The New
BUCKS COUNTY CENTER
CLASSES IN BUCKS COUNTY
La Salle will open its new educational center in Newtown Township in September.

FOOTBALL RETURNS TO CAMPUS
La Salle’s Division I-AA gridiron debut is set for the Fall. Women’s lacrosse begins play next Spring.

AGENDA FOR THE FUTURE
La Salle’s strategic plan identifies a list of critical priorities for the university for the next five years.

A WONDERFULLY WARM PLACE
Dr. Tom McCarthy looks back on his 45-year-career as a psychology professor and administrator.

AROUND CAMPUS
Announcements of innovative “Mission Grants,” a graduate program in psychology, and a new environmental major highlighted recent campus activity as reported with the assistance of the university’s Public Relations Department.

ALUMNI NOTES
A quarterly chronicle of some significant events in the lives of the university’s graduates including a profile of a creative entrepreneur.

Full text of the document is available upon request.
La Salle To Open
New
Bucks County Center

Construction underway for educational facility near Route 332 and Newtown-Yardley Exit of I-95

By Robert S. Lyons, Jr., '61

La Salle University will open a Bucks County Center in a newly constructed, 24,000-square-foot educational facility in Newtown Township in September.

In addition to serving both undergraduate and graduate students and offering complete master's degree programs in eight disciplines in the evenings and weekends, the Bucks County Center will also provide facilities for executive training and professional development during the day.
The Center will be built on the Silver Lake Executive Campus, a 17-acre site owned by Pitcairn Properties, Inc., of Jenkintown, Pa. Pitcairn began construction in March and will lease the building back to La Salle. The property is located near the Newtown-Yardley exit of I-95 next to the Route 332 Newtown Bypass.

The Center, which is expected to accommodate 300 students, will concentrate on evening and weekend schedules designed especially for adult learners and the working professional. Its facilities would also be available to businesses and other organizations for use in sponsoring their own training and executive development.

La Salle plans initially to offer master's degree programs in Business, Education, Nursing, Professional Communication, Computer Information Science, Bilingual/Bicultural Studies, Religion, and Clinical-Counseling Psychology. The university also expects to offer undergraduate courses in nursing and liberal arts aimed primarily at transfer students.

La Salle has been providing courses at various sites in Bucks County since 1981, including Bucks County Community College, in Newtown, and Delaware Valley College, in Doylestown. But the new Center in Newtown would be the first Bucks site devoted exclusively to La Salle programs, according to the university's provost Joseph A. Kane, '56. "This is an opportunity to consolidate and expand La Salle's graduate and undergraduate offerings in Bucks County," Kane said. "We intend to continue exploring ways to build upon a collaborative relationship with Bucks County Community College and other organizations in the Bucks County area."

Kane added that La Salle will stop using the facilities at Bucks County Community College at the end of the summer but will continue to cooperate in such matters as transfer students, sharing databases, and other areas where the institutions can continue to support each other.

La Salle will continue to offer its MBA program on the campus of Delaware Valley College, where hundreds of Bucks County residents have earned their MBA degree over the past eight years.

"The Bucks Center is a direct result of our growing role as a regional university," said Brother President Joseph F. Burke, F.S.C., Ph.D., '68. "In recent years, we've encountered a growing number of student prospects who sincerely appreciate the quality of La Salle's academic tradition. But they've told us they want this kind of educational quality close to home and in time slots sensitive to the demands of their busy schedules. We envision that many of our Bucks students will be juggling the priorities of family and work with an earnest desire to improve their credentials. We've listened to their concerns, and the Center is part of our response."
Graduate Degree Program in Health Care Administration Now Offered in Bucks County

La Salle University began offering an MBA in Health Care Administration at Delaware Valley College, in Doylestown, in January, according to Dr. Anne M. Walsh, director of the Health Care Administration specialization in the MBA Program. This program has been available on La Salle’s main campus since 1980.

“This Health Care Administration program is for professionals in health care who want expanded professional credentials,” Walsh said. Graduates of the program have gone on to excel in such areas as acute care, medical group management and long-term care. They hold such positions as vice-president for U.S. Healthcare and president of Philadelphia’s Presbyterian Medical Center.

“We believe that our MBA offers excellent credentials for health professionals who want to prepare themselves for the many changes which are occurring in the health care industry,” Walsh said. “Consequently, we offer courses in business administration as well as specialized courses in health care administration which focus on topics such as long term care, medical group management, and managed care. Our objective is to educate health care managers who understand not only the business complexities of the industry, but who also understand the social and ethical dimensions involved in the delivery of health care.”

Walsh noted that La Salle has provided the specialization for 16 years and hence has a “tradition” in the profession. The university has also been diligent in keeping pace with changes in the health care industry, and full-time faculty are involved in organizations such as the American College of Health Executives and the Health Financial Management Association.

Adjunct faculty who teach in the program are also employed on a full-time basis and hold positions such as the president of the Presbyterian Foundation; vice president, Taylor Hospital, and the legal counsel for Franciscan Health Systems.

“We’re really trying to teach on the basis of real life experiences,” said Bill Morsell, ’81 MBA, vice president for U.S. Healthcare, who is an adjunct professor in the program teaching a course on managed care. “We use books in the program, but as much as 80 percent of what we do is to study how problems get solved and how strategic planning is carried out.” An example of studies in “real life” are reviews of health insurance negotiations that are actually carried out between payers and providers.

For more information on La Salle’s MBA in Health Care Administration, call Dr. Anne Walsh at 215/951-1620, or the MBA Office at 215/951-1057.
La Salle University is reinstating football and adding women's lacrosse to its athletic program.

The Explorers will play Division 1-AA non-scholarship football beginning in the Fall, according to La Salle's athletic director Robert Mullen. Home games will be held at McCarthy Stadium on La Salle's main campus. The 8,000 seat facility is currently used for men's and women's intercollegiate soccer and track and field. It will be renovated with new locker rooms and a press box.

The announcement came in January, several weeks after the university introduced the La Salle Mission Grant—a $3,500 annual tuition discount to Philadelphia residents or graduates of high schools in the Archdiocese of Philadelphia. The discounts will be available beginning Fall 1997 for qualified individuals who enroll as full-time day undergraduates at La Salle for the first time.

These moves are designed to stimulate enrollment at the university. Adding football is also seen as enhancing student life on the campus, according to Brother President Joseph F. Burke, F.S.C., Ph.D., '68.

"However, while there are doubtless campus life and school spirit dividends for adding football," explained Brother Burke, "this recommendation was accepted by University Council largely because of the additional full-time students it is expected to attract. There is still sufficient time to positively affect the size of this year's applicant pool, particularly in the university's primary market where there is still strong name recognition."

La Salle discontinued varsity football in 1941 because of the onset of World War II and resulting declining enrollment. The school sponsored a club football team in 1967 and 1968. Discussions for reviving football as a non-scholarship program began in 1992 when the University Council reviewed a recommendation from La Salle's Athletic Committee. At that time the proposal was rejected. However, the idea was revived recently because further studies by the university indicated the move would play "a significant role" with regard to improving enrollment and student life, Mullen said.

"This program is a natural for our area," explained Mullen. "Would a prospective college football player rather go to a Division III school and pay the same or more tuition or would he rather have his name attached to a Division I school—even though it's the same level program."

La Salle has formally applied for affiliate football membership in the Metro Atlantic Athletic Conference, whose members include Georgetown, Duquesne, St. John's, Canisius, Iona, St. Peter's, Fairfield, Marist and Siena. A tentative schedule for Fall 1997 includes home games with Fairfield, Delaware Valley, The Catholic University of America, Central Connecticut State, and St. Francis.

The Explorers held full membership in the Metro Atlantic Conference from...
1983 until 1992. The new women's lacrosse team will begin competition as a club sport this spring and will be a scholarship sport in the spring of 1998.

"Significant numbers of students have their enrollment decisions influenced by their desire to participate in athletics at the college level," said Christopher Lydon, La Salle's director of admission and financial aid. "La Salle is often eliminated from consideration because of the absence of football for men and lacrosse for women."

Regarding the Mission Grant program, the university has become increasingly aware that families of average and modest means consider that the cost of a private education at La Salle is growing beyond their reach.

"It is this kind of family and student that La Salle was founded to serve," said Raymond Ricci, '67, vice-president for enrollment. "The La Salle Mission Grant hopefully will encourage them to take a second look at La Salle."

The two new sports, the Mission Grant program, and the proposed expansion of Hayman Hall are among a series of moves made recently by La Salle to improve its attractiveness in a "highly competitive marketplace," Ricci said.

"I think there's been, at least in the initial stages, very strong interest in football," explained Ricci, who estimates that 35 additional students who would not have come otherwise will enroll this year because of the new sport. "Longer term, we would expect to see somewhere in the area of 60 to 80 new students a year because of football. If you look at the analysis that was done, it makes good financial sense to do it. There will be costs initially to get the program up and running. And there will be costs to maintain the program. But if our projections are correct, we think it's going to be successful."

La Salle's men's and women's varsity athletic teams began competing in the highly-regarded Atlantic 10 Conference two years ago. In its first season, Explorer athletes finished sixth out of the 12 conference schools in Commissioner's Cup standings. The Commissioner's Cup competition takes into account overall standings of each school's teams in 17 sports.

Bill Manlove, one of the winningest coaches in the history of NCAA Division III football, has been named head coach of the Explorers' new Division I-AA non-scholarship football team.

"I can hardly wait to get started," Manlove said before being introduced at a news conference on Feb. 25. "It isn't often that you have a chance to put your mark on a brand new program, particularly one in which there seems to be so much enthusiasm at La Salle for beginning a quality program."

Manlove, who lives in Doylestown, Pa., compiled a record of 192-82-1 during a 27-year coaching career at Widener University and Delaware Valley College. His Widener teams won two NCAA Division III national championships (1977 and 1981). His teams received seven Division III playoff invitations and won 10 Middle Atlantic Conference titles. He enjoyed 21 consecutive winning seasons and four unbeaten regular seasons.

"We're extremely fortunate to have a person with Bill Manlove's integrity and reputation," said athletic director Bob Mullen. "He brings instant local and national recognition to our new program. We needed somebody who doesn't have to explain who he is when he calls up a high school coach. He's an administrator and a teacher as well as a coach. He's

(continued on page 6)
a class act. There isn’t a person I think in this world who doesn’t like Bill Manlove.”

La Salle’s Faculty Athletic Committee reviewed more than 100 applicants for the head coaching position before narrowing the list to eight, then four applicants.

“I would have taken any of the eight and I would have been tickled to death with any of the four,” Mullen said. “The committee was unanimous for Bill Manlove. They made a tremendous choice.”

Manlove, a past president of the American Football Coaches Association, said that he knows starting a program will be a real challenge.

“I plan to bring La Salle a program that’s fun, innovative,” Manlove explained. “A quality program has the potential to have a major impact on the quality of campus life and I intend to develop a program that will provide excitement and become the thing to do on a Saturday afternoon.”

Manlove, who has twice been named the ABC-TV/Chevrolet Division III Coach of the Year (1977-81), envisions attracting several different kinds of players to La Salle.

“You have the kind of player whose high school coach thought he was capable of competing for a scholarship, but didn’t get one,” he said. “You have the kind of individual who earned a scholarship but isn’t getting much playing time at his current school. And finally you have situations where you get a walk-on with uncertain potential and a dream of being able to compete successfully at the college level. Given the right chance, such a player might excel beyond everyone’s expectations.”

La Salle’s new coach said that he has traditionally had the best experience recruiting locally, about an hour from home, and added that he will be taking a close look at Philadelphia’s Catholic, Public, and Inter-Ac Leagues, the suburbs, and the South Jersey area as well as at transfer students.

“That doesn’t mean that we won’t take a good player from wherever,” Manlove explained. “We’ll go as far as we have to with whatever time we have. But I think usually you do your best in your own backyard. I’m sure that the Catholic League will be a big recruiting spot for us. There are still some players out there who can help us. The big question will be if we can still get them into school and get their financial aid squared away.”

Manlove earned bachelor’s and master’s degrees at Temple University. He and his wife, Edna, have three daughters and eight grandchildren.
La Salle's Brother President E. Anselm, F.S.C., makes symbolic kickoff before the Explorers christened their new home field, McCarthy Stadium, with a 47-12 victory over St. Mary's College (Minnesota) on Nov. 1, 1936. Holding the ball is captain Joe Sciaretta. La Salle had previously played its home games at the old Baker Bowl at Broad st. and Lehigh ave., in Philadelphia.
Agenda For The Future
A Strategic Plan for La Salle University

LA SALLE UNIVERSITY
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To the University Community:

The enclosed draft of a strategic plan identifies a list of the critical priorities for the University for the next five years. The process which produced this draft began in 1994.

From the outset, I wanted a planning process that was characterized by two important features:

• It should be as inclusive and open as possible.
• It should integrate the on-going work of various ad hoc task forces and standing University committees.

With that in mind, I asked the coordinator of planning (Greg Bruce, dean of the School of Business Administration) to meet with staff from all of the major administrative units of the University as well as with faculty and alumni. Over the following months, as the work of various task forces ended (Task Forces on Instructional Technology, Development, Community, and the Middle States Self-Study) their recommendations were incorporated into the thinking behind this draft. Simultaneously, I charged a newly formed group, the Strategic Analysis and Assessment Task Force, “to identify and assess the effects of those critical forces and factors external and internal to the University that can be expected to have significant impact on the University during the next five years.”

In advance of that group’s findings, a working draft of a strategic plan was drawn so that many of the issues which faced us over the last two years could be addressed in a cohesive and organized way. That working draft changed many times and eventually included the four key elements that you see here: a core belief, an expression of a vision to guide decision making, a reaffirmation of values, and, finally, strategies and goals for the future.

Over the last year, the Analysis and Assessment Task Force studied the recommendations of the Middle States Committees and examined a number of external factors which it felt could affect the University in the near future. In the spring, they concluded their work and delivered a report to me with the observation that “the strategic goals listed in the Draft Strategic Plan are appropriate as listed and we should neither add to them nor delete from them.” Subsequently, the President’s Cabinet forwarded the draft to University Council which endorsed the draft at its 1996 summer workshop. It further recommended that the formal planning structure be broadened to include the following elements:

• The President’s Cabinet (a subgroup of University Council)
• The Planning and Budgeting Advisory Committee
• The Task Force on Revenue Enhancement and Cost Containment
• The Faculty Affairs Planning Committee

I have accepted that recommendation. All of these groups will report through University Council to me and ultimately to the Planning Committee of the Board of Trustees.

In addition to this document, formal plans have been developed for each of the major trunks of the University—Academic and Student Affairs, Enrollment Services, Business Affairs, and Development. Those documents contain specific goals and initiatives aimed at priorities for each respective area. The challenge, an on-going one to be sure, will be to assure ourselves that these plans are integrated and informed by the strategic goals of the University.

I invite you now to share your reactions to this draft so that we may bring the plan to completion. I also want to take this opportunity to thank all of the many members of the community who participated in this important work.

Brother J. F. Burke
Joseph F. Burke, F.S.C., Ph.D., '68
President
The University's Mission

La Salle University, dedicated in the traditions of the Christian Brothers to excellence in teaching and to concern for both ultimate values and for the individual values of its students, is a private university committed to providing a liberal education of both general and specialized studies.

As a university, La Salle strives to offer, through effective teaching, quality education founded on the idea that one's intellectual and spiritual development go hand in hand, complementing and fulfilling each other. The University has, as its basic purpose, the free search for truth by teaching its students the basic skills, knowledge, and values that they will need for a life of human dignity. The programs of the University also aim at preparing students for informed service and progressive leadership in their communities and for fulfilling the immediate and final goals of their lives.

As a Christian Brothers University, La Salle continues in the traditions of the innovative educator, St. John Baptiste de La Salle, who founded the order. The University engages in programs in which students' personal, social, and religious values may take root and in which students may grow in mature attitudes and behavior in all human relationships. The University strives to foster an environment of faith which produces a reciprocal respect among all persons in the community and to establish an atmosphere in which community members may openly bear witness to their convictions on world peace and social justice.

As a private University, La Salle strives to determine its own policies, thus providing the option of private higher education in an area increasingly dominated by large public institutions.

As an undergraduate institution, La Salle is committed to a liberal arts education which assists students in liberating themselves from narrow interests, prejudices, and perspectives, and in learning to observe reality with precision, to judge events and opinions critically and independently, to think logically, to communicate effectively, and to sharpen aesthetic perception. Students are encouraged to seek wisdom; that is, to grasp those basic principles which give order to particular facts. The University urges students to confront the ultimate questions of human experience: Who...
am I? Where does my destiny lie? How am I to reach it?

As a graduate institution, La Salle strives to support the career aspirations of students and meet the needs of society. Graduate education at La Salle emphasizes the students' ability to apply universals and specifics to actual situations, to distinguish relationships, to analyze critically, to rearrange component ideas into new wholes, and to make judgments based on external criteria.

CORE BELIEF
Dedication to teaching and the concept of association are at the heart of the 300 year tradition of the Christian Brothers. For a school to be truly Lasallian, it must be animated by these two elements. The concept—"to work together and by association"—has been a characteristic of the University's governance style in the past and we intend it to be in the future. Dedication to teaching will continue to be the informing spirit of the University.

Through the shared mission of the Christian Brothers, we are a community passionately engaged in the process of transforming ourselves and others through the service of education.

VISION STATEMENT
La Salle's vision of the future is inextricably linked to our identity as a Catholic, Christian Brothers institution and by the belief that inclusion and association should be the cornerstone on which our future is built.

La Salle's future will be distinguished by our continued service to, and partnership with, the City of Philadelphia. Our urban campus will serve as a unique setting for learning, service, and building community.

We will increasingly develop the University as a quality regional institution attracting students from a mainly Catholic population in the Middle-Atlantic states. At the same time, we will create awareness in selected national and international areas. Our intention is to achieve capacity among our day student body while taking steps to expand our graduate and part-time undergraduate programs.

Capitalizing on our heritage as an urban institution and mindful of the traditions of the founding order, La Salle will provide a liberal arts education with professional specializations in undergraduate and, increasingly, graduate studies.

At all levels, we will be student-centered; that is, unfailing attention to the needs of the individual student will be the recognized hallmark of a La Salle University education.

LASALLIAN VALUES
The following Lasallian values will provide a context for the operations of the University.

Respect for the Dignity of the Individual
We view the student as the center of all that the University does. Furthermore, we recognize that each person is created by God and each deserves to be treated with dignity and respect. Faculty, administrators, and staff, therefore, dedicate themselves to providing a personalized education, respecting in all cases the varying backgrounds and individual needs and abilities of each student.

Teaching and Learning in Community
We see teaching and learning as a "corporate and communal exercise." Around these core activities, we seek to develop a deep sense of association and community, where students are regarded as persons-in-community, where they can discover their unique personal value in an atmosphere where mind speaks to mind and heart to heart and where teaching and learning is experienced among friends.

Balancing The Goals of Liberal Education and Professional Studies
La Salle desires to balance the goals of liberal education with those of professional preparation. It wants to expose students to those ideas which will help them to live a fully human and principled life. At the same time, it will address the career-oriented expectations of its students by giving them the opportunity for specialized study.

Concern for Societal Issues
La Salle prepares students for progressive leadership in their communities and strives to develop in them sensitivity for the dominant ethical issues that confront society. We want to develop in our students sensitivity to the needs of others, particularly the poor, through course work and service opportunities sponsored by and for students.
Strategic Goals and Objectives

The critical areas of attention which the University will address over the next five years are expressed below as strategic goals.

1. We reaffirm our Catholic identity and recommit ourselves to making the traditional values of the Christian Brothers evident to the members of this community.

Objectives
- Support and encourage dialogue on the Catholic identity of La Salle University within the value system of the Christian Brothers.
- Develop more formal or concrete structures to transmit and celebrate the heritage of the Christian Brothers and the core concept of “shared mission.”
- Urge the Christian Brothers to continue to prepare younger members for work at La Salle by promoting higher education as an important and honored way to carry out one’s work and by encouraging doctoral studies and other terminal degrees.

2. We intend to cultivate a campus environment that promotes a sense of community among students, faculty, and staff.

Objectives
- Establish a Presidential task force on community.
- Assist all new students in integrating themselves into the academic and social life of the University.
- Develop programs and activities to foster student spirit and morale.
- Foster the understanding that learning encompasses more than just the academic experience.
- Increase the involvement of students in weekend activities through more programming on-and-off campus of appeal to students.
- Increase the sense of safety and security on campus.
- Continue efforts to create a unified campus through the closing of 20th Street.
- Develop a calendar of annual programs and events, such as Charter Week, that enhance the spirit and cohesion of the campus.
- Examine the role athletics plays in the life of the La Salle community.
- Expand Hayman Hall to accommodate large campus-wide events such as convocations, concerts, major speakers, and basketball.
- Foster a climate of tolerance and civility and facilitate the transition into the community by developing an orientation for new faculty, staff, and members of the Board of Trustees. Central to this orientation is the understanding and acceptance of La Salle’s mission and its values.

3. We will strengthen relationships with our Northwest Philadelphia neighbors and the larger community as part of our historical commitment to the local community.

Objectives
- Expand and promote collaborations with the community to improve the quality of life in the La Salle environment.
- Provide service and learning opportunities in the local community for faculty, staff, and students to develop mutual understanding and appreciation.
- Insure that all La Salle departments involved with the community integrate their strategies and plans around the core university strategy and plans.
- Improve the level of understanding (internally and externally) of La Salle’s commitment to the surrounding community.

4. We will develop plans for expanding graduate programs at satellite campus locations.

Objectives
- Investigate both the short and long range implication of off-campus centers.
- Investigate the option of acquiring or leasing space in Bucks County for the development of a Graduate Center.
- Examine opportunities for growth in existing and new graduate programs.
5. We will focus our attention on our core strength—teaching and learning—while balancing liberal learning goals with opportunities for professional preparation.

Objectives
- Initiate a process to revise the core curriculum.
- Take steps to identify learning goals and regularly assess progress toward the achievement of those goals.
- Develop new programs based on the core strengths of the University.
- Develop plans for the renovation of the Holroyd Science Center.
- Support, encourage and develop the Teaching and Learning Center and the IAMST.

6. We will commit ourselves to a budgeting and planning process that will result in achieving financial equilibrium and creating an administrative environment of continuous improvement.

Objectives
- Develop a financial aid strategy that maximizes net tuition revenue and makes institutionally-funded financial aid more enrollment efficient.
- Determine appropriate size of the University with regard to students, faculty, staff and plant with a view toward achieving financial equilibrium.
- Evaluate academic and administrative restructuring to improve service, student satisfaction, and operating efficiency-economy.
- Utilize the work of benchmarking and other techniques as well as technology to improve performance and create competitive advantages through redesign of processes.
- Establish a process to better link planning, resource-allocation, and cost-containment.
- Evaluate budget and performance incentives in order to encourage conservative, effective, and creative management of resources by all members of the community.
- Commit to a management process which continues a collegial approach to governance, affirms the concept of continuous improvement, and implements a system that regularly measures progress and performance.
- Assess outcomes to determine the effectiveness of our student-centered processes and programs.
- Maintain fund-raising goals, priorities and strategies in light of the University’s present financial need and position. As part of this effort, develop a University strategy for the pursuit of foundation grants and reexamine the goals of the Capital Campaign.
- Maintain an endowment investment and spending policy appropriately balanced between the short and long term needs of the University.
- Provide resources necessary to maintain a functional and attractive physical plant appropriate in size, configuration, and location.

7. We will advance our technological capabilities to support educational initiatives and administrative support systems of the University.

Objectives
- Explore opportunities in distance learning and other emerging technologies.
- Integrate technology into the teaching, research and administrative processes of the institution by investing in a technological infrastructure that is appropriate to the work of the University.
- Maintain one computing network infrastructure that serves all members of the La Salle community.
- Evaluate present University processes to identify ways in which technology can be used to improve service and productivity.
- Maintain an advisory group for the Director of Information Technology Services.

8. We will vigorously pursue efforts that lead to the development of a diverse community that is global in perspective.

Objectives
- Expand programming to increase cross-cultural understanding.
- Develop steps that will lead to greater tolerance and understanding of all members of the La Salle community.
- Become more international in focus.

9. We will provide for the continuing professional training and development of faculty and staff.

Objectives
- Implement the Middle States Self-Study recommendations as appropriate with regard to faculty and staff development.

10. We will increase the involvement of a key constituency, La Salle alumni/a, in the life of the campus.

Objectives
- Recruit an increasing number of alumni/a to take an active role in placement, development, academic and recruitment programs, and events.
- Through advisory boards, utilize alumni/a in the development and execution of plans.
A Wonderfully Warm, Cordial Place

Tom McCarthy looks back on his 45 year career as a psychology professor and administrator as La Salle grew from a small commuter college for men to a major comprehensive university.

As told to Robert S. Lyons, Jr., ’61

D
r. Thomas N. McCarthy, recently retired from La Salle after almost 45 years as a psychology professor, director of the Counseling Center, and vice president for student affairs. He arrived on campus in October, 1952, fresh out of The Catholic University of America where he earned bachelor’s and master’s degrees. (He would later get his Ph.D. at the University of Ottawa.) He expected to stay at La Salle only temporarily as an emergency faculty replacement because he was awaiting security clearance after having recently been appointed to the Paris office of the Central Intelligence Agency where he was scheduled to interview operatives from behind the Iron Curtain.

We both understood it was temporary because I had another job to go to. But when I got here and liked it, I just stayed and never looked back. But I’ve often wondered what might have been, especially when my roommate later became attaché to Moscow.

I always felt that I belonged here right from day one. It was just a wonderfully, warm, cordial place to be. The faculty, staff, and students were grand people to work with. The student body was small. As a faculty, we knew each other very well and socialized and partied together.

Going back to the early days I was impressed with the quality of our students. Even though many were outstanding academically, they were not applying for prestigious graduate scholarships and fellowships like the National Science Foundation, Fulbrights, Wilsons and Danforths. That puzzled me because I thought that they were capable of competing successfully. Brother Robert, the dean, gave me permission to set up a committee and we developed a program to identify people who could clearly compete successfully. We soon had our first Wilson and Fulbright winner, Bernie Blumenthal, ’59 (currently the chairman of the university’s Department of Foreign Languages and Literature), who studied at Northwestern and in Germany—and that was tremendously satisfying to me.

Early on I saw a pattern of prejudice against La Salle because our students were not being called to interviews. We protested and the Wilson Foundation people agreed to examine credentials of some of our students who had been overlooked. Their representative insisted that there was really no prejudice, but admitted that ‘most of us have the view that Catholic colleges like La Salle don’t really offer strong liberal arts programs. They are particularly strong in the sciences but we’re interested in the liberal arts.’

Fortunately we had a lot of Liberal Arts graduates to showcase. And then he acknowledged that ‘you know, you do have an unusually strong record.’ That was rewarding because, as a result, so many of our students did go on to win more of these prestigious awards than other local colleges, and especially more than our traditional competitors.

When I came here, the summer Pre-College Counseling Program was just for our students. We did a series of studies comparing people who were doing well in their freshman and sophomore years with those who had not and we found evidence that parental support seemed to be a critical factor in whether or not a student stayed or withdrew. Based on that, College Council accepted my recommendation that parents be invited. We were losing 13 to 15% of our new students between their freshman and sophomore years. That first year we invited parents to the program our freshman drop out—rate decreased to 7%. Afterwards it fluctuated between 3 and 5%.

In the early ’70s after I became vice president, one of my more satisfying moments was working to make us a more residential college. There was strong opposition to that at the time. We had been a good commuter school...
and had served the population of Philadelphia extremely well. Many people had gone on to wonderful careers after commuting to La Salle. But I felt that the Catholic population was changing quite dramatically. The size of the Catholic family in the '60s was beginning to get smaller, which meant that there would be more disposable income available to send students away to school. More and more Catholics were moving out to the suburbs and sending their children to public schools. That meant that we would be competing with other schools for the same students, and then there was a growing body of evidence showing that students who had the opportunity to live on the campus generally get more immersed in the life of the place. Of course there are exceptions but it was usually a better educational, social, and personal experience for them.

I just kept presenting position papers to College Council and the university trustees asking them to make that commitment. Eventually they did and we obtained a $6 million federal loan. But initially, several trustees were really opposed to this concept. But going residential was a wise decision. It changed the quality of campus life tremendously.

I think, too, with student life matters being so important these days—_they always were—I would argue even harder for the institution to make an even greater financial commitment to out of classroom experiences. We need to be putting money into debating, glee clubs, choirs, a classical orchestra. During the glory years of debating we had a wonderful, nationally-acclaimed program. Those kinds of things enliven a campus and make it an appealing place for young people to be.

I've often had the dream that if I could make the decision, I would have all the freshmen—and maybe all the sophomores-taking classes on Saturday mornings. And every Saturday afternoon, there would be soccer, field hockey, cross country—you name it.

The campus would just be filled with all kinds of cultural, social, and athletic activities. And the students would be here to participate.

One of the other really nice things that's happened to me was being involved in the planning of the Connelly Library and working with the construction people and architects all the way through to completion. That wonderful library has changed this institution incredibly for all of us. I also had the pleasure to serve as an administrator under four presidents who were all totally different, but remarkable individuals.

Brother Stanislaus was the first to permit Brother Vincent Grimes to set up a Student Life Office. As the dean of student life, Brother Vince was allowed to do things that were not being done at most other Catholic institutions. He was way ahead of his time. He foresaw changes that needed to be made in religious life before other people were even talking about that. He was able to convince us to establish a Psychology Department in the late '40s when psychology was still suspected in the church.

Brother Daniel Bernian strongly supported the more modern development of what eventually became the Student Affairs area. Brother Daniel was very instrumental in encouraging lay involvement. He established the administrative concept of four vice presidents—academic, business, student, and public affairs—and gave them strong support to develop their areas.

When I came here, with the exception of Joe Sprissler, the comptroller, as well as Roland Holroyd and Joe Flubacher who were already faculty legends, all the key positions were held by Christian Brothers. Daniel Bernian changed that. He made assignments more on merit rather than the religious status of the individual. Lay people who were appointed to these positions were not made to feel like second class citizens or anything of that sort. For me personally, he was just enormously supportive in what I was trying to do in the Counseling Center. He didn't always agree with me but he always heard me out.

Of the people still here today, Dr. Flubacher is just the model of what we would like an academician and a colleague to be. Probably no one I've ever encountered was so close to and respectful of his students. His whole life was, and continues even in his retirement—to be wrapped up in the students. He's a remarkable model for all of us.

Joe Sprissler was an extraordinary person. Like Joe Flubacher, there probably wasn't anybody in my time for whom La Salle was more important than La Salle was for Joe. He lived and breathed this place.

Brother Daniel Burke was strongly disposed to strengthening the institution as a liberal arts college. He was instrumental in changing the character of the college in that way. It was a pleasure to work with somebody who articulated ideas so well. He was also very supportive of my policy changes to share power with students more effectively.

Dan Burke had a remarkable influence on me. I learned how to conduct a committee and learned how to be a student of administration just by watching and working with him. He was always prepared. He had an extraordinary ability to pull things together and coordinate them. He had a lot of confidence in the people around him and that to me was important. He had a vision of this place as a good quality college and he wanted us to do everything that we could to assure quality in...
our educational programs, out-of-class activities, faculty, and staff. He also was remarkable for his tolerance of ideas different from his own even while setting an example of how to live a life decided by firmly-held beliefs.

When the decision was made to go coed in 1971, we spent much of our time getting women assimilated into the life of the campus—especially into the athletic program. There were some very strong, negative attitudes against women playing intercollegiate sports. I can recall one meeting of the Athletic Committee when I was emphasizing how important it was that they be treated with equity and have the proper equipment. And two members wanted to know "What kind of jockstrap do they wear?"

During Dan Burke's time, we both wanted to make sure that women were fully incorporated into the full life of the campus. We encouraged women to stand for office and they eventually did become editors of the Collegian and things like that. With his convictions about the importance of equity issues and making sure that everybody was treated fairly, it made it much easier for me working with all the people affected by our going coed.

I was on the search committee that recommended the appointment of Brother Patrick Ellis as president. It was clear from the instructions that the trustees gave to us on the search committee that they wanted somebody who would become spokesperson for the institution with the larger community around us and who would be effective in raising funds. And so Patrick's style of the presidency was very different from the two who preceded him, the two that I worked most closely with.

Brother Pat became a widely-known and respected spokesman for La Salle. He was very successful at that. He raised our profile higher than it ever was and he was very effective at raising money. It was also under Brother Pat that we made the transition to a university.

I knew Brother Joseph Burke first when

“Going residential was a wise decision. It changed the quality of campus life tremendously.”

he came to us as a colleague in the Psychology Department and we worked closely together. Later, when he was department chairman, we introduced the Human Services Psychology Program and got the Pastoral Counseling Graduate Program established. By the time he became president, I no longer had an administrative job. I was just a colleague on the faculty. So I don't know what it would be like to work with him as a fellow administrator.

Joe Burke has a conception, I think, of what he wants La Salle to be. For one thing, he has the trustees playing a much more active role in expressing their views concerning the well-being and the direction of the institution than any board that I can recall.

Today's students are not fundamentally different from the ones on campus when I arrived in 1952. The students in those days were wonderful people—just really good people in a sense that you would be glad to have them in your own family. And I think that's still true today. That's one of the things that makes La Salle really a great place to be.

Most students today come from families that are better off financially so you see many more cars on campus. More and more of their parents have been to college themselves, so they have a better understanding of what it's about. Many of the students still work their way through school. Obviously there are many more women on campus and that's had an effect on many of the academic departments like Psychology and Communication that are extremely popular with women.

Another thing that's been so outstanding about the place—especially in the '50s and '60s—is the fraternal spirit that I have always attributed to the Christian Brothers. The faculty and staff know and care about one another. That's been very important to me—and I think the Brothers create that atmosphere. When you ask about the Catholicity of the place, what makes it a good place to be, I think it's their model—the fraternal way they live.

During all the years I have been here and especially for the past 30 years or so, questions about how to celebrate the Catholicity of La Salle have been a major concern to many on campus. With students, faculty, and administration drawn increasingly from diverse backgrounds, finding meaningful ways to assure the centrality of Catholicism in the ongoing life of the university has become more and more difficult. We have labored hard, and with remarkable success, to create a congenial campus for people of all religious beliefs. We work hard, as well, through an active campus ministry, regular discussions about our Catholic heritage, and by fostering corporal works of mercy—notably these days expressed in extensive volunteer activities, to maintain a lively Catholic atmosphere.

I think that symbols are essential as guides to ways people live, and these kinds of activities symbolize the La Salle of today. A year or so ago the university, imitating the business place, adopted a dress-down Friday practice. I took to wearing my academic gown on Fridays because that symbolizes what we are: an academic community, not a business. Just as important, a Catholic academic community. On a religiously diverse community such as we have become it is a daunting and unending challenge to find ways to proclaim our religious heritage. One of the reasons La Salle means so much to me is that we never stop that search.

McCarthy, who still teaches occasional graduate and undergraduate psychology courses, plans to do a lot of traveling with his wife, Ruth, and continue his extensive volunteer activities. Much of it concerns projects sponsored by Rotary International in which he is a former district governor and president of District 745's Gundersen Foundation. He has been instrumental in raising funds for scholarships to send students and faculty abroad to teach in developing countries and for an international polio eradication program.
New “Mission Grants” Reaffirm La Salle’s Historic Ties to City

In a move to “reaffirm deep, historic ties” to the City of Philadelphia, the university recently announced a new financial aid program for residents of Philadelphia or graduates of Catholic high schools in the five-county Archdiocese of Philadelphia.

Annual tuition grants of $3,500 will be awarded to full-time day freshmen or transfer students entering La Salle for the first time in Fall 1997.

The announcement came from Raymond Ricci, the university’s vice president for enrollment services. The La Salle Mission Grant may be combined with other forms of financial assistance, provided total university aid does not exceed the cost of tuition in a given year.

Ricci said the grant is called the La Salle Mission Grant because the university’s commitment to make a quality education available to students of modest means has always been a part of La Salle’s mission. The grants would enable a qualifying student to attain savings of $14,000 over the life of a four-year education. La Salle’s basic annual tuition for full-time students, excluding room and board, is $13,770 for 1996-97.

“The decision simply reaffirms our mission as envisioned by La Salle’s founders,” Ricci said. “We know that managing the cost of a college education is a chief concern for most families today. Our sincere hope is that with this La Salle Mission Grant, our university will become more affordable to the populations we were founded to serve.

“We’re also hoping that the La Salle Mission Grant will persuade some families who believe private education is unaffordable to take a second look,” Ricci said. “And we hope that when they take that look, they’ll decide a La Salle education is within reach after all.”

Reacting to news of the Mission Grant program, Philadelphia School Superintendent David W. Hornbeck called the move “a creative incentive and a valuable new tool for all of us who are encouraging Philadelphia high school graduates to pursue higher education in the city. La Salle should be recognized for this welcome initiative — one which will encourage our best high school graduates to continue their education right here in Philadelphia. The program is an important step toward making a college education affordable for Philadelphia families.”

Richard V. McCarron, Jr., superintendent of schools for the Catholic Archdiocese of Philadelphia, said: “I applaud La Salle’s initiative. The university deserves much praise for remaining faithful to the mission of Saint John Baptist de La Salle, the French educator who founded the Christian Brothers. That mission was to provide a quality Catholic education to those who deserve it the most.” La Salle takes its name from the innovative, 17th-century teacher.

Founded in 1863, La Salle University continues to be administered by the Christian Brothers, a worldwide teaching order that today is the largest of its kind in the Catholic Church. La Salle has 5,170 students enrolled for the 1996-97 academic year — 2,750 day students, 1,070 continuing studies students (adult learners in the evening), and 1,350 graduate students.

La Salle’s last two freshman classes have been the university’s largest in six years.
University Introduces Graduate Program in Psychology with Five Counseling Concentrations

La Salle University has begun offering a new master’s program in clinical-counseling psychology with concentrations in five areas — marriage and family therapy, addictions counseling, psychological counseling, industrial psychology and organization, and pastoral counseling.

The program combines previous graduate offerings in pastoral counseling and human services psychology “and adds concentrations that are really relevant today,” said Dr. John Rooney, director of La Salle’s Graduate Counseling/Psychology Program.

“We’re excited about being able to offer this new degree program,” Rooney said. “We see ourselves as meeting the needs of two kinds of professionals — those with a bachelor’s degree and working in the field, such as in human resources or social work, and who want additional credentials, and individuals not primarily in the field now and who want to transfer into a new career.”

Dr. Rooney said that La Salle’s new graduate program has many advantages.

“We’ve been doing community outreach in our graduate program for more than 10 years and have a strong record of field placements as part of the degree process,” Rooney explained, adding that La Salle has its own clinical, community-based program yielding valuable and practical field experience.

“Students give us real positive feedback about the kind of clinical program we have here,” said Dr. John Smith, clinical director in the graduate program.

New Environmental Science Major Helps Students “Make Real Difference in World”

For Dr. Henry Bart, the introduction of a major in environmental science at La Salle University last Fall is both appropriate and timely.

“Students are asking us for it,” says Bart, an associate professor of geology at La Salle who is directing the new major. “Many of our students see their education as preparing them to make a real difference in the world, and they see that the world is affected by many environmental problems — contaminated soils, pollution of streams. They see that we don’t yet fully understand how to solve many of these problems. We don’t know everything about how pesticides and chemicals interact with the planet earth — what they do to us and to the environment. We haven’t figured out the best ways to dispose of radioactive materials or what landfills do to the environment. They want to work on solutions to these challenges.”

Bart says the new major, which he describes as “eclectic,” will empower students with the knowledge to take on the problems, either through a policy-making or scientific/technology-oriented career.

“We borrow from many areas of study to focus on a common area of concern,” Bart explained, adding that the new major will include a variety of tracks including biology, chemistry and geology while retaining an earth science emphasis. “There is no exact uniformity for environmental science majors from school to school.”

Bart has taught at La Salle for more than 20 years. His summer workshops to help public and parochial school science teachers expand their environmental backgrounds have proved popular in recent years. He also runs an annual Saturday environmental workshop for hundreds of high school students on campus.
With the La Salle University Neighborhood Nursing Staff behind her, Katherine K. Kinsey, Ph.D., R.N., displays a 1996 Archon Award, presented to the center by Sigma Theta Tau International, the honor society for the nursing profession. This year’s award, which was given to 33 organizations nationally, focused on exemplary not-for-profit organizations. Previously, the honor society has recognized Dr. Jonas Salk, Dr. C. Everett Koop, Elizabeth Dole, Dr. David Hamburg, Marian Wright Edelman and Leighton Claff, commemorating their contributions to improving the lives of persons all over the world.

Brother Miguel Campos Appointed Director of Graduate Religion

Brother Miguel Campos, F.S.C., S.T.D., former director of outreach and multicultural research for La Salle’s Office for Multicultural and International Affairs, has been appointed director of graduate religion at the university.

NATIVE OF CUBA, Brother Miguel is a specialist in the professional and spiritual development of Christian educators and has conducted scores of national and international workshops on the subject. He has extensive pastoral experience in youth ministry, campus ministry, and in the training of catechists and directors of religious education.

La Salle’s graduate religion program is the oldest of the university’s 10 graduate-level concentrations. Its first students graduated in 1953.

Brother Miguel holds a doctoral degree in sacred theology from the Lateran Pontifical University, Rome. He has published five books on ministerial and spiritual development, each of which has been published in five languages.

Brother Miguel has co-directed graduate religious studies programs in Miami, Fla., and taught in similar programs in Newark, N.J.

While in Miami and Newark, Brother Miguel served as administrator of religious education offices in archdioceses here, developing catechist formation programs in both locales. He also initiated the Ministerial Development Center, a program that promotes lay ministry for the Archdiocese of Newark.

He recently collaborated with the Philadelphia Catholic Archdiocese in developing the Institute for Evangelization to spur Church growth in North Philadelphia.

“In this graduate program, we expect to continue serving both students who are already in professional church ministry and those contemplating that kind of life, perhaps considering a career change,” Brother Miguel said.

Although the program has been very effective in meeting the needs of religious leaders until now, a review of future program priorities is now underway, added Brother Miguel. “We will take a hard look at both the needs and concerns of modern men and women and the Church as we approach the year 2000.” Religious leaders, alumni, students and professors are working together to complete that assessment.

Brother Miguel said current graduate students include many African American, Hispanic and Asian students who are serving or who seek to serve in their communities.

Tracks in the graduate program include theological studies, liturgical practice and pastoral studies.
For Michael A. Mosley, ’82, “giving back” to the community has remained a commitment throughout his professional life—ever since his graduation from La Salle University.

“I’ve been very blessed,” Mosley says. “I received a lot of help along the way when I was growing up, and when you think about your good fortune, I think it’s natural to want to give something back.”

Mosley, an English Communication major as an undergraduate, was honored on Jan. 30 with the Warren E. Smith, M.D., Award, presented each year to an African-American graduate of La Salle who’s achieved professional success, demonstrated a commitment to university values, has made contributions to the community, and served as an outstanding example to all La Salle students.

Mosley was a Division I NCAA semifinalist in the national 100 meter run competition in 1980. He was captain of the men’s track and field team for two seasons, was a member of “Black Students of La Salle” and helped to plan his college graduating class’s ten-year reunion.

Mosley now operates his own insurance agency, which is affiliated with Allstate Insurance, near his home in Montgomery (Pa.) Township. He is assistant track coach at Philadelphia’s West Catholic High School and sponsors two track clubs, the New Dimension Club, in Philadelphia’s Logan section, and the Morris Estate Club of Mt. Airy. The latter organization was “very influential when I was growing up,” he recalls.

Mosley has been a mentor to a youth for eight years through the Montgomery County Big Brothers Big Sisters Program. “That’s given me a lot of perspective,” he says, explaining that the young man that he has taken under his wing hasn’t had a father involved in his life, and his mother is no longer alive. “His story has helped me to especially appreciate what I’ve had.” Mosley added while expressing appreciation for his parents, Arry and Agnes Mosley, who live in Philadelphia’s West Oak Lane section.

“My little brother just didn’t have support from his parents,” Mosley said. “It’s been rewarding for me to see him progress into life as an adult. His grandfather said to me recently that he doesn’t know what would have happened if it hadn’t been for me. That was nice to hear.”

Mosley explained that his own parents, born as African Americans in the South during the Depression, “had the kind of strength to get through circumstances tougher than I’ve ever known. They always had education at the forefront for my sisters and me. We went to college and had opportunities my parents never had. They’ve been married forever. They’re a real inspiration to me.” Arry Mosley is a retired foreman of a Philadelphia meat-packing concern. Agnes is a retired seamstress.

Another project of importance to Mosley is coordinating an “Adopt A School” Program for the John F. Watson Lodge 23, Prince Hall Masons, Philadelphia. Mosley is Worshipful Master of the Lodge. Through this program, the Lodge has been donating computers on a regular basis to the John B. Kelly School in Philadelphia’s Germantown section. “All my schooling was in the Germantown community, and I enjoy remaining involved,” Mosley says.

Mosley has fond memories of La Salle. “The first time I ever visited the campus was during a kindergarten class trip,” he recalls. “I still get a special feeling whenever I drive by the campus.” Highlights were his 1980 NCAA track success and receiving a gold watch at the Penn Relays. “I always appreciated the richness of the atmosphere at La Salle,” Mosley said. “The teachers had a personal touch. I always felt at home, never like an outsider.”

Other Mosley activities include sponsoring the Northwest (Philadelphia) Raiders Athletic Association and membership in Canaan Baptist Church, Philadelphia.

Dr. Warren E. Smith, for whom the annual award is named, in 1954 became one of the first African Americans to graduate from La Salle’s pre-med program. He served as the university’s psychiatrist for 15 years before retiring. He died in 1990.
New Trustees Elected
Richard S. Rueda, Esq., '62, chief executive officer of Trans Freight Systems, Inc., of Philadelphia, and Maria Tucker Cusick, '83, former president of La Salle University's Alumni Association, have been elected to the university's Board of Trustees, it was announced by Brother President Joseph F. Burke, F.S.C., Ph.D., '68.

Brother Craig Franz Named President of St. Mary's College
Brother Craig Franz, F.S.C. who served as associate professor of biology at La Salle University from 1988 to 1994, was appointed president of St. Mary's College of California, beginning July 1.

Brother Franz is presently serving in the dual capacity of dean of the School of Mathematics and Science and executive assistant to the president at St. Mary's University of Minnesota.

During his tenure here, Brother Franz is remembered as a popular, well-respected teacher as well as a swimming enthusiast. Additionally, he was recipient of the Fulbright Senior Scholar award at the Mar Institute of Technology in Venezuela.

A native of Baltimore, Brother Craig entered the De La Salle Christian Brothers in 1975. He received an undergraduate degree from Drexel University, and a doctorate in zoology at the University of Rhode Island.

Sponsored by the De La Salle Christian Brothers, St. Mary's College was founded in 1863 in Moraga, Calif.

Br. John Owens Celebrates 60th Anniversary as Christian Brother
Brother John Owens, F.S.C., '41, assistant registrar at the university, celebrated his 60th anniversary in religious life on March 15. The Mass of Thanksgiving was followed by a reception and dinner on campus.

Nearly every undergraduate recognizes and respects the tall, elderly religious who, for two months each year, with a smile and encouraging words, supervises each registration procedure—checking students' appointments, answering questions, and announcing closure of various sections. Otherwise, he is busily engaged in the scheduling of classes for the forthcoming semester.

Brother John has been an administrator at La Salle for 34 years. Before joining the registrar's staff, he was dean of men from 1963 to 1967. Prior to that he spent 24 years at West Philadelphia Catholic High School for Boys as a teacher and, later, principal from 1954 to 1963.

"Time flies, especially when you're doing work you enjoy so much," he said. "My perseverance in religious life was easy for me because of the moral excellence of so many of the Brothers I came in contact with."

A native Philadelphian, Brother Owens was invested in the religious habit on December 7, 1956 at Emmendale, Md., and was perpetually professed on August 25, 1943 at Ocean City, N.J. He earned a master's degree in education at Villanova University in 1945. La Salle University conferred an honorary doctor of pedagogy degree in 1960.

"When I hear that one of the Brothers boys or girls from West or La Salle is making it big, I just light up inside," he said with a characteristic smile. "That's the sort of news that makes me feel like my life has had some purpose, some meaning.

"But I always knew it would be that way. That's why I became a Christian Brother."
Joseph L. Moran Scholarship Fund

This Spring, the university’s Department of Foreign Languages and Literatures will be awarding the Joseph L. Moran, ’50, Scholarship to a currently-enrolled La Salle student of Spanish whose academic record demonstrates promise in the language.

The scholarship was established in 1976 in honor of the esteemed Spanish professor who taught at La Salle from 1959 until his death in 1976. It aims to defray the cost of study abroad at a United States-accredited institution of higher learning. The scholarship has been supported through the years by donations from alumni, faculty, staff, and friends of the university.

Alumni contributions to the Joseph L. Moran Scholarship are gratefully accepted. Please contact Dr. Nicholas Angerosa (215-951-1202), Dr. Glenn Moracco (951-1209), or Dr. Barbara Trovato (951-1213).

MARK YOUR CALENDAR
FOR THESE IMPORTANT EVENTS

- Annual Holroyd Lecture .................................................. April 11
- Annual Grimes Lecture ................................................... April 19
- Pittsburgh Area Alumni Meeting .............................. April 22
- Alumni Association Board of Directors Meeting ........ May 7
- Alumni Induction Ceremony, Class of ’97 .................. May 9
- Baccalaureate Liturgy/ Senior Faculty Reception ........ May 10
- Commencement (McCarthy Stadium) ......................... May 11
- REUNION WEEKEND ’97 ............................................. May 16-17
- “Explorer Day at the Bay” at Sea Isle Yacht Club .......... August 10
- Young Alumni Party at Princeton Inn, Avalon, N.J ........ August 23
Communication Alumni Receive "Shining Stars"

The Communication Department celebrated its 20th anniversary on Oct. 5 by presenting its first annual Shining Star Awards to four prominent graduates of the program who embody a combination of professional success and commitment to La Sallian ideals of education and service.

The recipients were: Ken Adelberger, ’82, the voice of the Philadelphia Flyers for Prism-TV; Kelly Anne Burke, ’93, a VISTA volunteer who does public relations and fund-raising for Highbridge Community Life Center, in New York City; Dan DeLuca, ’94, a La Sallian volunteer who teaches religion and English at St. Raymond's High School, in New York City, and Eileen Matthews, ’81, part-owner of Sequo Way Video Productions and a former Emmy Award-winning producer at Philadelphia’s WCAU-TV.

The inspiration for the awards, according to Brother Gerard Molyneaux, F.S.C., Ph.D., ’58, chairman of the Communication Department, came from the Biblical quote (Daniel 12:3): “Those who lead the many unto justice, shall shine as stars for all eternity.”

SCHOOL OF ARTS & SCIENCE

Leon J. Perelman, president of American Paper Products, Co., of Philadelphia, has retired from La Salle University's Board of Trustees and has been elected an emeritus member of the Board.

Leon J. Perelman

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For Dr. Joseph F. Flubacher, '35, professor emeritus of economics, December 5, 1996 was a memorable day.

Alumni, administrators, faculty, and students gathered at the First Union Bank in Philadelphia's Fidelity Building to honor his 60 years of loyal service to La Salle and to applaud the establishment of a scholarship in his name. The event was both a testimonial to his legendary career and a genuine show of affection for a man who has touched so many lives.

"I'm overwhelmed and at the same time embarrassed to have colleagues and fellow alumni asked to contribute in one's name," said Flubacher. "But gratitude is the overriding emotion."

The initial goal is to build a $250,000 endowment over three years whose annual income would provide a one-year, full-tuition scholarship. To date, $106,000 has been realized.

Emanating from grateful and generous alumni who have been inspired by their distinguished professor's teaching and example, the Flubacher Scholarship is to be awarded to an economics student of intellectual achievement, demonstrated financial need, and the promotion of the social and economic justice of the Papal encyclicals to which "Flubie" has been passionately committed.

David Poiesz, '80, senior vice president at Jennison Associates, New York City, and a driving force behind the scholarship, said: "This venture has the ability to renew investments in future students. It will inspire a new generation of students who can benefit the university."

In order to give all Explorers an opportunity to support the scholarship, plans are being made for an on-campus reception to honor Dr. Flubacher on May 15, 1997.

If you are interested in making a gift to the scholarship and/or attending the May 15th testimonial, please call the Development Office at (215) 951-1539 for details.

Tom Gola Unanimous Choice for All-Time National Invitation Tournament Team

Tom Gola, '55, who led La Salle to the National Invitation Tournament championship at New York's Madison Square Garden as a freshman in 1952, was a unanimous choice for the all-time NIT team selected by a media panel prior to the 1997 tourney. The other unanimous picks were DePaul's George Mikan and Kentucky's Ralph Beard. Maurice Stokes, of St. Francis, and Walt Frazier, of Southern Illinois, also were named to the team. Gola, who shared the NIT's MVP award with teammate Norm Grekin in 1952, also led the Explorers to the 1954 NCAA title. "Gola was the first of the big guards," recalled sportscaster Marty Glickman when the team was announced. "He was 6-7, but he played like a little man with grace and speed."
'57 40TH REUNION MAY 16-17, 1997

Philip J. LoPresi, M.D., has retired after 30 years of practice in dermatology in South Jersey.

'59 Joseph C. Flanagan, M.D., is director, oculoplastic service at Philadelphia's Wills Eye Hospital, chief of ophthalmology at Lankenau Hospital, and professor of ophthalmology at Jefferson Medical College. He was recently named one of the "Best Ophthalmologists in America," as picked by the chairmen and directors of residency programs throughout the country for a survey conducted by Ophthalmology Times.

'61 John "Les" Burke has retired after 35 years with the Abington (Pa.) School District. He is still involved in coaching golf and basketball at La Salle College High School.

'62 35TH REUNION MAY 16-17, 1997

John J. Convey, chair of the Department of Education at The Catholic University of America, in Washington, D.C., recently published a book entitled, Strategic Planning for Catholic Schools: A Diocesan Model of Consultation. Anthony C. Murdock has retired after 35 years in the education field holding positions of teacher, counselor, and assistant principal. He expects to enjoy retirement by traveling in the United States and abroad as much as possible.

'67 30TH REUNION MAY 16-17, 1997

Michael J. Belcak, Sr., is teaching computer applications, programming, and keyboarding in the Vocational Business Education Department at Olympic High School in Charlotte, N.C. He recently received a master's degree in business education from Winthrop University in Rock Hill, S.C. Henry E. Rzemieniewski has been reappointed to the position of municipal judge of the Hillsborough Township (N.J.) Municipal Court for another three-year term. He has held this position for 12 years.

'68 Dr. Victor D. Brooks, professor of historical foundations of education at Villanova University, has just completed a new book entitled, The Last, Best Hope: A Political and Military History of the United States from the Revolution to the Civil War. Dr. Robert J. Diaz was recently honored by the Goteborg University of Sweden. The university conferred the doctor honoris causa degree on Diaz, "in recognition of his excellent scientific contribution to the understanding of the marine benthic community." Diaz is a professor of marine science in the Department of Biological Sciences, Virginia Institute of Marine Science, at The College of William & Mary. Edgar J. Langdon was recently honored for 35 years of service at Chestnut Hill Hospital, in Philadelphia. He has served in a number of capacities including senior laboratory technician and manager of the Respiratory Care Department.

'69 John J. Blanch, M.D., is the chief of medical staff at the Fronske Health Center of Northern Arizona University, in Flagstaff.

'70 Ronald Matecki, who has held management positions at Philadelphia regional banking institutions for more than 25 years, has been appointed manager of the City Avenue Branch by First Republic Bank. Richard G. Tucker, D.O., was elected vice-president of the American College of Osteopathic Obstetricians & Gynecologists at their annual meeting in San Antonio. Dr. Tucker will automatically succeed to the presidency of this national organization devoted exclusively to women's health care. Rev. Leonard H. Zeller is the senior chaplain at Brooks Air Force Base, in San Antonio, Texas.

'71 Dr. Thomas J. Baldino, professor of political science at Wilkes University, in Wilkes-Barre, Pa., received the Carpenter Award for outstanding teaching. This award identifies the best teacher among all the faculty for the year and is determined by a committee of the faculty. Kenneth S. Domzalski has been reappointed as a trustee of the New Jersey State Bar Foundation, the educational and philanthropic arm of the New Jersey State Bar Association.

Alison Hudson Donohoe, '87, and Doug Overton, '91, were inducted into the Big Five Hall of Fame on Jan. 18 during ceremonies at the University of Pennsylvania Palestra. Donohoe, who finished her career with 1,138 points, is in the top ten in a number of all-time categories at La Salle. Today she is an accountant for Rodale Press, in Emmaus, Pa. Overton scored 1,795 points during his career and served as team captain his senior year. He is now playing for the Philadelphia 76ers of the National Basketball Association after previous stints with Washington and Denver.
James J. Haney, M.D., is chief of radiology at Memorial Hospital of Salem (N.J.) County. He is also president of Salem Radiology Associates, P.A. Francis C. White is manager of small business and individual health sales for AmeriHealth HMO, Inc. in New Jersey.

Leonard F. Milewski, M.D., a general and vascular surgeon in the Haverford, Pa. area, was recently inducted as a Fellow in the College of Physicians of Philadelphia. John S. Wargo has been accepted into Omicron Delta Epsilon, the International Honor Society in Economics.

Michael G. Dell’Orto recently directed the New England premiere of Neil Simon’s London Suite at the Worcester Foothills Theatre in Worcester, Mass. He also performed in the Neil Simon play Laughter on the 23rd Floor. He appeared in A Christmas Carol for American Stage Festival, in Nashua, N.H. and will be directing the musical Dames at Sea, also for the American Stage Festival. George J. Zimmerman, Ph.D., completed his 17th year at The Colgate Palmolive Company and was promoted to director of technology & engineering for the firm’s global oral care business.

Mary Them Benson was selected for the 1996 edition of Who’s Who for Teachers by her former students. Anthony W. Bracken, M.D., is a partner at Charlotte Cardiology Associates, in Charlotte, N.C. Edward M. Carilli received his master’s of social work degree from Adelphi University. Donald A. DiIennio, M.D., is in private practice and specializes in the art of hair transplantation. Paul Schneider, who directed the communications efforts of two of the country’s leading regional sports networks over the past 10 years, has established Paul Schneider Public Relations and has retained SportsChannel New York as a client.

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'93 MARRIAGES: Lynda Cicala to John H. Warner (BBA '93); Andrea J. Lapuskeski to Charles C. Vicentle.

'94 Christine Jenkinson is the campus coordinator for Saint Leo College's branch campus at Naval Station Mayport, in Jacksonville, FL. She handles all advertising and public relations materials for the college. Heather Snyder has begun her Ph.D. in developmental psychology at Fordham University.

MARRIAGE: Maria Savarese to Robert Lawrie (BA '92).

'96 Courtney Shaw is working at the Police and Fire Credit Union in Philadelphia as a support service representative. Jen L. Weikert is pursuing a master's degree in women's studies at University College Cork, in Ireland.

MASTER OF BUSINESS ADMINISTRATION

'79 Paulette Travers Zimmerman (BS '75) recently completed her 15th year as an independent management consultant and continues to expand the business of Zimmerman Associates into the growing healthcare market.

'81 Walter S. Kowal retired from the U.S. Naval Reserves after 24 years combined active and reserve time while holding the rank of Commander in the Supply Corps. In his civilian life, Walt was selected promoted

financial manager of the U.S. Marine Corps Advanced Amphibious Assault Vehicle Program located in Woodbridge, Va.

'86 Donald G. Smith (BS '74) was promoted to director, production and facilities management operations at Copy America Inc., a company specializing in reprographic services to the legal market.

MARRIAGE: Donald G. Smith to Karen B. Manucci.

'89 Joseph C. Sanginiti (BS '79), vice president of pharmacy operations at ValueRx, received the American Managed Care Pharmacy Association's Distinguished Service Award. The award was presented "in recognition of his outstanding participation and personal dedication to managed care pharmacy in the development and support of the association's Adopt-A-School Program.

'92 Andrea Eadeh Wills (BA '88) is a specialty sales representative for Rhone-Poulenc Rorer Pharmaceuticals, in Baltimore, Md.

'96 Dalia R. Rojas (BS '95) has accepted a position as systems engineer at QVC.

BIRTH: to Terri Lynn Kelly and her husband, Brian, their second child, a daughter, Kristen Lynn.

MOTHER OF ARTS

'89 Howard M. Morgan (BA '86) is coordinator of member/provider advocacy department at Independent Health in Buffalo, N.Y. He received the 1996 service award from the Niagara Area Habitat for Humanity.

THE 1996-97 ANNUAL CAMPAIGN UPDATE

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Thomas J. Lynch, '62
Annual Fund Chair

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NECROLOGY

'29 George W. Beacher, Jr., M.D.
'35 Rev. Joseph B. Curran
'36 Francis J. Kenney
'39 Maurice A. Kelley
'39 John F. Fisher
'50 Eimer A. Pendel, O.D.
'51 William K. Boyle

William D. Mignogna
'54 Vincent E. Rooney
'59 Theodore J. deGroot, M.D.
'62 Dominic V. O'Brien, Ph.D.
'66 Terence P. Collins
'68 William J. Dugan
'73 David J. Fortunato
Profile

CURE FOR "WHINING" BECOMES AN ALUMNAE PRODUCTION

One day two years ago, Bernadette Prendergast McPherson, '83, was attempting to talk on the phone with her sister while keeping two preschoolers at bay at her home in Rutherford, N.J. Thomas, the baby, was taking a nap and Bernadette, her oldest child, was in school. She had long-ago postponed her legal career for the stay-at-home life, reasoning the world could do with one less lawyer for a little while.

McPherson's two preschoolers, Molly and David, shared two things in common—ESP for when mommy is on the phone and wintertime staticy hair. These two factors and the "Long Winter of '94" that followed led to the birth of a funny new product and an amazing adventure for her and her friends from La Salle.

Nearby was a spray bottle filled with water to keep the psychic preschoolers hair under control. While she was talking, the children swarmed into the room demanding treats, a change in channels, free tickets to Barney at Radio City, freedom from nap-time for their baby brother, and a host of other things. In that instant, McPherson grabbed the spray bottle and said, "Whine-A-Way...One spray and the Whine goes away!" Her preschoolers ran away laughing and her sister, Margo, suggested trademarking the name and marketing the product.

McPherson soon realized the mass appeal of a product like "Whine-A-Way." Whiners were everywhere—in her living room, in Washington, on Oprah, on the radio, in the newspapers. Something had to be done so she trademarked and copyrighted the name and design and started her own company to distribute the product as well as the "Anti-Whiners Survival Kit," which includes tee-shirts, mugs, bumper stickers, and baby bottles featuring the "Whine-A-Way" symbol and the slogan "NO WHINING." In less than a year, she got a purchase order from Spencer Gifts, Inc., a nationwide chain, and other small stores in New Jersey. Initial sales reports indicate that the enterprise is doing very well.

McPherson's husband, David, '83, a partner in the Secaucus (N.J.) law firm of Waters, McPherson, McNeil, serves as the support staff and chief shipping clerk of Prendergast-McPherson Co. "He never dissuaded me or made me feel as if I was shirking my real job," said Bernadette.

McPherson has also received considerable help and encouragement from her college friends at La Salle. Jane Murrain Munro, '83, operates her own promotion business, "As You Wish," in Jenkintown, Pa., and told her how to start. She is now a major supplier. Katie McGarvie Hogan, '82, a resident of San Francisco and a regional sales manager for Lamb-Weston Co., and Beth Price Gorman, '80, an executive with WaldenBooks in Ann Arbor, Mich., suggested ways of selling the product and supplied details on pricing. Daryl Langraf, '82, a construction firm rep, and Diane Costanzo, '82, Esq., an administrative law judge for the City of New York, provided information about other women entrepreneurs.

McPherson has sent "Whine-A-Ways" to President Bill Clinton and Speaker-of-the-House Newt Gingrich. "Maybe the threat of the mutual soaking of both parties will end the whining in Washington and lead to detente," she explained. "That's a principal I learned in La Salle's fine Political Science Department."

Father David Hagan Receives Signum Fidei Medal

La Salle conferred its highest alumni award, the Signum Fidei Medal, on Rev. David Hagan, O.S.F.S. (center), at the association's annual awards dinner on Nov. 15. Here, Joseph H. Golan, '61 (right), president of the Alumni Association, makes the presentation while Brother President Joseph F. Burke, F.S.C., Ph.D., '68, watches. The medal derives its name from the motto of the Brothers of the Christian Schools—"Sign of Faith." For more than 20 years, Father Hagan has been a counselor in North Philadelphia on gang and drug-related problems as well as a teacher, basketball coach, and mentor to many youth—including the late Hank Gathers. Some 63 La Salle seniors were inducted into the university's Alpha Epsilon Honor Society at the same event.
Alumnae Attend Financial Planning Seminar on Campus

The ALUMNAE CLUB sponsored a financial planning presentation on November 3 in the Faculty Dining Room. Preceded by a Mass and luncheon, the seminar entitled “Demystifying Your Finances” was conducted by Patricia Dunne McNamara, MBA ’86, a certified financial planner with Prudential Securities. Child-sitting services, including videos, games, and a boxed lunch were also provided.

Alumni Meet in California and Arizona

Brother President Joseph F. Burke, F.S.C., Ph.D., ’68, along with Brother Charles Gresh, F.S.C., ’55, director of development, and yours truly hosted a reception on November 6 for BAY AREA ALUMNI at the University Club atop Nob Hill, in San Francisco. Attended by more than three dozen Alumni/Alumnae and spouses, this delightful event was coordinated by Tom Kehoe, ’50, and his wife Bernice. Attendees included Bill Weldon, ’48 and family; Iva and Joe Graef, ’50; Jack Campbell, ’69; James Gallagher, ’71; Michael Duffy, ’73; David Livigni, ’83; Anthony, ’92, and Karen Mooney Del Vescovo, ’90; Kaczaj Markian, ’91; and Charles Chiang, ’95.

The next night, November 7. Brother Charles and yours truly hosted a reception for Alums in PHOENIX, with the helpful coordination of Tom Raffaeli, ’69. Also in attendance were George Harkins, ’56; John Stathakis, ’59; and Elizabeth Farley, ’90.

Just after Christmas, the men’s basketball team participated in the Golden Bear Classic Tournament in Berkeley, Calif. La Salle graduates and fans in attendance were treated to a reception by athletic director Bob Mullen.

Explorations’ Trip to Holocaust Museum in Washington a Sellout

EXPLORATIONS, the Travel Committee of the Alumni Association, hosted an all day bus trip to the Holocaust Museum in Washington, D.C., on Nov. 9. The overwhelming consensus of this sold-out sojourn agreed that this was a most profound and moving outing.

Young Alumni Meet in Manayunk

On the Saturday after Thanksgiving, a YOUNG ALUMNI Reception was held at The Riverdeck Cafe, in scenic Manayunk. Some 200 of La Salle’s more recent graduates enjoyed an evening of convivial socializing with their former classmates and colleagues.

Suburban West Chapter Visits Brandywine River Museum

In the return of a perennial favorite event, the SUBURBAN WEST Chapter of the Alumni Association sponsored A Family Christmas at the BRANDYWINE RIVER MUSEUM in scenic Chadds Ford. Event Coordinator Leo Eisenstein, ’55, made sure that the more than 70 graduates and their families experienced the delights of Christmas as only the Brandywine River Museum can present.

Miami Chapter Watches Women Win in Florida International Invitational

Yours truly hosted a reception for the MIAMI CHAPTER of the Alumni Association in conjunction with the women’s basketball team’s participation in Florida International University’s Invitational Tournament Jan. 3-4. Event coordinator Bernie Mc Cormick, ’58, guaranteed that a good time was had by all. Some of our southern graduates and their spouses provided a very vocal and enthusiastic boost as they watched the women of La Salle defeat the ladies of Brown and St. Mary’s of California.

La Salle-St. Joe’s Luncheon

The annual joint luncheon of the alumni from La Salle and St. Joseph’s Universities was held at Philadelphia’s Racquet Club on Feb. 28, the day before the Explorers hosted the annual men’s basketball meeting between the two traditional Big Five arch-rivals.

Political Science, Economics, Criminal Justice Majors Network with Alumni

The fourth annual networking evening for political science, economics, and criminal justice majors and alumni took place in the Lawrence Conference Room on Mar. 19. Former and present faculty and alumni and current students mingled, listened to “on the job” tales and made future business connections. Once again, it was a successful event as alumni helped the next generation of La Salle graduates plan their career paths.

—Bud Dotsey, ’69
REUNION '97 OPENING RECEPTION
Friday, May 16
Kick off your Reunion Weekend at an informal reception with welcoming remarks by Brother President Joseph F. Burke, F.S.C., Ph.D., '68.

EXPLORER SESSIONS
Saturday, May 17

REUNION PICNIC
Saturday, May 17
Enjoy a picnic lunch in the open air at Leonard Plaza between McShain and Benilde Halls.

ALUMNI CONVOCATION
Saturday, May 17
Brother President Burke will give special recognition to the Golden Anniversary Class of 47 and the Silver Anniversary Class of 72. Class Gift presentations will be made by all reunion classes.

REUNION LITURGY
Saturday, May 17
A special Reunion Liturgy will be celebrated in the De La Salle Chapel in College Hall by Rev. Joseph L. Coffey, Class of '82.

CLASS REUNION RECEPTION AND DINNERS
Saturday, May 17
The Cocktail reception for all classes will be held after the Reunion Liturgy and followed by class dinners at multiple campus locations. Top off the evening with socializing and music in the Union and North Campus Dining areas.

OTHER EVENTS AND ACTIVITIES
Enjoy walking and shuttle bus tours of the campus, shopping in the Campus Store, lunch on the Patio, indoor track, basketball, squash, and outdoor tennis or use of the Wetzler Track, and much more!

HAVEN'T HEARD FROM YOUR CLASS COMMITTEE? - Your REUNION WEEKEND '97 brochure is in the mail with detailed times and locations for all Reunion events.
Not in a Reunion Class but would like to attend REUNION '97?
Contact the Alumni Office for your Invitation!

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