrige
Robert A. Barnhardt '59
George Baumgardner '74
William H. Brendley
Steven Bronstein '71
Timothy Callahan
Cynthia M. Campbell '93
Gary Caravella
James P. Cass '90
Thomas D. Catagnus '80
Jeffrey C. Cepull and Lynne A. Hunter

Ann Cohen
D. Walter Cohen
Franklin Congdon
G. Geoffrey Cromarty
Dennis W. Cullen '74
Robert G. Culp IV '98
Jason C. Della Penna '94
Paula J. Della Penna '95
Alyce Dondero
Bruce B. Doniger '66
Martin Fricko '74
David Gallagher
Randall D. Gentzler M'90
Irving R. Gerber '69
David M. Goodman '71
Ivan H. Gordon '55
Robert M. Gordon '38
Mark Govoni
Max Grunstein '45
Thanos Kamiliotis
Lawrence M. Karlin '50
Kevin J. Kodz '97
Mitchell B. Krause '68
Donald Kreiss '68
George V. Kubu '51
Daniel S. Levy '75
Joshua E. Liss
Sarah S. Long
Margaret W. Schneider
Maclay '83
Edward Marram
Frank McWilliams '71
Alexander Messinger
Barbara Meyer
Andrew J. Morrisroe III '96, M'99
Francis X. Murphy '69
Jaideep T. Naidu
Edward C. O'Boyle, Jr. '85
Roman B. Osidach
Jeffrey and Barbara Ost
John Pierantozzi '70
G. Carter Pierce
Allen H. Pottash '58
Clara Prezio-Henry
David R. Rea
Jeremy A. Rosenau, Sr. M'96

Marion W. Roydhouse
John N. Rudolph, Jr. '80
Robert Schoellhorn
Doug S. Schwab '76
Walter J. Schwenk '76
Kevin Scott
Robert Smith
Emanuel Stewart
Randy Swearer
Lee E. Tabas
Anthony J. Vitullo, Jr. '97
Lawrence A. Wittig
Harry W. Woodcock

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Hasan J. Alalawi '08
Maria Angioletti '08
Lauren Badessa '08
Leigh M. Bannworth '08
Theresa M. Blum '04
Jenna G. Breznicky '06
Aisling F. Cooper '07
Erike De Veyra '09
Gregory Dennis '05
Joan Doll '06
Stefanie Emanuel '02
Jessica Enichen '08
Carina C. Fanelli '07
Kevin Flaherty '07
Danielle Grant '05
Jacqueline Guerrero '05
Maureen G. Hall '06
Isaac Keil '07
Brett J. Klingler '08
Jennifer L. Magarity '03
Kari McElwee '09
Nicole H. Mechell '07
Brian R. Moyer '09
Casmir I. Ogbonna '08
Robert J. Richardson '09
Yolanda Richmond '05
James E. Rudnet '09
Alicia A. Serratore '06
Brittany Speers '06
Kristian D. Summerer '99
Viethoai V. Trinh '06
Jessica R. Williams '04



Class of 2010 Commemorative Marker

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



2010 Golf Invitational

The 2010 Philadelphia University Golf Invitational — held at Chesapeake Bay Golf Club at Rising Sun in Rising Sun, Md. — raised over \$20,000 in support of the Annual Fund, which helps the University meet the greatest needs of its students and faculty, and the Department of Athletics. Nearly 100 golfers participated in the annual outing chaired by Robert C. Lockyer '68 and David A. Falcione '81. Pictured are (l to r) Kevin R. Dowell '98, Kevin J. Kodz '97, Anthony J. Vitullo, Jr. '97 and Brandon Kodz. The 2011 Golf Invitational will be held on June 15 at Chesapeake Bay Golf Club at Rising Sun.



2010 Scholarship Donor Reception

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

Honoring a Life in Education

Alumnus named professor emeritus

Robert (Bob) Barnhardt '59, a lifelong educator, was recently named professor emeritus. "I was the first in my family to go to college," Barnhardt said. "I have a special place in my heart for this university and would not have been able to attend college had it not been for the scholarship I received." He acknowledged being named professor emeritus is a special honor that he greatly appreciates.

"It is a privilege to bestow the title "Professor Emeritus" upon Bob Barnhardt, whose lifelong commitment to higher education and to Philadelphia University is truly impressive and admirable," stated President Spinelli. "He is an outstanding alumnus, and, as Professor Emeritus, he joins an illustrious roster of emeriti faculty at Philadelphia University. We could not be more pleased that he has accepted this honor."

After receiving his B.S. in Textile Engineering here, Barnhardt then went on to pursue a master's in Textile Technology at the Institute of Textile Technology (ITT), now part of the College of Textiles at North Carolina State University (NCSU), as well as a master's and doctorate in Higher Education Administration from the University of Virginia.

He enjoyed a long and illustrious career in higher education, serving as the executive vice president and chief operating officer and president of ITT; dean of the College of Textiles at NCSU from 1987 to 1999, interim vice chancellor and provost and later as interim chancellor of NCSU, the largest institution in the University of North Carolina system. He retired officially in



Bob Barnhardt is pictured teaching a class.

2005, but is still active in the College of Textiles.

In 2008, Barnhardt received NCSU's prestigious Watauga Medal in recognition of his distinguished service to the university. A Native American word, "Watauga" means "land beyond," he said with pride. The award is the highest nonacademic honor bestowed by NCSU.

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

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

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

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

After graduating from ITT, Barnhardt began teaching here. With a grant from a successful textile executive, he developed the first textile design curriculum at Philadelphia University. "And, a trustee helped me secure an internship in New York that exposed me to the marketing side of the textile industry — an invaluable experience as it turned out," he reflected.

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

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

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

On a recent trip to campus, during which the Barnhardts visited with faculty and students in the textile design and engineering programs, they were impressed to learn about plans for the College of Design, Engineering and Commerce, and the new, proposed academic buildings.

"It is remarkable to look back and see what has been accomplished over the years," Barnhardt acknowledged.



Bob Barnhardt is pictured at his graduation in 1959 with his mother and father.



Bob and Shirley Barnhardt recently celebrated their 49th wedding anniversary.

Think your gift doesn't have an impact?



Think again.

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

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

And because those gifts are unrestricted — giving us the flexibility to fund our most immediate and pressing needs — you can be sure that your gift will have an impact.

Gifts of every size matter. Every year.

Make yours today!

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The Power of the Network: Strengthening our Community from Within

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

UNIVERSITY-TO-ALUMNI:

- RamNet — The online alumni community. Reconnect, register your business for free. www.PhilaU.edu/alumni
- PhilaU Connect on LinkedIn.com www.linkedin.com/groupInvitation?gid=51774
- Career Services — Assistance with resumes, cover letters, interview tips and job searches on CareerLink. Visit: www.philau.edu/career/alumni/
- Alumni Benefits — Free email accounts and partnership programs such as Liberty Mutual auto/home insurance discounts.

ALUMNI-TO-ALUMNI:

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

ALUMNI-TO-STUDENTS (FUTURE ALUMNI):

- Shadowing and internship opportunities by alumni to students.
- Post jobs with Career Services.
- Attend student-alumni networking events to share your experience.

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

Cheers!

Linda J. Hollenback

Linda J. Hollenback
Director of Alumni Relations

Homecoming and Family Day Festivities

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



1. Fans enjoy the Homecoming & Family Day Festivities. 2. Jugglers, acrobats and street performers entertained the crowds during the day. 3. Artists offered free caricatures. 4. Men's and women's soccer was a highlight of the day. 5. Fans pause for a picture with the Philadelphia Eagles' mascot, Swoop. 6. Students show their PhilaU pride and take advantage of the free face painting. 7. Cheerleader Hilary Leiby '14 of Pottsville, Pa., and her mother, Julia, enjoyed Family Day activities. 8. President Spinelli participates in the Spirit Fair put on by the student organizations. 9. Students cheering the soccer teams to victory. 10. Phil the Ram and Royal Ram Queen and King 2010, Emily Marmarou '11 and Phillip Knight '11, pose for a picture with a guest. 11. Sigma Phi Epsilon brothers gather under the tailgate tent - Tim Valentine '72, Jim Donnelly '95, David Marshall '69, Michael DiRuscio '71, and Dan Levy '75.

Reunion 2010

Reunion 2010 was the feature event of the May 14-16 weekend. Alumni and friends enjoyed a State of the University Brunch presented by President Spinelli, the Senior Design Show, a trip to the Barnes Foundation and a formal, all-alumni reunion dinner. Presentation of the 2010 Alumni Awards took place during the Reunion dinner.

Sandy '76 and L. Tadd '75 Schwab received the 2010 Time, Talent and Treasure Award in recognition of their commitment to Philadelphia University. Accepting the award, Tadd Schwab stressed how proud he and his wife were to be honored by Philadelphia University and how much they valued the institution for not only the quality of the education they received, but for the good times they enjoyed as students and a lifetime of fond memories. "It is exciting to see the continued growth at the University," he acknowledged. "Since we graduated, Sandy and I have enjoyed visiting the school, attending functions, giving our time when asked, and giving financially as often as we can." He emphasized that "everyone has a little time to help" and encouraged fellow alumni to consider funding scholarships and donating to the Annual Fund, which makes possible the high-quality education Philadelphia University students experience.



1. Young alumni reconnect at the all-alumni reunion dinner: Front Row: Katherine Karnaky '08, Kelly Chaido '04, Marissa Maximo M'02 (Young Alumni Achievement Award recipient), Erike DeVeyra '09; Back Row: Timothy Carroll '08, Troy Hannigan '09, and Sean Kennedy '08. 2. Sandy '76 and Tadd Schwab '75 are pictured with President Spinelli at the Time, Talent and Treasure event. 3. Members of the First 5 Council (Erike DeVeyra '09 and Timothy Carroll '08) present Marissa Maximo M'02 (center) with the 2010 Young Alumni Achievement Award. The award is presented each year to an alumna/us of the last ten years for outstanding personal or professional accomplishment. 4. Coming from as far away as Greece and Guatemala, members of the Class of 1955 celebrate their 55th Reunion, including (front row) Richard Selman, Jack MacGregor, Rudy Richter, (back row) Panagiotis Tegopoulos, Bertram Kimmel, Martin Zeldin and Ivan Gordon.

President's Downtown Reception — The 2nd Annual President's Downtown Reception was held on Feb. 24 at Top of the Tower in Center City's Bell Atlantic Building. More than 120 alumni, faculty and friends of the University came out for this annual networking event and celebration of the Philadelphia University community in the Delaware Valley.



1. Kristin Parris, Marguerite Barnett '89, Sharon DePrince '93 2. Eileen and Bill '74 Archer 3. Michael DeBakey M'07 and Virginia Balch 4. Trevor Bonney '08, M'10; Monique Young '09, Jonathan Byrd '09, Timothy Carroll '08 5. Trevor Bonney '08, M'10, staff member Kirstin Patragnoni-Sauter and her husband, Christian.

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



1. Host of the evening, Walt Schwenk '76, with Kathy Bowers, Barbara Lorantas, Clara Henry, and Irving Gerber '69 2. Chairman of the Board of Trustees, William Whitmore '82, Patti Cordaro, Robert Cordaro '76, Stuart Borowsky and wife, Laurey 3. Steven Callendar '04, Shannon Loux '03, Emily Daly '03, and Tracey Rinylo 4. Assistant Basketball Coach Dick DeLaney and Jean Mack '85 5. Ron Cutler, Lynn Cutler '66, Vice President for Development and Alumni Relations Jesse Shafer, Melissa Samango, Joe Clark '91, Katherine Boschi and Walt Schwenk '76

PhilaU Athletics Hall of Fame — Four alumni became the newest members of the Philadelphia University Athletics Hall of Fame May 14 at an induction ceremony in The Tuttleman Center Auditorium. David A. Gingras '69, cross country; Robert Lockyer '68, athletics patron and member of the Board of Trustees; David Heineman '92, baseball; and Adrienne Reese '02, basketball; were inducted as the Athletics Hall of Fame Class of 2010. Sixty-three members are now part of the Hall of Fame.



1. Tom Shirley, director of athletics and women's basketball head coach, with inductee Adrienne Reese '02. 2. PhilaU Athletics Hall of Fame Award. 3. Kelly Heineman '94 introduced her husband, inductee Dave Heineman '92. 4. (l to r) Tom Shirley, Robert Lockyer '68, Adrienne Reese '02, David Heineman '92, David Gingras '69, and President Spinelli. 5. Tom Shirley and Robert Lockyer '68.

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



1. Dan Wothers '10 (left) and Ryan Flynn '10 (right) are joined by two friends at the Phillies tailgate. 2. Joseph Fisher and his wife Linda Luchs '70, Katherine Boschi, Carol Carter, Kristen Marino '02, Emily Schmick '03 3. Jean Mack '85 and Katherine Landi '85 4. First 5 Council Members - Erike DeVeyra '09, Emily Schmick '03, Ryan Flynn '10, Michael Swisher '04, and James Rudnet '09

'40s

HARRY FRY '41 wants to inform his good friend and classmate, Ralph Hooley, that we both need to donate and support our alma mater.

'50s

LIONEL WEINSTOCK '50 writes, "Just checking around to see if anybody remembers me from 1950 textile engineering class. Touch base if you're still kicking. Living in Silver Spring, Md., for the past 43 years, retired from the Navy's R&D Naval Aviator's materials engineering & personnel equipment since 1984. Email choochoo24@verizon.net."

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

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

GURY POLETAJEV '57 is retired and living in Florida on nine wooded acres with 60 live oaks on the property. He and his wife, Diane, play golf two times a week.

HAROLD "DUKE" POTOSKY '58 contributed a chapter and submitted technical information on designed knitted carpets for a book written by Professor Bharat J. Gajjar '56 entitled *Warp Knit Fabrics Technologies*.

[1] JOHN L. STEEN '59 is happy to write that recently, he visited Edwin Johnson '57 of Fly Creek, N.Y., which is near Cooperstown. "Ed was president of Phi Psi fraternity. Today, he is a very successful folk artist whose paintings are exhibited all over the world. This photo was taken in Ed's studio." Pictured are John Steen on the right and Edwin Johnson on the left.

'60s

STEVEN SPIVAK '63 chairs the science advisers with Cleaning Industry Research Institute. His international presentations involve sustainable facilities care; research on cleaning, science health and hygiene; and understanding "green cleaning." He serves as textile-fire-science adviser with the U.S. National Association of State Fire Marshals, and has offices in Virginia and Puerto Rico.

[2] STUART SHMOOKLER '69 has joined the firm of Gross McGinley as a partner. His practice is focused on real estate, wills and estates and business. He is also a licensed title insurance agent.

'70s

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

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

WILLIAM A. KONIERS '72, a deacon in the U.S. Catholic Church, has been named president of CathoNet, by Right Networks® LLC, the leading hosting provider of the most popular business accounting applications. CathoNet is a new company that will deliver a suite of information management systems tailored for Roman Catholic dioceses and parishes. Deacon Koniers has more than 36 years of experience in global corporate management and operations.

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

WILLIAM ARCHER '74 writes, "Eileen and I went to Athens, Greece, from June 19 to 28, 2010, for a family wedding."

[3] ROBERT CORDARO '76 retired as COO of John Varvatos Enterprises, after a 25-year career with the company. He was the recipient of a Philadelphia University Lifetime Innovator Award at An Evening of Innovation on May 8, 2010.



1

WALTER J. SCHWENK '76 AAMS, Managing Director-Investment Officer of Wells Fargo Advisors, was ranked among Barron's second annual top 1,000 financial advisors in the weekly magazine's Feb. 22 issue.

'80s

NEIL MAGERMAN '80 recorded his first hole-in-one on the golf course at Galen Hall Country Club in Reading, Pa. Mrs. Magerman is the former Jeanette Webster '80.

[4] MAXINE FLEMING '81 was the subject of a newspaper article about her "sewing up a storm for charity." Fleming is a volunteer and member of Zion United Church of Christ in Kansas. Recently, she used fabrics to sew pet toys and donate them to local animal shelters.

[5] JANICE RUSKEY MAIDEN '81 vice president and business director of systems protection at Federal-Mogul Corp., was named to the "100 Leading Women in the North American Auto Industry" list by *Automotive News* in Sept. 2010.

TRACY-GENE (GRAVELINE) DURKIN '83 was recently elected president of the Women's Bar Association Foundation, a sister organization to the Women's Bar Association of the District of Columbia (WBA).

FRANCIS SHAMMO '83 has been named president, consumer and business landline of Verizon Communications. He has held various positions with Verizon, including senior vice president and CFO of Verizon Business since its formation in 2006 and has 24 years of combined financial and operational experience.

'90s

BRIAN HESSENTHALER M'93 was promoted to chief operations officer for Bucks County, Pa.



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photo credit: Mary Rupert of the Wyandotte Daily News



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[6] LAWRENCE W. JENNINGS '95 has been named assistant vice president of quality assurance and test automation for Harleysville Insurance.

KELLI (COBB) GEORGE '96 and Jeremy George are happy to announce their marriage on Aug. 23, 2009, in Rhododendron Garden, Portland, Ore., where they reside. Kelli was adopting a daughter as a single mother, when she met Jeremy on Aug. 23, 2008. According to her, "We knew quickly we would be married, but had to wait for the adoption to finalize. So, on New Year's Eve 2008, we received the baby's photo and referral information. In March, I traveled to China to meet her and bring her home; in April, we were engaged. In May, we put both of our houses on the market. In June, I went back to work (after family leave); in Aug. we were married. In Sept., our houses both sold. In Oct., we bought and moved into a new house. Whew! I wouldn't trade all of the blessings and wonders that 2009 brought for anything in the world!"

ERIN KELLY '96 was recently named a senior associate at Francis Cauffman, an award-winning architecture firm with offices in New York, Philadelphia and Baltimore. Erin manages and coordinates large-scale projects.

MELISSA ROHLAND '96 and Michael O'Neal are proud to announce the birth of a baby boy, Gray-

son Michael O'Neal. He was born Nov. 27, 2009, in Lebanon, Pa, and weighed 7 lb., 14 oz.

KELLY (LEMON) MILLER '98 became a registered architect in New Jersey in July 2009. She is a project manager at Francis Cauffman in Philadelphia.

[7] BOB FILE '98 has been named pitching coach at LaSalle University in Philadelphia. At Philadelphia University, Bob made the Dean's List every semester and was the recipient of the University's Award for Academic and Athletic Leadership. He also earned multiple honors for his efforts on the diamond and set multiple school records. In 1998, he earned ABCA/Rawlings First Team All-American honors and was the NYCAC Player of the Year, while earning First Team All-Conference three times.

File was a 19th round draft choice, as a third baseman, of the Toronto Blue Jays in 1998. He was converted to a pitcher in the minors and played nine seasons in professional baseball, including three seasons in the major leagues.

JOHN F. WRIGHT '98 AIA was Spiezle Architecture Group's lead project architect for the Philadelphia University Center for Sustainability, Energy Efficiency and Design renovation project. The SEED Center opened for the fall 2010 semester. The building renovation was a fast-track, design-build project utilizing Nason Construction, Inc.,



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and Spiezle Architecture Group, Inc., in collaboration with PhilaU staff and faculty.

'00s

[8] IVY COHEN M'00 was recently named executive director of the Lawrence Township (N.J.) Education Foundation, a nonprofit organization that fosters educational excellence, creativity and achievement in the Lawrence Township Public Schools by providing grants for projects and programs, generating corporate and private financial support, and encouraging contributions of volunteer time.

RICHARD KELLY '00 and Kerry Kelly are happy to announce their marriage on Aug. 22, 2009, in St. Francis De Sales Church, Phonocia, N.Y. They currently reside in Beacon, N.Y. The ceremony and reception at The Emerson Resort and Spa



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was attended by fellow alumni Joseph O'Hara '02 (best man) and Jennifer Pucylowski '02, among many other friends and family. Rich is a registered architect in N.Y. and currently works for The Swartz Architectural Group. The couple honeymooned in Hawaii.

[9] DEBRA SAEY '02 announces the birth of a son, Hunter Matthew, born Sept. 8, 2010. He weighed 7 lbs., 7 oz.

PHIL SHANNON '03 has joined Olson in Minneapolis, Minn., as a member of the public relations team. Olson is a private communications agency.

[10] JAMES MALERVY M'04 has been named marketing manager for Oxford Valley Mall, a Kravo-Simon, two-level, regional mall in Langhorne, Pa. In his new position, he will be responsible for all marketing, advertising, sponsoring and retailer relations for the mall.

HELEN HENDERSON M'05 was recently promoted to vice president, controller for St. Edmond's Federal Savings Bank in Philadelphia.

DESPINA TSIKNIS '05 is married to Shane L. Twyman and has a two-year-old son. Currently she is a junior financial analyst employed by Lockheed Martin at the Naval Inventory Control Point in Philadelphia.

EGBERT SIMON '06 is a counterterrorism science officer with the Bureau of Customs and Border Protection. He wishes he could say that it's like being Jack Bauer from the show "24," but it's not. For the most part, it's been an adventure.

SHERRI (SNYDER) GREENAWAY '06 and **KERWIN GREENAWAY '06** announce their marriage Oct. 3, 2009, in Maple Shade, N.J. Sherri and Kerwin met when they both served as RAs their senior year. They currently reside in Winchester, Va.

[11] DENISE (BAUMGARDNER) MEYER '06 and **JOSEPH MEYER '06** are happy to announce their marriage on Aug. 22, 2009. Their maid of honor was Monica Frusecello '05 and bridesmaids included Kateleen Casciano '07. Denise and Joseph met in liberal arts classes through the Honors Program. They live in State College, Pa.

Donations are being accepted by the family of **SHAINA A. HORTON '07**, who was diagnosed with choriocarcinoma, a severe form of cancer, soon after giving birth to a baby girl, Zoe, on April 26. For more information, please send email to shainahortonfund@aol.com.

LINDSEY R. KUSZYK '08 and Scott Kopec, both of Reading, Pa., are engaged. Lindsey is a client service coordinator with First HSA, Reading. A June 11, 2011, garden wedding at Stokesay Castle in Reading is planned.

SARA REISINGER '08 is proud to announce the birth of a baby boy, Mason Lee. He was born on April 8, 2010, and weighed 9 lbs., 11 oz.

[12] GINA CERILLI '09 is the reigning Miss Pennsylvania USA 2010. During the April 2010 Miss USA pageant in Las Vegas, Gina was selected as a semi-finalist.

[13] MATT LEONE '09 has won a design competition to build a veterans' memorial outside of Harrisburg, Pa. Fundraising is underway for a 2011 start date.

[14] BRYAN SPLENDIDO '09, a shoe designer in New York City, is engaged to be married to Christine Dempsey.

'10s

[15] AARON NAWROT '10 recently completed an internship with Engineering Ministries International, providing architectural and engineering services to the developing world. He will be in Dar es Salaam, Tanzania, in fall 2010 to design a seminary master plan. Learn more about EMI at <http://emiworld.org/projects>.

IN MEMORIAM

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

JOHN J. TOMALINO '32
Pasadena, Md., Feb. 17, 2001

STEPHEN SIEGEL '41
North Babylon, N.J., Dec. 17, 2009

GEORGE DOCKRAY '48
Atlanta, Ga., Jan. 10, 2010

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

DAVID H. HAIGH '50
Wilmington, Del., Sept. 29, 2009

CHRISTIAN W. HOLWEGER '50
Kennett Square, Pa., Nov. 5, 2009

SIDNEY STIEFLER '50
Boynton Beach, Fla., July 5, 2010

DONALD L. SPANGLER '56
Doylestown, Pa., Sept. 22, 2009

JOHN WATERBURY '60
Kenyon, R.I., Feb. 7, 2004

LON MAKANOFF '69
Southfield, Mich., April 8, 2010

JOHN L. SHANNON '71
Sicklerville, N.J., June 7, 2010

JOAN KATZ '72
Linden, N.J., Dec. 28, 2009

RICHARD FUNK '74
Coatesville, Pa., June 13, 2009

EDWARD MCPHILLIPS '76
Philadelphia, Feb. 16, 2010

GWENDOLYN ALICEA-SANTIAGO '77
Cherry Hill, N.J., Dec. 26, 2008

L. OLIVER FREY '79
Malvern, Pa., Aug. 27, 2009

EDWIN F. MORRIS '80
Philadelphia, Nov. 12, 2008

PATRICK PURCELL '80
Ellsworth, Me., June 30, 2001

JOHN QUIGG '84
Wyndmoor, Pa., June 16, 2010



DENNIS KURONEN

May 1, 1947 - February 6, 2010

Dennis Kuronen, former associate professor in the Graphic Design Communication Program, passed away at the age of 63 on Feb. 6, 2010, following a nearly year-long, valiant battle with pancreatic cancer. He died at home with his family by his side.

From diagnosis throughout treatment, Kuronen displayed enormous courage, determination and an openness to others that strove to demystify the fear surrounding his illness. He reached out through his blog, inviting others to connect with him on his journey with cancer.

Kuronen joined PhilaU as the founding director of the Graphic Design Communication Program in 1994. He held a B.F.A. from the University of South Dakota and an M.F.A. from the University of Nebraska. In addition to holding teaching positions at several colleges and universities, Kuronen worked as a professional designer for over 25 years, was involved with curricular planning and program development in graphic design and presented papers on art studies. He won awards in both art and design and was the recipient of numerous prizes.

He was a dedicated teacher, talented designer and supportive student mentor. The Graphic Design Communication Program benefited immensely from his commitment to develop the finest curriculum and facilities that would give students a solid, real-world education in the graphic arts. Through his efforts, a partnership was developed with a school in the Dominican Republic where PhilaU students studied for two weeks together with Dominican students. Several Dominican students were accepted into Philadelphia University's program to continue their graphic design education.



LORRAINE HARRIS

Lorraine Harris, former University employee and widow of Walter "Bucky" Harris, passed away Sept. 21, 2010. The Harris family established a scholarship in memory of their son, Billy, an alumnus of Philadelphia University who passed away in 1986 from leukemia, and today it remains the largest endowed scholarship at PhilaU. Both Lorraine and Bucky Harris were inducted into the Philadelphia University Athletics Hall of Fame. Survivors include her son Walter Jr. ("Buddy"), daughter Marianne, several grandchildren and great-grandchildren.



DAN 'BLUE' COURSEN

Beloved Ram Fan Dan Coursen, 64, known as "Blue" on campus, passed away in August. Coursen was a staple at athletic events, especially men's and women's soccer, men's and women's basketball, and baseball contests.

FOUNDERS' SOCIETY HOLIDAY PARTY

SUNDAY, DEC. 12 FROM 3 TO 5 P.M.

The home of President and Mrs. Spinelli
3400 West School House Lane
Philadelphia, PA 19129
Contact: 215.951.2850

SPRING 2011 CLASSES BEGIN

MONDAY, JAN. 12

Complete Academic Calendar:
www.PhilaU.edu/academics/calendar.html

DESIGNX

THURSDAY, JAN. 27 AT 11:30 A.M.

Downs Hall Auditorium

HONORS STUDENT ALUMNI NETWORKING RECEPTION

THURSDAY, FEB. 10 AT 6 P.M.

Kanbar Campus Center Performance Space
www.PhilaU.edu/alumni

SAVE THE DATE:

PRESIDENT'S DOWNTOWN RECEPTION

WEDNESDAY, FEB. 23 FROM 6 TO 8 P.M.

Philadelphia (location TBD)
www.PhilaU.edu/alumni

UNITY WEEK

WEDNESDAY, MARCH 23 TO SATURDAY, APRIL 2

www.PhilaU.edu/studentdev

SPRING BREAK

MONDAY, MARCH 14 TO FRIDAY, MARCH 18

www.PhilaU.edu/academics/calendar.html

AMERICAN CANCER SOCIETY RELAY FOR LIFE

BEGINS FRIDAY, APRIL 1 AT 6 P.M. AND

ENDS SATURDAY, APRIL 2 AT 6 A.M.

The Gallagher Athletic, Recreation and Convocation Center

AN EVENING OF INNOVATION

SATURDAY, APRIL 30

Spirit of Innovation Gala and Awards Ceremony

2011 FASHION SHOW

SATURDAY, APRIL 30

Academy of Music
www.PhilaU.edu/eveningofinnovation

COMMENCEMENT

SUNDAY, MAY 15 AT 11 A.M.

The Mann Music Center for the Performing Arts
5201 Parkside Avenue, Philadelphia, Pa. 19131
Contact: 215.951.2705 or
www.PhilaU.edu/commencement

2011 GOLF INVITATIONAL

WEDNESDAY, JUNE 15

Chesapeake Bay Golf Club at Rising Sun
Rising Sun, Md.
Contact: 215.951.2850

HOMECOMING AND FAMILY DAY

SATURDAY, OCT. 1

Philadelphia University

Calendar entries are subject to change.

Go to www.PhilaU.edu/calendar for a current list of events.



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4201 Henry Avenue
Philadelphia, PA 19144-5497

An Evening of Innovation

Saturday, April 30, 2011

Spirit of Innovation Gala & Awards Ceremony
Hyatt at The Bellevue

2011 Fashion Show
Academy of Music

Spirit of Design Award
Tommy Hilfiger

