Developer Bud Hansen, '58
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CREDITS: Front and back covers by Martha Ledger; pages 10, 12, Paulist Productions; 14, 15, Spectacor Management; 22 (top) Bob Ruff, (lower left) Annette Lein, (lower right), David Aschkenas; all others by Ledger.
Bud Hansen, '58, has been known to take accounting seriously, play a little golf, and find the time to admire God’s good sunset in Palm Beach. He’s also an incredibly successful real estate and financial entrepreneur who is known as

THE AMIABLE DEVELOPER

By Bernard J. McCormick, '58
HANSEN—continued

In the evening the sunlight sweeps across the lawn, leading shadows from the thick, lush foliage. On one side of the house the lawn widens like an enormous golf green toward the ocean, with its currents of azure and emerald. A long sleek ship that looks like it should have a bold Navy number perhaps neighbor Donald Trump's. On the other side of the house the lawn is narrower, and forms a long corridor down a gentle incline toward the lake. There is a road in between, but the landscaping is such that only the taller vehicles are visible as they pass. It seems to be a pathway unbroken by alien dreams all the way to Lake Worth.

One thinks of the "fresh green breast" of Gatsby's lawn fronting Long Island Sound.

The sunsets over the lake convert heathens. The clouds are tinted with rose and lavender as the sun dissolves into the soft rim of the Palm Beach night. Elmer F. "Bud" Hansen Jr., '58, does not tire of that view.

"Look at that," he said recently, interrupting himself to stare at the sky across the lake. "Isn't that beautiful?" He enjoys sitting on a terrace, watching the lake as the sun goes down on his property, which is simply one of the prime pieces of residential real estate to be found in Florida, or anywhere.

Bud Hansen enjoys his Florida home, Casa Apava, all 18 acres of it. When in Florida, about three months a year, he spends most of his time either there or at the major country club development with which he is involved. He and his wife, Eileen, often entertain at the house. Bud Hansen loves to golf, with his kids, Arnold Palmer, business partners, anybody who shows up. Only occasionally do they dip their toes in the starlit pool of Palm Beach society. That doesn't attract them. It takes something important to lure them away at night.

And yet they gave up that exquisite view on short notice one balmy night in January to drive 40 miles south to Deerfield Beach. They had heard of an inaugural reception for the newly formed La Salle in Florida club, and asked if they might join the group. He and his wife Eileen brought Barbara and John Gola, and Hansen spoke to the 40 people who attended, bringing all up to date on the acquisition of the 16.5 acre St. Basil's property.

This dramatic addition to the university, a tract larger than La Salle's entire campus when Hansen first arrived as a student almost 40 years ago, had not yet been formally announced. But in his internal message to the faculty, La Salle University President Brother Patrick Ellis acknowledged the assistance of Hansen in negotiating the acquisition.

That assistance, and the fact that he wanted to be with La Salle people on the night a new alumni group formed, are just two illustrations of the extraordinary affection for and commitment to La Salle which characterizes one of the most successful alumni in the school's history.

For the last seven years, Hansen has been on the Board of Trustees of La Salle College High School. He recently gave up that seat in favor of his wife, and joined the university Board of Trustees. The 52-year-old president of The Hansen Group does not play at board membership, any more than he plays in his real estate development and financial businesses. Knowing that the St. Basil's acquisition was essential to La Salle's future, he entered the negotiations which were stalled at the time.

"Bud just decided not to let it go," said Brother Patrick Ellis. "He simply contributed his time and energy to fostering that acquisition, when some of the normal channels became a little clogged."

Hansen dismisses his role in closing the deal, noting simply that it was a very emotional experience for the elderly nuns to give up the beautiful wooded piece of land contiguous to La Salle's athletic fields and surrounded by the old forest of Wister Woods.

When he first saw La Salle as a high school student, that property sat all unknown, concealed by thick old trees, beyond the ravine which separates Wister Woods from McCarthy Stadium. That was the fall of 1950. Elmer F. Hansen, Jr., lived in Mayfair, having recently moved from Olney, one of a number of relocations in the 1950s with his father's growing family and rising business fortunes. Bud Hansen was the second of eight children.

His father's name was also Elmer, but after grade school few ever called the son anything but Bud. At La Salle High he was a good but not spectacular student, no jock of note, recalled as a quiet, pleasant fellow. The yearbook photo shows him with a blond pompadour.

Jay Dunphy, the car dealer, met Hansen in accounting class and became a lifelong friend.

"He was always just a good guy," recalls Dunphy. "He was on the bowling team. He never played golf in those days. He drove anything that would run that his father wasn't using. We'd go to dances at Immaculate Conception and Holy Cross. He played a lot of pinochle. He always put his effort in, and we had a good time together. He was hoping to get into college."

If that sounds like anybody else at La Salle High in the 1950's, it was. Bud Hansen did not reek of blind ambition. He didn't angle to be class president or be elected most active mind or do any of the standard BMOC things which put your picture in yearbooks to gather dust.

In retrospect, however, Jay Dunphy also remembers what Bud Hansen's father was like in those days and he finds that instructive in the light of events. Elmer F. Hansen was an accountant by training who got into construction. He was an orphan and a convert to Catholicism.

"His father was a very hard working man, and very religious," says Dunphy. "And I think as he got older Bud became more like him. His intensity level just grew."

Hansen did go to college, La Salle, and majored in accounting. Dr. Frank Kohler, '58, of South Jersey, then a good swimmer better known as Buzz Kohler, started in accounting with Hansen. He had known him since grade school.

"We lived a block away from each other on Cottman Avenue," Dr. Kohler said recently. "He was always friendly, interested in other people. He was also the best three-hand pinochle player I ever saw. And that's usually a guy with brains."

"I had the usual summer jobs," Hansen remembers. "Most of the jobs I pretty much did on my own. My father always pointed me in that direction. He's the real story. He started from absolutely nothing."

After graduation in 1958, Bud joined his father's company as controller. Jay Dunphy began to sense the son becoming like the father. By then Elmer Hansen, Sr., was on the map. He had gone to work for the Seltzer brothers, Phil and Nathan, and had seen the potential for an industrial park where the Pennsylvania Turnpike was intersecting the extension of Route 309.

The industrial park concept was novel (the first one was in King of Prussia) and Elmer Hansen pioneered it, as a partner in the venture and the first president of the National Association of Industrial Parks.

"His father worked Bud's buns off," says Dunphy, who in turn went to work for the younger Hansen, managing the Coach Inn in the Fort Washington Industrial Park. Bud Hansen and Andy Meyer, who had been a year ahead of him at La Salle High, were 50-50 partners. Dunphy managed for them for two years before striking out on his own in the car business.
Hansen displays a scale model of his proposed Metroplex in Plymouth Township (Pa.) consisting of two 16-story office towers, a restaurant, a hotel, and a regional shopping center.
“I learned enough from that experience to know I didn’t want to be in the food business,” Hansen said. But he had another iron in the fire. At night he was running a janitorial service company, cleaning buildings in the industrial park. The business became lucrative and grew until sold to the Philadelphia Suburban Company in 1970. When his father died in 1967, Hansen and the Seltzers separated.

“That was when I first decided to get into development,” he said. “I did a little office building at 426 Pennsylvania Avenue. I built it for $225,000 and sold it for $365,000, and I became enamoured with the numbers.”

That was little more than 20 years ago, and what Bud Hansen has achieved in that span is the stuff of legend. Today The Hansen Group has three divisions and employs 1,100. It owns banks and savings and loans in Philadelphia, North Jersey and Florida. It owns or is developing six golf courses. It has malls, hotels, the works.

“Oftentimes real estate entrepreneurs are considered crap shooters,” says banker Joseph Gallagher, ’50 who sits on the university Board of Trustees with Hansen. “But Bud has developed and held most of his real estate over the years. He builds and owns and operates. He’s a real entrepreneur, who has never strayed from the basic values. He has real depth.”

As he grew, a lot of La Salle people grew with Bud Hansen. His sense of old loyalties is remarkable, and he’s been involved with La Salle people from his first venture. He isn’t sure how many of the 1,100 employees are La Salle products, saying “we got a load of them.”

Among them are his brother, Robert, ’64, who is president of Hansen Properties, and Frank Iaquinto, ’64, his chief financial officer. Iaquinto joined the organization four years ago and oversees operations which require the services of 20 CPAs.

“But Bud is a very hard working guy,” said Iaquinto. “A very intense, very decent guy, he gives people the chance to grow with him. If you’re a one and you want to be a 10, you can grow with him, both financially and professionally. A lot of owners of closely held businesses will try to keep people down, keep salaries down. But he’ll give you a chance to show what you can do. He believes in surrounding himself with outstanding personnel.

“And he’s 100 percent committed to La Salle and the high school. I have seen him in dozens of situations, and all things being equal a La Salle person will get the nod. People will say I’m probably just saying that in a La Salle publication. But he’s absolutely committed to La Salle. He loves the Christian Brothers. Hansen won’t deny that.

“When I got involved with the high school board about seven years ago, it just brought back so many fond memories for me,” he said. “I always loved the Brothers and I think we got so much more out of La Salle beyond books, an appreciation for what life is about. And I think there’s just a tremendous spirit about La Salle.

“I guess like all of us, you work like hell to make your way. You don’t take time to sit back and reflect. But once my son got to the age when he was ready for high school, it started coming back. Not that it ever really left. Fortunately, I was asked by Brother Andrew to be among the group of trustees when the high school split from the college. And it has come a long way from a school that once had an operating deficit to a school that’s starting to build reserves.”

He brought that combination of modesty and action to the university board.

He was pleased last month to tell guests in Florida that La Salle had just been upgraded by Barron’s to the “highly competitive” category.

“I think La Salle is the best educational dollar available in the market,” he said. “At our tuition rate, it’s a real bargain.”

Much of the Hansen Group’s growth has come in the last 10 years and Bud Hansen has managed to do it all rather
Brother Patrick Ellis, who spoke of Hansen's three years on the Lit Brothers store in downtown Philadelphia, then after wrangling with city boards over his plans to restore it, decided he owned an unsalvable fire trap and tried to demolish it. That drew a suit and an injunction from irate ladies who regarded the old store as an historic treasure. He resolved the problem by eventually selling a property he paid $7 million for at about a $3 million profit. Such things happen when you’re in the state of grace.

With the exception of occasional forays back to the city, almost all his work had been in the Philadelphia suburbs—until he discovered Palm Beach County, Florida. The Hansens had been visiting Florida for six years and decided to do business there. The result is a small growing chain of savings and loans and a major golf course development. He scored a coup in outbidding half the state for the prestigious JDM Country Club, which has three superb golf courses. The plans are to build 2,400 residential units, ranging from $175,000 to $750,000, about right for the market. JDM stands for John D. MacArthur, the late eccentric millionaire who became a Palm Beach legend.

Eccentric is exactly what Bud Hansen is not. The Palm Beach estate is story-book stuff, but visitors from Philadelphia, and there are many, find its owners little changed. Brother Patrick Ellis, a recent Florida guest, had the usual reaction.

“He seems a little bemused by it all as he watches Eileen entertain,” Brother notes. “But that’s a quality he also has at board meetings. He’s quite at ease. At times he seems almost diffident. But the person I would feel sorry for is the person who misreads that difference in a deal. He’s very sharp.”

Eccentric is exactly what Bud Hansen is not. The Palm Beach estate is story-book stuff, but visitors from Philadelphia, and there are many, find its owners little changed. Brother Patrick Ellis, a recent Florida guest, had the usual reaction.

Frank Iaquinto says his boss is genuinely reserved.

“If you’ve seen him in a social environment, he’s actually shy. He doesn’t push himself. He hates blowhards. Talks quietly. He’s the most humble guy when it comes to things like that.”

Tom Ryan, La Salle ’64, met Hansen for the first time at Casa Apava last month. Ryan has done very well himself in Florida in money management and deals almost exclusively with very successful people. His impression: “The man seems unaffected by his own success.”

None of this anguishes anyone at La Salle, especially Brother Patrick Ellis, who spoke of Hansen’s three years on the Board of Trustees.

“He has made a significant contribution early on,” said the president. “He really can command. He represents the next generation of the major RC players. There is an extreme shortage of people of that quality, not just Catholics, but in Philadelphia in general. We sit around a lot of meetings with people who all have 6’s as the first digit of their ages, and we wonder where are the people with 4’s and 5’s in front. He is to Montgomery County what Willard Reese is to center city, a major player, hands on, in his prime.

“And he’s willing to carve his week up, every week, to find time for La Salle. This is kind of faith driven with Bud. He hardly has time to enjoy what he has earned.”

In recent years Hansen has focused his extra-business energies on three projects. He was one of five American businessmen asked to form the Papal Foundation to assist the Holy See with its mounting financial problems.

“Most people perceive the Catholic Church as being so wealthy,” he said. “But it’s not. In 1986 the church lost $63 million. In 1989 it will lose $80 million. The Holy See has just about depleted its reserves. It’s going to have to start borrowing money. Nobody realizes that not a penny of the money we give to our local parishes goes to Rome. None of it. Figuring about 10 percent interest, we need to raise $800 million. So far we have committed $15 million. That’s a slow start for the magnitude of what we are doing, but it’s a project that’s very dear to us.”

Cardinal John Krol, regarded as one of the most astute businessmen in the American church, asked him to help organize the foundation, and that effort took him and Eileen to Rome for a breakfast with the Pope and an appreciation of the problem.

He’s also president of the Philadelphia area chapter of Legatus, an organization of Catholic chief executives of companies with at least $5 million in annual sales and 100 employees. Its purpose is to foster ethical practices in businesses. The Philadelphia chapter has about 40 presidents, including a half dozen from La Salle.

His third love is La Salle, in which he is actively joined by his wife. She’s an alum of sorts, having worked at the university in the early 1960’s before they met. She’s still a clockstopper, in Brother Patrick Ellis’ phrase, and also a La Salle mother. Their son Elmer, III (“isn’t that a terrible name?”) is a senior accounting major. Also known as Bud, he’s the only male among their four children.

How he manages this range of businesses and increasingly philanthropic activities is not a great secret to those who know Bud Hansen. Like race car manager and entrepreneur Roger Penske, he’s an incredible detail man.

“Bud is a fanatic—if that’s the right word—on neatness and cleanliness and order,” says Iaquinto. “He spends two to three hours on a Saturday afternoon looking at real estate, visiting our properties, making sure everything is the way he wants it. He’ll be proud to admit to you he has an accountant’s mind.”

Not far off. Hansen himself, handling the awkward task of trying to explain what motivates him, went back to his La Salle High days for inspiration.

“When I made it through Brother Thomas McDermott’s accounting class, I thought I could do anything,” he said.

To his former La Salle classmates, the extraordinary drive that made Bud Hansen so successful was masked by a personality of low key amiability. Dr. John Duffy, ’59, now an economics professor at the university, was one of those classmates. Duffy, himself, was pegged as a can’t miss kid, All-Catholic in football, top student, class president, handsome, saint, etc. He struggled to recall anything that would tip off a classmate that Bud Hansen was one to watch.

“The only thing I can really remember about Bud in high school was that he was the only guy who took accounting and mechanical drawing seriously,” Duffy said.

That’s the kind of story that had to come up last month when Hansen and his La Salle High classmates got together for their 35th reunion. Eileen and Bud Hansen really enjoy those meetings. They seem most comfortable with old La Salle friends, telling stories, enjoying the nostalgia and remembering when Philadelphia geography was described in terms of parishes rather than neighborhoods.

The reunion, by the way, was held at Oak Terrace Country Club. The man who owns it is known to take accounting seriously, be a terrific three-hand pinochle player and somehow manages to play a little golf and find time to admire God’s good sunsets in Palm Beach.

Mr. McCormick, a La Salle High School and University classmate of Bud Hansen, has also done pretty well for himself as nationally-known magazine writer and columnist for The Sun-Tattler, in Hollywood, Fla.
La Salle's Highlight Video

Coaches say that Lionel Simmons is a combination of Tom Gola, Ken Durrett, and Michael Brooks—with a little Dr. J. thrown in

By Frank Bilovsky, '62

There are several ways to catch a nostalgic glimpse of the three greatest basketball players in La Salle University history.

One is to buy a Big Five highlight video. Tom Gola is on the pre-Big Five segment. Later on, Ken Durrett and Michael Brooks are shown in action. The cost is about $30 and well worth it. But maybe you have a good reason to pass on it. Perhaps you're the last Beta holdout on your block. Or maybe you have VHS but someone put the orthodontist's bill on top of it. Those are a couple of legitimate excuses right there.

A second option would be to visit the second floor at Hayman Hall, which is where the La Salle Hall of Athletes is housed these days. Gola's picture is on the wall. Durrett's too. And Brooks'. There are others because the school has a proud and glorious basketball history, but most outsiders will tell you that the three greatest Explorers were Gola, Durrett and Brooks. All were first-team All-Americans. The first was a terrific pro; knee injuries kept the other two from achieving NBA stardom.

Fine, you say, but who wants to make a special trip to Olney Heights to look at a few pictures. Give me action.
Okay, here's option three. Buy yourself a ticket next fall and make plans to visit the Civic Center, which used to be called Convention Hall when Gola and teammates were putting La Salle on the national basketball map in the Fifties.

If you've been around long enough to remember when Ken Loeffler was the coach and Jack French was a basketball center instead of an Alumni Association president, the trip will drip with nostalgia. If your earliest memories of the Blue and Gold consist of Hubie Marshall pumping in three-pointers that were only worth a deuce, of Taylor and Williams filling the lanes on a three-on-two, or of Bryant and Taylor playing inside-outside two-man games, or of Stevie Black burying jumper after jumper, you're still invited.

La Salle basketball is returning to the Civic Center/Convention Hall and the main attraction will be a 6-foot-6 senior-to-be who is Gola, Durrett and Brooks rolled into one.

Lionel Simmons is a highlight video all by himself. Who says so?

His coach, Speedy Morris, for one.

"He's got a little bit of everybody in him," Morris said. "He's got some Gola in him, some Durrett in him, some Brooks in him."

"His catlike quickness around the basket reminds me of Brooks. His rebounding reminds me of Gola. And now the way he's handling the basketball and bringing it up reminds me of Durrett. And with Durrett, if he doesn't tear up his knee his senior year, you're talking I think in the same vein as a Julius Erving. People don't really realize that." Okay, so you can add Dr. J to the list.

Would anyone like to second Morris' motion? The chair recognizes Fran Dunphy, first backcourtman off the bench for the 23-1 Explorers in 1969, later an assistant coach at his alma mater and now the head coach at Penn. Dunphy, who had the privilege of helping recruit and coach Sim­mons, now faces the challenge of coaching against him.

"He has a knowledge of the game that surpasses anyone I've ever played with or coached with, or played against or coached against," Dunphy said. "I'm talking the whole game that is with deference to Larry Cannon and Kenny Durrett and Roland Taylor and Bernie Williams—all those people."

"Don't misunderstand. I'm not saying he has a clear-cut advantage over those guys, but there's just a sense about his ability to play the game that is extraordinary.

"He knows when to jump, when not to. He's 6-6 but he plays like he's 6-9. He has those long arms. And he just has a feel for the game that not many people have."

"What he lacks in, let's say pure jumping ability, or as the runner/jumper that everybody wants the three man to be like in the professional game, or the ability to step out to 22 feet to shoot jumpers... he may lack those things on the surface, but what he has in ability to play makes up for it."

"I guess I was lucky in that I also had a chance to coach Brooks and, while he and Lionel are different kinds of players, they have had similar impacts. Brooks was a ter­rific player in those years he spent at La Salle. Simmons? You can't put a label on what he's done for the team. In three years, he and the team both have come a long way, and both he and Speedy deserve a lot of credit for it."

Forget credit, Morris says.

"He's just a refreshing kid, one that you get once in your coaching life," Morris said. "You never can hope to have two like him."

Listen to words like Morris and Dunphy offer and you get the idea that we're talking about a natural here. Roy Hobbs in Nike high-tops. Stroked his first jumper off the dribble when he was three, dunked over the neighborhood bully in first grade, dreamed of being the next Julius Erving when the Doctor still was operating with that funny red, white and blue basketball in something called the American Basketball Association.

Now guess again.

"Basically I started out not playing basketball," Simmons said. "In sixth grade, I played more baseball and football. I never really went out for basketball because I was kind of short. I played for my seventh grade team, but I really didn't play. I was sort of the last guy on the bench."

That was at George Washington Elementary School in South Philadelphia. The neighborhood was at Third and Washington. The Delaware River was to the east. The Italian Market was to the west. And trouble was hanging around every corner in between. You could drown by heading east. Stride to the west and you might end up being a rotten apple. It was tough to walk the straight and narrow, but Simmons managed with the guidance of his mother, Ruth.

"My mom always preached to get what you want by working on it," Simmons recalled.

By the time he reached eighth grade, Simmons decided that he wanted basketball. He started for the George Wash­ington team, then played junior varsity ball in ninth grade at South Philadelphia High.

"I didn't play that much that year," he said. "but that summer I grew a couple inches. I was 6-5. That's when I really started to take basketball seriously."

It was at the end of Simmons' freshman season at Southern when he made his first wondrous impression.

Varsity Coach Mitch Schneider set up a game between the ninth graders and an All-Star team from all the eighth grades in the area. The idea was to see what he might have coming up for his program. What he saw in Simmons astonished him.

"This was a very talented group of eighth graders he was playing against," Schneider said. "They were pressing us. Lionel plants himself in the middle of the zone press. We throw him the ball over the top and he turns around and he's either pushing the ball or making the correct decision in whom to deal the ball for the layup. And I'm thinking, 'My God, what court poise for a young kid.'"

"He came from a good basketball program in elementary school and a good coach named Bill Bradley. But no matter how good your elementary school coach is—and Bill is ex­cellent—this was a situation where I just sat there in amaze­ment to see that this young kid could make those decisions in transition. I said to my jayvee coach, 'Freddie (Campisi), this kid is going to be a winner.' And I guess I was right!"

I was just in awe. I remember thinking, 'Oh boy, I'm going to have to coach to make sure these kids can handle the press.' And then it turned out I didn't have to say anything. Didn't have to open my mouth, except to say, 'Get the ball to Lionel in the middle.' That was where it started."

That summer was when it grew. Simmons was de­termined to become a player. The city game consumed the city kid. The playgrounds became his proving grounds.

"I played all the time that summer," Simmons re­membered. "Sunup to sundown. Mostly at Fourth and Washington. And at Star Garden, Sixth and Lombard. I was playing with guys who basically were my age, but they always had been much better than me. Now I was at least competitive. And after that, I just stepped up a notch above them."

"In 10th grade, I started on the varsity. Not many players ever did that at my high school."
But Simmons did. He was a role player. The star of the team was a senior named Jody Johnson. He was a Division I prospect who was getting attention from colleges. The message was not lost on Simmons. "I was watching the letters that Jody was receiving," Simmons said. "That's when I started taking the idea of college really seriously. I knew in order for me to go to college I would have to earn a scholarship. That made me play a little harder.

"My junior year, we had some seniors on the team but I was pretty much the main player. I averaged something like 26 points a game. That's when I really began to excel."

And began getting noticed. The letters that had come the year before for Jody Johnson were now being addressed to Lionel Simmons.

"The first one was from a major school, Louisville or someone like that," he recalled. "But it wasn't anything personal. It was just one of those cases where they send the same letter to the top 100 players in the area. I started getting letters from La Salle, too, right before the start of my junior season. Again, nothing really personal."

Still, people could see a franchise player developing. People like La Salle head Coach Dave "Lefty" Ervin and assistant Joe Mihalich. Also an assistant at American U. named Fran Dunphy.

"You always had the feeling that he was going to get the job done," Dunphy said. "he wasn't going to run and dunk everything, or step out to 20 feet and knock those jumpers down. But he would block a shot here, get a key rebound there. And if he got a rebound, it was his.

"Sometimes he would dish the ball out to his point guard. Other times he knew not to throw it, but to take it himself. His feel for the game has always been the most striking thing about him. and that was from the first time I watched him as a junior in high school to the last time I watched him this season."

By the end of his junior year, Simmons was no secret. His confidence had caught up to his ability. But it was shaken for the only time that summer in Princeton, N.J. "I went to the Nike All-American camp, the only camp I ever attended in high school," Simmons said. "I'll be honest, I really was intimidated. I think the first person I saw was (Louisville's) Felton Spencer. He was about 7'2 with a beard. Right there I was intimidated. It set me back. That was probably the only time I've ever been intimidated. But as the week went on, I began to play better."

During his senior year, he told all those schools outside Philadelphia whose letters had become quite personal not to waste their time and stationery. He was going to stay home. He narrowed his choices to La Salle, Temple and St. Joseph's. The Explorer coaches zeroed in. Gola visited some old political buddies in South Philly. If Mihalich wasn't at a Southern game, Ervin or Dunphy, who had joined the La Salle staff, was.

Then, early in March, Ervin resigned. Morris, a high school coaching legend at Roman Catholic and most recently the women's coach at La Salle, was named the replacement.

"It wasn't that easy finishing it," Morris said of the recruiting. "It wasn't like I got the job and he said, 'Well, I'm going to La Salle.' Lefty had done a nice job staying with him from the time he was a junior. And it wasn't just Lefty, it was Joe Mihalich and Fran Dunphy. But a few weeks after we got the job, he said he was coming."

"Changing coaches was no setback," Simmons insists. "I knew Coach Morris was a great coach from having played against his teams a couple times in high school. It made me want to come here even more."

No one is complaining about the decision. Not Simmons. Certainly not the school. Not after Simmons has led the Explorers to their first back-to-back NCAA tournament appearances since Gola's junior and senior seasons (1954 and 1955). Simmons is majoring in criminology and is right on schedule to graduate in four years. The NBA draft has lured plenty of underclassmen over the last two decades, but Simmons says it has no magnetic effect on him.

"I'm definitely coming back," he said. "I want to score 3,000 points. I want to become the only second player to score 3,000 points and get over 1,000 rebounds. And I want to try to get us back in the NCAAs—and to win a game."

So far, Simmons and the Explorers are 0-2, having lost to Kansas State in 1988 and Louisiana Tech last March. Other than those goals, Simmons has nothing to prove. He is the all-time leading scorer as a freshman, sophomore and junior.

"Every reason why he came to La Salle has happened," Morris said. "We told him that he would be an impact player. That we would build the program around him, get this thing to where it could be. And now those things are happening to the point where he is getting the national attention he deserves."

The best attention came from The Sporting News, which named him a first-team All-American. He was a finalist for the Eastman Kodak Award which goes to the nation's top collegian. Dick Vitale has been talking him up since he was a freshman.

"He is going to accomplish things here which no one ever dreamed of," Morris said. "Who would have thought that he might shatter Brooks's scoring record (2,628 points). God willing he stays healthy, he's easily, I mean easily, going to top 3,000 points and become the fifth player in America's history to do that. And he could conceivably grab 1,500 rebounds and become the first player to score 3,000 points with 1,500 rebounds."

If Simmons accomplishes all of this, it won't change him, if you listen to his college and high school coaches.

"He's just a nice kid," Morris said. "He wants nothing more than anyone else on the team. He's a leader."

"He's just extraordinary, a pleasure to coach and be around," Dunphy said. "He's a good person and that's a wonderful trait to have when you've achieved what he's achieved already."

"He's meant a lot to La Salle and I know that from the inside looking out and also from the outside looking in. I talk to some people who don't know I'm a graduate of La Salle or that I coached there. But they mention his name and I immediately go off because I have that much respect for him."

"I guess that's it, you just have so much respect for him as a person and a player. He kind of commands that. He doesn't demand it, but he does command it. There's kind of an aura about him."

"He is one of the most lovely young men I've ever had the privilege of knowing," Schneider said. "He is so humble. I mean, this kid is a great athlete, a Sporting News All-American, but it doesn't matter."

"The fame—and someday the fortune—have no effect on Lionel Simmons. He's just so genuine."

So far, we haven't heard a bad word about Simmons.
Simmons, shown here in action against Holy Cross, has impressed coaches with his knowledge of the game and his "extraordinary sense about his ability to play the game."
"And you never will," Schneider said. "In all the years I coached him I think we had two negative experiences. One time in practice, I jumped all over him and his lip hung a little bit. That's the worst thing I ever got from him.

"The other one happened one year when he injured an ankle. We were playing Ben Franklin in a pre-season game. He really wanted to play, he asked me and I said, 'No, you're not going to play. Don't suit up.'

"He was upset. Later on, I found out he was so angry that he thought about quitting. Of course, he got over it. They ended up beating us by one at the buzzer. But we played them in a quarter-final (Public League) game, Lionel was in the lineup and we beat them by two.

"Those were, I think, the only two negative experiences we had. Twice in four years, and neither one of them meant anything."

Simmons scored 1,539 points at Southern. He broke the school record with 56 in one game. "And, in 75 percent of the games, he didn't play more than 2½ quarters," Schneider said. "Had he played for four quarters, he probably would have had over 2,000 points easily."

So here we have a player who has a chance to generate more than 5,000 points in his high school and college career combined. But if you want to get the real picture of why Simmons is a winner, listen to Schneider tell the story of a game between Southern and Simon Gratz, featuring Brian Shorter, the Big East Conference's Rookie of the Year at Pitt this season.

"It's a two point game in overtime we're up," the coach said. "I've got Simmons playing in front of Shorter and Clarence Jackson, 6-6 and 230, behind him. We're up two and we end up fouling Shorter with three seconds to go and he ends up bricking two foul shots. We get the rebound, the clock runs, we win it, then we go on to win the championship."

"But after the game is over, I walk up to Lionel—I used to kid him all the time—and I say, 'Hey, Lionel, you did a helluva job on Shorter. You held him to 33.'

"And he turns to me and says, 'He didn't get 35, did he?' I mean, this kid is clever."

Lionel Simmons also is magical. In three seasons, he has been able to transform himself into a one-man La Salle highlight film. And the best has yet to come.

Mr. Bilovsky covered the Big Five for many years for The Philadelphia Bulletin. He is now a columnist and writer for the Rochester Democrat and Chronicle where he still covers some pretty good basketball in the Big East Conference.
THE PRIEST-PRODUCER

When Father Ellwood Kieser, '50, started offering those adult education classes in LA, he never expected to be making feature films or doing *The Merv Griffin Show*

By Robert S. Lyons, Jr., '61

Father Kieser chats on the set of *ROMERO* with Raul Julia, who is believed to be the most popular English-speaking Hispanic actor in the world.

If the Rev. Ellwood E. Kieser, C.S.P., '50, had any doubts about making that picture, they evaporated quickly one night in El Salvador when he sat in a steamy gymnasium with about 1,500 priests, nuns, brothers, and seminarians waiting for Pope John Paul II to make an appearance. He looked around. Many of the friends and classmates of these people had been killed by the dreaded Death Squads and each one of them faced the possibility of being shot that night. Then they stood up and together—1,500 of them—sang "The Ode To Joy." Father Kieser dissolved in tears.

That picture is *ROMERO*, the gripping story about the 1980 assassination of Archbishop Oscar Arnulfo Romero in San Salvador, one of the events that triggered the civil war that is still raging in El Salvador. It has been produced—and soon will be appearing at a theatre near you—by Kieser's Paulist Productions, the first Catholic production company ever to do a commercial feature film. Six years in the planning, the film was produced last summer in Mexico.

It stars Raul Julia, the most popular English-speaking Hispanic actor in the world (*Kiss of the Spider Women*), who portrays the outspoken Archbishop of San Salvador who was gunned down while celebrating Mass on March 24, 1980. Ana Alicia, star of the soap opera *Falcon Crest*, is also featured.

"The church in El Salvador is the most inspiring church I've ever been involved with," says Kieser, a native of Philadelphia whose popular adult education class in Los Angeles 29 years ago helped launch an unlikely career as one of the top producers in Hollywood. "It's a church of martyrs. They know that they've reached a point where they had to put up or shut up. And a lot of them made the decision, 'I'll die rather than compromise.' And everybody in that gym had to make the decision—if they kept doing a gospel job, they could be killed."

Sitting in his California office overlooking the ocean at Pacific Palisades the day after returning from Mexico where he had just spent eight weeks shooting *ROMERO*,
Father Kieser strolls on the set of ROMERO in Cuernavaca, Mexico. “It became a love feast between us and the Mexicans,” he says.

Kieser was in a reflective mood. “I had to make this picture. I mean, if I didn’t make this picture, it probably wouldn’t get made. Or some jerk would make it. But we made it and I think we made it right. I hope we made a picture worthy of the man. But I think we did.”

It hasn’t been easy! Kieser has devoted more than six years to the project. The money to finance the film had to be put together. Then the script had to be put in shape. It took quite a while to find the right director and writer, but finally everything fell into place. ROMERO was written by John Sacret Young (creator of the China Beach series) and directed by John Duigan, a talented young Australian. It also took a while to work out the details with Julia. Then there were the difficult trips to El Salvador to research the project. Obviously, Kieser couldn’t advertise what he was doing there; he would have been killed if he attempted to shoot the film in San Salvador.

“We went down there and talked to everybody who had been close to Romero at a time that the death squads were very active,” he recalls, “so the writer and I decided to go in during the Papal visit as reporters. We both had press credentials. When I would go to see the Archbishop of San Salvador or the American ambassador, I went as a priest. When I went to see the defense minister who in all probability organized the death squads, I went as a reporter.” At one point, Kieser went to hear the defense minister deliver a speech at a cocktail party “with the guy who probably ordered the assassination.”

Although Kieser says he “never felt right” in El Salvador, he was given tremendous cooperation by the church. He returned last January to show the director where everything happened so that they would have a clear idea of the geography when they went looking for locations in Mexico. He was hosted both times by Catholic Relief Services.

“Romero had a six man brain trust,” says Kieser, “six of the most impressive priests I’ve ever met. There were three Jesuits and three diocesan priests including the present Archbishop who gave us Romero’s diary which nobody had ever gotten.” The late Archbishop used a dictaphone every night recording what had happened that day and describing his personal feelings about those events. He even used it the day he died.

Kieser soon learned that Archbishop Romero had been a “profoundly believing guy” who “started out as a mouse, neurotic, scared, conservative, rigid. He was put in because he was safe and would not rock the boat. And then this mouse becomes a tiger—defending human rights, speaking for the poor—and that transition is a great drama.

“When we went down to El Salvador I didn’t realize how good a story it was. But it’s a great story and I think we got it in the script. And Raul is a helluva actor, theologically very sophisticated. He understands it. He could win the Academy Award for best actor.”

Kieser had initially planned to produce a made-for-TV film about Romero but all three networks turned him down. This was probably a blessing in disguise because he is now convinced that he has a quality feature film on his hands.

“It shouldn’t be a television movie,” he says. “Wait until you see it. I mean it’s wretched. They never put this stuff on television. And it’s also much more theological. There’s higher gospel density than the networks would be comfortable with.”

Kieser, who has already sold the international rights to the film to Warner Brothers, was negotiating with the major distributors (all who had refused initially to bankroll the project) as LA SALLE went to press. One thing’s for sure, though, whoever picks it up will be getting a bargain.

“Every picture’s a crapshoot,” says Kieser. “I can make a picture for about one-fifth of what anybody else can make it. What you will see on the screen will be a twenty million dollar picture. I spent three-and-a-quarter million. That’s because my people worked so inexpensively and because I shot it in Mexico where people get ten per cent of what they get up here.”

Becoming a commercial film producer (he’s already making plans for another feature on the life of Dorothy Day), never entered Kieser’s mind when he decided to join the Paulists. He had first become interested in the order early in his collegiate career when he read about this unique American religious community, men who dedicated their lives to carrying the Good News to the unchurched and serving American unbelievers.

“I didn’t come to Los Angeles thinking of going into television or something like that,” recalls the former English major whose only dramatic appearance at La Salle was a walk-on role of a cigar-chomping union leader. “I came here as a parish priest and then a hospital chaplain, then as a college teacher, and then as a convert maker. Around here we feel our job is to evangelize the audience, to be a presence in show business for human values and Christian values.”

And what a presence it has been. Kieser is president of The Human Family Educational & Cultural Institute which has established Humanitas Prizes totaling $70,000 to the writers of prime-time network teleplays that best communicate human values to the American viewing public. “What the Nobel Prize is to literature and the Pulitzer Prize is to journalism, the Humanitas Prize is now to entertainment programming,” he explained. Moreover, Paulist Pro-
Productions put together a highly-acclaimed TV series of family specials for Capital Cities from 1978 until 1983, produced "The Fourth Wise Man," which was aired at Easter, 1985, and shot "We're the Children," which ran on ABC in 1987. There's also a miniseries under development with CBS on the dynamics of a contemporary marriage.

Kieser has also spearheaded the "Voice for the Voiceless" Program, serving as a voice on network TV, particularly on entertainment programming, for the half-billion people in the world who don't have enough to eat. It started in 1978 when he took a sabbatical and taught in India. Working with people like Lynn Redgrave and Patty Duke, he's been to Bangladesh, Kenya, and Ethiopia; testified before Congress, and has appeared on all the appropriate TV shows like Today and The Merv Griffin Show, among others. "We were the first ones in on the famine in Kenya," he recalls. "We basically blew the whistle on that famine. We told the world about it, raised a million dollars, and got Congress to increase its appropriation."

Kieser hosted and produced about 13 episodes of the award-winning TV series Insight for 23 years until 1983. A dramatic anthology that explored in depth—and without sermonizing—great human conflicts. The show ran in more than 200 cities across the United States and was seen at its peak by almost 200 million viewers annually.

Kieser had been ordained in 1956 by the late Francis Cardinal Spellman of New York City. He was assigned to St. Paul The Apostle Parish in the Westwood section of Los Angeles where his duties were similar to those of other young curates—hearing Confessions, teaching in the parish school, and serving as a chaplain at the UCLA Medical Center. But then he was told to establish an Institute of Adult Education in Theology, a tremendous opportunity for someone whose boyhood hero had been the late, eloquent Bishop Fulton J. Sheen. Besides, it was a chance to fulfill the special role of the Paulists to carry the gospel and bridge the gap between the church and the secular world.

"I live in the church and work in the world," he says. "That's the way I like it. I hang around with Jews, Agnostics, Protestants, Atheists—that's the world. When I was teaching, I was teaching at UCLA; I wasn't teaching at Loyola. That's the way I like it, too. A helluva lot of these people who came to my classes down in Mexico were not Catholics. They wouldn't even say that they were believers. But they came. They liked this loving environment."

Kieser tackled his new assignment with vigor. His lectures were profound, but he met the people on their own terms with a lucid, down-to-earth style. This, combined with an extensive advertising campaign, helped the lecture series surpass all projections. In 1958-59, more than 1,000 people attended—46 percent of them non-Catholic. A year later, the total reached 1,500.

"We realized that the classes were already successful but we weren't reaching enough of the people who needed us," recalls Kieser. "That's when the idea of putting the classes on TV popped up. With the enthusiastic approval of the late James Cardinal McIntyre and the cooperation of the CBS-TV outlet in Los Angeles which made facilities and air time available, Insight made its debut in September, 1960."

The first Insight series did amazingly well with the ratings but, as Kieser admits, it was poor television. The following year it was decided to alter the format and go "visual." Insight II was prepared with a documentary format, and film clips were used extensively for the first time. Syndication became easier, better time periods opened up. The show began to escape from the "Sunday Morning Religious Cheesecake" and in few cases even moved into prime time slots. By the third year, Kieser decided to enter the complicated area of Dramatic TV. Despite the demands of blending the vital elements of writing, acting, directing, lighting, music, and camera work, he pulled it off. By now, Insight was playing to more than 75 million people on some 125 stations from coast to coast.

TV executives were quite impressed by the manner in which Kieser rounded up a star-studded cast of actors, producers, directors, and writers who offered their services without charge for his productions. Early producers included Jack Shea, the director of many Bob Hope Specials, and Jim Furia, who wrote The Singing Nun, Chrysler Theatre, and Slattery's People series. Actors and actresses who appeared regularly on the show included Walter Matthau, Carol Burnett, Jane Wyman, Brian Keith, Ann Sothern, Robert Lansing, Beverly Garland, Raymond Massey, Vera Miles, Robert Culp, and Efrem Zimbalist, Jr.

The show attracted attention in the 1960s for tackling many topics that had been considered taboo on commercial TV. Some criticized it for being too "earthly" because it dealt with such themes as alcoholism, abortion, political corruption and racism. But Kieser was undaunted with the complaints. "Modern life is not always beautiful," he explained. "The pretty language and sweetness and light endings are not in accordance with reality. After all, you must remember that Our Lord, who is pure spirit, became flesh. He became earthly in order to communicate with man. Insight is trying to do the same thing."

Friends of Kieser from his days at La Salle recall a handsome, 6 foot, 6 inch student leader who participated in a host of activities and quickly earned the reputation for being able to "get whatever he wanted." He wrote for the Collegian and got active in the Masque and the student government. Once, in fact, he wrote the platforms for both opposing candidates for the Student Council presidency. His collegiate dramatic career was limited to an appearance in the Masque of The Merry Wives of Windsor.

"I played a labor leader and part of my role was to smoke a cigar," he says. "After the first night, I lost my voice."

Kieser has "very fond feelings" about La Salle, much of which he is describing in his soon-to-be-published spiritual autobiography, PRIEST PRODUCER.

"I'd like to say, 'Thank You' to La Salle, in fact, I am writing the whole book to say 'thank you.' I mean, that's the nature of the book. And I'd like to say to my classmates and my teachers—people like Joe Flubacher and (the late) Charles Kelly, 'Hey, I think you made a contribution.'"

Kieser says that he went to La Salle "by default" because his father became ill around the time he graduated from La Salle College High School and the college was just across the campus. "If I had thought about it, I probably would have gone to Princeton or Harvard. I am so grateful I went to La Salle. What I got from La Salle, Harvard or Princeton would never have given me. And I want to say 'Thank you' for that."

The La Salle of the late 1940s was a "ferment place" and a "gospel place" to a young freshman like Kieser. "There was talk of Christianity all the time," he said, recalling bull sessions with people like Jack Brennan, Harry Weibler, Bob Eisler, Bill Graham, Bob Cavanaugh, and Jesse Cain—some who became lifelong friends. 'What does the gospel mean? What about the church in the world? All these GI's were coming back (from World War II). I was a green kid out of high school. And yet, these GI's believed and I got caught up in that. One of the things I realized writing that chapter (about his experiences at La Salle), I decided to be a priest without ever having had a personal relationship with a priest."

"For me, my experience with church which was of intensive Christian community, was not some parish."

"It was La Salle."

"And it was over coffee at McShain Hall."
La Salle has signed a five-year agreement to play its men's basketball games in the newly-refurbished, 10,000 seat Philadelphia Civic Center, it was announced at a press conference on Feb. 8.

"This is a golden opportunity for La Salle University," Brother President Patrick Ellis said. "The partnership between La Salle, Spectacor and the City of Philadelphia will enhance the relationship between the university, the City and the business community of Philadelphia."

Thus, the former Convention Hall will once again become the home court for the La Salle Explorers. The last full season for La Salle to play there was the 1964-65 season when the Explorers finished as the runner-up to San Francisco in the NCAA Tournament.

"The return of La Salle to the Civic Center marks a firm commitment by the university to its grand basketball tradition," Brother Ellis said. "The Civic Center was the site of some of the University's greatest triumphs and hopefully will be the site of many more as it again becomes La Salle's basketball home."

The agreement with Spectacor Management, the managing agent of the Philadelphia Civic Center, includes the purchase of a new state-of-the-art Robbins basketball floor and Hydra-Rib "Ultra Play" goals. The floor will be painted in the La Salle University colors of blue and gold with University markings on areas of the court. Many other renovations and restorations of locker rooms, media facilities and other features of the Civic Center will also take on the university colors.

"I think our identity factor and our potential visibility are two major factors in our move to the Civic Center," Athletic Director Robert Mullen said. "The agreement with Spectacor and the Civic Center will help La Salle continue to rise prominently in the City and nationally. With Spectacor's help, you can now buy a ticket to a La Salle game almost anywhere in the Delaware Valley.

"Our association with the Big Five is very important and our commitment has not diminished," Mullen said. "The move to the Civic Center will strengthen our basketball program and as our program grows in strength, the Big Five will also benefit."

Brother Ellis echoed La Salle's sentiments regarding the Big Five.

"Our commitment to play in the Big Five remains firm and appreciative," he said. "With a certain nostalgia for the days, years ago, when all the games were played in the same place, we still feel that the relationship is the vital thing about the Big Five."

La Salle's head basketball coach Bill "Speedy" Morris indicated his approval of the move to the Civic Center.

"I was impressed by the proposal presented to La Salle by Spectacor.
Everything was done in a first class manner," Morris said. "I am looking forward to bringing my teams to the Civic Center where many of La Salle's glory days have taken place.

"It will be a recruiting advantage to show prospective student-athletes a building with such a great basketball tradition and to walk them across a floor that displays the University prominently."

Spectacor Management Group (SMG) is the world's leading private management company for public assembly facilities. The network of SMG facilities spans nine states and includes the Spectrum in Philadelphia; Three Rivers Stadium, Pittsburgh; Philadelphia Civic Center; Los Angeles Memorial Coliseum; Los Angeles Sports Arena; Louisiana Superdome; Nassau County Veterans Memorial Coliseum, Long Island, NY; the Centrum, Worcester, MA; Coliseum, Richmond, VA; and Moscone Center, San Francisco, CA.

Also, Brooks Hall and Civic Auditorium, both in San Francisco; Long Beach Convention and Entertainment Center, Long Beach, CA; Knight Center, Miami, FL; Niagara Falls Convention and Civic Center, Niagara Falls, NY; Lakeland Civic Center, Lakeland, FL; Kellogg Arena, Battle Creek, MI; and Knickerbocker Arena (to open 1990), Albany, NY.

Since being awarded the management contract by the City of Philadelphia in 1985, SMG has increased revenues at the facility by $2.3 million while the operating deficit has been reduced by $1.5 million. The Civic Center recorded net revenues of $4,065,989 for fiscal '88, a 27% increase over revenues reported for fiscal '87. Also during fiscal year '88, events at the Civic Center complex reached an all-time high of 149, compared to 120 events for fiscal year '87. The increases are the result of SMG's aggressiveness in promoting event bookings at the facility.

The City of Philadelphia has made considerable physical improvements to the complex since SMG assumed management. The Center Hall and the Plaza Building roofs have been replaced and the 1982 Ballroom has been remodeled. The Civic Center Catering Facilities have been upgraded and new concession stands have been installed in the Main Exhibit Hall. Computerized message signs have been installed.

The facility's exterior has also received a face-lift. The appearance of the complex at the corner of Convention Avenue and Civic Center Boulevard has been aesthetically improved with landscaping. The concrete pavement and taxi lane have been completely repaved.

La Salle Enjoys Record Number of Applicants

Despite a continuing decline of the general college-age population throughout the nation, La Salle University recorded the largest number of applicants in its history in 1988 and college officials are making plans to accommodate the unprecedented demand for space by new students.

La Salle admitted 830 freshmen last September, its largest freshman class in eight years. Requests for information about the university have more than doubled in the last five years and applications for full-time programs have increased by 45 per cent over the same span.

"There are now four times as many applicants as seats available," said Brother Gerald Fitzgerald, F.S.C., La Salle's director of admissions, who has seen a sweeping change in the composition of the student body since 1983. Since then, the number of full-time students living on the university's picturesque campus at 20th St. and Olney Ave., in northwest Philadelphia, has risen from 27 to 45 per cent.

Brother Fitzgerald says that he is not surprised by the increase in La Salle's enrollment to its current total of 3,461 men and women, a number that has been sustained, he adds, "without compromising on academic quality."

While La Salle still draws heavily from the nearby five county Philadelphia area, the university has experienced a 300 per cent increase in applications from more distant locales.

"We have found a substantial regional upsurge in awareness and interest in La Salle that has resulted in a subsequent increase in enrollment by students from communities in central and northern New Jersey, Connecticut, New York, and northeastern and central Pennsylvania," explained Brother Fitzgerald.

To accommodate the ever-increasing demand for student housing, townhouses with 375 additional spaces are under construction on campus and will be available next September. This year, the university leased space for an additional 150 students at a nearby apartment house.

La Salle officials attribute the university's rising popularity as a regional institution to a number of factors, including its reputation for teaching excellence as well as its personal commitment to the student. La Salle graduates have won an extraordinary number of graduate and professional school awards including 41 Fulbright Scholarships.

La Salle has long been known for academic excellence, especially in the sciences and the humanities. In the last 12 years, for example, more than 97 per cent of its graduates who have been highly recommended for admission to medical school have been accepted by the school of their choice. La Salle has...
launched the health professional careers of 492 men and women in that span.

According to a recent survey covering a 10-year period, La Salle ranked in the top 4 per cent among private undergraduate institutions originating Ph.D.'s (33rd out of 877 colleges and universities). La Salle's English Department ranks among the top 5 per cent nationally by producing students who have gone on to earn doctorates.

The current U.S. News & World Report survey of America's Best Colleges lists La Salle among the top five comprehensive colleges in "Retention" (graduating its students within five years of arrival on campus). La Salle has also been selected to appear in Peterson's Competitive Colleges 1988-89, a guide for high school students that includes 314 colleges and universities that consistently accept the nation's best students. In addition, La Salle's rating in the annual Barron's Guide To Colleges & Universities in the United States has been upgraded from "competitive" to "very competitive."

Moreover, there have been a number of significant changes on La Salle's 85-acre campus including the recently-completed $11 million Connelly Library and the acquisition of the historic Belfield Estate, a registered National Historic Landmark that was once the home of famed Revolutionary War artist Charles Willson Peale.

Students at La Salle currently come from 30 states and 40 foreign countries. They can take advantage of an interesting, diversified curriculum which gives them the opportunity to major, double-major, or concentrate in 45 different programs of study. La Salle also offers more than 60 curricular and extra-curricular activities.

New Director Named for Urban Studies Center

Millicent J. Carvalho has been appointed Director of La Salle University's Urban Studies and Community Services Center, it was announced by the University's Provost Brother Emery Mollenhauer, F.S.C., Ph.D.

Carvalho replaced Fasaha Mvumbu Traylor, who was recently named program officer of the William Penn Foundation.

A resident of Elkins Park, Carvalho holds a bachelor's degree in psychology from La Salle, a master's degree in counseling psychology from Boston University and a master of law and social policy degree from Bryn Mawr College. Currently she is working to complete her doctorate in social work/social policy also at Bryn Mawr College.

In addition to her familiarity with La Salle herself, Carvalho also works in the area as a mediator and is president of the advisory board of the Good Shepherd Mediation Program. Most recently she served as Executive Director of Children, Youth and Family Council of Philadelphia, a trade association made up of child welfare associations.

In addition, she has served as a teaching assistant at Bryn Mawr College and as a program developer for various organizations including Special People in the Northeast (SPIN), and Shiloh Incorporated in Reading.

Although Carvalho has been in her new position only a short time she has some strong ideas of what direction La Salle's Urban Center should take for the future.

"I want everyone to live and work in peace so my first mission is to advocate that the university continue to communicate with the area and to work towards a common solution," the new director explained. "I try not to take a position. I'm loyal to the university but I think I can best help La Salle carry out its mission by keeping the communication open and continuing to work with both the university and the community."

Carvalho's second mission is to look at specific needs of the community that are not addressed by other services. She acknowledges the Urban Center's commitment to the Adult Learning Project and the English as Second Language (ESL) Program and their importance to the community. But she'd like to design a program that could help in the organization and development of community groups.

"I think by working with some university departments like the Small Business Office and Non-Profit Business Management Center we can help groups with organization issues, in terms of proposal writing, how to lobby, how to do press releases, how to ad-

Kelly Greenberg

What next?

Tough as it was, Miller and the Ex-
Ranked Women Finish with Best Record in History

Explorers did even better in 1988-89. La Salle again claimed the MAAC regular season title, won the Big Five title outright for the first time in school history, was ranked among the nation's best in the Associated Press, USA Today and Sports Illustrated polls and posted a 28-3 mark. Named the MAAC Coach-of-the-Year for a record third straight season, Miller was also honored as District II Converse Coach-of-the-Year.

The Explorers made school and MAAC history when they won a first-round NCAA Tournament game at Connecticut. Selected to the tournament for the second straight year with an at-large bid, the Explorers topped Big East Champion UConn 72-63 and advanced to a showdown in Knoxville, Tenn., with No. 1 ranked Tennessee. Led by senior center Tracey Sneed (Susquehanna Twp./Harrisburg, PA), La Salle stayed even with the Lady Vols for most of the first half. Sneed scored nine of her team-high 27 points to begin the game for the Explorers. The Lady Vols proved too tough in the end, winning 91-61 before 6,286 fans, the largest crowd ever to see the La Salle women play.

Led by four senior starters, La Salle jumped off to a record 14-0 start that included wins over Temple and Villanova along with a second-straight Rohm and Haas/La Salle Invitational title. Given permission to play just prior to the game, Sheila Wall (St. Anthony/Jersey City, NJ) returned from a back injury to lead the Explorers past Temple 73-71. Wall scored 22 points and 16 rebounds coming against the school mark for most in a game (19). Sneed would finish with 1,486 career points, placing her third on the all-time list. She also owns several La Salle records, including the all season and career free-throw records. Sneed and Jennifer Snyder (Middle Twp./Harrisburg, PA) paced the Explorers to a second Christmas tournament win, with the pair earning all-tournament honors along with classmate Kelly Greenberg (Arch. Wood/Abington, PA).

La Salle’s first-ever trip to California saw the Explorers win three-straight games. Sneed led the team in scoring in all three wins, with her best game of 32 points and 16 rebounds coming against St. Mary’s College. Back in Philadelphia, La Salle scored two more wins with victories against Pennsylvania and Manhattan with Wall leading the team in scoring in both contests.

With starting forwards Wall and sophomore Mary Greybush (Freedom/Bethlehem, PA) sidelined due to illness and injury, respectively, the Explorers suffered their first loss of the season at Holy Cross. The Crusaders topped the Explorers 76-69 in Worcester, MA, despite a brilliant effort from junior Anita Plakans (Manheim Twp./Lancaster, PA). Filling in for Greybush, Plakans had 17 points and seven rebounds.

La Salle got back on the winning track with a 63-48 victory against Fairfield and ran off a string of 13 more wins. An 83-81 victory in Hayman Hall moved John Miller past former La Salle coach Kevin Gallagher on the all-time win list. Miller finished the season with a career record of 74-15. One of Miller’s biggest career wins came Jan. 31 in the St. Joseph’s Fieldhouse as his La Salle team topped the Hawks for the third-straight year. Behind the sharp-shooting of Snyder, La Salle downed the nationally-ranked Hawks 75-68.

The Explorers avenged their only loss of the season several games later with an 81-80 victory over Holy Cross. In the game against the Crusaders, Greenberg became the all-time assist leader at La Salle, surpassing her brother Chip and Darryl Gladden, who shared the men’s record with 461. Greenberg, who owns the school mark for most in a game (19) and in a season (190), would end her career with 512. Two games later as La Salle clinched the MAAC regular-season title, Greenberg became the only Explorer woman to record a triple-double. As the Explorers topped St. Peter’s 89-76 in Jersey City, NJ, Greenberg scored 13 points, grabbed 10 rebounds and dished out 10 assists.

For the second straight year the Explorers were denied the MAAC Conference Tournament Title and its accompanying automatic bid to the NCAA Tournament. After a 73-70 semifinal victory over Fordham, La Salle fell to host Holy Cross 82-81 in the championship game. Behind the strength of its 27-2 mark, the Explorers received a spot in the 48-team NCAA field for the second straight year.

Honors rolled in for the Explorers all season with Sneed earning both MAAC and Big Five First Team honors. Wall and Greenberg were named to the MAAC and Big Five Second Teams, while Snyder was honored as a Big Five Second Team player. Greenberg and Sneed were also named to the MAAC All-Tournament Team. Greybush was voted to the GTE/CoSIDA District II Academic All-America Team with a 3.46 gpa in a dual major of Biology and English.

What next? Losing four starters leaves the picture hazy for 1989-90, but with his past history, one can only expect more pleasant surprises from John Miller and his team.

—By Beth Onufrak
Assistant Sports Information Director

La Salle, Spring 1989
vocate for their own needs. I think we can help empower those community groups to go and serve out their mission, and do it well," she said.

By doing this Carvalho would also be working toward one of her other goals for the Center, that is to facilitate better relationships between the university community and the Urban Center so the two can work more closely together.

"I'd like to develop better linkages with the university, with the administrators and faculty, in terms of how we can share the information in a very productive way," she added.

"One of the things I'm doing is talking with people and trying to find out more about them and give them a better idea of what the Urban Studies Center is all about so we can work together better in the future for the good of La Salle and the community."

Graduate Nursing Courses Offered in Bucks County

La Salle University will begin offering selected courses from its Graduate Nursing Programs at Archbishop Wood High School, in Warminster, beginning this September, it was announced by the university's provost, Brother Emery Mollenhauer, F.S.C., Ph.D.

The first course to be offered will be "Theoretical Bases of Nursing" on Thursday evenings. Three other core (required) courses will be offered in subsequent semesters.

Students studying for La Salle's Master of Science in Nursing Degree can choose from three advanced nurse generalist tracks—Adult Health and Illness Nursing, Community Health Nursing, and Nursing Management/Administration.

The Nursing Management/Administration track requires five courses from La Salle's Master's in Business Administration (MBA) Degree Program.

Students will be able to take these graduate business courses at La Salle's MBA program at Delaware Valley College, in Doylestown," said Dr. Zane Robinson Wolf, R.N., director of the university's Graduate Nursing Programs. "Therefore, it will be possible for a student to take up to nine courses in Bucks County toward a master of science degree in nursing."

Dr. Wolf pointed out that students in La Salle's Graduate Nursing Programs also have the option of taking some of their elective courses in the university's other graduate programs. Nurses interested in working with specific ethnic groups, for example, can study in La Salle's Bilingual/Bicultural Studies (Spanish) Program.

Dr. Wolf said that La Salle is "responding to the demand" to provide graduate nursing courses in Bucks County, an area that has traditionally sent a significant number of students to the university's main campus at 20th St. and Olney Ave., in Philadelphia. La Salle also offers undergraduate evening courses at Archbishop Wood High School.

"La Salle has always been very popular with part-time students," added Dr. Wolf. "In addition to our commitment to excellence in teaching and our flexibility in scheduling, students know that they will always receive a lot of personal attention here. We keep ourselves very responsive and accessible to the students."

Dr. Gloria Donnelly, chairman of La Salle's Department of Nursing, explained that La Salle's Graduate Programs in Nursing offer the nursing community of Philadelphia another set of options.

"La Salle's approach is to prepare advanced generalists who can quickly adapt to changing trends in health care dictated by an aging population with chronic illness problems," she explained, "nurse generalists who will enhance the effectiveness of nursing care as managers/administrators and as clinicians in a variety of settings."

Brother Richard Hawley, Former Biology Chairman, Dies

Brother Richard Hawley, F.S.C., former chairman of the university's Biology Department, died on Dec. 23 after suffering a heart attack at his home adjacent to La Salle's campus. He was 60.

Brother Hawley, who held the academic rank of assistant professor, served as chairman of La Salle's Biology Department from 1976 until last June when he returned to his first love, full-time teaching. Under his direction, La Salle University maintained its reputation as one of the finest pre-medical institutions in the nation. Over the last decade, more than 90 per cent of La Salle's Biology Department graduates have been accepted by the medical school of their choice.

A native of Philadelphia and a member of the Brothers of the Christian Schools (Christian Brothers) for 41 years, Brother Hawley joined La Salle's faculty in 1966. He taught biology throughout his La Salle career except for a four-year period from 1968 to 1972 when he was named director of the university's Audio Visual Department.

He was a graduate of The Catholic University of America, in Washington, D.C., where he earned a bachelor's degree in biology in 1952 and a master's degree in cytology in 1963. Brother Hawley also taught biology and served as department chairman at Pittsburgh Central Catholic High School (1953-1962), Canton (Ohio) Central Catholic High School (1962-65), and Pittsburgh South Catholic High School (1965-66).

A highly popular professor, Brother Hawley was honored frequently by his La Salle colleagues and students. He won a Lindback Award for distinguished teaching and was named an honorary member by such organizations as the university's Alpha Epsilon Alumni Honor Society and Education Association. He also served as moderator and member of the Tau Kappa Epsilon (TKE) Fraternity.

Brother Hawley was also a member of the National Science Teachers' Association, the American Association for the Advancement of Science, and the National Association of Biology Teachers.

He is survived by his brother, Mrs. Mary Hawley, and a sister, Mrs. Rose Halderman.

A Mass of Christian Burial was celebrated on Dec. 27 at the Holy Child Roman Catholic Church, 5200 N. Broad St. Burial was the following day at the Christian Brothers' cemetery, in Ammen-dale, MD.
SCHOOL OF ARTS AND SCIENCES

'42
Desmond S. O'Doherty, M.D., is chairman emeritus of the Department of Neurology at Georgetown University Medical School, in Washington, D.C., and is doing research in academic information systems.

'43
Herman Corn, D.D.S., was presented with the Montgomery-Bucks County (Pa.) Dental Society Lifetime Achievement Award.

'50
John J. Kelly retired from ESB/Rayovac after 33 years and is now an associate professor at Rutgers University, in New Brunswick, N.J.

'55
Retired U.S. Navy Captain Vincent E. Cooke is teaching math and physics at Southwest High School, in San Diego. Harvey Portner has been appointed to serve as a member of the Pennsylvania Council on Aging by Governor Robert P. Casey. Portner is on the Board of Commissioners of Cheltenham Township, in Montgomery County.

'57
Jack McDevitt's second novel, A Talent for War, has recently been published by Ace Books and will also be a selection of the Science Fiction Book Club. A resident of Brunswick, Ga., McDevitt has been writing science fiction for eight years.

'58
Paschal J. La Ruffa, M.D., has private offices in Jenkintown and Yardley, Pa., for adolescent and young adults medicine, and serves as medical director of Renewal Centers, an intensive outpatient drug/alcohol rehabilitation program for teens, 12 to 18. He is also chairman of public relations for the National Society for Adolescent Medicine.

'60
Thomas R. Burke, former chief of staff to the Secretary of Health and Human Services, has joined the Washington, D.C., office of A. Foster Higgins & Co., Inc., a national employee benefits casualty firm, as a principal. He was also named a trustee of the National Citizens Commission on Alcoholism. Joseph Mulhern is employed by Episcopal Hospital in Philadelphia. He received his master's degree in education from St. Joseph's University.

'61
Dr. Stanley T. Praiss, who maintains a private dental practice in Cherry Hill, N.J., was invited to introduce the subject of Dental Implants to Dental School Faculties in Poland.

'62
Bob Ward was named Boys Cross-Country Coach of the Year for New Castle County, Delaware.

'63
Joseph Beatty was promoted to professor of philosophy at Randolph-Macon College, in Ashland, Va. Dr. George D. DiPilato has been appointed superintendent of schools for the Pennsaueny School District in Bucks County, Pa. Alfred B. Ruff was appointed vice president of human resources for the Morgan Corporation, in Morgantown, Pa.

'64
Michael E. Donnelly, of Holmdel Township, N.J., has been promoted to senior vice president of national accounts in the national division at United Jersey Bank. Charles N. Hug was named vice president of the Manufacturers' Appraisal Co., in Philadelphia.

'65
Joseph B. Bloom was awarded the Philadelphia Area Labor-Management Committee 1988 Award for Distinctive Service in recognition of innovative negotiations with city unions in his role as chief negotiator for the city. William H. Marshall has been promoted to vice president of product development at Wiser Associates, Los Angeles, Ca. James F. Reilly has been named dean of admissions and financial aid at Rider College, in Lawrenceville, N.J.

'66
Edward H. Westermann has been named vice president of the North River Insurance Company, a member of the Crum & Foster Commercial Insurance Organization, in charge of the Philadelphia region.

'67
Frank J. Batavick, executive producer of Maryland Instructional Television for the Maryland State Department of Education, was recently elected president of Carroll County Library Board of Trustees. James Connell has been named executive director of institutional advancement for the Catholic Diocese of Wilmington, Del.

'68
Michael D. Lee is employed by EKCO Packaging Corporation of America, in Clayton, N.J., as manager of training and development. Gregory E. Sciolto, Esq., has been named a managing partner in the Cherry Hill (N.J.) office of the firm Leonard, Tillery and Davidson.

'69
Fred T. Angelilli was appointed district director of the Chester District Office of the Pennsylvania Board of Probation and Parole. James J. Iaquinto was promoted to senior vice president of American Felt & Filter Company, in Newburgh, N.Y.

'70
John P. Dirr, Jr., serves as a language arts teacher in the Delran Township (N.J.) Middle School. A. William Krenn has been appointed executive vice president and general manager of the Los Angeles office of Edelman Public Relations. Thomas C. Ratchford received his J.D. from DePaul University and is a member of the Illinois Bar. He serves as chief financial officer for Paxall Group.

BIRTHS: to Joseph M. Mottola and his wife, Marlene, a daughter, Christina; Raymond Theilacker and his wife, Sally, welcomed their second son from Korea, Morgan Stephen, age 3.
Former Alumni Association President John J. Fallon, ’67 (center), a mathematics teacher at the Philadelphia High School for Girls for more than 20 years, and Brother Lawrence Colhucier, F.S.C., Ed.D., ’58 (left), chairman of the university’s Education Department, recently received advanced placement recognition awards at the regional conference of The College Board in Pittsburgh. La Salle’s Brother President Patrick Ellis, F.S.C., Ph.D., was a guest at the awards ceremonies.

‘71
Kenneth B. Bennington, a senior planner for Merck & Company Inc., serves as chairman of the Hilltown Township (Pa.) Planning Commission.

‘72
Anthony Barolin founded Barolin Advertising, Inc., in Haddonfield, N.J., which primarily services business to business accounts.

William J. Bell, Jr. was promoted to deputy court administrator II at Philadelphia Court of Common Pleas. John W. Lund, Jr., was appointed general director and CEO of the YMCA of Central Chester County, in West Chester, Pa. Richard Spire was appointed dean of students at Archbishop Kennedy High School, in Norristown, Pa. Gregory J. West was elected 1989 president of the Philadelphia chapter of the Society of Industrial and Office Realtors (SIOR) and 1989 secretary of the Philadelphia Board of Realtors.

BIRTH: to Gregory J. West and his wife, Angela, a son, Addison Aloysius.

‘73
Edward B. Horahan, III, has joined the Washington, D.C. office of Stroock & Stroock & Lavan as a partner. James D. Pagliaro has been made a partner in Morgan, Lewis & Bockius, a Philadelphia law firm where he practices primarily in the field of toxic tort litigation.

Susan Flage was elected to a three-year term to the Newspaper Research Council Board of Directors and she serves as a member of the Atlantic County Economic Development Advisory Board. Navy Lt. Cmdr. Robert P. Weidman participated in the NATO exercise Teamwork 88 while serving with Commander 2nd Fleet, Norfolk, Va.

‘74
Patricia Haydt Nault has been appointed a social work supervisor with the Division of Family and Youth Services in Kenai, Alaska.

Paul Sturm is national sales executive handling the US Catholic Health Care National Account for AT&T Data Systems Group, in Vienna, Va.

‘75
Duane Fletcher has been appointed managing director of the Ephrata Performing Arts Center/Ephrata Playhouse in the Park for the 1989 season. Christine McKee received her doctorate of education with a specialty in administration from Temple University. James Morton marked 25 years with the Philadelphia Police Department where he serves as a detective in the Homicide Division.

James J. Rodgers, Ed.S., has been promoted by the Prince George’s County (Maryland) Public Schools to guidance counselor at the Creative and Performing Arts Magnet School at Thomas G. Pullen.

BIRTH: to Paul Juska and his wife, Leigh, a daughter, Julia Leigh; to Kevin D. Kelly, Esq., and his wife Deborah, a son, Brendan Arthur.

‘76
Robert D. Andrekanic has joined the law firm of Popkin & Stern, in Clayton, Mo.

Christopher Bukata, VMD, is working as an independent veterinarian in companion and farm animal practice in northern New Jersey.

Donald A. Dileenno, M.D., is working as an Emergency Medicine Specialist in Florida.

Frank Smith was appointed development director at Wildwood Catholic High School, in Wildwood, N.J.

‘77
Dr. Philip J. Spinuzza has been appointed to the active medical staff of Ephrata (Pa.) Community Hospital in the Department of Orthopedic Surgery.

BIRTH: to James M. McCauley and his wife, Mary Beth, their third child, a girl, Madeline.

‘79
Brother Thomas J. Barton, F.S.C., was perpetually professed as a Christian Brother at West Philadelphia Catholic High School for Boys where he is a faculty member.

Daria M. Starosta was appointed clinical assistant in the Department of Surgery, division of emergency medicine, at the Prince George’s Hospital. Kimberly A. Walsh was promoted to director, distributor operations at American Olean Tile Company.

BIRTH: to Barbara Moser White and her husband, Lawrence, ’79, a son, James Lawrence.

‘80
Mark Lahoda has been promoted to associate manager at Bell of Pennsylvania.

Maribel “Pidge” Molyneaux earned a Ph.D. in English from the University of Pennsylvania and is now teaching part-time in the English Departments at Penn and Bryn Mawr College. Henry F. Monroe is president-owner of SANTA Security Systems and SANTA Satellite System, and president of Men. Women for Justice.

BIRTHS: to Constance Petroni Lahoda and her husband, Mark, their second child, a son, Michael Stephen; to Dr. Chrystyna-Rakoczey Zwil and her husband, Alexander, a girl, Anne Stephanie.

‘81
Mary Claire Avallon was promoted to branch manager of the Jenkintown office of Abington Federal Savings Bank. Ann Marie Felici is manager of special promotions at Earle Palmer Brown & Spiro in Philadelphia.

Thomas F. Lenihan won the $300 first prize in the Nathan Burkan Memorial Competition at Seton Hall University School of Law where he was graduated magna cum laude. He is a member of the patent staff with GE and RCA Licensing Management Operations Inc., in Princeton, N.J.

Anna McDermott Vitak was promoted to project manager at Centocor, Inc., in Malvern, Pa.

Eileen Matthews Sitarz, a free lance TV producer, won an Emmy Award for Philadelphia’s Best Children’s Programming.
'84

Jennifer Green passed the Pennsylvania Bar Examination. Angela Martello earned a master's degree in geology from the University of Connecticut and is currently working on a master's degree in technical and science communications at Drexel University. Brenda Adams Jones has been appointed director of discharge planning and social services at the Germantown Hospital and Medical Center in Philadelphia. Timothy J. McNamara was promoted to vice president in charge of all Philadelphia title production operations at Industrial Valley Title Insurance Company. Steve Rice has been named assistant men's basketball coach at Lock Haven (Pa.) Area Community College.

MARRIAGE: Brian Gemzik to Joanne R. Mathiasen.

BIRTH: to Mary L. Kaiser Gillespie, a second son, Scott Timothy.

'84

Angela Galiano-Roth received her Ph.D. from Cornell University and is working for Mobil Research and Development Corporation, in Paulsboro, N.J. Dr. Ralph E. Gilmore, Jr., has joined Dr. Anthony Krasnick in the practice of optometry in Bethlehem, Pa. Frank Martin has been appointed to controller of the Bloom Organization in Mount Laurel, N.J. Pasaha M. Trayor, former director of La Salle's Urban Studies and Community Services Center, has been appointed program officer of the William Penn Foundation, in Philadelphia. Army Captain Douglas A. Wild, a section leader with the 212th Aviation Regiment, is serving at Fort Rucker, Alabama.

MARRIAGES: Gregory P. Lloyd to Susan Rachael Tardiff; Molly O'Rourke to Dr. James F. Menapace; Alison Anne Shakely to Matthew R. Nahr琅; John Patrick Sullivan to Andrea Barbara Schlesinger.

'85

MARRIAGES: Charles A. Messa, III to Linda Mary Schultz; Jodi L. Reifsnyder to Thomas J. Adrian; John D. Riggins to Barbara Patton.

Maria Formanek received a degree in nursing from Thomas Jefferson University College of Allied Health Sciences, in Philadelphia, and is now a clinical nurse in Thomas Jefferson Hospital's maternal/infant unit. Patrick C. Murphy has been appointed administrator of the Philadelphia Firefighters Health Plan. An 11-year veteran of the department, he is currently studying for a law degree from Temple University.

SCHOOL OF BUSINESS

'41

George W. Lochetto, Sr., retired from teaching at Hatboro-Horsham High School in 1977 and is now living in Clearwater, Florida with his wife, Jennie.

'49

Albert W. Rosten retired as manager of the Olney Office of the State Job Service and Unemployment Compensation Service. He managed this office for 14 years.

'55

Alfred L. Hetrick retired from the Philadelphia Electric Company.

'56

James A Gross, a professor at Cornell University, recently published a book titled Teachers on Trial: Values, Standards and Equity in Judging Conduct and Competence.

'59

Arthur F. Newman has been elected to a new officer position at Paul Revere Insurance Group in Worcester, Mass.

'60

Charles R. Peguese now serves as assistant dean, instructional resources, and director of the McCormick Library at Harrisburg (Pa.) Area Community College.

'61

Edward P. Fussinsky retired after 27 years with the city of Philadelphia as a fiscal analyst III. Thomas M. Scanlon is vice president of material at Tyco Toys, Inc., in Moorestown, N.J. John T. Wagner, retired as vice chairman of Continental Bank in Philadelphia, where he worked for more than 33 years.

'62

Russell T. DiBella retired from the U.S. Treasury Department, I.R.S. Criminal Investigation Division in 1987 and is currently employed in the New Jersey Attorney General's Office. He also serves as regional vice president of the Federal Criminal Investigators Association.

'64

Edward A. Wrobleski, M.D., was named to the associate staff, Department of Medicine, Section of Cardiology, at West Jersey Health System.

'65

William J. Bell, Jr. was promoted to deputy court administrator II at Philadelphia Court of Common Pleas. Joseph M. Magee, director of internal audit at Albert Einstein Healthcare Foundation, has been elected treasurer of the Philadelphia Chapter of the Institute of Internal Auditors. Charles A. Schmidt was appointed vice president and general manager of General Electric Astro-Space Division, in Valley Forge, Pa.

'66

Joseph F. Sivel, Sr., of Doylestown, is vice president at Surgical Laser Technologies.

'67

Edward K. Forster was appointed vice president of sales/service of Crowder, Jr. Company, in Allentown, Pa. U.S. Air Force Major Edward Kelly was named commander of the 49th Aerial Port Squadron, a unit of the 154th Military Airlift Wing of McGuire (N.J.) Air Force Base Reserves.

'68

Frederick W. Maier was appointed regional operations specialist of the mid-north eastern region for Ford Motor Credit Company, in Dearborn, Mich. Joseph T. Maurer was named vice president of marketing and sales for Keystone Technologies, Inc., a subsidiary of Pennsylvania Blue Shield, in Camp Hill, Pa.

'69

Albert P. Mainka has been elected a director and president of the Bank of Mid-Jersey (B.M.J.) Financial Corporation by the Board of Directors.
blish

Joe Abbott is now controller at Arco Chemical Americas. Dennis R. Rubisch, CPA, was named managing partner of the Romac & Associates office, a national contingency search and placement firm, serving San Diego County in southern California.

BIRTHS: to Joe Abbott, a son, Colin Joseph; to Isadore Vito Prickettis and his wife, Corine, their first child, a son, Michael Vito; to Anthony Quinn and his wife, Angelina, their first child, a daughter, Gabriella.

'74

John C. Devine, II, was named manager of the Commercial Lending Group at Provident National Bank's financial service center, in Doylestown, Pa. Marine Capt. Michael H. Schmitt reported for duty with the Second Force Service Support Group, at Camp Lejeune, N.C.

BIRTHS: to Barbara Moser White and her husband, Lawrence, a son, James Lawrence; to James F. Spiewak and his wife, Joanna, a son, Robert Edward.

'80

James J. Dunleavy is controller at the Binswanger Company.

BIRTH: to Elizabeth Mullarkey Piccolo and her husband, Joseph, their second daughter, Sarah Catherine.

'81

MARRIAGE: Joseph P. Vitak to Anna Mc Dermott, 81.

BIRTH: to Sheila Smith O'Connell and her husband, Tim, their second child, a son, Peter.

'T82

Thomas C. Breslin was appointed a manager in the closely held business division for Arthur Andersen & Company at the firm's Philadelphia office.

MARRIAGE: Maureen Theresa McGovern to Myron Newell Tantum.

'83

Joann Cavallaro has been promoted to vice president/director of marketing at W.H. Newbold's Son & Co., Inc. Christine Franko has opened her own ice cream business called Sweet Christine's in Bucks County, Pa. Eric R. Fox is a credit analyst at Concord Commercial Corporation.

MARRIAGES: Aileen Ann Moross to Gerry Earl Meyle; Kathleen M. Griffin to Jim Stavis.

'84

Marine 1st Lt. Francis P. Bottorf was designated a Naval Advisor after 18 months of flight training. Deborah A. Kurowski is working for Blue Cross and Blue Shield of Delaware.

MARRIAGES: Mary C. Magennis to Dana T. Graf; Robert E. Murphy, Jr., to Sharon Marie Myles; Eric F. Reed to Lisa Marie McKeown.

'85

William T. Ford has been promoted to branch manager at Meridian Bank's Havertown (Pa.) Office. Paul R. Franchino is an accountant for the City of Philadelphia Water Revenue Department. Marine 2nd Lt. Michael L. Providence was deployed to Norway with 2nd Force Service Support Group, Camp Lejeune, N.C. Andrea Simpson passed the Pennsylvania Bar Examination. Gary S. Trachtman, a student at The Rutgers School
Alumni Chapters Meet in Boston, Florida, New Jersey, Pittsburgh, and Washington

The South Florida Chapter held a successful inaugural reception in Fort Lauderdale on January 20; then followed with a TV party at Danny’s Bar on February 23 to watch the Explorers defeat nationally ranked Florida State 101-100.

The Pittsburgh Chapter met at the Duquesne Club on January 23 and heard from Dr. Fred Foley, vice president for development, and others from campus who were in town for a district conference of the Council for the Advancement and Support of Education.

The Washington Chapter held a highly successful brunch, with more than 175 people in attendance, prior to the La Salle-American University game on February 5.

Brother Gerald Fitzgerald, F.S.C., director of admissions, addressed the South Jersey Chapter on April 13 at the Woodbine Inn and a Bucks County alumni gathering on April 19.

Helping to get the South Florida Chapter off the ground at Fort Lauderdale were (from left): Bernard McCormick, ’58; Elmer F. “Bud” Hansen, ’58; Joseph C. Dunleavy, ’55; Alumni Director James J. McDonald, ’58, and Francis X. O’Malley, ’56.

Basketball Coach Speedy Morris (left) addressed the Washington alumni prior to the American U. game on Feb. 5, and the Pittsburgh area alumni gathered for a group photograph at the Duquesne Club on Jan. 23.

of Law, in Camden, N.J., was one of three students to be named a member of faculty committees at the campus.

MARRIAGES: Scott Edward Arnold to Maureen Patrice Gavaghan; Jacqueline Owens Flaherty to John Patrick Toner; Timothy J. Funk to Mary Ann Kapler; William J. Marlette to Margaret E. Buck.

'86
Joan Feiler is working on her master’s degree in nursing oncology at Gwynedd Mercy College.

BIRTH: to Joan Feiler, a son, Christopher John.

'87
Chris Bergere was appointed assistant photographer at Stephen Barth Photography.

Tom McLaughlin has been named sales manager for Sears Roebuck and Co., in Cleveland, Oh. Michele Miller, RN, was promoted to director of rehab nursing at Lourdes Regional Rehab Center, in Camden, N.J.


'88
Michael J. Berchick is an internal auditor for the Archdiocese of Philadelphia Financial Affairs Office. Joseph Candido is working for Chase Manhattan Bank in New York in the Operations and Systems Training Program. Paul T. Dotzman is in the corporate lending training program at Bucks County (Pa.) Bank and Trust Co.

MARRIAGE: Teresa Boccella to Richard Conigli.

BACHELOR OF SCIENCE IN NURSING

'74
William F. Edwards has been named coordinator of the gerontology services program at Good Samaritan Hospital, in Pottsville, Pa.


'84
Mary J. Bradley produced an educational

La Salle, Spring 1989
film entitled Prevention of Intra-operative Skin Injuries that recently won the education award at the Biological Photographers Association Film Festival.

MARRIAGE: Patricia G. Simmons to Philip J. Alderfer.

Lois Potter has been named head nurse of the emergency room at Delaware County Memorial Hospital, in Drexel Hill, Pa.

M.B.A.

'80

Michael K. Haskins was appointed by Pennsylvania Governor Robert P. Casey to the Pennsylvania Minority Business Development Authority's (PMBDA) Board of Directors for a five-year term.

'81

Michael Kudla has been promoted to audit manager in the suburban office of Arthur Young, international accounting, tax, and management consulting firm.

BIRTH: to William Weber and his wife, Elizabeth, a daughter Sarah Elizabeth.

Howard D. Feinstein passed the certified public accounting examination in the Commonwealth of Pennsylvania. F. Kevin Tylus was named a partner of Touche Ross & Co., in Newark, N.J.

Linda Johnston Heyman has opened an office in Blue Bell, Pa., of Heyman and Welford, her consulting firm specializing in assessment, design and implementation of human resources programs.

James J. Clark has been promoted to vice president of Provident National Bank of Philadelphia.

Sandra Brown has been promoted to surface supervisor for SEPTA's City Transit Division. James L. Wall is manager of subcontract administration for G/E Government Communications Systems, in Camden, N.J.

GRADUATE RELIGION

Sheila Mullian works in pastoral care at St. John of God Community Services, in Westville Grove, N.J. She was selected to attend the International Congress of Co-Workers for the Order of St. John of God, in Rome, Italy last year.

NECROLOGY

'33
Dr. Morton Lucas

'38
A. William Salomone

'39
John J. Cullen
James M. Lessner

'40
Brother Bernardin Prior, F.S.C.

'42
Brother Francis McLean, F.S.C.

'43
Robert J. Lavin
Arthur Steinberg

'48
Edward B. Kwasny
John C. McLoone, M.D.

'49
Michael C. DiPuppo

'51
Joseph P. Duke

'52
John C. Crawford

'53
John E. (Jack) George

'60
Donald E. D'Orazio
George K. Dunye

'63
Joseph Thomas Crosson

'63 (M.A.)
Rev. Joseph A. Murray

'64
Frederick I. Banks

'69
Joseph A. Galvan

'72
Archler J. Soby

'73
Francis F. Rafferty

'74
John J. Cosgrove

'76
Kevin J. Fenerty

'84
Joan McCarty

'88
Tim Cannon

Pennsylvania Governor Robert P. Casey was a guest of La Salle's Brother President Patrick Ellis, F.S.C., Ph.D., at a reception following the La Salle-Holy Cross basketball game at the Palestra on Feb. 13. Here he is shown chatting with former Explorer Athletic Director John J. Conboy, '50, and his wife, Anne.
REMEMBER WHAT MADE LA SALLE SO SPECIAL?

The LaSallian commitment to teaching and to the individual student is unique in higher education. But we don't have to tell you that. You experienced it firsthand.

Now it may be time to think about the right college for your children. Or a relative. Or the child of a friend. You should know, then, that our commitment is as strong as ever. And with higher education under attack for everything from abandoning its teaching mission to fostering an impersonal view of students, that commitment is one of our greatest strengths.

If you know someone who would benefit from the La Salle experience, please fill out the coupon below and send it to the Admissions Office, La Salle University, Philadelphia, PA 19141. Or call Brother Gerald Fitzgerald at 215-951-1500.
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