

2020

Innovator - Fall/Winter 2013

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PHILADELPHIA UNIVERSITY

INNOVATOR

FALL/WINTER 2013



**WHAT'S AN
IDEA WORTH?**



Innovation Celebrated

The 2013 Verizon Philadelphia University Evening of Innovation celebrated both PhilaU student ingenuity and industry innovators who inspire the PhilaU community. The Evening included Philadelphia University's Annual Fashion Show at the Academy of Music and the Spirit of Innovation Gala at the Hyatt at the Bellevue. At both the fashion show and gala, guests had the opportunity to view outstanding student work showcasing their talent and the University's innovative spirit. During the festivities, fashion designer Nicole Miller was presented with the Spirit of Design Award and Charles Bernier '74 (ECBM), James L. Hamling (Berwind Corporation and Elmer's Products, Inc.), Bud Konheim (Nicole Miller), Meryl Levitz (Greater Philadelphia Tourism Marketing Corporation), Robert C. Lockyer '68 (Thomas Wynne, L.P.), Sean Lockyer '99 (Sean Lockyer AR+D) and Carole C. Wedge, FAIA LEED AP (Shepley Bulfinch) were awarded Philadelphia University's Leader of Innovation Medal.

To view a full slideshow of the spectacular evening, visit the Innovator website www.PhilaU.edu/Innovator

Shown at left are the Evening's honorees with President Spinelli.





Short Courses, Sustained Impact

PhilaU short courses challenge students to explore the history, culture and politics of countries and regions. The pictures to the left were taken during this year's interdisciplinary trip to Cuba, which focused on issues of conservation and sustainability in tandem with historical, political and cultural aspects of Cuba. With excursions including the 'organopónico'—a system of urban organic gardens—and the remote Guanahacabibes National Park, PhilaU students gained a greater understanding of the global context of sustainability.

Jeff Ashley Ph.D. (inset photo, far left), associate professor of chemistry, explains the importance of immersing students in other cultures. "I could lecture for hours on Cuban environmental policy in the classroom, but it takes a local expert standing in a forest just a couple of minutes to portray the issues honestly and emotionally to our students. This is the essence of study abroad: the face to face, on-site connections with those who are living the issues."

Other PhilaU short courses this year included trips to Germany, Hong Kong, Paris and Buenos Aires.



Kanbar College Dedicated and DEC Center Opened

On November 8, 2012 PhilaU honored Maurice Kanbar '52, H'03 for his entrepreneurial spirit and generous support of the University by officially dedicating the Kanbar College of Design, Engineering and Commerce and naming him the University's first "Innovator of the Year."

This significant event in University history also included the grand opening of the University's DEC Center, built specifically to facilitate the collaborative and problem-based learning that is central to the curriculum of the Kanbar College.

To see more pictures from the event, visit the Innovator website: www.PhilaU.edu/Innovator

To read more about the building, turn to page 24.



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PRESIDENT'S MESSAGE //

I have read countless articles, books and initiatives addressing the topic of innovation in higher education. Increasingly, colleges and universities are looking for new ways to distinguish themselves in the higher education market and attract more attention from students, faculty and administrators—and, most important, to prepare students for 21st century jobs—many that do not yet exist.

I often find their pursuit of differentiation to be an incremental change in the current method. Many continue to deliver the same traditional style of education while making minor changes, such as offering online courses, and then proudly declare that they are innovators in higher education.

PhilaU is fashioning our own path and developing groundbreaking educational initiatives that prepare students for 21st-century careers. We are not settling for merely being different. In the best interest of our students, we remain committed to disrupting the traditional education model.

We began this process in 2007, when we crafted our first Strategic Plan. Our major initiatives spoke to our commitment to being the model for professional university education. Our mission is clear. Your PhilaU education will prepare you to be a professional in the field of your passion and empower you to be a leader at every level of your career.

Implementing the initiatives to fulfill our mission over the past six years has been an intense and rewarding process. We established the Center for Teaching Innovation and Nexus Learning to advance our signature approach to transdisciplinary teaching and learning; created the award-winning Kanbar College of Design, Engineering and Commerce curriculum; constructed the innovative DEC Center and SEED Center; renovated new residence halls; grew graduate and continuing and professional studies programs; advanced applied research; and launched the Arlen Specter Center for Public Policy. I am proud of these accomplishments, and I am proud of the women and men who worked so hard to help achieve them.

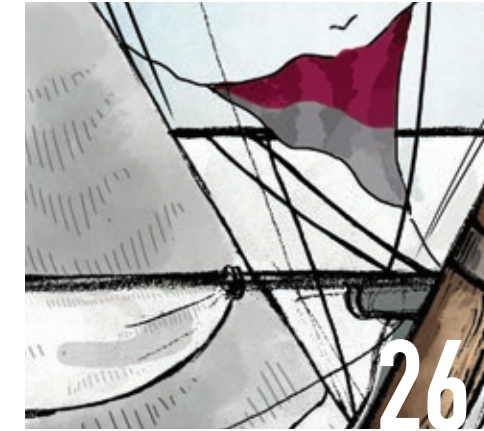
Through the process of achieving our Strategic Plan, we learned that there are a number of areas deserving further attention, the importance of which is amplified by our successes. Our strategy is sound and will continue on the trajectory set by the Strategic Plan, increasing our focus on those areas that will further enhance our vision. Specifically, we will invest in our health sciences programs; we will center our efforts on academic growth and faculty development; we will increase our international recruitment efforts; and we will develop differentiated technology-enabled education that includes online learning and delivers on our promise of Nexus Learning. In short, we will continue to advance the PhilaU brand.

Philadelphia University is built on our belief in tangible educational innovation. In the coming years, we will continue to separate ourselves from the rest of the pack by disrupting tradition and embracing all the positive outcomes it yields.



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Find Phil
Phil the Ram is hiding in five places in this edition of *Innovator*. Find all five locations and visit www.PhilaU.edu/Innovator to claim your prize. Contest ends December 31, 2013.

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➔ **We'd love to hear from you!**
If you would like to share your thoughts about this issue of *Innovator*, visit www.PhilaU.edu/Innovator to submit a letter.

Commencement 2013

On May 11, 2013, more than 800 undergraduate and graduate students received their diplomas before friends, family, faculty and staff at Philadelphia University's 129th Commencement ceremony on PhilaU's campus.

Speakers included Emmy Award-winning fashion celebrity Carson Kressley H'13 and esteemed alum Bob Nydick '78, both of whom received the honorary degree Doctor of Humane Letters.

During his inspired speech to the undergraduate Class of 2013, Kressley, recently elected to the University's Board of Trustees, challenged students to take risks:

"Not a single successful person... has ever done great things because they played it safe. You've got to be true to yourself."

Nydick, a Villanova University professor and Philadelphia University trustee, gave the graduate Commencement address. In his entertaining speech to graduate students, he spoke about going the extra mile and perseverance:

"Be prepared. Be committed. Be passionate, and don't be afraid to fail... It doesn't matter how many times you fall down, as long as you get up one more time."



Single Bullet: Arlen Specter and the Warren Commission Investigation of the JFK Assassination

In October 2013, Philadelphia University's Arlen Specter Center for Public Policy opened its inaugural exhibit.

Almost 50 years after President John F. Kennedy was shot and killed, Philadelphia University's, "Single Bullet: Arlen Specter & The Warren Commission Investigation of the JFK Assassination," transports visitors back in time. The striking exhibition was created collaboratively by architecture, graphic design, and law and society students and faculty and staff of the Specter Center with generous support from the PNC Foundation. It will be open until April 11, 2014.

The exhibit shows the crime scene as it was on Nov. 22, 1963, from many perspectives. With a full-scale model of the 1961 Lincoln limousine, visitors can become part of the presidential motorcade in Dallas' Dealey Plaza that day. Built-in computer monitors show where bullets struck President

Kennedy, along with views from other key vantage points, including from the Texas Book Depository window where Oswald was perched when he fired the shots.

Howard P. Willens, former assistant counsel of the Warren Commission and its last surviving member, spoke at the exhibition preview about the Commission's findings, the numerous conspiracy theories that have emerged over the years, and his new book, "History Will Prove Us Right: Inside the Warren Commission Investigation into the Assassination of John F. Kennedy."

The exhibit also features an "Investigation Room," which includes a model of Dealey Plaza that shows the trajectories of the three shots fired, and artifacts like a

1964 *Philadelphia Inquirer* and *Philadelphia Evening Bulletin* announcing the findings of the Warren Commission; selected volumes from Arlen Specter's personal set of hearing transcripts; and a signed letter by former CIA director Allen Dulles to former U.S. Pennsylvania Sen. Hugh Scott recommending Specter's work on the Warren Commission.

The exhibit reflects a tumultuous time in U.S. history that still evokes controversy over the Warren Commission finding that one shooter, Lee Harvey Oswald, was responsible for Kennedy's assassination.

To watch the video about the project, visit www.PhilaU.edu/Innovator. For more information about touring the exhibition, visit www.PhilaU.edu/spectercenter.

Men's Soccer Claims First CACC Title

The Philadelphia University men's soccer team won its first Central Atlantic Collegiate Conference title with an overall record of 12-7-2.

The Philadelphia University men's soccer team won its first Central Atlantic Collegiate Conference title after defeating Post University 1-0 in the CACC Championship on Nov. 9 at the Wilmington University Athletics Complex.

"It was a great finish to the season as the Rams captured their first CACC men's soccer championship," Athletics Director Tom Shirley said. "Congratulations on a terrific season."

At the championship game, sophomore forward Jordan Lynch scored the winning goal at 30:03. Sophomore midfielder Ryan Schroy played a through ball ahead to Lynch, who beat Post keeper Andre Lindsay from 25 yards out for his fourth goal of the year. Philadelphia's junior keeper Neil Kwiatkowski finished the game with six saves.

"We controlled the game in the first half, and getting a goal late in the half gave us a ton of confidence," senior team captain Kyle Ferrier said. "We were really pressed in the second, especially toward the end of the game where we defended frantically for the final minutes, but when the buzzer went it turned into pure celebration."

Ferrier had the honor of lifting the championship trophy. He said the moment held extra meaning for him after coming back from what he thought was a career-ending injury. Last year, Ferrier underwent surgeries and extensive rehab to make a full recovery.

PhilaU men's soccer—which joined the CACC in 2008—finished the season with an overall record of 12-7-2. This is the second time the Rams have won 12 matches under fourth-year head coach



Ptah Myers. The Rams also accomplished 12 wins in the 2010 season but lost to Dominican in the CACC Semifinal during penalty kicks.

"I couldn't be more proud of the young men of Philadelphia University men's soccer for claiming the first CACC title," Head Coach Ptah Myers said. "It shows that if you are persistent in achieving your goals and work hard while doing so, you can achieve anything you set your mind to."

Since Coach Myers has now led the Rams for four seasons, the 2013 team consisted entirely of student athletes he personally recruited. The team will lose only two seniors, returning the majority of its roster for the 2014 season.

Junior keeper Neil Kwiatkowski said he's eager to see his young team grow and mature. "While we accomplished something great this year, we all look forward to next season and the opportunities it holds for further success," Kwiatkowski said.

"I am looking forward to another CACC Championship," said junior captain James Ruff.

Coach Myers attributed this season's success to excellent depth in every position on the field, lessons learned from previous experiences and seasons, leadership of the team's seniors and captains, and dedication of assistant coaches William Thornton, Brad Milone and Sean Campbell.

"I appreciate the support we had all season long from alumni, family, friends and the athletic department, specifically

Coach Shirley and staff, as well as faculty outside of the athletic department," Myers said. "It is tremendous to see the culture of

family that we have here at Philadelphia University—what the men's soccer program likes to call the 'Ram Family.'"

"It was a great finish to the season as the Rams captured their first CACC men's soccer championship."

Tom Shirley, Director of Athletics

Then & Now: 1957-58 Men's Basketball Team



1958

The 1957-58 Men's Basketball Team became the 70th member, and second team, of the Philadelphia University Athletics Hall of Fame in November 2012. The picture on the left was of the team in the prime of their collegiate basketball career and the picture on the right was taken as part of the ceremony for their induction into the PhilaU Hall of Fame.



2012

The 1957-58 team had the distinction of being the first team in school history to qualify for the NCAA Tournament. The team was under the direction of Philadelphia University Hall of Fame head coach and director of athletics Walter "Bucky" Harris, and included senior Charles "Chick" Barnes '58, who earned All-American recognition and was a member of the inaugural class of the Philadelphia University Athletics Hall of Fame.

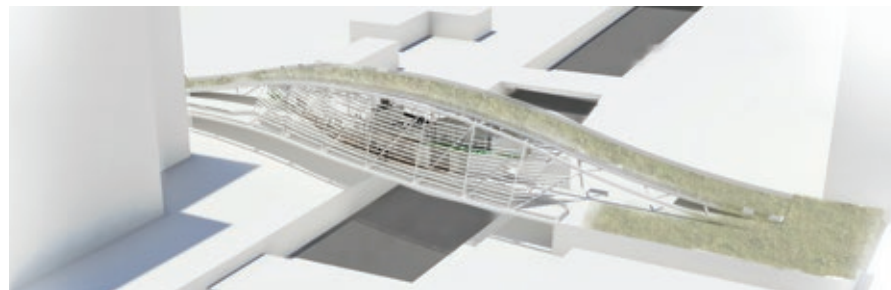
PhilaU 'Steels' First Place

A team of PhilaU architecture and interior design students took first place over more than 1,000 submissions in the international 2012-13 Steel Design Student Competition, run by the Association of Collegiate Schools of Architecture, and sponsored by the American Institute of Steel Construction.

The prestigious competition is intended to challenge students to explore a variety of design issues related to the use of steel in design and construction.

Third-year architecture students Christopher Garrow and Heather Martin and senior interior design student Kaitlin Shenk collaborated on their winning Building to Bridge entry "Stream_Line."

The design is for a new pedestrian bridge that offers a renewed sense of community by connecting parts of north and south Philadelphia currently divided by a highway. The design includes multi-purpose, dual-level paths for fast or leisurely crossing, as well as a café, exhibition space and gift shop. The student designers wanted to provide a safe and attractive way of crossing



"This competition is the most prestigious architecture student competition in the country. The winning team provided an exemplary demonstration of the possibilities of Nexus Learning at Philadelphia University."

Barbara Klinkhammer Dipl.-Ing., Executive Dean, College of Architecture and the Built Environment

the expressway, while providing green space in such a densely populated city.

According to competition jurors, the PhilaU team's winning design, "Is a bold and elegant merging of the two programs:

building and bridge. The scheme is ambitious, while not being aggressive or overwrought. The presentation is comprehensive, illustrating a lot of well thought-out details from shading to sensible material selections."

New Book Reveals Male Flight Attendants as Civil Rights Pioneers

In *Plane Queer: Labor, Sexuality and AIDS in the History of Male Flight Attendants*, PhilaU history professor Phil Tiemeyer Ph.D. explores homophobia from the perspective of male flight attendants since the 1920s.

The illustrated timeline below highlights key moments in the struggles for gender equality, gay rights and dignity for people with HIV/AIDS as portrayed in Tiemeyer's book.



1928 **The steward as first in flight.**

Pan Am's first air steward, Amaury Sanchez, serves his first flight and effectively ushers in the new career of flight attendant. His debut predates that of the first stewardess, Ellen Church of United Airlines, by two years. Throughout the 1930s, men and women both serve in this job, though certain airlines hired only men and others hired only women.

War entrenches the stewardess.

The shortage of male workers during WWII forces airlines that traditionally hired male stewards to hire women. Airlines experiment with equal-employment hiring practices for the next decade.



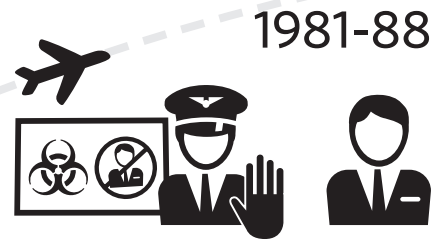
1954-58 **Homophobia grounds the steward.**

While stewards returned to the job after WWII, the intense homophobia of the decade led airlines like Pan Am and Eastern to stop hiring new stewards by 1958. This was the final move to eliminate stewards that began in 1954, when Eastern Airlines steward William Simpson was outed in a sensationalized, media-driven scandal as the victim of a gay sex tryst that led to his murder.

Stewards as civil rights pioneers.

Responding to the passage of the 1964 Civil Rights Act that banned gender discrimination in the workplace, Celio Diaz Jr., takes Pan Am to court for refusing to hire him based on gender. When he finally wins his case on appeal in 1971, all US airlines are forced to hire men for flight attendant jobs. This court case occurred at the same moment that the Stonewall Riots in 1969 were forcing gay rights into the US mainstream. Stewards became highly visible representatives of the gay community.





1981-88

AIDS hysteria runs rampant.

The dawn of the AIDS crisis causes another challenge for male flight attendants, many of whom were becoming sick with the illness. Some airlines refused to let these men continue working, fearing they would scare passengers worried about catching AIDS from casual contact. Air Canada flight attendant Gaetan Dugas was falsely scapegoated in 1987 as America's "Patient Zero"—the man who allegedly brought AIDS to the US—hardening the stereotype of stewards' as promiscuous gay men. In 1988, these carriers finally reverse their policies on employees with HIV/AIDS.

Airlines embrace LGBT rights.

After decades of treating their gay employees as pariahs, US airlines start to use gay stewards in marketing pitches directed at wealthy gay and lesbian customers, while also extending domestic partner benefits to LGBT employees. As culture wars heat up, airlines mimic other US corporations as allies of LGBT civil rights and advocates of workplace equality, even before most state and federal governments begin to embrace LGBT rights.

1998-Present



PhilaU Law & Society Professor Challenges Pennsylvania Marriage Act

This past June, in one of the most widely watched decisions of the year, the U.S. Supreme Court struck down part of the federal Defense of Marriage Act (DOMA) that barred recognition of same-sex marriages for the purpose of awarding federal benefits.

Shortly after that groundbreaking decision, D. Bruce Hanes, PhilaU adjunct professor of law and society and Montgomery County (Pa.) Register of Wills, received his first application for a marriage license from a same-sex couple.

Hanes then did as any practicing law and society professor would do, carefully reviewing legal precedents and laws, including the Supreme Court's DOMA ruling, the Pennsylvania

Constitution and the 1996 state law that defines marriage as a union between a man and a woman. Hanes concluded the 1996 law is at odds with the Pennsylvania Constitution, which guarantees equal rights regardless of sex and bars discrimination against any person exercising a civil right.

"In a choice between an unconstitutional law and the Pennsylvania Constitution, I come down on the side of the constitution," Hanes said.

On July 24, he started approving marriage licenses for same-sex couples and quickly became a lightning rod of controversy—and a hero to same-sex couples. Hanes had issued 174 same-sex licenses in a six-week period before attorneys for Pennsylvania Gov. Tom

Corbett prevailed in a Sept. 12 court order that barred him from issuing any more.

Not to be deterred, Hanes has appealed that ruling, and the issue will likely be resolved in court.

"The point of this entire matter is equal protection," he explained in an interview with PhilaU Today this summer. "That is to say, two people have the right under the Pennsylvania Constitution to have their union accepted, just like my union with my wife of 42 years."

Despite the controversy surrounding his office, Hanes expects to run for a third term as the county's Register of Wills in 2015.

PhilaU Recognized as a National Leader in Designing a Sustainable Future

Philadelphia University was one of only five universities nationwide to be awarded the 2013 APPA Leadership in Educational Facilities Sustainability Award for its commitment to sustainable facilities and its integration of these values into the academic curriculum.



PhilaU has long been a national leader in sustainability, both in its actions and its academics. President Spinelli himself is a signatory of the American College and University President's Climate Commitment, an effort to address global climate disruption. While the University kick-started its sustainability efforts more than fifteen years ago, a huge leap in Philadelphia University's sustainable forward-thinking happened in 2011, when a partnership with Honeywell led to the first Act! Earth campaign at the higher-education level, aimed to inform the public about making school facilities more energy-efficient.

The Act! Earth campaign effectively placed the University ahead of the curve on peak energy management issues. The Building Automated System controls more than 85 percent of nearly 1.25 million square feet of campus buildings, enabling the measurement of electrical usage in real time and thus establish trends, track data and manage peak power consumption. The University also sources a minimum of 15 percent of its power from green energy alternatives and invests in energy-efficient equipment and supplies. PhilaU has

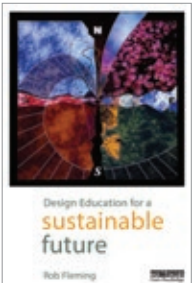
already exceeded its goal to construct all new buildings at the LEED Silver level or better, with the SEED Center renovation gaining LEED Gold certification in 2012; and the DEC Center, completed in 2012, currently in LEED Gold standard certification process.

Academically speaking, PhilaU stays on the forefront of sustainable education as well, with programs like the M.S. in Sustainable Design, which recently launched an online option; an annual Sustainability Forum, an immersive event that demonstrates how sustainable practices affect our lives and will shape our future; and participation in Campus Conservation Nationals, the largest electricity and water reduction competition program for colleges and universities in the world.

"This award recognizes Philadelphia University's comprehensive approach—from curriculum to facilities management—to sustainability," said Jeff Cromarty Ed.D., the University's vice president for administration and chief operating officer. "It is a great tribute to PhilaU's leadership in this area."

Designing Education for a Sustainable Future

With a sustainable design program director like Rob Fleming, it's no surprise PhilaU has secured its place as a pioneer in sustainability education.



Fleming himself wrote the chapter on sustainability in the APPA Operational Guidelines for Educational Facilities Maintenance book, and recently authored the acclaimed book, "Design Education for a Sustainable Future."

In his book, Fleming explains how environmental stressors like rapid population growth and diminishing resources are making the practicality of sustainable design more important each and every day. "Design education must rise to the challenge of moving from well-intentioned but lightweight "greening" to the deeper and more impactful ideals of sustainability and resilience," said Fleming, whose new book offers a blueprint for overhauling the education and training of design professionals.

Fleming explores a new model for design education that puts sustainability at the core. This book challenges students to envision a future where 100 percent carbon-neutral buildings will be the requirement—combining this environmental consciousness with real-world cost constraints.

As sustainability enters every aspect of the design process, Fleming says the industry demands a new type of design professional, one who is deeply collaborative, ethically grounded, empathically connected and technologically empowered—and Fleming's book teaches just that.

A New Graduate Counseling Program Powering Students to Do What's Now

By Jeanne M. Felter, Ph.D., LPC
Program Director, M.S. in Community and Trauma Counseling



Trauma is all around us. The unfortunate state of our world is that violent acts are increasing and people are faced with unimaginable

hardships more frequently. In the last fifteen months alone, the U.S. has suffered through the devastation of Hurricane Sandy, the elementary school massacre in Newtown, Connecticut and the Boston Marathon bombings. These are the "Big T" traumas—war, terrorist attacks, school shootings, plane crashes and natural disasters—that captivate media attention and elicit grief, anger and fear from millions. But mental health counselors know that tragedy exists in the every day, and trauma is part of the human experience in today's world.

I can clearly recall my first year working as a mental health therapist in West Philadelphia. Even with years of graduate training, I felt ill-equipped to understand and meet the needs of the majority of my clients, many of whom were experiencing significant emotional and behavioral distress as victims of violence, abuse, neglect and traumatic grief.

Despite the growing awareness of the impact of trauma on psychological health and the need for trauma-

informed practice, the concept of trauma continues to be but a fleeting discussion in most graduate classrooms. While some programs are beginning to offer concentrated courses on trauma counseling, Philadelphia University is blazing a new path with the introduction of its Community and Trauma Counseling master's program, thus recognizing the need to adequately train clinicians to meet the needs of people in a wide range of challenging circumstances. The program's mission is to develop knowledgeable and skilled trauma-informed clinicians who are uniquely positioned to have an immediate and positive impact on the individuals, organizations and communities they serve.

In a 60-credit sequence with flexible scheduling, the program infuses trauma competencies and knowledge into the fabric of every course. This distinctive focus underscores the University's commitment to being relevant, forward-looking and student-centered. The M.S. in Community and Trauma Counseling

Philadelphia University is blazing a new path... recognizing the need to adequately train clinicians to meet the needs of people in a wide range of challenging circumstances.

is one of several programs PhilaU is introducing that respond to the constantly shifting needs of our society and help bring well-

equipped, versatile, empowered leaders to the front lines.

For more information about the program, visit www.PhilaU.edu/TraumaCounseling.

Professional Programs to Meet the Needs of the Global Marketplace

The **M.S. in Community and Trauma Counseling** is just one of a new crop of forward-thinking graduate programs at PhilaU. The University is transforming curricula and responding to rapid changes in our society, from new technologies and the demand for sustainable design to the emergence of a new kind of professional—the hybrid design-thinking professional—prepared to lead in the global marketplace.

The **M.S. in GeoDesign**, the first of its kind in the U.S., equips students with a uniquely focused skillset to find resilient solutions to 21st-century urban conditions and to become leaders in the growing field of sustainable design in the built and natural environments.

Garnering attention and accolades, the **Strategic Design MBA** is in the business of creating hybrid thinkers and dynamic professionals by blending business and design education. Students learn to leverage design thinking to inform analytical business intelligence—which is exactly the kind of strategic thinking that innovative companies are seeking.

The **Innovation MBA** boasts an integrated curriculum, flexible schedule, faculty of practicing professionals and a focus on collaboration from day one. Students become entrepreneurial thinkers and dynamic problem-solvers ready to make their marks in a rapidly changing global environment. Through PhilaU Online, working professionals can earn an iMBA in just 12 months in our online classroom.

PhilaU's **M.S. in Global Fashion Enterprise** exemplifies the University's Nexus Learning approach by emphasizing market-driven innovation, new technologies and a transdisciplinary curriculum combining design with practical business models to create well-rounded professionals.

Internationally-Renowned Educator and Architect Named as the Architecture Program Director

This August, James Doerfler, AIA, CSI, professor and interim head of the architecture department at California Polytechnic State University (Cal Poly), joined Philadelphia University as professor and program director of architecture and architectural studies.



Doerfler is an award-winning educator and architect with more than 25 years of international practice and academic experience, in the U.S., Australia, China, Spain and Switzerland. He is a leader in developing award-winning interdisciplinary design studios and using software to enhance interdisciplinary collaboration, both in practice and academia.

"Jim is a perfect fit for PhilaU," said Barbara Klinkhammer, Dipl.-Ing., executive dean of Philadelphia University's College of Architecture and the Built Environment. "His leadership and innovative approach to architecture education will help us take PhilaU's architecture program to the next level."

At Cal Poly, Doerfler assisted in securing the program's national leadership in

the building technology curriculum; helped expand the program's technology offerings and collaborative studios; and oversaw the graduate architecture and cooperative education programs. He initiated Cal Poly's graduate research studio, and taught courses in design, building technology, integrated practice, prefabrication and digital production. He also co-taught interdisciplinary classes with architectural engineering faculty, which received numerous awards and grants, and presented his approach at national and international conferences.

"I was very attracted to PhilaU as an early adaptor of new ways of teaching and learning, creating deep

"I was very attracted to PhilaU as an early adaptor of new ways of teaching and learning, creating deep interdisciplinary initiatives across the University, and for promoting this strategy."

interdisciplinary initiatives across the University, and for promoting this strategy," Doerfler said. "By crossing barriers between disciplines, it is possible to solve the complex problems of our time."

In addition to his work in academia and maintaining his own practice, Doerfler has worked with acclaimed architectural firms Raphael Vinoly, Richard Gluckman, Fox & Fowle, and PTW Architects.

iMBA. You should too.

The PhilaU Innovation MBA is now online.

Kick-start your career in as little as 12 months with PhilaU's Innovation MBA—heralded by *The Wall Street Journal*, *Fast Company* and *Wired Magazine* as the degree top firms seek. Want more good news? It's now available in a flexible online format, allowing you to study full-time or part-time on *your* time. Little *i*, BIG innovation.

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THE PhilaU PINBOARD



Selected to establish a new entrepreneurship center as part of a \$3 million grant by the Blackstone Charitable Foundation

PHILADELPHIA UNIVERSITY'S Career Services Center won the 2013 National Association of Colleges and Employers (NACE) **Innovation Excellence Award**



Named to the 2013 President's Higher Education Community Service Honor Roll

96%
Record Job Placement Rate
A record 96 percent of Philadelphia University's 2012 graduates are working in their disciplines or have been accepted to graduate school.



Interior Design program ranked **10th in the nation** by DesignIntelligence

Selected as one of the "Top 50 Fashion Schools in the world" 2013 rankings by Fashionista.



Won the APFA — Leadership in Educational Facilities 2013 **Sustainability Award**

given annually to the educational institution that best integrates sustainable practices into its physical plant operations.

Received **three awards** in the 28th Annual Educational Advertising Awards including "Best of Show" for the University's **Nexus Learning video**.



The Center for Sustainability, Energy Efficiency and Design (SEED) received LEED Gold certification in 2012.

Mike Made That: The Many Designs of Mike Leonard

Spend enough time with Mike Leonard and it starts to feel like he designed everything. That pen? Mike made that. Smart boards and retractable dry-erase pens? Mike made some of those, too. Over the course of his career, Mike Leonard, professor of industrial design and academic dean of the School of Design and Engineering in the Kanbar College of Design, Engineering and Commerce, has lived a dual-life. He has been an expert educator, teaching students who have gone on to diverse and impressive careers. And he has been a designer.

Innovator recently sat down with Professor Leonard to learn about his extracurricular career and how his experiences as a professional designer prepared him for his leadership role in the Kanbar College and helped him contribute to the development of the award-winning DEC curriculum.



➔ How did you come to realize you wanted to be a designer?

As a little kid, I was always taking things apart and putting them back together—well, maybe putting them back together. I'm one of the few lifelong Philadelphians here. I grew up in something of a rough and ready neighborhood in Northeast Philadelphia, and as a kid, I was actually pushed into a bookshelf and a book fell and hit me in the head. I grabbed it and I was getting ready to throw it at someone, when it caught my eye. It was *The Look of Cars*, which was an old book published by General Motors that showed how cars were designed over the years.

I had never considered how someone would design something like that. I was told, oh kids like you don't do things like that. That was all I really needed to hear. I must have checked that book out every week until I graduated.

At the time, the Philadelphia College of Art (now University of the Arts) was a really expensive place to study. In my neighborhood, the whole idea of art was

velour pictures of the pope and Frank Sinatra. I was told, oh you can't go there, you'll never afford it. You can't study in a place like that. But I got a scholarship and I went. I had to work three jobs while I was in school, but I did it.

When did you begin your career as a professional designer?

After college, I was teaching a few drawing classes when I started work as a designer for a start-up called QYX. They made the first intelligent typewriter, which let you save what you typed on a floppy disk. This was 1980 or 1981. Lawyers loved it because they could type something once and print a whole bunch of copies. I worked on the design for that machine.

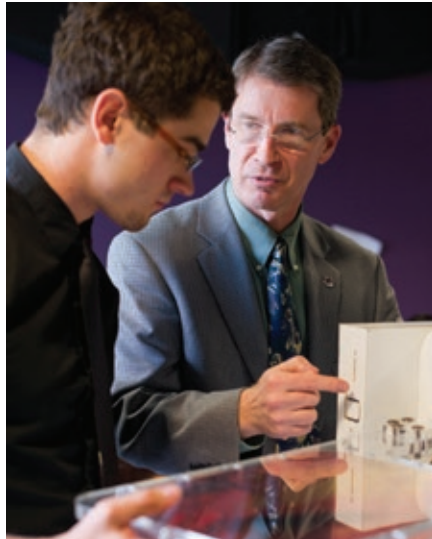
Soon after, we were acquired by Exxon Office Systems, and I started working on the projects no one wanted to work on. One was called the modular workstation, or MWS, which was really one of the first personal computers ever made. This was before IBM released the PC and Apple was just starting. I also worked on

the QWIP, which was the first practical fax machine ever made. It had 128K of memory, which today could fit in your pocket, but back then required a huge machine.

In 1981, Exxon took out a Super Bowl ad to introduce some of these products. They went from a Super Bowl ad to laying off 4,000 employees four months later.

"In my neighborhood, the whole idea of art was velour pictures of the pope and Frank Sinatra."

I didn't lose my job, but a lot of the great engineers and marketing people at Exxon had to find new jobs elsewhere. When they started these new jobs, they realized they didn't know any designers; they just knew me. So I stayed on with Exxon for a couple of months, and did some moonlighting for these engineers and marketers at other companies until I realized that my best opportunity would be on my own.



They had always had illuminators for things like arthroscopic surgery, but what we did was make them portable—of course, they are all portable now. We also worked on devices that pumped fluids, like plasma pumps.

If you enjoyed Tastykakes back then, they were quality tested in temperature humidity chamber that we designed. For Tyco, a wonderful designer at my firm, Joel Carpenter, designed the Turbo Train. We also designed the Dino-Riders which later became a movie, TV show and had a series of comics developed after them.

“With our new curriculum, what we are really selling is confidence. That’s it. And we haven’t been able to find one thing that our freshmen can’t do every time we challenge them.”

So I started my own firm. It was called DesignWorks, and it was the first new design firm in Philadelphia in 14 years.

What were some of the most interesting products you worked on?

At the time I started DesignWorks, I was still teaching at Philadelphia College of Art, so I got all of the best interns, because I taught them! We were able to take on projects that others didn’t want, because I knew we could swing the talent.

We worked on a whole range of things. We designed everything from surgical equipment to toys for Tyco. We did some work for Stanley Tools and Black & Decker. And since we were the new guys, some of the older firms would recommend us. They would get a project they didn’t want and say, hey, you should try these young guys, see what they can do.

We made a lot of interesting industrial and scientific equipment. We made plotters for a company called Numonics, which owned the market for plotters for a while. We designed surgical illuminators.

In 1987, Leonard split from DesignWorks and started a new firm called DesignShip, where he worked until the early 90s. He came to Philadelphia University in 1998 and has periodically worked on design projects since.

At DesignShip, Leonard worked with a company called Enzymatics to develop one of the first portable alcohol-blood content tests carried by police officers and the first portable cholesterol test, among other products.

Mike worked on the first redesign of the Liquid Paper bottle in more than a decade. The Liquid Paper formula was changed to keep people from using the product to get high, but the new formula caused the lid to glue to the bottle. Mike’s team was able to create a better design that fixed the problem. He also worked on products for Gillette, furniture designs, one of the first products to connect a guitar to a computer, and concept designs, like an “electronic coffin” that was powered by solar energy and acted as a living memorial. The latter project won an award from Industrial Design Magazine.

At the same time, Professor Leonard went from teaching one class at PhilaU to

associate professor and his current position as dean, earning his masters in education (and soon Ph.D.). He and several others at PhilaU collaborated to design the award-winning DEC curriculum.

How has what you have learned as a professional designer helped you develop a strong educational curriculum?

There are a lot of parallels. When you’re working as a designer, I really believe that the information itself becomes your client. You would like to say that the client is the product, or the user; or in the case of higher education, the student or the university, but it is really the information.

You have to be able to describe the features and the benefits of a curriculum to many people. You have to align the capabilities of your product with the goals and ambitions of the user.

Take the DEC curriculum and a student: we find out what that student wants to accomplish, and create a course of study around their goals, so they can obtain the knowledge and skills they need. That’s the whole idea of bringing together the design, engineering and business disciplines. Business doesn’t exist unless you have something to sell. Design is useless unless you can actually make it. And you could engineer something incredible, but it’s no good if it looks terrible and you can’t use it. You need all three to be successful.

With our new curriculum, what we are really selling is confidence. That’s it. And we haven’t been able to find one thing that our freshmen can’t do every time we challenge them. That’s saying something. A lot of people will say, a senior is prepared. Our freshmen are prepared. Our seniors are experienced. That’s the true difference. We’re giving students what they need to do some truly amazing work.

PhilaU Students Designing the Future

This past year, PhilaU students have collaborated across disciplines to develop extraordinary innovations that reimagine everyday objects, advance sustainability and improve lives.



Furniture from Fungus

Low-cost, sustainable, biodegradable and odorless, the organic material mycelium—essentially mushroom roots—was an inspired choice for industrial design students Brian McClellan '13 and Merjan Sisman '14, to rethink everyday objects. They created pendant lights and a chair from the material, harnessing its rapid growing power. The team cultivated the mycelium into the desired shape using plastic molds, and then baked the product to stop the growing process.



VX-42 - Personal Cloud Server for the Home

For PC enthusiasts, industrial design student Christian Ost '13 created a wall-mountable computer case. This version of the design is a home server or “personal cloud” that allows users to access any of their digital media or data any time, as long as the location has an active internet connection. With a sleek wood frame and multicolored lights, it is both functional and beautiful.



Self-Balancing Electric Motorcycle

A self-balancing electric motorcycle design by PhilaU students has attracted attention for its ingenuity and creativity. Ken Reita '13 (M.S. in Industrial Design), Howard Fang (MBA), and Corey Phillips '13 (B.S.E. in Mechanical Engineering) collaborated on the design of this two-wheel, fully electric tandem vehicle, which offers energy efficiency comparable to 175 to 200 miles per gallon.

Terra-Grid

Terra-Grid is the first customizable retrofitted green roof, developed collaboratively by MBA, architecture and industrial design students. Easy to install, cost-effective and low-maintenance, Terra-Grid brings green roof technology to buildings that would not otherwise be able to sustain a green roof system easily. The team includes MBA student Brittany Ristila '13, architecture students Tyler Dye '13 and Rebecca Della Peruta '13, and industrial design students Jared Lowman '13 and Aakriti Chandra '14.



Reinventing the Pay Phone

Architecture student Christian Kaulius '15 was named a finalist in New York Mayor Michael Bloomberg’s Reinvent Payphones Design Challenge this year. Kaulius proposed a radically redesigned network of payphones that would provide total Wi-Fi coverage and improve the lives of New Yorkers.



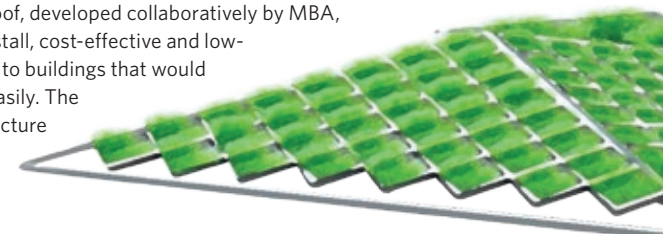
RAMpack - Protecting the Spine from Violent Sports Collisions

The RAMpack device, created by engineering students Christopher Gosnell '13 and Jeff Danahue '13, was designed to reduce an athlete’s chances of cervical spine injury in contact sports. The device senses a collision using a built-in accelerometer that inflates a protective cushion around the player’s neck. The cushion effectively reduces extreme movement of the neck at the time of deployment.



The Safety Swing

Occupational therapy student Heather Brown Cadalzo and industrial design student Nick Marakovits developed the Safety Swing for their 9-year-old client Bella who suffers from tuberosus sclerosis and refractory epilepsy. Cadalzo and Marakovits designed the swing to support Bella’s upper body completely while allowing her legs to dangle so that she may enjoy one of her favorite playtime activities safely.





Meet the New Board Chair

Eileen Martinson '86, a highly regarded entrepreneur, dedicated education advocate and chief executive officer of Sparta Systems Inc., was unanimously elected chair of Philadelphia University's Board of Trustees at its meeting on June 14, 2013, having served as a member of the Board of Trustees since 2010 and as first vice chair since 2011. She succeeds William C. Whitmore Jr. '82, president and CEO of AlliedBarton, who served as chair since 2009 and remains an important member of the Board.

Martinson, a 20-year software veteran and a leader in developing successful global business strategies, was recently named a 2013 Ernst & Young Entrepreneur of the Year Award® recipient, considered one of the world's most prestigious business awards, and was also honored with Philadelphia University's 2012 Leader of Innovation Medal for outstanding achievements in her field.

"Eileen Martinson's leadership, business acumen, devotion to educational causes and commitment to the value of a Philadelphia University education will help lead this University to the next level of higher education innovation as we continue to build on the accomplishments of our ambitious Strategic Plan and our vision as the model for professional university education in the 21st century," Philadelphia University President Stephen Spinelli Jr., Ph. D. said.



"At the same time, we are grateful to Bill Whitmore for his leadership as board chair and his years of service as a University trustee during one of the most exciting and important times in the University's 129-year history," President Spinelli said. "Bill helped lead Philadelphia University through the development and implementation of a bold strategic plan and our largest and most successful capital campaign."

We recently visited Ms. Martinson at Sparta Systems' brand new headquarters in Hamilton, NJ, to talk with her about her impressive career and her new role at Philadelphia University.

You have worked in a variety of industries, from healthcare to software and manufacturing. What foundational skills are necessary to effectively move between industries and how do you think PhilaU students can best develop these skills?

Some of the industries that I have been in are the result of being a solution provider, meaning that I serviced these industries on the technical, software or consulting side.

When I look at an industry, particularly from a career point of view, I first decide if I like what that industry does and who they serve. Then, I look at who the leaders are in that industry—the organizations or teams that everyone looks up to, those that are doing very well. I try to understand what their value proposition is and what their competitive advantage is in the industry.

After identifying the leaders, I then focus on what the trends are in that industry, where has it been and where is it going? I identify the up-and-comers, those who can potentially come in and disrupt the industry by providing a new idea or better, faster or cheaper services or products.

For students, I encourage them to take advantage of internship programs, look for mentors and listen to guest speakers on campus. The Capstone Project is also near and dear to my heart because it provides the ultimate collaborative learning experience while working on real-world problems with actual external customers. (To read more about The Eileen Martinson '86 Fund for the Undergraduate Capstone Experience, turn to page 39.)

What inspired you as an undergraduate to help get you where you are today?

As a continuing education student, my goal was to complete my education in order to solidify my career and increase my earning capacity to take care of my family. For students in that situation, I encourage them to stay on the plan even in the face of adversity, because the reward is at the end.

I had an opportunity to learn from great teachers here that brought a wealth of real-world leadership experience to the classroom. That continues to be important at PhilaU. I've had the privilege of meeting many of the faculty, staff and deans at the University and I think we have a world-class team. I have the utmost respect for them.

You've worked in technology for much of your career. What challenges and opportunities have the rapid technological changes created in your industry?

As an entrepreneur, I do not see challenges, just opportunities. There are always going to be shiny new objects. Technology is simply a tool

for organizations and individuals to create more value. There has to be a value proposition attached to a new piece of technology, whether it is to increase productivity, increase revenue or achieve better customer service. You have to take that shiny new object and understand why you should care about it. That's when technology can make a big difference.

How do you think technology will continue to impact higher education—for instance, online learning? How can higher education stay ahead of these changes and benefit from them?

In my opinion, education and health care are two industries that have yet to fully adopt technology at the same rate as other industries, and I think it is time for that to change. Online learning is here to stay, but I think of it as a means to an end, not as an end itself. Educational institutions need to understand their mission and apply online education and other technologies to achieve it. I am incredibly focused on figuring out how these technological changes can help us create relevant global leaders for the 21st century and I expect great things to result from that approach at PhilaU. We won't become mesmerized by technology, rather we will integrate it into the curriculum to help us keep focused on our mission.

Where do you see the University going in the next 10 years?

We're on the right course. The strategic initiatives we have are very good, and the things we're doing right now give us a great advantage—particularly the reorganization and integration of the curriculum and our expertise in health sciences and design programs. We did those things earlier than most, which gives us a time advantage. My job is to make sure we stay focused on executing our mission flawlessly.

What do you know now that you wish you knew in your 20s?

My advice would be to plan life in smaller increments. Your journey is going to take many twists and turns and there isn't just one right path. All of it is part of your life experience.

In addition to having a successful career, you are a wife, mother and active supporter of your alma mater and charitable causes. How do you balance all these roles and what have you learned that makes it easier to succeed in all of these areas?

Finding the perfect balance can be difficult, but I think it is all about focus. I love watching my company grow and my team prosper, but I also earn the same gratification by being a part of my children's lives. Even though I've been



Eileen Martinson working with PhilaU graduate Taylor Peltzer '12, M'13 at Sparta Systems, Inc.

financially successful, my husband and I live a simple lifestyle. That's one of the ways I've been able to be involved, by sharing my successes and giving back. We should all decide what is important to us, set personal goals and live life with that purpose. In doing so, you will live the life you want.

For young alumni who are just getting started in their careers, where do you see the greatest opportunities? What industries are poised to take off in the next decade, much as technology did in the '90s?

You have to look at industries that are growing and emerging. For example,

in the United States, we have an aging population and in countries like India and China, we have new middle classes emerging who will need or want different goods and services.

As Wayne Gretzky said, "skate to where the puck is going to be." A hot industry today may not be hot tomorrow. That's why it's so important to educate relevant global professionals—people who have the skills to create real value over the span of their careers. It is also important to be a lifelong learner because technologies and processes are going to evolve many times throughout one's career. PhilaU's Nexus Learning

approach is preparing students for many opportunities to work in a multidisciplinary, collaborative environment with real industry engagement.

Complete the sentence: Innovation is...

Innovation is an invention that delivers great value.

What is the best advice you've ever gotten?

You need to know when to put your foot on the gas and when to put your foot on the brake. You need to be able to determine when to continue driving your business forward and when to slow down and let your team catch up.

Philadelphia University Elects Three New Trustees

Philadelphia University welcomed three new members to its Board of Trustees this year—Unifi, Inc. Chairman and CEO William Jasper, Emmy Award-winning fashion celebrity Carson Kressley H'13, and former dean of The University of Pennsylvania's Perelman School of Medicine Arthur Rubenstein.

"We are excited to have these accomplished and talented professionals join the PhilaU Board," said President Stephen Spinelli Jr., Ph.D. "They bring a wealth of expertise to the table and are committed to serving our students and advancing the University."

William Jasper became chairman of the Board of Unifi, Inc., a leading producer and processor of multi-filament polyester and nylon textured yarns, in February 2011. He has served as CEO and a member of its Board of Directors since September 2007. Jasper's experience and leadership transformed Unifi, Inc. into an innovative global textile solutions provider.

Carson Kressley H'13 is famous for his Emmy Award-winning role on "Queer Eye for the Straight Guy" and recently launched a new clothing line, *Love, Carson*. He is a New York Times best-selling author, actor and stylist to



William Jasper



Carson Kressley H'13



Arthur Rubenstein

the stars. Kressley is also a generous philanthropist who supports several charities and in 2006 honored a PhilaU fashion design student with a scholarship.

Dr. Arthur Rubenstein, who earned a Bachelor of Medicine and Bachelor of Surgery from the University of Witwatersrand in his native South

Africa, spent the early part of his career researching diabetes in the U.S. He later was named dean of The University of Pennsylvania's Perelman School of Medicine and, until his retirement in June 2011, vice president for the University's health system. Dr. Rubenstein has held several editorial positions at respected medical journals and his work has been widely published.

The Value of an Education

Reprint from *Philadelphia Inquirer* August 27, 2013

By Stephen Spinelli Jr., Ph.D.

President Obama announced a new set of proposals Thursday to try to curb the cost of attending college, including linking institutional efforts to do so to the availability of federal financial aid.

It's hard to argue with his overall message. Most of us working on the front lines in higher education share the president's concerns about ensuring access to a college education and the means to pay for it.

At the same time, college remains one of the best investments that students—whether traditional, college-age students or returning adults—can make to achieve upward mobility through an enhanced career path.

While there has been much in the news about the cost of higher education, it is important that students and families carefully weigh all the variables, including the cost of a college, institutional and financial-aid resources, and the prospects for a professional job after graduation.

In fact, students and families can access a wealth of information about colleges and universities that will help them make the best choices: Information on costs, financial-aid resources, graduation rates, job-placement rates, and specific program requirements is widely available at the click of a mouse.

While the "sticker" price of a college can seem daunting for many families, it does not necessarily reflect what students and families pay. At Philadelphia University, for instance, a vast majority of our students receive institutional, federal, and/or state financial aid. Last year, the average PhilaU student received institutional aid amounting to 41 percent



of the university's \$32,990 annual tuition. I feel strongly that a Philadelphia University education is worth the cost, but we also want to ensure that our students and their families can afford to take advantage of it.

As an economist, I am concerned about student debt and how it may impact the postcollegiate lives of graduates, but if the value proposition of a college or university is valid, taking on reasonable amounts of debt is appropriate for those who will reap the rewards of that degree. Now, consider that those with a bachelor's degree will earn about \$1 million more than high school graduates over the course of their working lives, according to 2011 Census Bureau data. The value of a car depreciates as soon as you drive it off the lot. Are those higher-education loans a good return on investment? For most students, I would say so.

While I strongly believe students and families should have access to the information they need to make informed choices, I have some concerns about the president's proposal to enact a ratings system for how well colleges control costs and then tie federal aid availability to the ranking. College is not a one-size-

fits-all proposition, and there are many variables that must be taken into account when choosing a college, including access to certain majors and geographic location.

Colleges certainly have a responsibility to manage their budgets well and keep costs in check, and Obama, with the bully pulpit of the presidency, is in a good position to emphasize this message. At the same time, higher education is a labor-intensive endeavor with a highly educated workforce that requires investments in technological advances that are critical to student learning.

It is imperative that we incorporate some of these technologies to deliver education in new ways—particularly through online and hybrid online/in-class courses. It is also important that we continue to develop innovative programs that meet the needs of the 21st-century workplace and result in our graduates achieving professional-level jobs and becoming leaders in their fields.

Ultimately, every institution is responsible for ensuring its value proposition—what it offers to students and the return on investment of that education—is worth the cost.

THE DEC CENTER

The collaborative workspace of the
KANBAR COLLEGE of DESIGN ENGINEERING and COMMERCE

SEMINAR ROOMS

Given by Robert M. Gordon '38
and Carl F. Wittig

- HD projection in each room
- Flexible furniture layouts

INDUSTRIAL WORK SPACES

- Workbenches
- Proximity to studio spaces and breakout rooms

DIGITAL MEDIA CENTER

Given by William A. Finn '67

- Collaborative workspace
- Access to prototyping and assembly shops
- Print and copy center

PROTOTYPING AND ASSEMBLY SHOPS

Given by William E. Isaias '64,
Roberto A. Isaias '65 and
Estefano E. Isaias '69

- 3D printer
- Wood, metal, plastics and composites workshops
- Laser cutters
- Paint booths

STUDIO BALCONY

- View into studio space below

EXTERIOR THERMAL REGULATION WRAP

EXECUTIVE DEAN'S SUITE

Given by Sandra '77
and L. Tadd '75 Schwab

CONFERENCE ROOM

PROJECT BREAKOUT ROOMS

- HD LCD flat screens
- Flexible collaboration or presentation spaces

STUDIO SPACE

Given by Shirley S. and Robert A. '59 Barnhardt, Kathleen F. and Robert P. '76 Smith, and Class of 1964

- Flexible work spaces
- Floor-to-ceiling movable whiteboard walls
- Fitting rooms with 360-degree mirrored walls

TWO-STORY CENTRAL FORUM

- Six panel high definition display screen
- State-of-the-art audio-visual equipment



Charting the Future OF HIGHER EDUCATION

By Debbie Goldberg

IS ONLINE EDUCATION THE
PRECURSOR TO AN EXPLOSION
OF TECHNOLOGY IN EDUCATION?

What can higher education learn
from Zipcar's business model?

HOW DO YOU DEFINE A CLASSROOM IN THE 21ST CENTURY?

Does a college
degree need to
be four years?

The pressures on higher education in the early 21st century are clear: rising costs and tuition, an economy that hasn't quite recovered from recession, mounting student debt, a decline in the traditional college-age population and an increase in non-traditional students.

Meanwhile, curricula and programs that don't meet the demands of today's work place are contributing to a growing chorus questioning the value of a college education, while at the same time our knowledge-based economy demands a higher education—albeit one that is a 21st-century model.

Despite these challenges, technological advances have created more opportunity for change than perhaps at any

time in higher education since the post-World War II GI Bill opened the path to college for a whole new generation of students.

Phrases such as MOOCs, badges, adaptive learning software and hybrid in-class/online courses are becoming part of the higher education lexicon.

Thus, at a time when the foundation is shifting beneath America's institutions of higher learning, Philadelphia University and other forward-thinking institutions are changing the paradigm.

"A strength of Philadelphia University is that we critically analyze everything we do," says Philadelphia University

President Stephen Spinelli Jr., Ph.D. "Higher education is in a period of dynamic change. We have used our analysis to be bold and decisive. We are rapidly becoming the leader in professional education."

This analysis informs the University's Strategic Plan and the newer Strategic Build developed to fully carry out the ambitious plan. These efforts also have led to a campus-wide initiative called *The Transformation Imperative: reframing the university*, a series of workshops and talks that engage experts from a wide range of fields to discuss how higher education can benefit from the changes going on around it.

"A strength of Philadelphia University is that we critically analyze everything we do."

President Steven Spinelli Jr., Ph.D.

Which is where MOOCs (massive online open courses), badges and Zipcar come in to the dialogue. One of the thought-provoking speakers who headlined *The Transformation Imperative* this past year was Robin Chase, founder of Zipcar's car-sharing business model. She spoke to a rapt audience during the 2013 spring semester about the innovations, societal changes and technological advances that have made it possible to connect people to share cars, homes and, well, just about any product or service.

The underlying message is that looking at new ways to do things and pushing the limits of technology are tools that can be employed to bring innovation to any industry—including higher education.

At PhilaU, the drive for innovation in both its educational programs and delivery models is readily apparent.

The project-based, transdisciplinary curriculum of the Kanbar College of Design, Engineering and Commerce—which won an international award from Core77 as "Top Educational Initiative of 2012"—and the real-world, problem-solving focus of the University's Nexus Learning approach have created a new kind of education model that better serves students and the world in which they will work, live and lead.

Nexus Learning connects PhilaU students and real-world industry partners, who provide challenges to spark student learning through creative problem-solving, multidisciplinary collaboration and insistence on market-driven solutions.

This approach is yielding industry-leading returns, as 96 percent of PhilaU's Class of 2012 were either working in their disciplines or accepted to graduate school, according to the latest annual survey by the University's Career Services Center.

This fall, teams of undergraduate and graduate students in industrial design, textile engineering, physician assistant studies, business and professional communication collaborated to meet the challenge of industry partner Johnson & Johnson—the number one consumer health care company in the world—to ideate and prototype innovative solutions in consumer-level wound care.

"I've been very impressed in the way that they've thought about the problem, the way they've addressed it and how they've come up with solutions," Mike

Eknoian, senior director of research and development for Johnson & Johnson, said after reviewing the final presentations. "It's a very creative environment."

Two weeks later, teams of architecture, interior design, landscape architecture and MBA students designed the home of the future for industry partner Comcast, the global media and technology company. Just imagine: a home where your TV screen stretches around three walls, ceilings show natural light and weather above, kitchen counters display recipes and bathroom mirrors show your calendar as you brush your teeth.

It's the PhilaU way: transdisciplinary, hands-on, collaborative learning that matches the needs of today's businesses, government and non-profit environments.

Another emerging trend is hybrid courses, which incorporate both classroom and online delivery platforms, offering the growing number of working adults and non-traditional students a way to balance their educational and personal responsibilities. They also help keep costs in check, making the most efficient use of student and faculty time and campus resources.

"Hybrid education draws from traditional teaching, lecture, video, open course content and online interactive simulations," says D.R. Widder, vice president of innovation and Steve Blank Innovation Chair. "These diverse sources allow students to experience learning asynchronously in a way that fits their learning style and schedules."

At PhilaU, this hybrid approach is utilized in a number of programs. The M.S. in Disaster Medicine and Management is primarily an online program, which helps it serve an international student population, but also incorporates an

annual on-campus component for workshops, lectures and simulated disaster drills.

The M.S. in Sustainable Design program offers both traditional in-class and online options, the latter offering the same award-winning curriculum in a flexible and convenient course structure that utilizes the latest technological

tools, including those that give students the opportunity to collaborate with classmates in online digital environments.

The conversation on the future of higher education is continuing this year with *The Transformation Imperative 2.0*. PhilaU Provost Randy Swearer, who coordinated the initiative, said the impetus for change in higher education is clear:

"This new agenda," Swearer says, "must organize itself around problem-based, transdisciplinary teaching and learning, build curricula around collaborative learning experiences, encourage students to co-create knowledge with their peers and faculty, and position the university as a hub in a dense network of knowledge sources."

Jeff Selingo Weighs in on the Future of Higher Education

In his new book, *College (Un)Bound: The Future of Higher Education and What it Means for Students*, Jeff Selingo, editor-at-large at *The Chronicle of Higher Education*, addresses the challenges facing colleges and universities today and how higher education can meet the 21st-century needs of students and the work place. He was recently interviewed by Innovator.

What do you think the higher education landscape will look like in 2023?

The students of tomorrow will drive colleges to reimagine the future of higher education. Born around the turn of the century, they have always known a world with the Internet, smartphones and wireless connections. They are often referred to as digital natives. The students who will be showing up on college campuses in the next ten years will want to absorb and apply knowledge on their terms.

For them, college will be less of a one-size-fits-all experience and more of an a la carte menu, where they may attend multiple institutions or use different mediums (face-to-face, hybrid or online) as they put together a degree based on both classroom learning and experiences, such as study abroad, internships, research or service.

What does true innovation look like at colleges and universities? Is it more than adopting the latest trends and technological advances: MOOCs, badges, online learning?

Innovation is about more than just a random adoption of the latest trends. And a four-year college degree is more

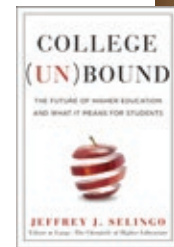
than just a collection of 120 credits. The degree has to have meaning, a curriculum behind it.

Faculty, administrators, trustees and students need to figure out what they want their degree to mean and to achieve. Then institutions need to ask where are the opportunities to change the learning process to improve outcomes and reduce costs. Not every new innovation works for every institution.

In your book you write: "College students desperately need real-world experience that will help them connect the concepts they learn in class to the everyday problems encountered in any occupation." Please expand on that.

This is not about job training. It's about experiential learning; connecting what you learned in an economics or history class to what's happening in the real world.

The economy is changing at warp speed. The ten jobs most in demand in 2010 did not exist in 2004. I have found by talking to employers and educators that what they want most in their workers is the ability to learn how to learn. In other words, the capability to find the answers to the questions of tomorrow that we cannot envision asking today.



What is the value proposition in higher education today, given the cost and challenging job market?

For decades, higher education has sold itself on the wage premium for college graduates, which has widened substantially in the last three decades. A typical bachelor's-degree recipient earns 80 percent more than a high school graduate during a 40-year career, more than \$500,000 over a lifetime.

Higher education has long touted the economic benefits of going to college by riding the coattails of those national averages. Yet when it comes to the financial payoff of a degree, not all colleges or majors are created equal.

Going to college is worth it, but the question students and parents increasingly are asking these days is whether it's worth going to *any* college for *any* major at *any* cost, especially if they need to take on mounds of debt to earn their degree.

WHAT'S AN IDEA WORTH?

Rallying the Crowd to Fund Innovative Ideas

By Amy Biemiller

Inspired by beehives, industrial designer John Paulick '08 knew he had a product wine aficionados would buzz about. His extruded-aluminum wine rack packs flat, assembles easily into a honeycomb structure and can grow with the user's wine collection. No stranger to successfully marketing his designs, Paulick confidently brought his innovative idea to the top names in wine design manufacturing for a licensing opportunity—to no avail. But that rejection pointed him to a new way to bring his design to market, and made WineHive an overnight sensation.

"I knew WineHive was a product people would love, so even though the manufacturers shot it down, I let that rejection fuel my fire to bring it to market myself," Paulick says. "A friend told me about crowd funding, and I figured I'd give it a try."

Crowd funding—an open, online opportunity where lots of people invest or donate small sums to help a project, business, charity or social enterprise get off the ground or grow—has

helped entrepreneurs, non-profits and communities around the world tap into a large pool of people interested in providing monetary backing. For Paulick, it proved to be a forum that generated funding as well as following. Within a month of posting his design on Kickstarter in 2012, he had raised more than \$65,000—enough to bring WineHive to market.

"Once in production, I finished that first year with over \$130,000 in sales and am off to a great start for this year," he says. But one of the best results of his crowd-funding project was garnering marketplace exposure for his brand and products. "People all over the world are contacting me on a weekly basis," he says, "wanting to carry the WineHive in various retailers, wineries, distributors and all sorts of custom cellar installations for high-end restaurants and bars."

A New Way to Get to Market

With traditional investment capital difficult to come by and technology making it easy to reach out directly to the world these days, crowd funding can help

bring to market smaller-scale creative products that otherwise may not have the chance to see the light of day.

"It's accessibility to money like nobody ever imaged, and it's just getting started," says Jason Crook, assistant professor of marketing. "From an entrepreneurial perspective, it's the new face of your network."

In fact, the traditional money-raising network of "family, friends and fools," as Crook notes, has expanded so greatly online that it's now possible "to get masses of people exposed to your idea."

And, unlike venture capitalists and angel investors, who want something in return for their investment—possibly a large chunk of your company—Crook says crowd funding is "a whole new way of looking at early-stage financing that doesn't require you to compromise any equity."

The numbers are impressive. According to Richard Swart, director of crowdfunding research at the University of California, Berkeley, Fung Institute of



Animation by Kevin Kurtzman '12



Kord by John Paulick '08



NeoCover by Jake Frey '12



WineHive by John Paulick '08



Fiber optic art by Lynn Godley

Engineering Leadership, the sector raised \$4 billion last year globally, and that total is expected to double in 2013.

With so much cold, hard cash available to fund everything from community projects to the next, great consumer product, it's no wonder PhilaU students are dealing with this first-hand both in and out of the classroom. Crowd funding is incorporated into the curricula of several courses, including business models, which is required for all sophomores in the Kanbar College of Design, Engineering and Commerce, as well as a junior-level entrepreneurship seminar and the MBA business models innovation course.

"We have an entrepreneurial focus in our programs," says Crook, who is coordinator of the DEC business models course. "It's a common theme throughout our curriculum."

Lighting the Way to a Better Switch

Jake Frey '12 was a junior industrial design student when he launched a Kickstarter campaign for NeoCover,

raise the \$10,000 needed to put it into production.

Undaunted, Frey improved the product with a more powerful magnet and a selection of designs, and garnered press coverage from such influential publications as *Fast Company* and *Gadget Review*. One year after his initial attempt, he shared the improved NeoCover on the crowd-curated visual catalog *Fancy*, and in just a few days made hundreds of sales and received an angel investment offer of \$250,000.

"That," Frey says, "is when it went from being a vision to being a real business."

The lesson: sometimes, even when the money at first doesn't materialize, crowd funding can be a stepping stone to success. It's all about the network. And the pitch. And the value you create.

What makes crowd funding unique is its ability to directly connect an international cadre of small investors—who want to be part of the launch of a new product that resonates with them—with the inspired artists, innovators

and entrepreneurs who create these products. It also creates an opportunity for entrepreneurs to test the waters and possibly get pre-sales—without risking one's life savings.

"Crowd funding gives designers the chance to create, and contributors the chance to fund, what they care about most," says Cara Morgan, media strategist for crowd-funding site Indiegogo. And she adds, "it gives entrepreneurs an opportunity to stay actively engaged with the design idea and with potential contributors early in the design process," she adds.

New funding options are popping up regularly, some of them focused on niche financing. Colleges and universities, for instance, can tap into the market with the recent launch of USEED, a crowd-funding platform created to support and enhance their fundraising efforts.

Brian Widin '12, an industrial design graduate, is user experience designer for USEED, dealing with all aspects of the end user's interaction with the company, its services and products. "Using the USEED platform, the universities empower their students, faculty and alumni to tap their social networks to raise funds online for the projects on campus they are passionate about," Widin says.

Tapping into the Cool Factor

From the investor's point of view, crowd funding delivers something that traditional investment opportunities may lack: bragging rights and the chance to be part of something creative.

"People love to talk about their investments," says D.R. Widder, PhilaU vice president of innovation and Steve Blank Innovation Chair. "When you find an idea that resonates with you on a

crowd-funding site and invest in it, the pay-off is seeing that product come to market and being able to say 'I helped make that happen.' The investor gets to tell a cool story. It can be more about an emotional return than a financial one."

Widder knows first-hand what this feels like, having made both angel and crowd-funding investments. He recently funded a film called "Beautiful: Teaching Girls Soccer the Boston Breakers Way," which focuses on teaching soccer to girls in a holistic way that promotes self-esteem and confidence. "I put in \$100 and I get updates on the project," he says. "When I see that movie one day, I can enjoy having been a small part of making it happen."

Crowd funding isn't limited to launching products, it also helps extend brand recognition and bring attention—and money—to a cause or initiative. That's why the PhilaU Women's Ultimate Frisbee team launched an Indiegogo campaign last spring to support their journey to a national competition and how New Jersey garnered national attention and donations to help victims of Hurricane Sandy.

When animation graduate Kevin Kunzman '12 had his work included in a company's funding campaign, the pay-off for him was recognition, not cold cash. He was one of ten artists whose work was part of MonkeyLectric's campaign to raise money to manufacture a commercial technology that allows bicyclists to display lighted images and animation on their spinning wheels.

"My excitement was through the roof when my work was featured, first in a crowd-funding campaign and then, because of that campaign, on Cartoon Brew, the most read web site on animation," Kunzman says. That campaign gave him crucial market exposure and encouraged him to continue to pursue his artistic ambitions.

"It was very gratifying to have my work linked with the success of the project," he says. "It feels a little bit like Christmas Eve. I haven't opened up any presents yet, but I know something good is coming just around the corner."

For designers, in particular, crowd-funding delivers something traditional funding sources often do not at this early stage: creative control and no obligation to carve up ownership or promise a return on investment.

The appeal of artistic control motivated Lyn Godley, PhilaU associate professor of industrial design and owner of Lyn Godley Design Studio, to launch a crowd-funding campaign in early August for her interactive fiber-optic creations. She hit her initial goal of \$10,000 in six days and, based on that success, added a new goal of \$20,000.

Godley has a compelling story to share about her project: she hopes the funding and exposure will help facilitate the installation of her work in hospitals, where she wants to begin evidence-based research to document its positive physiological effects on wellness.

While some campaigns do offer something—such as one of the items

being produced—in return for donations, Crook says "some people may not need anything to convince them to invest. It could just be \$10—they don't have to labor about the decision. It's the mass of people that's powerful."

Keeping the Momentum Going

Once a crowd-funding initiative ends, the momentum often continues. "I really didn't know much about crowd funding prior to my campaign," says Paulick. "Now I understand and appreciate how powerful it truly is. There's nothing more gratifying than seeing your concept, your baby, being championed by total strangers so it can be made into a real product."

Paulick is sold on taking his ideas directly to consumers. He launched a second Kickstarter campaign in late July to fund his Kordl device that keeps ear buds untangled, which raised 250 percent of its goal—almost \$19,000 in funding from 1,463 backers—by the time the campaign ended 35 days later.

"My advice for anyone on the fence about launching a crowd-funding project is to pull the trigger," Paulick says. "You'll know right away if your idea is a winner or a loser. If your idea flops you will have closure to move on to the next one without sinking any more money or time into it. Best case scenario: your concept gets catapulted into crowd-funded success, you quit your job, begin running a company around your new product and pave the way to keep innovating—product after product."



Innovation for the Social Good

By Debbie Goldberg

It's a pretty simple device, made from a five-gallon bucket, metal piping and fittings, nylon rope, a large thread spool, neoprene sleeve, a used bike tire and a few rivets, washers, nuts and bolts. It costs maybe \$30 to build, even less when made with found materials.

But for many people living in developing countries with little access to electricity, expensive appliances and often clean, available water, a simple, foot-powered laundry washing system made from these odds and ends can make a big difference in the quality of their everyday lives.

This device, coined the Developing World Laundry System, was designed by 2012 industrial design graduates Aaron Stathum and Eliot Coven for their senior capstone project. "The inspiration for us was to tackle a problem for people in developing nations," Coven says. "We focused on the issues of daily life, with the goal of providing help for simple tasks so we can give our targeted market more time to succeed in life."

Their low-tech, time-saving device made from readily available and inexpensive items also succeeded in catching the eye of the Clinton Global Initiative (CGI), and the designers were asked to present their laundry system at CGI University's conference at Washington University in St. Louis in April. An initiative of the Clinton Foundation, established by former President Bill Clinton, CGI University "challenges college students to address

global issues with practical, innovative solutions," according to the organization.

Stathum addressed an enthusiastic audience of students, writers, designers and foundation officials on April 6, giving the PhilaU graduates widespread exposure and providing valuable connections they hope will help bring their device to those who need it. Journalist Myles Estey, who moderated the panel, wrote about the laundry system in *Makeshift* magazine and told the designers that Clinton Foundation officials were impressed by their presentation. Stathum received a letter from Bill Clinton thanking him for participating.

Stathum and Coven have a provisional patent on the system, which was field-tested by Darfur refugees living in New Jersey, and are still collaborating to try to bring it to market. Meanwhile, they both have full-time jobs: Stathum is a production designer for Infinite Group in New Jersey, and Coven is co-owner of Farm Truck, a locally sourced food truck and art gallery in Philadelphia, with fellow PhilaU industrial design alumnus Kris Pepper '12.

[Making the World a Better Place](#) Innovation—across disciplines, majors, industries and curricula—is a high-currency word at Philadelphia University. And while many aspire to develop the next great high-tech gadget or iconic chair, some students and courses have





One resident's living space at the Women of Change Safe Haven on Arch Street in Center City.

“We developed such an appreciation for the people here and their circumstances. It’s inspiring to see people using our design, giving them a sense of home while they’re here.”

Chris Class '12

focused on developing innovations and bold solutions for the social good—new ideas and solutions that can make life better for some segment of society.

That drive to help others can be seen first-hand at Women of Change Safe Haven, a nondescript building at the corner of 20th and Arch streets in Center City Philadelphia, where architecture faculty member David Kratzer and his students designed a new kind of living pod for the 25 mentally ill and chronically homeless residents of the home.

Besides looking great, the sleek, modern-style sleeping booths—with curved fronts for storage and exposed metal support bars for towels, clothing and other items—offer the residents something important that they didn’t have before: privacy and a sense of personal space. Previously, the beds were lined up in one long room all in a row, dormitory style, like a page out of the children’s book *Madeline*.

Women of Change residents, who stay an average of nine to 12 months in the facility, are enthusiastic about their new living space. “It feels like a home. I

feel like we’re a family here,” says one woman during a recent visit. “I like the privacy. I have my own little space that’s mine that I can keep my things in.” Another resident says it’s the nicest place she has ever lived.

Starting as a design and prototyping project in Kratzer’s Design X Socio-Political fifth-year studio class last year, the student work so impressed officials at Project HOME, which runs the facility, that they decided to fund the manufacture of the sleeping booths. Kratzer and the PhilaU students—now all graduates—assisted with the fabrication and installed the booths over several weekends last winter.

Private, Durable and Bug-Free Space

Not only do the sleeping partitions provide privacy and storage for the residents, but the materials were carefully chosen to be durable, hygienic and easy to clean, which helps stave off bug infestations. Bed bug outbreaks, for instance, had been a major problem in the past when wooden furniture was used, since the bugs can thrive in the wood.

Now, some nine months after the living

Pods were installed, the curved fronts are decorated with drawings, cards, pictures, calendars and other personal reflections of the women who live there. Many have reconfigured the modular storage boxes to suit their own needs. Stuffed animals, toiletries and books peek out from see-through front walls of many areas.

“They’ve found their own ways to use the stations,” Kratzer says. “It’s a beautiful moment in architecture when the users take possession of a project and make it their own.”

The project’s benefits, however, extend well beyond those who live there. The hands-on, real-world experience, Kratzer says, helped architecture students understand the impact social needs and programs can have on our environments and designs. “Architecture can improve behavior and support socio-political change,” he says. “For the students to research and directly understand the homeless condition and propose solutions that will improve the lives of others is truly a powerful experience.”

Chris Class '12, who works at BLT Architects in Philadelphia, started the project as a fifth-year student and helped install the sleeping booths last winter. “It was one of the more rewarding educational experiences I had in five years at PhilaU,” Class says during a recent visit to the residence. “We developed such an appreciation for the people here and their circumstances. It’s inspiring to see people using our design, giving them a sense of home while they’re here.”

Although a more private and personalized living space may seem a small thing to women who face many challenges, Robin Bonfield, program manager of Women of Change, notes that Project HOME’s mission is to treat every resident with respect and dignity. “And part of that,” she says, “is giving them a clean, comfortable space.”

A Humanitarian Project in South Africa

Meanwhile, across the Atlantic on the southernmost tip of Africa, seven Philadelphia University students and assistant architecture professor Chris Harnish have presented plans to revitalize eNtokozweni community center and surrounding youth precinct in Alexandra, an urban township in Johannesburg, South Africa, which played a pivotal role in the early 1980s fight against apartheid. Nelson Mandela trained as a boxer at the community center. Legendary South African jazz trumpeter Hugh Masekela played there.

This international project came about through previous work that Harnish has done in South Africa, starting in 2007 when he served as architect and project manager for Youth with a Vision Children’s Residence in rural Dennilton, about two-and-a-half hours from Johannesburg. This spring, 13 fifth-year students in Harnish’s capstone design studio developed designs for a new eNtokozweni.

“I found that architecture can do way more than what you learn in school. It can also make you feel like you’re helping people, making a difference in their lives.”

Natasha Trice '13

After the semester ended, Harnish took seven students—including architecture, interior design and sustainable design graduate students—to South Africa as part of a study abroad short course, “Architecture and Humanitarian Development in South Africa,” during which they presented the eNtokozweni plans to local community members and government officials.

Natasha Trice, a fifth-year architecture student, says the visit to South Africa opened her eyes about the role architecture can play in humanitarian development. “Alexandra is an impoverished township; you can see the effects of apartheid still there,” she says.

“I found that architecture can do way more than what you learn in school. It can also make you feel like you’re helping people, making a difference in their lives.”

The trip, coupled with the study abroad semester she spent in Rome, also reinforced the notion that experiencing different cultures is a critical aspect of architecture. “Context—tradition and cultural values—is extremely important in architecture, and people respond to those things,” she says.

Making an Impact on People’s Lives

“The students’ work had a real impact and catalyzed the community to act,” says Harnish, a former Architecture for Humanity Design Fellow. The designs were used by local leaders to raise funds for the \$1.5 million community center project in a series of high-profile events this past summer.

The overarching theme of the short course, “was researching and participating in innovative social humanitarian architectural practice,” Harnish says. While there, the PhilaU students

also researched the youth precinct surrounding eNtokozweni—a 20-acre area including schools, community centers, playing fields and health clinics, led two community design workshops and presented design solutions at the community event. “Ultimately,” Harnish notes, “we’re designers who like doing design projects.”

Back at PhilaU this fall, Harnish is teaching a fifth-year studio class that focuses on housing for doctors working at a rural hospital in Malawi. It’s more than an academic exercise—the students are developing construction documents that will be sent to Malawi and the hospital plans to start building the facility next spring.

Harnish, who was invited by the U.S. Embassy to lecture on the architect’s role in humanitarian development at the University of Malawi last year, said his goal is for students “to engage real clients all over the world for the social good.”

For Trice, that notion spoke to her so strongly that it changed the direction of her career—from a likely job in a commercial architectural firm to one where she is working on international design/build projects. She plans to get a master’s degree in urban design after graduating from PhilaU. “It changed my life,” she says of the experience in South Africa. “Now I just want to help people.”



Architecture student Natasha Trice '14 presenting plans to community members in Alexandra Township, South Africa.

“It’s all about taking chances...”

Bob Kunik '53, winner of this year’s Leadership in Philanthropy Award, knows that success in life and business doesn’t come without risk.

By Stefanie Anderko

Sitting down with me in late August, Bob Kunik '53 pauses mid-sentence while recounting a story about his first job. “Hold on a minute, I need to tell you about the wackiest thing I ever did.”

Breaking from his description of his first venture into what became a remarkable career in the textile industry, he tells me about the “nuttiest” thing he ever did, giving me a first glimpse at his charismatic unpredictability.

His story took us back to 1950, as the Korean War began heating up. Having served previously in the military in the late 1940’s during his time as a student at PhilaU, Mr. Kunik was called back into the army. However, rather than the war story I might be expecting, Mr. Kunik’s story of the “wackiest,” “nuttiest,” “craziest” risk he ever took begins with a young lady named Betty, a young lady whom he had met in 1948 at a YMCA dance on Atlantic City’s Pacific Avenue.

“So there I was, waiting to be sent to war, I asked Betty if she wanted to get married. She said, ‘Sure,’ just like that. It was one of the wackiest things I had ever

“I don’t think I would have made it if I had not gone to Philadelphia Textile. Period. They did well by me and gave me the tools for a great future.”

done in my life, I’m on orders to go to war and I simply ask someone to marry me. It was a question that would impact my entire life, a question which would mean six children and a wonderful marriage of 63 years.”

Bob Kunik is a self-assured man. Though his professional life was second to that with his family, his approach was no less bold. After graduating from Philadelphia University as a textile engineer, Mr. Kunik landed a job developing synthetic fibers for a company in New York City—opportunities, he attests, came from his interactions with industry professionals as the Sergeant of Arms in the Delta Kappa Phi Fraternity at Philadelphia Textile Institute.

It was then, in his mid-twenties, when he made perhaps the second boldest move of his life. This time, his decision was about business. He had quickly become a partner at the company for which he worked, and owned 35 percent of it. However, he woke up one day and concluded two very important things; he decided he knew all he needed to know about creating a company and that “35 percent of something was just as good as zero percent.”

Not yet 30 years old, with a new baby in Betty’s arms and a new home in Bryn Mawr, Mr. Kunik quit his job to start his own company, R.J. Kunik & Co., Inc.

Needless to say, the company, now called Consolidated Fibers, Inc., was, and remains a huge success. When asked how he did it, Mr. Kunik doesn’t get mired in the details and years of hard work; his answer is simple: “Confidence,” then he adds with a smile, “having a smart, hard-working son doesn’t hurt.”

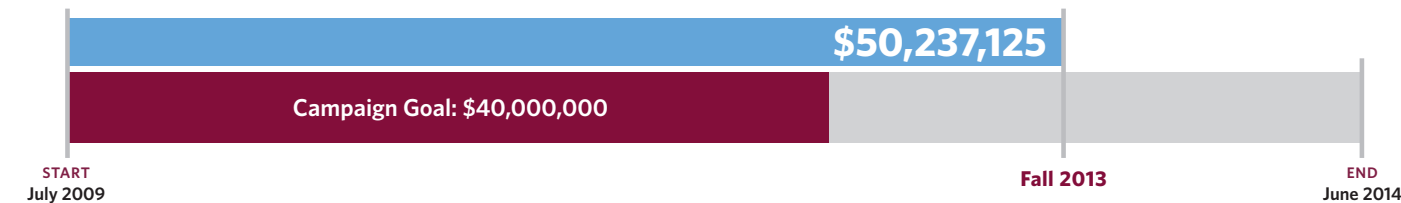


Mr. Kunik has created a legacy of both hard work and philanthropy. At PhilaU, his donations include major contributions to the Kanbar Campus Center (the Kunik Family Plaza outside the building is named for the Kunik family), The Tuttleman Center (where a beautiful fountain commemorates his marriage to Betty) and the DEC Center. I asked him if he has led his life this way as an example, particularly for his six children. The very notion of the question seemed to puzzle him. “I didn’t intend for that to be the case, I just do what I feel is right, but I suppose it turned out that way. I tell my kids all the time...whether it’s your grammar school, high school or college, you need to give when they ask—it’s what you do, even if you can only give twenty dollars.”

Not one to beat around the bush, Mr. Kunik concluded our discussion by saying, “I give because I have made a lot of money and I don’t think I would have made it if I had not gone to Philadelphia Textile. Period. They did well by me and gave me the tools for a great future.”

VICTORY LAP FOR **POWER TO INNOVATE**

The Campaign for Philadelphia University



*Thanks to the generosity of our donors, **Power to Innovate: The Campaign for Philadelphia University**, our comprehensive fundraising campaign, has raised more than \$50 million! This far surpasses the Campaign goal of \$40 million, and there remains more than six months to go until the Campaign formally concludes in June 2014.*

This unprecedented success is a testament to the importance PhilaU’s mission to prepare its graduates for career success holds in the hearts and minds of our alumni, parents, and friends, so many of whom have been generous to the Campaign since it began in July 2009.

In its final months, the focus of the Campaign is to encourage the participation of as many members of the PhilaU community as possible. Indeed, one of the non-financial goals of the Campaign is to grow the number of donors who support PhilaU. If you have not yet participated, whether in support of The PhilaU Fund, scholarships, athletics, or another initiative, if you are able, please consider making your gift before June 30, 2014. You will be joining thousands who have already invested in our students and faculty. Every gift, regardless of size, counts!

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

Recent Major Commitments

[Maurice Kanbar’s Generosity Continues to Astound through Two New Gifts](#)

At a ceremony dedicating the Kanbar College of Design, Engineering and Commerce and the opening of the DEC Center last November, Maurice Kanbar '52, H'03 made an additional commitment of \$5 million to his alma mater. In addition, this spring, he made the single largest commitment for scholarships in PhilaU’s history with a gift of \$1 million. The recipients, called Kanbar Scholars, will be selected based on their academic potential and financial need, and promise to bring added leadership and energy to our student body.

According to Kanbar, he has “tremendous confidence in the school and its ability to produce graduates who will be ready to succeed and lead when they enter the marketplace.” In addition to supporting the Kanbar College, he has contributed to The Kanbar Campus Center and other University initiatives.

[\\$1 million for Kanbar College Capstone Projects](#)

Eileen Martinson '86, CEO of Sparta Systems and Chair of PhilaU’s Board of Trustees, is accustomed to leading by example, as demonstrated by her recent gift of \$1 million to establish The Eileen Martinson '86 Fund for the Undergraduate Capstone Experience in the Kanbar College of Design, Engineering and Commerce. The Fund will support seniors in the Kanbar College as they work together on interdisciplinary teams, coached by one or more faculty advisors, to solve real-world problems for the companies who comprise our ever-growing cadre of industry partners. According to Martinson, she hopes her support of the capstone projects “motivates and inspires business leaders and entrepreneurs!”

[\\$400,000 for Scholarships from The Maguire Foundation](#)

The Maguire Foundation has committed \$400,000 to fund scholarships at PhilaU from 2013 to 2020. The purpose of the Maguire Scholars Program is to provide scholarship support to students who have graduated from a select list of Maguire Foundation-partner high schools in the Greater Philadelphia region. Scholarships will be awarded in a student’s freshman year and will continue for all four years if the student remains in good academic standing and is active in community service initiatives. In addition to PhilaU, there are Maguire Scholars Programs at 13 other colleges and universities in the region.

[Arlen Specter Center Fundraising Tops \\$4 Million](#)

To date, more than \$4.3 million has been raised, including \$2 million in private donations and \$2 million from the Redevelopment Assistance Capital Program of the Commonwealth of Pennsylvania, for the Arlen Specter Center for Public Policy. The goal is \$5 million, which will provide for renovating the historic Roxboro House, where the Center will be housed on the PhilaU campus; preserving, organizing and providing access to the Arlen Specter Collection; as well as research and educational programs. For more information, visit www.PhilaU.edu/SpecterCenter.

CLASS NOTES AND EVENTS →

For more photos from these events, visit www.PhilaU.edu/alumni/eventphotos

Homecoming 2013

In October, alumni returned for PhilaU's annual Homecoming and Family Day.



1



2



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5

1 // Steven Spivak '63, Herb Magee '63 and Eli Caplan '63 • 2 // Group shot at alumni tailgate
3 // Alumni having a great time at the Homecoming Dinner Dance • 4 // Aerial view of the
Dinner Dance in the Gallagher Center • 5 // Dr. Spinelli at the Downton Abbey Cocktail Party

'50s

Maurice Kanbar '52, H'03 was featured in the article, "Philly's Top 10 Largest University Donations." Read more at www.philly.com/philly/business/top10/Phillys_Top_10_Largest_University_Donations.html

Charles "Chick" Barnes '58, Donald "Don" Stogo '58, Richard "Dick" O'Donnell '58, Abraham "Abe" Salaman '58, Leo Webb '60, Raymond "Ray" Smith '61, Dan Simanaitis '60, Lance Landgraf '60, Robert "Bobby" Malmgren '60, Robert "Bobby" Seel '61, Robert "Bob" Simons '61, Bill Miller '60, Richard "Richie" Schaeffer '61, Bill Graham and Harold "Duke" Pototsky '58, members of the 1958 basketball team, were inducted into the PhilaU Hall of Fame. They were the first team invited to a NCAA Division II tournament. *Read more about the team on page 10.*

Herbert "Herb" Matt '58 writes, "congrats to Duke Pototsky '58 on his award and also to the University for a great booklet."

Martin "Marty" Birnbaum '58 writes, "I am retired and living with my beautiful wife Roz in Charlotte, NC. At 77 years old I remain reasonably active, playing golf several times a week, volunteering at the local library and taking computer classes. My one grandson had his Bar Mitzvah in April in Colorado. I have one granddaughter in Colorado and two other granddaughters in Delaware. I also have another grandson, he is currently in college at Liberty University and is a straight A student."

Stanley A. Levin '58 is a Trustee/Board Member at the Armed Forces Heritage House, Secretary at the Korean War Veteran Association, Thomas W. Daley Jr. Chapter 54, a senior memoir writer and published essayist.

'60s

Martin "Marty" Gurian '65 writes, "I was just inducted on April 20, 2013 into Georgia Tech's Academy of Distinguished Engineering Alumni for Textile Engineering where I received a Master's Degree after graduating from Philadelphia University."



Stan Cohen '66 writes, "I have been pursuing a career in acting and directing on stage. I have been associated with the Shady Brook Playhouse in Langhorne, PA, for the past 5 years. I am currently working on a play about the memoirs of a Textile graduate from his college days through 40 years in the textile industry."

Gideon Spiegel '69 writes, "On May, 2, 2013, I attended a meeting of about 20 members of the PhilaU alumni in Tel Aviv. We all had a great time meeting each other. I retired 3 years ago after 33 years of working for a leading Israeli bank. Nowadays I have returned to my old love—art, which is blending my drawings with my photos. I have

exhibited my art in many exhibitions in Israel, California, and one in New York at the Agora Gallery. Visit my website <https://sites.google.com/site/gooddashart/the-art-of-gooddash>."

'70s

Eleanor C. Feeney '73 writes, "I love reading about my classmates when someone writes in, so here is what I have been up to in the past 5 years. I retired from a manufacturing business that my husband and I owned in Ontario, Canada. We moved to Mexico and I have opened a small boutique hotel in a small resort town, Ajijic, on Lake Chapala in the Sierra Madre Mountains just south of Guadalajara. This year I was notified by Trip Advisor that my little B&B, Quinta del Sol Ajijic, is one of the top 25 B&Bs in all of Mexico."

Alan B. Levi '73 is a Broker-Associate for Prudential Florida Realty, serving Naples and Southwest Florida. Alan was just named one of the top 10 single real estate agents for his company, which has more than 40 offices in Florida. He enjoys golf with his wife, Carole Ann.

William "Bill" Archer '74 writes that he is "Your town crier helping to take third-grade students through the Historic Smith Cadbury House in Moorestown, NJ. I am a docent at times as well as a volunteer assistant librarian for the historical society. I was the town crier mascot in Old Moorestown Day."



L. Tadd Schwab '75 writes, "On May 7th there was a reunion of Philadelphia Textile and Philadelphia Textile Institute grads held at Shenkar College in Ramat Gan, Israel. As a member of Philadelphia University's Board of Trustees, I spoke to the group about the University today and how it has grown. The graduates



were happy to hear that Fashion Merchandising continues to be strong and were excited to learn about the Nexus Learning and DEC curriculum. Questions were answered including, 'how did Herb Magee and the basketball team do this year?' Alum Isaac Shacter arranged the get together. It was perhaps the first reunion for this group of alums in many years."

President's New York City Reception

On November 14, 2013 alumni gathered for the Sixth Annual President's New York City Reception.



1



2

1 // Aisling Cooper '07, Margaret Maclay '83, Erin Gillooly '06 and Carly Lewis '10
2 // Reception at the historic James Burden Mansion

Walter J. Schwenk '76 was featured in the press release "Legendary Tonight Show Host Jay Leno will keep guests laughing at LIFE's star-studded 19th Annual "Lady in Red" Gala." Read more at www.life-edu.org/press-release.php?id=65



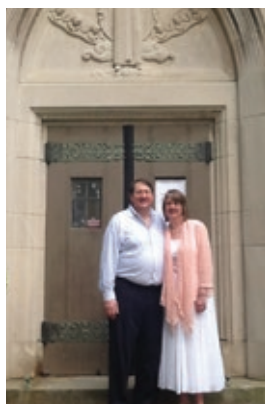
'80s

Anthony "Tony" McBryan '82 was featured in the article, "Diane Mastrull: From in the rough, hitting green at Merion." Read more at http://articles.philly.com/2013-06-11/business/39875274_1_merion-blankets-narberth

Oscar Miguel "Mickey" Bellido '83 writes, "I have just changed jobs from a fiber production plant to an acrylic production plant, both in Lima, Perú. My actual position is second general manager. I'm happily married to Stella, with two lovely girls, Adriana, 20, and Gabriella, 17."



Robin Anne (Duemler) Kimmey '83 writes, "We had a wonderful time at the President's Legacy Toast reception. Our son, Michael Kimmey '13, also really enjoyed the reception and felt very special that he was recognized as a legacy family. I work at Eastern



President's Downtown Reception

More than 150 alumni, faculty and friends attended the fifth annual President's Downtown Reception, held at the Pennsylvania Academy of the Fine Arts in February 2013.



1 // Eric Jacala '12, Rebekah Waybrant '12, Christian Lamotte '12, M'13 and Alyssa Gundrum '11
 2 // Malcolm Ingram '10 and President Spinelli • 3 // Louis Padulo and Handsel B. Minyard
 4 // Art at PAFA

Lebanon County School District as the District Autism Support Teacher in Myerstown, PA. I am married to Brian Kimmey and we celebrated our 30th Anniversary on June 11."

David "Dave" Cherry '86 is a Consumer Reporter for KPHO CBS 5 in Phoenix, AZ. He lives in Scottsdale, AZ, with his wife, Carmen. They recently celebrated their 5th wedding anniversary.

Gary E. Ross '86 was elected Vice Chairman of The Cotton Board.

'90s

Robert Gravelly '90 is owner of the online store Gravelly Specialty Products (www.homedecorandgifts4less.com) since 2003.

Jamie (Cushner) Hieber '90 was featured in the article "DLA color scientists in Philadelphia ensure military fabrics make the grade." Read more at www.dvidshub.net/news/96310/dla-color-scientists-philadelphia-ensure-military-fabrics-make-grade#.UPgvZGfhd8Fis

Katherine "Kate" (Lubaczewski) Kibler '97 writes, "I recently started a blog to help people learn more about the fashion industry, to overcome the special obstacles faced in this field and to build successful careers. I invite readers to co-create this blog with me. Posting reader successes, challenges and insights make this blog a dynamic tool for anyone in the industry or those seeking to learn more. Find out more about me at www.katekibler.com."

Anthony "Tony" Vitullo '97 and Nina (Schrader) Vitullo were married on June 26, 2013 at St. Augustine Church in Philadelphia, PA. The reception was held at Merion Caterers in Cinnaminson, NJ. The wedding party included Philip Borst '97, Kevin Kodz '97, Duane Poplau '97, Kevin Dowell '98 and Kevin Miller '98. Their wedding guests included Martin Zeldin '55, John Pierantozzi '70, Karyn Cerar '96, Noel Conklin '96, Kate (Walsh) Conklin '97, Kathy Hogan '97, Kristin Rhodes-Dowell '97, Edwin "Dace" MacFarland '98, Christopher Strange '99, Edward Gostkowski '00, Jason Reckner '00, Dino Semon '00, Austin Gamberoni '17 and Stuart Borowsky, CPA, Associate Professor of Accounting. Vitullo is vice president, chief accounting officer at Deb Shops and serves on Philadelphia University's Board of Trustees.



Wendelyn "Wendy" Anderson '99 graduated from Moore College of Art & Design, MFA Studio Art program, magna cum laude.

Nureed Saeed '99 and Muzamil Huq are proud to announce the birth of their twins born on May 7, 2013. Hayyan Afsar Huq (boy) weighed 5 lb. 6oz and Niyyah Rafeea Huq (girl) weighed 5 lb. 1oz.



'00s

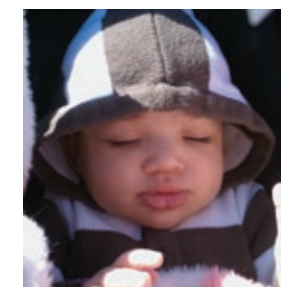
Sharon Eileen King '00 writes, "I am the Director of Technical Design at Ralph Lauren in New York



City. My focus is denim for both men and women across all labels (denim/supply, blue, black, polo, purple, big and tall as well as factory outlets). I recently became a member of IACDE (International Association of Clothing Designers and Executives) in NY and I keep my skill set polished with continuing education classes at FIT. I'm looking forward to trips to Italy, LA and Tunisia this year to work one on one with our factories. We just opened our first denim and supply store in the US, so I went to Boston to educate the store managers on fit. Our second denim and supply store opened in NYC at the end of May. I love what I do in the city that never sleeps. Every day is an exciting challenge!"

Elizabeth "Beth" Spotswood '00 is a lifestyle and entertainment editor for CBS Digital Media. She is also a columnist for the San Francisco Chronicle's online edition with the "Culture Blog." She was also honored by inclusion in 7X7 Magazine's feature, "40 under 40."

Despina "Tsiknis" Twyman '05 writes, "My husband and I celebrated our 10-year anniversary on May 3, 2013. In August (2013), it will be my 5-year anniversary working as a financial analyst for Lockheed Martin, supporting our NAVY. I just had my 3rd baby last November (2012). I will be turning 30 this October (2013) and I am planning a once-in-a-lifetime trip to Copper Landing, AK, for their yearly Salmon Run. I owe all the thanks to Philadelphia University for helping me achieve my goals and become all that I am today. My babies: Shane is 5, Dj is 2 1/2 yrs old, and Markella is 5 months (pictured). Shane plays baseball for the Lansing Knights and can already crack a ball out of the park. I hope he'll play for PhilaU when he's older!"



Titanic Exhibit

On March 21, alumni gathered at the Franklin Institute for *Titanic: The Artifact Exhibition* and the announcement of the new Alumni Board Members.



// Elona Lakuriqi, director of alumni relations and annual giving, and Andy Cherry '87

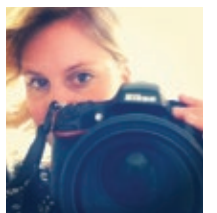
Graphic Design Alumni Happy Hour

Alumni from the Graphic Design Communication program gathered at Kildare's Irish Pub on April 5.



// Laura Farnen '11, Katie Stracquatano '08 and Kristin Bigness '09

Teresa McCullough '07 is a Freelance Photographer for Philly.com, covering events, music and fashion. She is an in-house studio photographer for Pep Boys Headquarters in Philadelphia.



Dinner with the Rams

Last spring, students attended dinners that gave them the opportunity to connect with successful alumni. Each dinner focuses on a specific topic chosen by the alumnus/a hosting the event.



1 // Dinner hosted by Board Chair Eileen Martinson '86 at Sparta Systems, Inc.
2 // Dinner hosted by Michelle Conron '07, M'09 at Skai Blue Media

Florida Alumni Reception

On April 11, Florida alumni gathered with Dr. Spinelli for a reception hosted by John Oughton '71 at the Coral Ridge Country Club in Fort Lauderdale, FL.

// John Oughton '71 and Troy Hawk '94



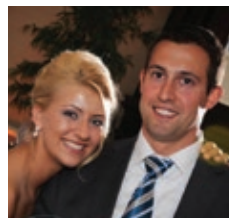
Brandon G. Sargent '07 has been promoted to Associate of BBLM Architects in Philadelphia. Brandon joined BBLM as an intern in 2006 and has since become a skilled project architect and an integral part of the firm.

Mary Ellen Davis '08 writes, "I am currently at Saint Mary Medical Center LIFE program as a community Liaison. I am in graduate school for my MBA with a healthcare concentration. My daughter is applying to Philadelphia University for occupational therapy. She visited the campus and loves it. It is her first choice for college. My alma mater—I am so proud."

Ashley Webster '08 was featured in the article "Germantown Friends hires Webster as coach." Read more at www.philly.com/philly/blogs/rally/172894911.html

'10s

Magdalena Dzierzanowski '10 writes, "I was an interior design major and rower at PhilaU. This past Valentine's Day my boyfriend of 5 1/2



years proposed to me. I'm engaged to Lieutenant Mathew Edward Gross of the U.S. Navy. He is currently stationed in Virginia Beach, VA, where he is a pilot for the VFA 213 Blacklion squadron. We will be getting married in Philly, where we met, after he returns home from his deployment next winter. In our down time Matt and I hang out with our German shepherd Nala or his squadron brothers and their families. We help raise money and awareness for amazing organizations such as Wounded Warrior Project and Special Operations Warrior Foundation."

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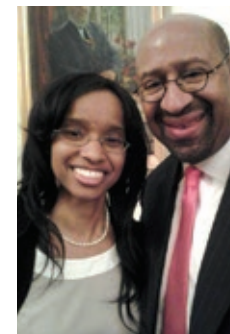
designportfolios.philau.edu

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Ethel Richards M'11 recently served

as the Project Manager for the Girard College 2013 Good Friends Gala where the Hon. Michael A. Nutter, Mayor of Philadelphia, was honored with the highest accolade awarded by the College—the Corinthian Award—for his commitment to the advancement of education in Philadelphia. In her role, Ethel worked closely with the Mayor's Chief of Staff Office, the College's President and Vice President, Board of Managers and members of the Girard Estate, just to name a few, raising more than \$330K. While in this role, Ethel maintained her career as an Associate Consultant with CliftonLarsonAllen, one of the nation's top 10 certified public accounting and consulting firms.



Ashley C. Werdann '13 was accepted as a JD/MPP candidate at Florida Coastal School of Law (FCLS) in Jacksonville, FL.

Golf Invitational

The 12th Annual Golf Invitational—held June 13 at Chesapeake Bay Golf Club at Rising Sun in Rising Sun, M.D. and chaired by Bob Lockyer '68—raised a record \$36,000 in support of PhilaU's student-athletes.



// Lee Sunderland, Bill Moran '84, Terry Hyams '84 and Mark Sunderland '84, M'06

Sunset at the Shore

On July 13, alumni and friends gathered at the Golden Inn in Avalon, N.J.



// Phyllis Fischetto '89, Pamela Plummer, James Geise '89, Heidi Tirjan '89, DeAnn Sloan-Camut '89, James Marone '87, Kevin Youmans '88 and Jennifer Seitz-Gozdan '89

PENNSYLVANIA

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PHILADELPHIA UNIVERSITY

Senior Class Toast

The Class of 2013 celebrated their accomplishments with President Spinelli and alumni at the president's house.



For more photos from these events, visit www.PhilaU.edu/alumni/eventphotos

In Memoriam

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

ALUMNI

- Paul J. Friedman '38**
July 2, 2012 - Lancaster, PA
- Frederick D. Jones Sr. '40**
January 9, 2013 - Springfield, PA
- Henry J. Rotters '40**
January 8, 2013 - East Ridge, TN
- Irvin H. Welch '47**
November 16, 2012 - Fort Royal, VA
- George W. Booz '50**
July 30, 2013 - Hornell, NY
- Edgar Handman '50**
July 4, 2011 - Boca Raton, FL
- John N. Soler '50**
March 11, 2013 - Allentown, PA
- Stewart McConaghy '51**
January 25, 2012 - Mount Airy, PA
- Harold Prenskey '51**
November 23, 2012 - Toms River, NJ
- Frederick Hennessey '52**
August 31, 2013 - Fort Mill, SC
- Alex G. Holtzman '52**
October 24, 2012 - West Palm Beach, FL
- Joseph W. Lynch '52**
August 31, 2013 - Wilmington, DE
- Louis R. Beck Jr. '53**
July 30, 2013 - Pennington, NJ

- Robert Choquet '53**
April 20, 2013 - Lady Lake, FL
- Louis R. Croce '53**
June 12, 2013 - Atlantic Highlands, NJ
- Peter D. Lafferty '54**
August 22, 2013 - Morrisville, PA
- Ronald Hammer '56**
May 16, 2010 - Abington, PA
- Coleman Brandt '57**
August 6, 2013 - New York, NY
- Ronald A. Brandt '57**
December 4, 2012 - Kissimmee, FL
- Ivan H. Goodman '57**
June 27, 2011 - Highland Park, IL
- Morey Kaplan '57**
July 22, 2013 - Pennsylvania
- Eugene J. Sterling '57**
October 18, 2009 - Delray Beach, FL
- Frank A. Ferrara '58**
May 20, 2013 - Doylestown, PA
- Larry S. Glass '59**
September 7, 2013 - Bondville, VT
- Ralph Steele '59**
April 13, 2013 - Odenton, MD
- John J. Klocko III '60**
April 19, 2013 - Bonita Springs, FL
- Albert W. Mandia '69**
August 18, 2013 - Kendalia, TX

- Raymond V. Ellis '70**
March 23, 2013 - Merchantville, NJ
- Charles J. McCarthy '70**
May 10, 2013 - Springfield, PA
- Bruce A. Goldfine '71**
February 19, 2011 - Florida
- John Kienholz '72**
December 6, 2012 - Philadelphia, PA
- John R. Randa '72**
June 13, 2013 - Richboro, PA
- William P. Mitchell '73**
August 13, 2012 - Somerdale, NJ
- Lana K. Adams Tidwell '74**
June 17, 2013 - Saxonburg, PA
- James Kelly '75**
December 12, 2012 - Dillsburg, PA
- Natan Feldman '77**
August 13, 2012 - Pineville, NC
- Edward L. Glassman '78**
July 6, 2012 - Stratford, NJ
- Stephen D. Miller '80**
July 6, 2012 - Fort Meyers, FL
- Vince Bennett Jr. '86**
September 19, 2013 - Madison, NJ
- Emma Weissinger Slotterback '86**
July 7, 2012 - Langhorne, PA
- Karen Keane Smith '89**
May 28, 2013 - Acworth, GA

- Mark W. Brennan '91**
December 31, 2012 - Pottstown, PA
- Carol J. Metropole '92**
August 15, 2013 - Blue Bell, PA
- Betty A. Henze '95**
July 8, 2013 - Lafayette Hill, PA

FACULTY

- John A. Festa**
March 28, 2013 - Lansdale, PA
- Armand J. Mastrangelo**
November 11, 2012 - Marlton, NJ
- Paul V. Riley Sr.**
October 16, 2013 - West Chester, PA
- Lee L. Snyder**
March 10, 2013 - Philadelphia, PA

STUDENTS

- Matthew Glass**
October 22, 2012 - Alloway, NJ
- Melanie S. Logan**
April 2, 2013 - Merry Point, VA

Something for Everyone

There are many ways to support Philadelphia University now or after your lifetime, sometimes while even enjoying financial benefits for yourself. By exploring the various options, you might find the type of gift that can meet your charitable, financial and estate planning goals. Commonly referred to as "planned giving," some of these gift options include:

Bequests ▪ **Charitable gift annuities** ▪ **Charitable remainder trusts**
Charitable lead trusts ▪ **Retirement plan assets** ▪ **Life insurance policies**

A misconception is that planned giving is only for the "wealthy." The truth is, even people of modest means can make a difference with a planned gift, sometimes doing much more than they might have imagined.

You can plan a gift to show your appreciation for your educational experience at PhilaU, or to make it possible for students who face financial hardships achieve their dream of a Philadelphia University education.

For more information please contact Mike Molloy, assistant vice president for major gifts and planned giving, at 215.951.0254 or molloym@PhilaU.edu.

Discover the benefits of giving wisely at www.PhilaU.edu/PlannedGiving.

Gifts of all sizes, large and small, are important to PhilaU's future.

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

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



WHAT'S NEXT for Higher Education?

In higher education, and especially at PhilaU, innovation never stops. As Maurice Kanbar's words state in the entrance of the DEC Center, "Never be happy with the way things are, always be thinking about how you can make things better." What is next for higher education innovation? For PhilaU, we are directly linking innovation and entrepreneurship. There is great overlap and synergy between them. Innovation is centered on opportunity finding and entrepreneurship is about value creation through scaling these ideas. The DEC curriculum and Nexus Learning approach is generating a pipeline of student ideas that can lead right to entrepreneurship. This fall, we are establishing a new entrepreneurship center to be a springboard for innovative ideas. This center, the Blackstone LaunchPad, will provide one-on-one coaching for students with ideas and innovations that they want to develop into businesses. It is an opportunity for the whole PhilaU community to come together, students with ideas, alumni as mentors and coaches, along with faculty and staff. This is the next level of Nexus Learning. There is no experience that is more real world, more collaborative, or more engaging than entrepreneurship—it is where innovation, learning, careers, and the social good come together.

D.R. Widder
Vice President for Innovation
and Steve Blank Innovation Chair

Universities must learn to accommodate the rapid changes in technology. Today's students are tethered to all types of nontraditional learning resources, from the internet to smart phones. Students are also accustomed to nontraditional learning styles and venues, such as independent study options, learning centers, group study assignments, and study abroad opportunities. I'm happy to know that many of these environments are present at Philadelphia University.

Robert A. Barnhardt Ph.D. '59
Retired, Former Interim Chancellor, North Carolina State University

The world will continue to need higher education. The challenge and triumph will come to those who blend critical thinking and problem-solving skills with the skills the workplace demands; higher education's success will be in educating students at all levels to know how to bring value in everything they do.

Jeff Cromarty Ed.D.
Vice President of Administration,
Chief Operating Officer

A demanding, but well-rounded curriculum delivered by faculty members experienced in their field. An educational process that not only teaches the fundamentals, but encompasses the nuances of today's world. Graduates that can work as team members, and understand the entrepreneurial slant that exists in every field of endeavor.

Stephen J. Faralli
PhilaU Parent
President, The Arthur Jackson Company

I don't think "the campus" will be eliminated, but we as students will be more self-directed in our education. Yes, as many people are saying, there will be more online classes, but there also are things you just can't learn online, especially when it comes to design.

Danielle Knauer '14
Graphic Design Communication Student



A groundbreaking new book, by Stephen Spinelli, Jr. and Heather McGowan, on how innovation is taught.

"In this book, Spinelli and McGowan bring a team of experts from a broad range of fields ... to show how finding the right problems to solve yields superior entrepreneurial insights."

- Steve Blank

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Upcoming Events

Men's Alumni Basketball Game and Reception
January 4 • Gallagher Athletic Center

Women's Alumni Basketball Game and Reception
February 15 • Gallagher Athletic Center

President's Downtown Reception
February 26 • Mütter Museum

Style Summit
March 27 • Philadelphia University

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“This program is amazing. It’s schools like this that are going to lead the way to the higher education system that we all want and need.” **SAUL KAPLAN** • Keynote for the Kanbar College Dedication Event, Founder and Chief Catalyst of the Business Innovation Factory

“What faculty and administration have done here to give students an opportunity to learn is amazing. They’ve taken it up a notch or five.”

DAVID SIRKIN '94
President of PVH Neckwear

“You’re ahead of the game... I think what you are doing is as important as anything anyone is doing in higher education in the U.S.”

ROGER MARTIN • Bestselling author and former dean of the Rotman School of Management at the University of Toronto

“This is true, true innovation. I was really impressed by the creativity shown by these students. They did great work.”

LAURA KLEFFER • Global brand development manager for Axe skin cleansing at Unilever

“What you do here and learn here will have a profound effect on your future.” **VINCE LATTANZIO '07** • NBC10 reporter

“Build your network, get out of your classroom, go out to your community. Make your impact on the City of Philadelphia—we need you.”

RICHARD NEGRIN • Philadelphia’s managing director and deputy mayor for administration and coordination

“The talent and innovation the University fosters is truly admirable—I can’t wait to see what the graduates bring to the fashion industry in the years to come!”

NICOLE MILLER • Fashion designer

“Everywhere I’ve been I’ve come across alumni from PhilaU. They all have had a great base and skill set to build on.”

JOHN FITCH '02
Senior technical designer for Under Armour