

4-1988

## Parents Newsletter

La Salle University

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# PARENTS' NEWSLETTER

CELEBRATING OUR 125TH YEAR

La Salle University  
founded by the  
Brothers of the Christian Schools  
in 1863

Published by the Parents' Association/La Salle University/Philadelphia, PA 19141

April, 1988

Volume 4, Number 2

## Brother Andrew Named Parents' Coordinator

Brother Andrew Bartley, F.S.C., Director of Community Relations and instructor in the university's English Department, was named moderator of the Parents' Association for 1988-89 by Dr. Fred Foley, Jr., Vice President for Development. The appointment is effective on July 1, 1988.

Brother Charles Gresh, F.S.C., Director of the Annual Fund, has served as Parents' co-ordinator since the inception of the Parents' Association in July, 1984. Under his direction, two parent groups begun in the 1940's, the La Salle Guild (women) and the La Salle Associates (men), emerged as the Parents' Association.

Presently, parents of Day undergraduate students are automatically members of the Parents' Association. As part of its informational mission, parents receive frequent communiques from the University including a newsletter each semester.



Photo credit: Martha Ledger

Br. Andrew Bartley  
Parents' Coordinator

Through the Parents' Committee, parents assist in the recruiting process for new students as well as help with the University's fundraising efforts. In the past three years of its existence, for example, the grand total of Parents' Fund has quadrupled.

"Although I enjoyed tremendously being an integral part of the Parents' Association from its beginning," Brother Charles Gresh said. "I realize that with the increase in alumni annually and with the diversified programs in our Annual Fund, there is a real need for me to concentrate my efforts with the alumni. Brother Andrew's

*continued on page 3*

## The 125th Commencement Slated for May 15, 1988

The governor of Pennsylvania, a Nobel Peace prize winner, and the director of arms control and disarmament agency will be honored at the university's 125th commencement at the Civic Center on May 15, 1988.

The bachelor's degree will be conferred on 841 students; the master's degree will be conferred on 369 graduate students.

Robert P. Casey was elected Governor of Pennsylvania in 1986. He has focused his efforts on economic development, education and the environment.

Elie Wiesel, a writer, educator and philosopher has been described as "the spiritual archivist of the holocaust." In the words of his biographer, Robert McAfee Brown, he is "a messenger to all humanity" whose "themes touch us all."

Major General William F. Burns, a language major who graduated from La Salle in 1954, is the chief advisor to President Reagan and Secretary Schultz in matters of arms control. He also holds a master's degree in International Relations from Princeton University.

The Baccalaureate Liturgy will take place at the Cathedral Basilica of SS. Peter and Paul at 2:30.

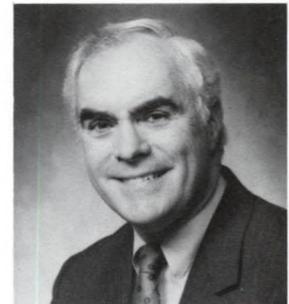
This will be followed by the Faculty-Graduate reception on campus from 5:00 to 7:00 P.M.

## around campus

**Applications** for undergraduate day freshmen for the Fall, 1988 term are running over 10 per cent above this time last year...Over 30 students spent the spring semester recess **rehabilitating homes** in Camden, N.J., Kentucky and West Virginia...**Brother Patrick Ellis**, president, will receive an honorary LL.D. at the 100th commencement of Scranton University...The president of La Salle signed an agreement with **Delaware Valley College** establishing a joint venture between La Salle University and Delaware Valley College. Beginning September, 1988, MBA classes will be offered on the DVC campus. Academic policies for this joint venture will be the responsibility of LSU...



Major General Williams F. Burns



Governor Robert P. Casey

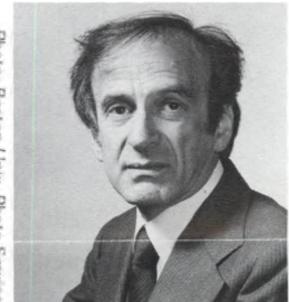


Photo: Boston Univ. Photo Service

Dr. Elie Wiesel

The Ranger unit of the **ROTC** captured first place among 18 colleges and universities at a Fort Dix competition...For the third consecutive year, five actors from the **London stage** (Actors-in-Residence Program of the Alliance for Creative Theater Education and Research) visited La Salle, enlivened classes, and presented programs on Jane Austen, George Bernard Shaw and Shakespeare...Faculty continues to probe the question of the nature of a "**Catholic University**"...Recent academic area appointments include: **Fasaha Mvumbuzi Traylor**, Director of the Urban Center and **David P. Weitzel**, Director of Admissions and Marketing, Graduate Business Programs...The four **remaining Victorian**

*continued on page 3*

## President on Sabbatical

Brother Patrick Ellis, whose tenure is the longest of any president to serve at La Salle, has begun a six month sabbatical ending October 1, 1988. The Board of Trustees had originally suggested the sabbatical as he began his third term in January, 1987. At that time he made the representation to the Board that accepting leave during the construction of the library might be inappropriate. Hence, the delay.

Brother Patrick will, however, attend Alumni Reunion '88 and the Commencement weekend.

The provost, Brother Emery Mollenhauer, will be acting President, as called for in the by-laws of the institution. Brother Emery was named vice president for academic affairs at La Salle University in 1969, after having served as dean of the university's evening division for the previous eight years. In 1977, the title of the college's chief academic officer was officially changed to "Provost." He joined the La Salle staff in 1960.

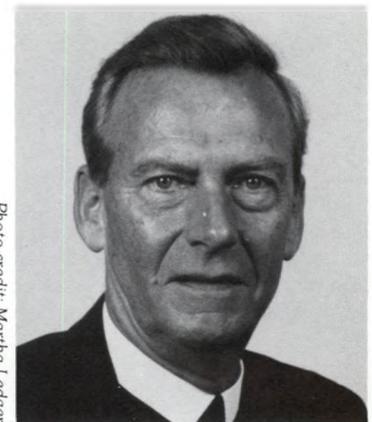


Photo credit: Martha Ledger

Br. Emery Mollenhauer  
Acting President



Photo credit: Kelly & Massa

The Connelly Library dedication on March 20, 1988 concluded with the singing of the National Anthem. Participants were (left to right): Most Reverend Anthony J. Bevilacqua, Archbishop of Philadelphia; Brother Patrick Ellis, F.S.C., president; Honorable Thomas K. Gilhool, secretary of education for the Commonwealth of Pennsylvania and Jean W. Haley, director of library services.



The Connelly Library is expected to be in full operation August, 1988.

## Parents' Fund Update

Six hundred parents have contributed \$31,300 toward the 1988 Parents' Fund goal of \$50,000. In addition to the mail appeal, \$39,000 was pledged as a result of a series of student staffed phonathons; \$8,000 is still outstanding.

Chaircouple Jim and Mary Ryan and the Parents' Committee extend their gratitude to all parents who have sent in their gifts. They urge those who have pledged as well

as those who have not contributed to do so before the end of the Parents' campaign, June 30, 1988.

In reviewing returns, Jim and Mary Ryan said, "Since we are close to our goal in this important anniversary year, we strongly urge those who haven't done so, to send their gift to the Parents' Association. La Salle University, Philadelphia, PA 19141.

### This Spring at the Museum La Salle Art Museum lower level, Olney Hall

#### On Exhibit Through May 8th:

"The Prints of  
Arthur W. Heintzelman."

A collection of portrait etchings  
(1920's-30's)  
following in the path of Rembrandt  
—on loan by Donald E. Smith

#### New at the Museum

A major 18th century French Rococo  
painting by Noël Nicolas Coypel  
(1690-1734) entitled  
"REST ON FLIGHT INTO EGYPT"  
—1724

Acquired through funds donated by  
Dr. William Serri.

## Parents' Coordinator

continued from page 1

experience, personality and enthusiasm," he added, "qualifies him to be an excellent Parents' Co-ordinator."

A Christian Brother for more than 40 years, Brother Andrew served La Salle as Director of Admissions from 1972-77, a period marking the university's beginnings as a co-educational institution. He served as principal of both Trinity High School, Harrisburg (1962-68) and La Salle College High School, Wyndmoor (1977-1987), officially designated as one of the nation's model schools in 1985. This year he completed a ten-year term as a member of the university's Board of Trustees.



Photo credit: Lewis Tanner

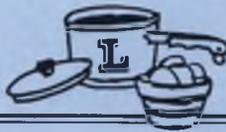
Br. Charles Gresh  
Outgoing Coordinator

Brother Andrew is enthusiastic about his newly assigned position. "After years of witnessing the vitality and sensitivity parents contribute to a school family," he said, "I look forward to encouraging a deepening of that essential relationship already so well-established here by Brother Charles Gresh and the dedicated parents who have served as officers of the La Salle Parents' Association."

## Around Campus

continued from page 1

**houses** on Wister Street, purchased by the University in the 60's, will be demolished during April to accommodate the town houses to be built for resident students...The offices of Urban Studies Center, Payroll and Personnel, Alumni, Annual Fund and Planned Giving will move into newly acquired **office-trailers** on the Good Shepherd property at Chew and Church Lane in mid-April... The **removal of the book collection** from the David Leo Lawrence Library and the Wister Annex to the new **Connelly Library** will begin in mid-May...The opening of the Connelly Library is slated for August, 1988...The Campus Store in the La Salle Union and the Textbook Store located under the East Stands at McCarthy Stadium will be combined in **Wister Annex** along with a convenience store; the Mailroom and Duplicating Services will occupy the present site of the Textbook Store...The Lawrence Library will house administrative offices...College Hall will then have more offices and classrooms for the **School of Business Administration...**



## How to Make a La Salle Freshman In Six Easy Steps

1. Begin with 609 full-time freshmen participants in a survey developed jointly by the University of California, Los Angeles (UCLA) and the American Council on Education (ACE) and conducted by La Salle's Counseling Center. The survey was a part of a national program to collect information on the characteristics of first-time full-time freshmen entering college.
2. Mix together gently the following ingredients:  
18 years old—1987 high school graduate with a B or B+ average—  
living on campus (60%)—have some concern about finances.
3. Continue mixing while blending family information:  
—an estimated parental income between \$40,000 and \$45,000.  
—parental education with 46% of the fathers and 23% of the mothers having at least one college degree.  
—a family composed of three to four persons dependent on parents for support.  
—college financial assistance from parents and other savings.  
—add religious preference: Roman Catholic.
4. Sprinkle in freshmen choices to add substance—Because of the good academic reputation and ability of the graduates to acquire good jobs, 71% have chosen La Salle first when selecting a college.  
—The most popular reason for attendance at college was "to get a better job."  
—The major fields of study selected were Business and Biological Sciences.  
—Careers chosen were accountants, business executives and undecided careers.  
—68% of the freshman plan to obtain advanced degrees.
5. Set aside the above ingredients and begin mixing together some personal viewpoints.  
—Add the personal objectives:
  1. "be an authority in some field"
  2. "be very well off financially"
  3. "get married"
  4. "raise a family"
  5. "help others in difficulty"  
—a self-rating of above average in "drive to achieve" and "academic ability."  
—select desired competencies as "a sense of self-worth," "a capacity to have an impact on people and events," "self-confidence" and "competency for a specific vocation in preference."  
—to complete the recipe, add the following opinions:
  1. "the government is not controlling pollution"
  2. "the government is not promoting disarmament"
  3. "there is too much concern for criminals"
  4. "the government is not protecting the consumer"
  5. "college increases earning power"
  6. "nuclear disarmament is attainable"
6. Finally, combine all ingredients into one La Salle University, and the finished product is a La Salle freshman.  
Please note: toppings can be added according to personal taste.

Further information and interpretation of the national survey for La Salle's Class of 1991 is available in the Counseling Center which produced the thirty-two page report.

## The 1988-1989 Academic Calendar

### Fall Semester, 1988:

|                |                       |
|----------------|-----------------------|
| September 7    | Classes Begin         |
| October 31     | Mid-semester holiday  |
| November 24-25 | Thanksgiving holidays |
| December 13    | Last day of classes   |
| December 14    | Reading Day           |
| December 15-21 | Final Examinations    |
| December 22    | Snowdate for finals   |

### Spring Semester, 1989:

|                |                       |
|----------------|-----------------------|
| January 16     | Classes begin         |
| March 6-10     | Mid-Semester holidays |
| March 24 to 27 | Easter holidays       |
| March 28       | Day classes reconvene |
| April 28       | Classes end           |
| May 1-5        | Final Examinations    |
| May 14         | Commencement          |

## parent focus

As a Philadelphia parent—or one visiting here—you may have attended a Penn's Landing summer festival, the "We the People" Celebration, a business convention, or a city sporting event. A vital organization called The Philadelphia Convention and Visitors Bureau (PCVB) plans and promotes such programs as well as assists other organizations with public events. The President of the PCVB is Thomas Muldoon, father of Tim '90.

Beginning his presidency in 1985, Mr. Muldoon has led the way for the development of several new divisions under the Philadelphia Convention and Visitors Bureau. One such program, "Company's Coming" is primarily a hospitality and information program designed to help visitors know the times, days and places of various events occurring in Philadelphia. This division distributes maps and brochures around town through police, taxi drivers, waitresses and at various SEPTA locations, 30th street station and the Philadelphia-International Airport—all places where visitors are first introduced to Philadelphia.



Photo credit: Bachrach

Tom Muldoon

Information booths, dubbed "Info to Go" have also been placed at key spots around the city to allow visitors to contact the visitors centers directly. Other programs include a sales department for corporate meetings, The Philadelphia Sports Congress and festivals this summer in the Great Plaza at Penn's Landing—the "Jambalaya Jam" (a touch of New Orleans), "River Blues" and "Rock A Rama." The PCVB will also act as the sales division for the proposed convention center.

A native of Brooklyn, New York, Thomas O. Muldoon attended Christian Brothers' Schools for eight years and received a B.A. in History from Manhattan College in 1962. He began his professional career in various administrative positions within the Loews Hotel Chain including the Warwick and Barclay Hotels in New York. In 1979, he moved to Philadelphia to open the Franklin Plaza as the General Manager. In 1982, he became the general manager at the Adam's Mark Hotel on City Line Avenue and remained there until he began his position with PCVB in 1985.

Tom has six children and resides in Stratford, Pennsylvania with his wife, Karen. He also enjoys coaching baseball, softball, basketball and soccer.

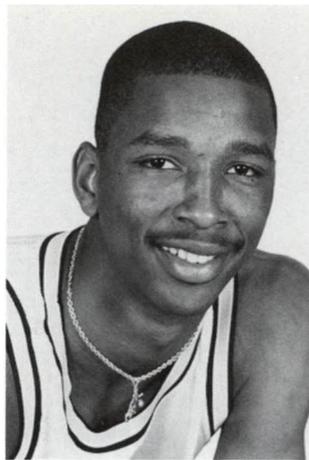


Photo credit: Martha Ledger

Lionel Simmons



Photo credit: Martha Ledger

Tracey Sneed

## ••• sports scene •••

Frank Bertucci  
Sports Information Director

The winter sports season closed on a high note, with both the men's and women's basketball teams earning NCAA Tournament berths.

The teams combined for one of the most sensational closing runs in collegiate records...For instance:

- Neither team lost during the month of February..
- Both finished with school-record winning streaks, the men equalling the one-season mark with 15 consecutive victories, the women setting a new record with 12 straight wins..
- Both won the regular-season MAAC championships..
- La Salle was the first Division I school in the country to have both its men's and women's teams win 20 games, AND win conference championships..
- La Salle was one of only 9 schools to have both teams play in the NCAA Tournament...

And then there's the individual stars:

- Lionel Simmons, All-American, MAAC Player-of-the-Year, broke Tom Gola's season scoring record with 792 pts..
- Tim Legler, Academic All-American, played more games, 121, than any one else in La Salle history..
- Rich Tarr, MAAC Tournament MVP, became La Salle's 30th 1000-pt. career scorer..
- Craig Conlin ended the season with a career field goal shooting percentage

of 58.4%, 5% better than Michael Brooks' four-year record..

- Tracey Sneed, MAAC Woman Player-of-the-Year, led the nation in free throw shooting (151-165, 91.5%)..
- Cheryl Reeve started more games, 110, than any other woman player at La Salle, and finished among the top 10 in 12 individual categories in her career..
- Kelly Greenberg had school records of 19 assists in one game, and 185 in one season...

Although both lost opening-round NCAA Tournament games, the Explorer men and women combined for an unforgettable year. ★ ★

Although the men's and women's swimming teams finished second in the MAAC Championships, Explorers were the high point scorers in both meets...Barb Leutner '88 was the top women's scorer for the second time in her four seasons, while Jeff Gershe '89 shared the honor with a teammate for the third consecutive season, this time with Eric Buhain '91...

Gershe later won the Eastern Seaboard 1650-yard freestyle, after placing third and second as a freshman and sophomore, respectively...High jumper John Kovatch '90 tied for third at the IC4A Indoor Championships at Princeton...The baseball team opened its season at the Florida International Golder Panther Invitational in Miami, and three players, Darryl Birkherd '89, Mark Iacovelli '89 and Dave Mastropietro '91 were named all-tournament.

## Resident Student Information

|                |                                                              |
|----------------|--------------------------------------------------------------|
| May 2          | Deadline for Refund of '88 - '89 Housing Application Deposit |
| May 6          | Final Exams End<br>All Residences Close at 6:00 P.M.         |
| May 6 - Aug. 6 | Summer Student Housing Available                             |
| September 4    | Freshman and Transfer Student<br>Fall Check-In               |
| September 5-6  | Upperclass Student Fall Check-In                             |
| September 7    | Fall Semester Classes Begin                                  |

The PARENTS' NEWSLETTER sponsored by the Office of Development, is published twice each academic year. It is mailed to parents of undergraduate Day students as well as the parents of the Class of 1987. Its goal is to keep parents better informed and more closely in touch with the University. The Editor and Staff welcome any suggestions or ideas regarding this publication.

Editor...Brother Charles Gresh, F.S.C.  
Assistant Editor...Richard Montgomery

# pages from the past

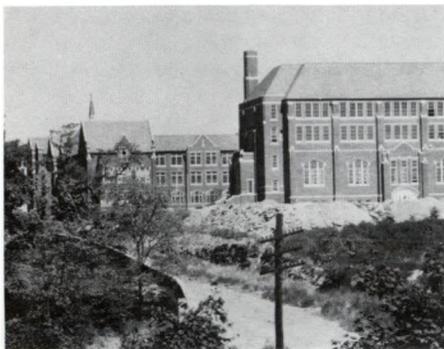
Brother Thomas Warner, F.S.C.  
Director of the Archives

## Presidents of La Salle College/University

| Dates            | Brothers   | Location                           | Dates     | Brothers           | Location                     |
|------------------|------------|------------------------------------|-----------|--------------------|------------------------------|
| 1863 (Mar.-Aug.) | Teliow     | Second & Jefferson (St. Michael's) | 1911-1917 | Denis Edward       |                              |
| 1863-1872        | Oliver     | Filbert & Juniper (1867)           | 1917-1922 | Ennodius Richard   |                              |
| 1872-1875        | Noah       |                                    | 1922-1925 | Galbert Lucian     |                              |
| 1875-1876        | Joachim    |                                    | 1925-1928 | Dorotheus Lewis    |                              |
| 1876-1878        | Stephen    |                                    | 1928-1932 | Elzear Alfred      | 20th St. & Olney (1929)      |
| 1878-1883        | Romuald    | 1240 No. Broad (1882)              | 1932-1941 | Edwin Anselm       |                              |
| 1883-1885        | Clementian |                                    | 1941-1945 | Emilian James      |                              |
| 1885-1887        | Fabrician  | Filbert & Juniper closed (1886)    | 1945      | Dominic Luke       |                              |
| 1887-1889        | Isidore    |                                    | 1945-1952 | Gregorian Paul     | 1240 No. Broad closed (1948) |
| 1889-1890        | Abraham    |                                    | 1952-1958 | Erminus Stanislaus |                              |
| 1890-1900        | Isidore    |                                    | 1958-1969 | Daniel Bernian     |                              |
| 1900-1903        | Wolfred    |                                    | 1969-1977 | Daniel Burke       |                              |
| 1903-1911        | Abdas      |                                    | 1977-     | Patrick Ellis      |                              |



The third site of La Salle College, 1240 N. Broad Street



During the year 1929, 20th and Belfield was cut through. Note McCarthy Stadium under construction at the rear of Wister Hall, then La Salle College High School.



Billboards similar to these were displayed throughout Pennsylvania depicting the 100th anniversary year of La Salle in 1963.

## And Some Highlight Years

As with most organizations, La Salle has grown and developed gradually with many changes occurring slowly and almost unseen. Some academic years, however, do mark significant changes:

**1863-1864** On March 20 the Commonwealth of Pennsylvania grants a charter to the incorporators of La Salle College. In September high school level classes begin in the basement of St. Michael's School. In November they are moved to a building at 1419 Second Street.

**1867-1868** The College moves to a center city location at Filbert and Juniper streets. Almost directly across the street is the Philadelphia School for Boys, the forerunner of Central High School. Among the neighbors are the United States Mint and the Masonic Temple. To the Southwest of La Salle, Philadelphia's City Hall is under construction. It will still be under construction when the college moves to a more spacious and less congested area.

**1882-1883** The home of Michel Bouvier (the great, great grandfather of Jacqueline Bouvier) is purchased. Located at 1240 North Broad Street, this property at first will house the high school classes. By 1886 a classroom wing will be added and all operations consolidated there. There will be no market for the Juniper Street building so Pierce Archer will resign from the Board and purchase it for \$75,000.

**1887-1888** Carlisle Hall is now completed and is generally considered to be the largest gymnasium/basketball court in the city. Up to now La Salle has had an organized physical education program but no organized intercollegiate sports. That will come in a few years, but at present there are some on campus who are dubious about sports programs. In a less than prophetic moment one Board member mutters that "Championship athletics and championship studies can not go together..."

**1928-1929** La Salle finds a new location on the Belfield tract at Twentieth Street and Olney Avenue. The three buildings (College, High School, Brothers' House) on seven acres seem to offer almost unlimited capacity for growth. Again the High School moves first, followed by the College. The 1240 location will continue in use by some classes up until 1948.

**1951-1952** A library building and four dormitories are completed and dedicated. As early as 1874 Brother Noah had boasted of doubling the number of books in the library "to do justice to the students by affording them every reasonable facility for improvement". Finally it will have enough space and room to grow. In the past there had been a few boarding students put up in College or McShain Halls, but these residence halls and the many to follow will completely change the college.

**1970-1971** This is the year of perhaps the most significant change in the school's history. An all male institution for over a century, the college began admitting women to the Evening Division three years ago but this year all barriers have been removed. We are now co-educational. Some administrators suggest the establishment of quotas, but as time goes on it will become a matter of demographics and economics that will set the male/female ratios.

**1983-1984** On May 24, 1984 Governor Thornburgh reads a proclamation declaring La Salle to be a university. The school yearbook was already in press so it will appear as the "La Salle College Explorer" but future ones will represent La Salle University. The college store will probably run a sale at some future date to dispose of its stock of stationery and trinkets emblazoned with "La Salle College" and at a much later date these same items will become collectors' items.

**1987-1988** The University is celebrating its 125 years. There will be the customary proclamations, religious services, gatherings, and speeches. And once more, a new library building will be dedicated.

CELEBRATING OUR 125TH YEAR



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Philadelphia, PA 19141

# PARENTS' NEWSLETTER

## Rest In Peace

Joseph J. Cassidy  
father of John '90

Walter W. Claughs '73  
father of Andrew '91

Peter DeMarco  
brother of Dave '88

Vincent Uporsky  
father of Pamela '89

Dr. Milton Zifferblatt  
father of Jocko '92

### Faculty

Charles V. Kelly  
English Department  
1947-1988

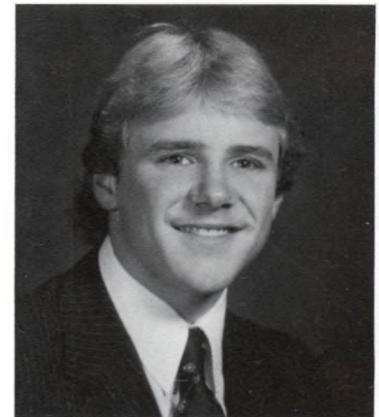
Joseph Mihalich, Ph.D.  
Philosophy Department  
1956-1988

## The Fruits of Positive Planning

Of all the development areas, Planned Giving is primarily concerned with the future support of La Salle University. It can also play an important role in the future security of you and your family. Therefore, we ask all our friends to consider the benefits and then take the satisfying steps to establish wills, trusts and other "deferred gifts."

For example, a trust established now or in your will, can provide your family with tax savings, lifetime income, the management expertise of a trustee and, then eventually benefit La Salle University. Careful planning will allow you to take care of those you love and hold dear, and still make that gift to La Salle that you didn't think was possible. Your Planned Gift can be a wonderful legacy that you provided for the future. Generations from now your family and those who come in contact with La Salle University will be grateful for your thoughtfulness and positive planning.

For more information, please contact La Salle's Planned Giving Office. We would be glad to arrange a meeting to discuss some of the possibilities of positive planning.



Charles "Chip" McKeaney '90, a business major died in November, 1987 as a result of injuries sustained in an automobile accident. Before attending the University, McKeaney graduated from La Salle College High School in 1986. He was a member of La Salle's WEXP Radio Station and a pledge at Delta Sigma Phi Fraternity.

A memorial fund has been established in his name by his parents Mr. and Mrs. Frank J. McKeaney, Jr. Approximately \$5,000 has been raised thus far toward the fund. Donations for the Parents' Association may be directed to the Chip McKeaney Memorial Fund c/o The Parents' Association, La Salle University, Philadelphia, PA 19141.

## 125th Commencement, 1988

Saturday, May 14, 1988  
Baccalaureate Mass — 3:30 p.m.  
Cathedral Basilica SS. Peter and Paul  
18th and the Parkway  
Faculty—Senior Reception—5:30 to 7 p.m.  
La Salle University Campus  
Sunday, May 15, 1988  
Commencement—1:00 p.m.  
Philadelphia Civic Center  
Convention Hall  
Civic Center Blvd. at 34th Street



La Salle Music Theater presents  
1927 Musical Comedy Hit

**Good News!**

**Four Weeks Only**

**July 7 - July 31**

**For Ticket Information 951-1410**