THE PRESIDENTIAL INAUGURATION
Brother Michael J. McGinniss, F.S.C., Ph.D., '70, was inaugurated as the University's 28th president in colorful ceremonies in the Tom Gola Arena.

HE TOOK THE LONG WAY HOME
John J. Keenan, '52, emeritus professor of English, profiles La Salle's new president.

A GALLERY OF PAST PRESIDENTS
Brother Michael succeeds a distinguished group of chief executives whose terms of service ranged in longevity from a few months to 15 years.

AROUND CAMPUS
A report on two of La Salle's exciting new academic initiatives—the E-Commerce Institute and Integrated Science, Business and Technology program.

WE'RE NUMBER 1 (in some cases)
La Salle is one of the nation's leading institutions producing graduates who later earn doctoral degrees.

LA SALLE PERSONALITIES
A chat with two of the University's professors who were honored recently for teaching excellence.

ALUMNI NOTES
A quarterly chronicle of some significant events in the lives of La Salle's alumni and a profile of the newly-elected president of the Alumni Association.
Urging La Salle’s new president to “take advantage of this opportunity, grab it, and cherish your responsibility,” John J. Shea, ’59, chairman of the University’s Board of Trustees, invested Brother Michael J. McGinniss, F.S.C., Ph.D., ’70, as the University’s 28th chief executive in colorful Inauguration ceremonies in the Tom Gola Arena on Friday afternoon, Sept. 24.

Shea, who presented Brother Michael with the symbols of the office—the University mace and presidential medallion, was assisted by fellow trustees, former president Nicholas A. Giordano, ’65, and Eileen Slawek. Earlier during his welcoming remarks, Shea said that he was “just astonished by the turnout” of more than 2,000 distinguished guests, faculty, staff, alumni, students, and friends.

Included among the well-wishers were Anthony Cardinal Bevilacqua, Archbishop of Philadelphia, who delivered the invocation, and scores of presidents of colleges and universities from throughout the nation— including presidents of five other Christian Brothers colleges in the United States. “I think your presence here says it all for Brother Michael and the University,” added Shea. “It says that the good times are about to roll.”

In his Inaugural Address, which was preceded by prolonged thunderous applause, Brother Michael focused on three recent events that he called “essentially characteristic of La Salle”—the recent opening of a new branch of its Neighborhood Nursing Center, a meeting of a faculty/student advisory board (Integrated Science, Business and Technology) that is developing a new interdisciplinary program “that will produce
graduates who are literate scientists and who are sophisticated about technology and savvy about the skills required in management,” and the University’s annual Branch Out Day devoted to community service.

“All three of these events tell us something that is profoundly important about the kind of intellectual and spiritual home that La Salle provides,” Brother Michael explained. “Each of these things says something about the way we at La Salle envision education. All three say that education is about making a living and making a life. But education is not solely about making a life for yourself. It’s also about making it possible for others to have a better life. Furthermore, a La Salle University education is responsive to the particular challenges of one’s time and place in history. Those three characteristics, I believe, are the underpinning of everything that takes place in this University. They are essential to who we are. They are essential to what we will continue to be in the 21st century.”

Emphasizing the priority that La Salle places on the relationship between student and teacher, colleagues and administrators, Brother Michael described recent discussions with three young graduates who were being considered for the “Young Trustee” seat on the University’s Board of Trustees. “Each one said that the thing that is most valuable about La Salle is that their teachers knew them by name and were willing to become their friend.”

Adding that he personally considers the priority on

such relationships “the best of the characteristics” about La Salle, Brother Michael added: “It’s the air in which live. It’s the air we breathe. Without that attention to relationships, this community would be profoundly different. That’s what makes La Salle distinctive. That’s the air we breathe. That’s the core, I believe, of the success of this University since 1863 and it will remain the foundation of this University’s success going into the future.”

Following a procession from Olney Hall on the main campus to Hayman Hall, the Inauguration ceremony began with “Greetings” to La Salle’s new president being extended by church, educational, and government leaders.

Msgr. Phillip J. Cribben, secretary for Catholic education for the Archdiocese of Philadelphia, acknowledged the numerous contributions of the Christian Brothers to the growth of Catholic education in Philadelphia and the “remarkable growth” of La Salle University. “We also need to reflect upon the special challenges that face the Catholic university today as it seeks to promote the message of the gospel in a society that has become increasingly self-centered, secular, and materialistic. As you face those challenges, Brother Michael, we pledge to you our prayerful support and our good wishes.”

Dr. Don L. Francis, president of the Association of Independent Colleges and Universities of Pennsylvania, said that although the word has become trivialized, he could easily imagine a young La Salle alumnus, perhaps one of Brother McGinniss’ former students, upon hearing that his former teacher was returning as president, saying awesome! “Indeed, awesome is the appropriate word, but not only in the way the alumnus meant it,” Dr. Francis explained. “Awesome, however, is the field of higher education that Brother McGinniss has given his life to. Not only do those who labor in this endeavor enjoy the opportunity to teach young people, but they also have the opportunity to constantly learn and study. And they carry the awesome responsibility for discovering new knowledge to advance human understanding.
“Awesome also applies to the role that independent higher education plays in American higher education. I contend that American colleges and universities are considered the finest in the world because we have a strong independent sector to compete with the public sector. Independent higher education offers a diversity of educational experiences to students. We provide the flavor to American higher education and we are constantly working to find ways to improve the quality.”

Then referring to the awesome history of La Salle University, Dr. Francis added that Brother McGinniss will “direct a university that has played a pivotal role in the health and vitality of Philadelphia for over 130 years and one that is special to the hearts of thousands who have been touched by this school’s mission of providing a value-based education focused on meeting individual needs.”

Philadelphia city councilwoman Donna Reed Miller, who represents La Salle’s district, called the University “one of the great civic treasures of our region” and praised Brother McGinniss as an example of its “proud legacy of excellence and innovation in teaching.” She lauded La Salle’s 40,000 alumni “who play an indispensable role in the success of our key businesses, cultural, and civic organizations, educational institutions, and branches of government.”

James Gaffney, F.S.C., president of Lewis University and a member of La Salle’s Board of Trustees, delivered the inauguration address and described Brother McGinniss as a leader “who personally embodies and whole-heartedly embraces the very best from your heritage and your collective vision.”

In his Call to Service, Benedict Oliver, F.S.C., provincial of the Baltimore District of the Christian Brothers, explained that for 320 years, Christian Brothers institutions have “proudly affirmed their Catholic heritage and their fidelity to the Church. This school, like all Lasallian schools has based its philosophy and mission upon the gospel of Jesus Christ and the educational principles of St. John Baptist de La Salle.”

Since Brother McGinniss has returned to his campus, added Brother Oliver, “he has already in several instances made clear that the gospel values must guide the university community to respond to every situation. Under his leadership we expect a continued commitment to the best traditions of this Catholic, Lasallian university.”

Msgr. Francis W. Beach, regional vicar of Philadelphia-North, also delivering a “Call to Service, urged Brother McGinniss “to remain constant and faithful to the ideals of human dignity, peace, and justice as you serve the La Salle University community as its president.”

Dr. Marjorie M. Heinzer, R.N., associate professor of nursing and
Among the dignitaries saluting Brother McGinniss at his inauguration were (clockwise from top right): Provincial Brother Benedict Oliver, Association of Independent Colleges president Don Francis, Philadelphia City Councilwoman Donna Miller, Alumni Association president Charles Quattrone, La Salle Faculty Senate president Marjorie Heinzer, and Students' Government Association president Megan Barnett (center).

President of La Salle's Faculty Senate, called on La Salle's new president "to remain conscious of and faithful to the ideal of the free search for truth at the service of preparing our students. We prepare these students for informed service and progressive leadership...As teachers, scholars, professionals and, indeed, learners, ourselves, we hold integrity, justice, respect, and fairness as values critical to the education of our students. We share in the La Salle commitment to the neighborhood, its people, and its resources."

As president of La Salle's Alumni Association and a member of its Parents' Association, Charles J. Quattrone, Jr., '72, told Brother McGinniss that the University's alumni "entrust our beloved alma mater to your skill and guidance. As parents we entrust our most precious gift—our children—to your love and care." Quattrone expressed confidence to La Salle's new president that "your fine example will have a profound, rewarding, and lasting impact" on both alumni and students.

"It's difficult to articulate how much Brother Michael has already personally touched this campus," said Megan Barnett, president of the University's Students' Government Association, in her Call to Service. "I guess that it is something that we as students just sort of feel. It's not just that you see him strolling around the Food Court meeting our students between classes, but it's the humble example that he has led by over the past several weeks in a successful attempt to embrace each and every one of us. So, Brother Michael, because we've seen you among us, we've come to hold you in high esteem and respect you because you're willing to roll up your sleeves and work along side of us giving fresh foundation to our Lasallian neighborhood."
He Took the Long Way Home

A Profile of Brother Michael McGinniss, Our 28th President

By John J. Keenan, '52

He's a kid from the neighborhood, born and raised in Olney in St. Helena's parish, and a graduate of La Salle High School in 1965. But he's also an experienced (and highly successful) university president, a scholar in theology who served as executive secretary of the Catholic Theological Society, and a Lindback Award-winning teacher. It has taken Brother Michael McGinniss a while, but now he has found his way home to La Salle, the school from which he was graduated maxima cum laude in 1970.

Now he is sitting in the President's "working office," a small room with a soaring cathedral ceiling that lies tucked away in the rear of the historic Peale House. He is still unpacking cardboard boxes he moved from his previous presidential office in Memphis. He greets an old friend and former professor warmly, offering the interviewer the use of his desk for note-taking and taping purposes.

In some ways he appears not to have changed from his student days, now thirty years past. The hair is a bit thinner on top, and the mustache is threaded with gray, but the warm Irish smile, the hazel eyes, and the clear skin have not changed. He talks enthusiastically, laughs easily, and appears to be already comfortable amid his new surroundings in his old academic home.

His roots are firmly in Philadelphia and at the Jersey Shore. Brother Jerry Fitzgerald of the Accounting Department remembers him from the time when they were both five years old and they forged a summer friendship on the beaches of Avalon. "Even then he was an Explorer," laughs Brother Jerry. "He organized and led our explorations of the 'big mountains,' the forbidding high dunes of Avalon. Mike has always been a bright, thoughtful, and compassionate person. In grade school I worried that I could never get as many A's as Mike, and my mother never tired of working Mike's accomplishments into summer conversations when I was within earshot. Our parallel paths continued over the years. We even entered the Brothers at the same time, though neither of us knew the other had applied. Since that time we have grown in our friendship and in our vocation."

Brother Michael's early memories of La Salle go back to his Olney childhood. His aunt used to take him for a ride on the Route 26 trolley, which rattled and rolled up Olney Avenue, drowning out some of Dr. Holroyd's best lines as it passed his lecture hall in College Hall 214. "That's La Salle College," his aunt said. "Maybe someday you'll be student there." "I nodded dutifully," Brother Michael says. "But I think I was actually more impressed at the time by the motorman, who controlled the old wooden trolley with a swing of the hand throttle." Back home, his parents were thinking he might possibly wear the blue and gold, not of La Salle but of Notre Dame someday. He did, as a matter of fact, but once again he took the long way around. After graduating as an English major from LaSalle in 1970, he
visited Notre Dame to explore the pastoral theology program and “fell in love with the place.” He did his graduate work at South Bend, earning an M.A. in 1978 and a Ph.D. in 1981.

His choice of La Salle for his undergraduate work was really made for him when he entered the Christian Brothers at age 17, shortly after graduation from La Salle High. He remembers being particularly influenced by some of the Brothers who taught him at the high school, especially Brother James Muldoon, the late Dean of Arts & Science here, and Brother Carl Clayton, who is now at the University of Bethlehem. His desire to teach someday, along with his fondness for literature, was kindled by his gifted English teacher, Gerry Tremblay, who also taught in the Evening Division at La Salle for many years.

Thinking back to his undergraduate years, he remembers with pleasure how both Brothers and lay teachers lived out the La Sallian tradition of interacting with students as individual persons. “Charles Kelly introduced me in Freshman Composition to the importance of using language precisely, and Brother Daniel Burke reinforced the habit in his literary criticism course. Claude Koch showed me how the poet struggles to find the right words. Jack Seydow taught me to sweat the details in writing. Father Regis Ryan was an inspiration during the days of political upheaval in the ’60s. But mostly, I remember going to the houses of faculty members like Jack Seydow’s and John Keenan’s, meeting their families, and being welcomed both as a student and friend. Mike McGinniss, I have always tried to be that kind of teacher.”

His teaching won him a Lindback Award for Distinguished Teaching in 1992, and both his departmental colleagues and his former students speak glowingly of his warmth, his wit, his compassion and his insight. Kim Dorazio, ’93, a Fulbright Fellow now studying in China, is like many other students in that she has stayed in contact with “Brother Mike” over the years because “I really liked the way he related to his students both intellectually and personally.” “He loves to teach and would not let anything interfere with his classes,” said a colleague from his recent years in Memphis. “Mike represents the essence of a faculty member. While he teaches, it is equally important to him to keep on learning,” says Walt Schubert, Professor of Finance, who was a guest in some of Brother’s classes. “They were stimulating classes,” Walt remembers. “He had a gift for generating debate among the students; he allowed students to voice their opinions and he showed great respect for them.”

Early in his graduate career at Notre Dame, he met and became friends with Father Don McNeil, a name familiar to old timers, who remember his father as host of the long-running radio program, The Breakfast Club. Father McNeil saw in him the makings of a theology teacher and scholar rather than a counselor, and Brother Michael emphasized his theological interests within the confines of his program. “My timing was great. I found myself becoming a friend and colleague to many of the ‘movers and shakers’ among the younger generation of theologians.” Being elected to the Board of the Catholic Theological Society allowed him to be on the cutting edge of discussion and research.

He taught theology at the Washington Theological Union from 1979 to 1984, becoming a colleague of some of the leading Protestant and Catholic theological scholars. He returned to the Religion Department at La Salle as an Assistant Professor in 1984, spending several summers as Visiting Instructor in the Institute of Pastoral Studies at Loyola of Chicago. In 1993 he was promoted to the rank of Professor of Religion. He served as the Department Chair from 1991 to 1994.

In 1994 he left La Salle to become President of Christian Brothers University in Memphis, Tennessee. In the preceding two years he had been under consideration for Dean of Arts & Sciences, Provost,
and President, only to see each of these positions go to other candidates. He had to have been disappointed. But he looks back on it now as a time of testing. "You learn in the testing," he says. "I learned that I could commit to applying for a position and still be a team player if I did not get it. Some may have thought that I always was successful, that everything went my way; they just don't know about the things that didn't. Learning how to accept disappointment when not achieving a goal has made me a better person.

"At CBU I learned that I actually could do the job of being a university president. Before that, I just thought I could. Doing the job brought home to me the importance of the personal touch—of getting to know the people I worked with personally. People need to know that the President cares; it means a lot, even when there are inevitable differences of opinion about the right course of action. I came to understand better the differing viewpoints of faculty and administration with regard to university governance. I thought I knew how to listen, but I think I improved my listening skills. Being a president taught me about the limitations of the job as well. A president can do only so much. His ability to project the image of the institution depends on everyone else in the community as well."

Mark Smith is Vice President for Academic Affairs at Christian Brothers University. In the five years that he served under Brother Michael, he formed a few strong impressions of the man, which he summed up for me in these observations:

- "His bottom line was always 'What would be best for the students?' In all of our many planning, budgeting, or problem-solving sessions, he always focused upon what would be the right thing for the students."
- "He loves to teach and would not let anything interfere with his classes. He takes great pleasure in being around students."
- "Brother always challenged us to improve, to re-examine what we had done before so that we could do it better the next time."
- "He has a great eye for detail, from written communications right down to food preparation and types of bagels. I poked fun at him for his attention to detail; it was one of the things we could laugh about even when times were stressful."
- "Brother Michael was always mission-focused and he helped us improve the way we live our La Sallian mission. Because of him I am a better educator and administrator."

"Of course there are real differences between CBU and La Salle," Brother Michael pointed out. "CBU is 128 years old in its charter, but it has existed as a four-year college in its present form only since the 1950s. There are about 1900 students, so it's much smaller than La Salle. It does not have the vast alumni base that La Salle has. It does have a great
tradition as a Brothers’ school however. The Christian Brothers are the largest Catholic religious order in Memphis, and they have a great deal of prestige in the community because they operate the most respected Catholic institutions. All of this history enhanced my own sense of tradition and pride in the continuity of the Brothers’ teaching mission.”

Christian Brothers University may have been a bit smaller, but the tasks facing the President are similar in most universities. And Brother Michael proved up to the challenges. Nick Scully, CBU’s Vice President for Advancement and Student Affairs, worked closely with him during the past five years, especially in the important job of fund raising. “Annual giving doubled during his administration,” Nick told me. “He is just so good with people in one-on-one situations. He can talk to anybody about his or her interests since his own are so broad. And he can do it in French or Spanish if the need arises! Music, opera, sports, food, theology, current events—he can talk with you knowledgeable about anything from the trivial to the profound. His memory is one of his great assets. I think he knew every resident student on campus on a first-name basis. His rapport with people extended to the trustees, administrators, faculty, students, and staff—in fact to anyone he met in Memphis from the Mayor on down. And Memphis was not his home town, as Philadelphia is.”

Not only is Brother Michael a hometown boy and an alumnus, but he is also the first La Salle president to have actually had on-the-job experience as president of another four-year university. He knows what it is like to look at university problems from different viewpoints, having been a student, a faculty member, a department chairman, and a board member as Vice President of the Corporation. Every president has to deal with conflicting constituencies, and Brother Michael is ready. “You have to listen,” he says. “Each has a valid viewpoint from his or her own perspective. Everybody deserves to have the President listen and pay attention. But of course you can’t please everybody. You have to set priorities consistent with the vision of where you want to go. It is important for the President to articulate the concerns of the various constituencies, even when they appear to be irreconcilable. The President has to be able to recognize when a proposal or position is irreconcilable with our overall direction as an institution.”

Somehow he will have to find the time to listen to all of these differing points of view. How? Nick Scully, his friend and colleague from CBU, says Brother Michael is a master of details, especially time management. “I remember we were planning a huge event honoring the 125th anniversary of the Brothers in Memphis. We envisioned a big parade in the morning and a Mass that afternoon. ‘What time will the Mass be, one or one-thirty?’ he asked me. This was only nine months before the event! And his attention to detail extends to food. The man is a food snob! A bagel with raisins is not a bagel. Hazelnut coffee is not real coffee. I think he can tell whether the olive oil is extra virgin or merely virgin. The man pursues perfection in everything he does.” Nick Scully was really talking about how much he will miss laughing with his old friend over a plate of dry ribs at the Rendezvous or introducing him to the glories of the grits croutons at the Grove Grill.

Our conversation turned to Brother Michael’s plans for the future. He does not foresee any sharp changes in the overall direction of the University. “I believe the combination of a liberal arts core and a professional preparation is as valuable today as it ever has been. Like any community, the University must feel that it is going somewhere positive. The President’s job is to show that it is exciting and energizing to pursue a future grounded in the liberal arts and in our professional programs. We can combine daringly contemporary programs while sharpening up the liberal arts curriculum, trying to make it a more potent experience, one more conversant with the complexity of being a 21st century person. We have a mission that is meaningful. We are trying to do both our liberal arts and professional preparation better. In this we are drawing upon the traditional strengths of this University. St. La Salle wanted people to improve their lives, and so does La Salle University.”
Having been away from the campus for the past five years, Brother Michael noted that the University is in a transition. "We were accustomed here to stability in leadership positions until recent years," he notes. "And suddenly we have had many retirements, reorganizations, and changes in key positions. One of my secretaries told me she has worked under three presidents, although she has been on the job only 18 months! Combined with the internal changes of retirements, buyouts, and administrative changes, the pressure to maintain enrollment has made many people on campus a bit edgy. That's understandable. The challenge of change is to provide and maintain excellence. I want as much stability as possible, but I know also that change is imperative, a necessity in a living, growing organism like a University."

Has being away from the campus during some of the years of extensive change given him perspective on the University's strengths and weaknesses? "I see our greatest strength in the way faculty members relate to students, valuing the individual growth of each person. In our curriculum planning, we have also shown the ability to adapt our core curriculum consistent with professional horizons."

"I think there are some things we could do better. We have not always been willing to promote our own image so that the larger community knows just how good a job we are doing. I would like to see more of a working partnership with alumni; in many alumni gatherings I have attended there is great interest in such partnering. All in all, we have to have better outreach to our alumni and our friends. And of course, there is always the need to raise more money to allow us to do the things we want to do."

"Brother Mike is well-suited for these rather trying times," in the opinion of Walt Schubert, who has known him well since they both joined the faculty about the same time. "I think he can marry the job of being both a fund raiser and an on-campus leader. I have known him for a long time. He works creatively and tirelessly. Like everyone else, I have certain hopes. I hope he will lead us into a more collegial environment. I would like to see him follow the lead of Nick Giordano in expanding the role of faculty in helping to analyze issues for the University. We have a wealth of talent. Let's use these people to help design things that work for the University."

"I have worked closely with Brother Michael," says Dr. Mark Smith of CBU, "and I am very confident that he will do a superb job as President of La Salle University." Those who know him best agree. "Mike's a man of class, style, and dignity," says Brother Jerry Fitzgerald, "and he is loaded with the energy needed to tackle the challenges of a new century."

"He has the best qualities of a Brother and a University President," Walt Schubert believes. "He is kind and careful about the strong beliefs of others, but he also recognizes that hard decisions need to be made. I think Mike will make his decisions based on the best information, analysis, and opinions available."

Those of us who love La Salle can ask nothing more.

Mr. Keenan is an emeritus professor of English at the University and a frequent contributor to LA SALLE.
Brother Michael McGinniss is the 28th President of La Salle and succeeds a distinguished group of chief executives whose terms of service ranged in longevity from the few months served by Dominic Luke Doyle in 1945 to 15 years by Patrick Ellis from 1977 to 1992.

The first 12 La Salle Presidents were born outside the United States (including 5 Irishmen and 3 Canadians). The first American was Denis Edward, a native Philadelphian. The only lay person to serve in the office was Nicholas Giordano.
Dorotheus L. Carroll, F.S.C. 1925-1928


E. Alfred Kelly, F.S.C. 1928-1932


Nicholas A. Giordano 1998-1999

E. Anselm Murphy, F.S.C. 1932-1941


Emilian James Flynn, F.S.C. 1941-1945


PHOTO UNAVAILABLE
Oliver Daly, F.S.C. 1863-1872

Joachim Callaghan 1875-1876

Stephen Gosselin, F.S.C. 1876-1878

Abraham Cusack, F.S.C. 1889-1890

Wolfred Mulvena, F.S.C. 1900-1903
University’s New E-Commerce Institute Helps Give La Salle Students Upper Hand

At job fairs, college seniors try to sell themselves to prospective employers about who they are and what they can do. But the companies hold the cards; they have the jobs. Last month, Keith Fencl, a La Salle University student, found himself holding an ace in the hole.

While talking about himself and what he was doing, the employers were fascinated by Fencl’s work with La Salle’s new E-Commerce Institute, a program where any student at La Salle, regardless of major, can get a working knowledge of electronic business.

“They were very, very excited about it,” said Fencl, a management and information systems major from Mt. Laurel, N.J. “The whole conversation changed when I began telling them about the institute. They couldn’t hear enough about it.”

Only last summer was the institute an idea from Paul Brazina, a professor of accounting at La Salle. But by September the idea was a full-fledged program, with more than 300 students involved. While not a degree program, students who complete required work will graduate as E-Commerce Fellows from the Institute. And unlike other e-commerce programs, any student can become a fellow.

“We want this to be as applicable to nursing and liberal arts students as it is to business students,” said Brazina, who is the Institute’s executive director.

“E-commerce is already a big part of the economy and it’s growing. Everyone, not just business people, is going to have to know how to deal with it,” said Brazina. “Online services and information are exploding, and people in all walks of life are going to need to understand how electronic commerce works. This expertise has an important impact on our students, businesses and community. At this point, providing students with a working knowledge of e-commerce has not kept up with demands from the job market.”

Non-business majors can benefit from becoming a Fellow, says Brazina, because “they’ll have an opportunity to integrate technology, arts and science and business while a student at La Salle. It’s an opportunity to enhance credentials for graduate school or the workforce. I don’t want anyone in the Institute to change their major. I encourage them to keep their arts and science or nursing or communications background. This is a chance for them to acquire knowledge outside the traditional classroom setting.”

To become a Fellow, students must complete either approved courses that deal with e-commerce, or lectures by industry experts in e-commerce. Students will submit a research paper and complete 40 hours of professional activity related to e-commerce, which can include a co-op job or internship, consulting to a business on e-commerce matters, or participation in professional e-commerce seminars and conventions.

Fencl has already completed his professional work experience requirement. This past summer he worked on the Mayor of Philadelphia’s Telecommunications Policy Advisory Committee.

Brazina has been a member of La Salle’s faculty since 1974 and is recipient of the Lindblad Award for distinguished teaching. He previously worked for Price Waterhouse and Co. and Coopers & Lybrand. In addition to his La Salle activities, he has been the chief financial officer of National Media Corporation and the founding partner of Direct American Corporation, firms that deal with direct marketing services and TV “infomercial” productions.

—Jon Caraulis
Organizational Dynamics Degree at Bucks County Center Combines the Best of Business and Liberal Arts

La Salle University Bucks County Center’s newest degree completion program could be one of the most effective ways for adults in the workforce to finish their college degrees—and move ahead on the job.

Organizational Dynamics is a combination of theoretical principles from the liberal arts and business traditions, designed for professionals who already have liberal arts credits, but want to include key business courses in their education.

“This degree is perfect for liberal arts students who want to have some exposure to business for a variety of reasons,” said Judith Stull, director of the Organizational Dynamics Program. One example would be an art student who works in a museum. That student could suddenly find him or herself dealing with both art and business. “Organizational Dynamics enables a student to better function in a business setting.”

The degree takes a new twist on business. “Because it’s social sciences-based, there’s an attempt to bring seemingly different subjects—social science, humanities, ethics and business—into a coherent whole,” Stull said. It’s that broad background that gives the program its strength. Students not only learn how to deal with trends and figures, but also with people and issues.

Organizational Dynamics students will acquire the concepts and skills needed to adjust to a rapidly changing organizational setting, whether in private industry, government or the non-profit sector. One of the goals is to teach students to be more productive both personally and in group settings.

In keeping with La Salle’s commitment to adult learners, all courses are held on Saturdays at the Newtown, Pa., campus for the convenience of working professionals.

Students must have completed a minimum of 30 college credits (at La Salle or elsewhere) before being accepted. Because the program was created for working people, students can gain some college credit for proven professional experience. Flexible formats, such as on-line learning and accelerated courses, are under development.

Required courses in Organizational Dynamics include: Sociology, Management, Industrial Psychology, Complex Organizations, Principles of Accounting, Statistics, Professional Writing, Communication Skills, Management Information Systems, Financial Markets and Institutions, and Organizational Behavior.

—Maureen Piche

Arthur Bangs Celebrates Golden Jubilee as a De La Salle Christian Brother

Brother Arthur Bangs, F.S.C., Ph.D., ’53, ’54 MA, assistant director of the University’s Counseling Center, celebrated his 50th anniversary as a De La Salle Christian Brother, on Oct. 16. A Mass of Thanksgiving celebrated by Rev. Alvin Black, O.F.M., in the De La Salle Chapel was followed by a reception and dinner on campus.

Brother Arthur received the religious habit of the Brothers and the name of Brother Daniel Richard at Ammendale, Md., on Sept. 7, 1949. He professed final vows on Aug. 17, 1957 at Ocean City, N.J.

Brother Arthur, who is also an associate professor of education, has spent 30 years at La Salle. He was director of the American College Program at the University of Fribourg, Switzerland from 1979-1982. There he directed the programs and coordinated living arrangements for nearly 300 students from La Salle and 30 other U.S. colleges and universities. His greatest satisfaction, he says, is “working with young people in any capacity.”

Reflecting on his half-century of dedication as a Christian Brother in Catholic education, he said, “Teaching and counseling seem more rewarding to me now than ever before.” When asked what his greatest blessing in life was, without hesitation he answered, “my family.”

Brother Bangs, who majored in classics as an undergraduate and earned his master’s degree in theology at La Salle, also received a master’s degree in classics at the University of Pittsburgh, as well as a master’s degree and a doctorate in counseling from The Catholic University of America.

A licensed psychologist, he has also taught at Pittsburgh Central Catholic High School, Dennis J. O’Connell High School, Arlington, Va., St. John’s College High School, Washington, D.C., and The Catholic University of America. His varied interests include foreign languages, music (he plays four instruments), travel, and athletics.
New ISBT program trains future managers of technology

La Salle University is offering a new program for students who want to manage technology in the 21st century. Integrated Science, Business and Technology (ISBT) will provide students with a core of scientific knowledge integrated with a business curriculum.

ISBT students also study the political, social, and ethical consequences of how new products and businesses affect society. This program will begin in the fall of 2000.

“Work is structured very differently in organizations today than it was 10 years ago,” says Dr. Richard Nigro, La Salle’s provost. “Workers are going to have to be able to change to meet the demands of this new workforce. ISBT is ideal because it bridges the scientific, economic and cultural aspects of work.”

Dr. Nancy Jones, director of ISBT, says students will be able to concentrate in such fields as computing, energy, environment and bio-technology. These areas have the potential to attract students to ISBT who may not otherwise have opted for careers in science.

“La Salle is ideally suited to undertake this initiative both because of its tradition of excellence in science and business education and its location in the Philadelphia and Mid-Atlantic region, an area of technological growth and need,” says Jones.

Instead of taking courses in calculus or physics, students will study how calculus is used in solving real-world problems. The same approach will be used in teaching other sciences and technology subjects.

“They’ll learn science within the context of problem-solving and learn their science contextually, not sitting in rows in a classroom behaving like stenographers,” says Nigro.

For more than two years, Nigro and other La Salle personnel have been developing the ISBT program, modeled after a program at James Madison University but containing a higher concentration of business courses in its curriculum.

One aim of ISBT is to train managers who’ll bridge the worlds of science and technology in industry with financial segments of a corporation. Students in the ISBT program will also gain extensive experience in team-building and will be involved in internships and mentoring programs.

Nigro says that higher education needs to be “market-oriented” in its course offerings and degree programs, listening to the needs of business and industry leaders. More than 20 business and industry personnel were asked to serve on the program’s advisory board, and were instrumental in devising the course content and criteria.

“We created a curriculum from the outside in, not the inside out,” Nigro says.

This approach follows the historical mission that La Salle and other schools operated by the Christian Brothers, a Catholic teaching order, have embraced for more than three centuries. He says, “A Christian Brothers’ education has always focused on breadth and depth and has a practical side to it. The Brothers always responded to society’s needs.”

La Salle on the Internet
You can e-mail the Alumni Office at alumni@lasalle.edu. If you would like to learn what’s going on at the university, visit our Homepage at www.lasalle.edu.

Sponsored by “EXPLORATIONS”
La Salle University Alumni Association’s Travel Committee

GREAT ADVENTURES FOR THE YEAR 2000!

AUSTRALIA and NEW ZEALAND
19-Day, leisurely paced, fully escorted, memorable journey

ADVENTURES IN SCANDINAVIA
15-Day Deluxe Cruise Tour

ALASKAN DISCOVERY
8-Day Cruise or 12-Day Cruiseltour

VIENNA, THE MAGICAL DANUBE & OBERAMMERGAU
12-Day Tour and River Cruise

PREMIER NEW ENGLAND & CANADA
15-Day, leisurely paced, fully escorted, memorable excursion

To receive a travel packet, call the Alumni Office at 215-951-1535 or 1-888-4ALUM-LU.
WE'RE NUMBER 1
(In Some Cases)!

La Salle is one of the nation’s leading institutions producing graduates who later earn doctoral degrees

By Robert S. Lyons, Jr. ’61

When Joseph G. Michels, D. Phil., ’86, was pursuing his doctorate at Oxford, his classmates frequently inquired about his academic background. “They would say something like ‘I guess that you got your degree in physics from Yale,’” recalls Michels. “And I’d say, ‘No.’ There’d be a pause and they’d say, ‘Well, from Harvard, then?’ ‘No,’ I’d reply. ‘Well, surely from Princeton?’ And again I’d say, ‘No.’ And then there’d be a long, uncomfortable pause and they’d say, ‘well, where did you go?’” La Salle University in Philadelphia, I’d tell them, which, being British, they wouldn’t have heard of. For me, I took a certain amount of pleasure in not having come from one of the established institutions and having succeeded at the very top levels. I was helped considerably by the intangibles that you get at La Salle with its solid liberal arts education.”

It appears that Dr. Michels, a rocket scientist who is now the top science policy adviser to United States Senator Richard G. Lugar (R-Indiana) in Washington, has plenty of company. Over the past 30 years or so La Salle University has quietly but emphatically established itself as one of the nation’s premier producers of men and women who later earned doctoral degrees.

According to the most recent rankings published in January, 1998, by Franklin and Marshall College of four-year private institutions for the period from 1920 to 1995, La Salle did exceptionally well as a baccalaureate origin of doctoral recipients. Listed along with 252 other “Master’s Degree Granting Institutions,” La Salle was ranked seventh in the nation in all disciplines with 904 doctorates, placing it ahead of every similar school on the East Coast except for Manhattan (3rd) and Villanova (4th).

La Salle tied for first nationally in Foreign Languages with Calvin College, of Michigan (with 31 doctorates) and ranked second nationally to Calvin in English (49 Ph.D.s). The University was third nationally behind the University of Richmond and Santa Clara in Economics (37), and fifth in History (45). Also in top-ten rankings, La Salle finished in a six-way tie for seventh in other Social Sciences (12), was eighth in total Non-Sciences (431), ninth in Chemistry (97) and tied for ninth in Psychology (102). There was a four-way tie for tenth in Computer Sciences (4).

In recent years, however, La Salle has mirrored the national trend of a declining number of graduates seeking doctorates. “The focus on Ph.D.s isn’t there anymore,” says John Grady, director of the University’s Honors Program. Grady explained that the peak of student origination for doctorates was from the mid-1960s to the early 1980s when federal programs like the National Defense Educational Act subsidized students seeking master’s and doctor’s degrees. “Funding for programs like that dried up and wasn’t renewed,” explained Grady. “Students are not as attracted to those areas as they were 15 years ago because the job market in academia has dried up.

Dr. Joseph G. Michels is the top science policy advisor to U.S. Senator Richard G. Lugar.
considerably. There are also ethical questions involved in pointing a student towards a Ph.D. in English or History where the jobs are few and far between."

According to the figures compiled by F&M for the most recent period from 1986 to 1995, La Salle tied for first place nationally in Foreign Languages (7) with Chestnut Hill and Rosary College (Illinois), tied for second with John Carroll in English (12), finished third in Economics (8), and sixth in psychology (36). There was a sixth place tie with Santa Clara in Physics and Astronomy (10), a five-way tie for sixth in computer science (4), and a seventh place finish in All Disciplines (219). The University finished in nine-way ties for 10th in Social Sciences (19) and Other Social Sciences (4).

These rankings, incidentally, do not take into account the large number of La Salle graduates who receive medical, law, and other professional non-doctoral degrees, and they don’t include the number of Ph.D.s produced by the University’s Communication Department that has been in operation only for the past decade.

Bernhardt G. Blumenthal, ’59, was the first La Salle graduate to win a prestigious Woodrow Wilson Fellowship. The longtime chair of the University’s Department of Foreign Languages and Literature, he attributes La Salle’s top national ranking in that discipline to the excellent students that the University has been able to attract over the years.

In addition to doing as much as possible to encourage them and “make the way a little easier,” says Dr. Blumenthal, “we have over the years appealed to their intellectual side. Our discipline is largely literature-based and so our people get good training in the great literary figures and that leads naturally to further study in graduate school. We are among those disciplines which are more intellectually oriented and less practically oriented.”

Rebecca A. Efroymson, ’87, who majored in Biology and English and now does ecological risk assessment at Oak Ridge National Laboratory in Tennessee, agrees that the quality of student that La Salle attracts, especially for its Honors Program, helped prepare her well for her course work at Cornell University where she earned a doctorate in environmental toxicology.
"I enjoyed my time at La Salle," Efroymson says. "I had very good professors and was with a lot of good students who challenged each other. I think that I left La Salle with some confidence as well as good science and writing skills." At Cornell, Efroymson was the youngest graduate student in her field. Almost everyone else had previous work experience. "I always imagined that you were supposed to go to graduate school in the field that you got your undergraduate degree," recalls Efroymson who met people like petroleum engineers who were getting a Ph.D. in English.

Kathleen Hohenleitner, '91, an English major who teaches at the University of Central Florida, where she specializes in 20th Century Irish Drama, agrees that her undergraduate education served her well.

"I was well prepared for graduate school and the advantage probably was La Salle's Honors Program," says Hohenleitner, who earned her Ph.D. at Notre Dame. "It gave me a kind of interdisciplinary approach to the liberal arts which I would not have gotten in a straight English program. The English courses were great because they gave me more of a well-rounded, diversified background."

James A. Butler, '67, who earned his Ph.D. at Cornell University as a Danforth and Woodrow Wilson scholar and served as chairman of the University's English Department from 1985 to 1996, says that he is "pleased but in some ways not surprised" that La Salle's English majors have perennially ranked second in the nation. Much of the success, he explains, can be attributed to the good scholarship programs funded by the Christian Brothers as well as the University. This enabled La Salle to attract "some of the cream of the crop people who literally could have gone anywhere," explains Dr. Butler. "In fact, when they got out of here they did go anywhere. Many of them ended up getting Ph.D.s from very good graduate schools like Harvard, Cornell, Johns Hopkins, Stanford, Virginia, and Penn."

Another factor in La Salle's success, says Butler, is the influence of the Christian Brothers, who have conducted the University from its beginning as a college 136 years ago and have dedicated their
One thing that distinguishes all of La Salle’s academic departments is the strong emphasis devoted to developing writing skills.

lives to teaching. “That attachment was so imbedded in La Salle’s culture that many of us wanted to be a teacher just like Brother so-and-so,” recalls Butler, who is now one of the nation’s premier Wordsworth scholars.

Butler is quite concerned about the declining job market for Ph.D.s in English and the humanities. “I sit down and explain the situation to my students.” he says. “I talk to them very seriously about jobs. I show them the numbers and say, ‘you don’t want to go into debt to do this.’ If they still want to do it, I will do everything I can to help them get into graduate school. Otherwise, I’ll help them with the many other job opportunities for English majors.”

Times have changed, however. In the 1970s, for example, many students earned doctorates three or four years after obtaining their undergraduate degrees. Now it often takes eight or nine years. With many federal programs cut, more funding is now coming from institutions who expect their graduate students to do adjunct teaching. “That’s nice in some ways because it gets you better prepared to teach in college when you get out,” says Butler. “But it’s awfully hard to study and write a dissertation when you’re also teaching half-time.”

In addition, people don’t go directly to graduate school like they did 15 or 20 years ago. “One of our students attending the University of Maryland told me that he was the only person there in English who went there directly from college,” says Butler. “Lots of people work for a couple of years because they want to scrape together enough money and also make sure that’s what they want to do. Universities now hire beginning people who are 35-years-old. In my day, they were newly-minted teachers at 26 or so.”

Mark Ratkus, ’69, the chairman of the Economics Department, thinks that one reason for the third place in the national rankings is the emphasis on more theory courses. “Not just economics courses,” he says. “They take a real regimen of liberal arts courses like philosophy, religion, and history—courses that give them a very good perspective on life. It gives them a nice context within which to view the profession of economics. We try to give students the ability to reason, to analyze, to theorize, and come up with their own explanation of things. We also encourage students who are interested in making the lives of people better. We emphasize much of the value orientation that’s very consistent with a Lasallian education—a concern for the poor, a concern for the betterment of humankind.”

Dr. Ratkus, who earned his Ph.D. at Notre Dame, says that La Salle has traditionally retained the kind of faculty who have what is known in the trade as the “political economy” approach to the discipline. “We haven’t picked up the hyper-mathematical or hyper-technical aspects of the discipline.” When analyzing some of the economic causes for poverty, for example, “we try to bring in various issues besides politics—social issues like race and class. That’s very attractive to students who like to look at life in a much more holistic, well-rounded way rather than somebody who simply says, ‘give me a few equations and let me go of by myself to work these equations out.’”

John P. Rossi, ’58, who earned his doctorate at the University of Pennsylvania and served as chairman of the University’s History Department at the height of the Ph.D. explosion in the 1970s, also says that he’s not surprised that La Salle’s history majors have fared well in the national rankings.

“My guess would be that most of that figure is a result of the GI bill after World War II and the way in which La Salle upgraded in the ’40s, ’50s, and early ’60s to become an excellent liberal arts college,” he explained. “When I went for my master’s degree at Notre Dame, the chairman of the department said to me that he always liked to have La Salle people because they came so well prepared. That’s quite a compliment to the faculty of the late ’40s through, say, the early ’70s. The Ugo Donini’s and the Dennis McCarthy’s really did the job laying the groundwork as did John Lukacs, a part-timer.”

As in other liberal arts disciplines, says Dr. Rossi, the academic job market for history majors is diminishing. “The jobs are there but they are few and far between. Universities are hiring more adjunct people because they have a glut of Ph.D.s. The real market for people with doctorates, unless you are really exceptional, is the community college.” Other Ph.D.s in history are opting for careers in such related fields as public history at such places as the Historical Society of Pennsylvania, or archival work and government service. Some are compiling histories of businesses or corporations because more and more institutions and corporations are now becoming very careful about maintaining archives and records.

One thing that distinguishes all of La Salle’s academic departments is the strong emphasis devoted to developing writing skills. Michels, who worked for the Harvard-Smithsonian Center for Astrophysics before becoming a Congressional advisor, says that he was a rarity among fellow physics majors because of his ability to write—a talent that he developed at La Salle, taking such Honors courses as the freshman triad of English, History, and Philosophy which often required two lengthy papers a week. “I’m able to write informative, entertaining paragraphs describing the work I do in physics for a wider audience,” says Michels. “And that’s definitely a result of the tradition of La Salle and its Honors Program, specifically.” There was also Claude Koch’s Shakespeare
Dr. Barbara Trovato, an associate professor of Spanish at the University who won a Lindback Award for distinguished teaching in 1998, says that the personal attention she received as an undergraduate helped influence her career goals.

course. "He was the master," Michels recalls. "You could write on any Shakespeare play but the limit was one page. Often, I would spend more time on that page than on a 15- or 20-page term paper. Stylistically he was tremendously beneficial."

Kathleen M. Sandman, '81, a biology major who earned her Ph.D. at Harvard, and Barbara Trovato, '80, an associate professor of Spanish at La Salle, agree that the quality of teaching at La Salle is one of the major reasons for the University's success rate in producing doctorates.

"When I got to Harvard, I noticed the difference right away," recalls Sandman, a staff scientist conducting research in the Microbiology Department at Ohio State University. "The Harvard research professors were terrible at communicating information to undergraduate and graduate students whereas the teaching at La Salle was fantastic because they were professional teachers and they were able to translate difficult concepts to the level where they were understood by the students. I really came to appreciate the quality of teaching at La Salle and how important it is that you communicate to your audience."

Sandman's specific field is chromosome structure in hyperthermophiles—organisms that grow in very high temperatures. "In my field communicating scientific results is critical and you have to be able to pitch it to your audience so that your audience can understand it."

When I got to graduate school it was like hitting a brick wall with the amount of work, research, and investigation that was expected, says Dr. Trovato, '80, who earned her Ph.D. at Temple University. "That's not La Salle's focus. It never was. La Salle prepared me because I had so many outstanding, dynamic, charismatic teachers who increased my motivation. They just spurred me on. I wanted to teach in a college and I wanted to teach like those people at La Salle."

Dr. Trovato says that she originally wanted to be a high school teacher. But she changed her mind and set her ultimate goal on teaching at the university level—particularly at La Salle—because of the personal attention she received as an undergraduate.

"We had small classes and all of the teachers really went out of the way to address you as an individual, to challenge you as an individual, and to encourage you as an individual," she recalls. "By the time I hit graduate school I just knew that I could do anything I set my mind to because my self-esteem and my academic confidence was very high. The reason I wanted to be at La Salle was because of this distinctive characteristic. The faculty is really accessible and there's plenty if individualized attention. And I don't want that to go away."

La Salle graduates with doctorates have distinguished themselves in a variety of ways. John D. Caputo, '62, and Joseph A. Boyle, '63, are past presidents of the American Catholic Philosophical Association. Vincent R. Kling, '68, an associate professor of English at the University, was the first Evening Division graduate in the nation to win a prestigious Woodrow Wilson fellowship. Another '68 graduate, William M. Sullivan, a professor of philosophy at the University, has recently taken a leave of absence to accept an appointment as a senior scholar on the Carnegie Foundation for the Advancement of Teaching.

Edward J. Zajac, '79, a chair professor of organization behavior at Northwestern University, had the unusual distinction of earning undergraduate degrees in Accounting and German at La Salle before winning a Fulbright Scholarship and working in Germany for the public accounting firm Peat Marwick for a year. "Even with all the requirements, I was able to swing that dual major at La Salle," Dr. Zajac recalls. "I didn't have any electives but with those two very different majors, it worked out nicely. I really wanted to get the best of what La Salle had to offer which I felt was a true liberal arts education but also a very pragmatic focus as well. La Salle always had a great faculty and a great reputation in the humanities, in foreign languages in particular, and in business."

After returning from Germany, Zajac earned his MBA and Ph.D. in Organization and Strategy Management at the University of Pennsylvania Wharton School. He joined the prestigious Kellogg School of Management at Northwestern University in 1986. As the James F. Bere Professor of Organization Behavior, he has published extensively and has established himself as an internationally-recognized expert on strategic management issues.

And like so many other La Salle alumni with doctorates, it all started as undergrads at 20th and Olney.
Marianne Gauss, ’75, ’87 MBA, remembers her very first class as a freshman in September, 1970, shortly after La Salle opened its door to women as full time students.

“It was a chemistry class with (the late) Brother Claude Demitrias,” she recalls, “He cared so passionately about what I was doing in class. He wouldn’t cut me any slack. It was the first time that I had a teacher who encouraged me and harassed me to strive. Most of my teachers accepted the level of work I was doing but he really challenged me. Every time I started feeling sorry for myself he’d give me grief and push me.”

Gauss was reflecting on those early days in the classroom recently—shortly after the popular La Salle management professor was named recipient of a Lindback Award for distinguished teaching. She remembers that Brother Claude and all of the Christian Brothers served as perfect role models for her own teaching career.

“The Brothers showed me a world that I would not have found any other way. They opened doors for me as far as my own self-interests and my abilities were concerned. They were able to show me what I didn’t think I could do. The Brothers have always been very accepting of the limitations that a student brings and very demanding of their potential—basically loving the student however they find them.”

Gauss, who served as the first woman president of the University’s Alumni Association from 1991-93, lives in the Fox Chase section of Philadelphia with her husband, Siegfried, ’74, a contract auditor for city’s Department of Mental Health, Mental Retardation. They have three children, Regina, a senior at La Salle; Patricia, a sophomore at the University, and Matthew, a senior at Cardinal Dougherty High School. She also finds time for a number of significant activities including serving as vice president of her parish Credit Union, as a member of La Salle’s Alumni Board of Directors, and on the Mission and Ministry Committee of the Baltimore Province of the Christian Brothers. But outside of her family, teaching is her first love.

‘Earlier this semester, somebody asked me how my classes were going and I said, ‘Well, I’m starting to fall for them again.’ It’s almost like falling in love each semester. When you first meet them there’s that week of nausea and tension where you’re not comfortable and you’re not sure they’re comfortable. There’s a certain amount of negotiation where they don’t want to take three tests and you want to give five tests. And then there comes that part when they suddenly say, ‘Okay, we’ll play.’ It’s just so much fun.”

It’s also about honesty.

“You can’t be false in front of a group of students because they’ll see right through you,” Gauss explains. “It certainly makes you more true to yourself in a way. And I work hard. I always try to make sure that I’m really prepared. But I’ve had to give up my ego because I don’t always have the answer. And for me to be successful, I’ve had to make sure that if the answer is in the room, the person who has the answer will share it. It’s not about me being all knowing.”

After graduating from La Salle, Gauss worked for Philadelphia’s PNC Bank for about five years as an internal auditor and commercial lender. She really enjoyed banking and planned to eventually return to the financial world after raising a family and earning her MBA. Then when La Salle asked her to fill in an teach a couple of statistics courses, “I sort of tripped into teaching, then just fell in love with it.” By 1987, she was a full-time member of the School of Business Administration.

Gauss says that she gets a tremendous amount of personal satisfaction from seeing the lasting impact on the lives of many of her students.

“IT’s nice that they can still remember how to do a standard deviation and it’s great that they know how to string an articulate sentence together. But if they’ve learned that the values of their lives are as important as any knowledge that I’ve taught, than I feel that I made a difference.”

—RSL
Dr. Jack Reardon receives Provost's First Distinguished Faculty Award

"M"y formula for success is an easy one," says La Salle Accounting professor, Dr. Jack Reardon, '59. "It's cost versus benefit. If the benefit is larger than the price you pay, then it's worth it; you've succeeded. All of my work has been worth it."

Reardon has used this formula for success for 37 years at La Salle, and obviously, it was a factor when he was recently given the first Provost's Distinguished Faculty Award. In addition to the new award, he won the Lindback Award for excellence in teaching in 1969, only seven years into his career.

During his acceptance speech, Reardon joked, "I feel like Susan Lucci, the soap opera actress who won an Emmy after so many years of participation. Longevity seems to enhance one's candidacy."

Reardon has certainly had a lengthy career with La Salle schools. He started at La Salle High School in 1951 and later enrolled in La Salle College.

"Literally, hundreds of students have touched my heart. That's what makes me so devoted," says Reardon.

He laughs as he tells the story of a student named Beth Harper, who took his Accounting I and Accounting II classes in the same semester. "On the last day of Accounting I, I played a little joke on the class, the same thing I do every year. I say, 'I know you're ready to throw me a teacher of the year party, but you're going to have to keep it down. The other teachers get jealous every year when they hear all of the applause and they see you carrying me around on your shoulders.' When I tried to play the same joke on my Accounting II class later that week, Beth suddenly stood up with a bouquet of flowers and a cake!"

Beth Harper Briglia, recalls, "the classes Dr. Reardon taught were in such high demand that a registered seat in one of his classes was truly a 'win.' His classes were never dreary. His wit was truly unsurpassed and enlivened what many might call a subject difficult to make fun. His office door was always open for the random question, the need for in-depth tutoring, or a discussion of the latest professional baseball results."

Assistant Provost Jerry Johnson said the award was created because La Salle "wanted to have the opportunity to reward people who continuously make distinguished contributions in teaching, service, and as accomplished citizens."

Reardon says he finds it most rewarding to be recognized by his colleagues. "I saved every e-mail and letter that my friends and colleagues sent to congratulate me. Anytime I feel down, I can read those and instantly feel better."

Reardon lives in Warminster, Pa., with his wife, Kathy, and has two daughters and son, all of whom are La Salle graduates.

—Kate Miller
'57 Ronald Boyle is the controller of Evergreens Retirement Community in Moorestown, N.J.

'59 James A. Thompson was ordained to the permanent diaconate for the Archdiocese of Philadelphia.

'60 Joseph G. Lynch recently retired from the Bureau of Alcohol, Tobacco & Firearms, U.S. Treasury Department.

'65 James Marino has joined Deloitte & Touche's Actuarial & Insurance Consulting Group as a national business development professional in its national sales organization. An insurance executive for 20 years, Marino will be located in the firm's New York office. Edward Schna has been selected to be the dean of the College of Business at Rowan University in Glassboro, N.J. Since 1991, Schna had served as dean of the William McGowan School of Business at King's College in Wilkes-Barre, Pa., and chairman of its Department of Business Administration from 1980 to 1990.

'66 Robert G. Fryling and his partner in the business and corporate department of Blank Rome Comisky & McCauley LLP, held a seminar at the Greater Philadelphia Chamber of Commerce entitled "Working with the Government."

'67 William F. Chapman, Jr., recently passed the Internal Revenue Service's enrolled agent test.

'68 Francis B. Burke was ordained to the permanent diaconate for the Archdiocese of Philadelphia.

'72 James D. Duffy was ordained to the permanent diaconate for the Archdiocese of Philadelphia.

'73 David E. Stout, Ph.D., is serving a three-year term as editor of Issues in Accounting Education, a quarterly publication of the American Accounting Association. Dr. Stout is the Accounting Department chair at the College of Commerce & Finance, Villanova University.

'77 James A. Baldassarre was recently appointed as chief financial officer at Norristown Industries in Southhampton, Pa.

'84 Gregory J. Dwarnikowski, CPA, received an MBA degree from the Wharton School of the University of Pennsylvania and now works as a portfolio manager with the Philadelphia based real estate investment firm, The Rubenstein Company. MARRIAGE: Gregory J. Dwarnikowski to Susan M. Bordner. BIRTH: to Judith Marks Hamilton and her husband, Carl, their first child, a son, Carl D., III.

'88 Jeffrey R. Boyle has been admitted to the partnership of PriceWaterhouse Coopers LLP in Philadelphia. BIRTHS: to James Beyer and his wife, Kathy, their first child, a daughter, Erin Bridget; to Daniel Stecher and Marylynn Kearney Stecher (BA '88), their second son, Zachary Leo.

'90 MARRIAGE: Curt J. Organt to Denise Ruth.

'91 Robert P. McWilliams has been awarded the Associate in Claims (AIC) designation by the Insurance Institute of America (IIA). McWilliams is a claims supervisor for The Harleysville Insurance Companies’ Fort Washington (Pa.) claims office. BIRTHS: to Al Araco and Eileen McCann Araco (MBA '88, BA '81), their first child, a daughter, Allison; to Eric Filippone and his wife, Carmela, a daughter, Alessandra Rita; Antoinette Stickler Ross and John J. Ross, Jr., their first child, a son, Cole Thomas.
'92
BIRTH: to Danna Gilbride Green and her husband, David, their first child, a daughter, Maeve.

'93
BIRTH: to Frani Wasserman Aufiero and her husband, Frank, their first child, a daughter, Samantha Ilisabeth.

'94
Michael Doser is an editor and writer for four NFL team magazines in Rochester, N.Y.

MARRIAGE: Michael Doser to Jill Kotler.

'96
MARRIAGE: Julie Bruce to Matthew P. Riley (BA '96).

BIRTH: to Eleanor Mulligan Kerwick and her husband, Joe, their daughter, Karen Marie.

'98
BIRTH: to Karen Rio Russemano and her husband, their third son, Anthony Michael.

SCHOOL OF ARTS & SCIENCE

'45
Edward Cannon, F.S.C., celebrated his 60th anniversary as a De La Salle Christian Brother.

'46
Andrew Dinoto, F.S.C., a longtime teacher at Calvert Hall College High School in Baltimore, Md., observed his 60th anniversary as a De La Salle Christian Brother.

'52
Col. Joseph G. McGloge (Ret.) recently had an article published by the Tampa Tribune analyzing the legal challenge, by special interest groups, to the Florida A+ Education Plan, which includes school vouchers.

'53
Colman Coogan, F.S.C., former provincial and La Salle University trustee, observed his golden anniversary as a De La Salle Christian Brother. Frank Monaghan has completed 44 years of teaching sociology and chairing the department for 42 years at Immaculata (Pa.) College.

'54
Judge R. Barry McAndrews, Court of Common Pleas in Bucks County, Pa., was elected President Judge by the Bucks County Bench. He will administer court operations, assign judges to cases and courtrooms, oversee district justices, head the juvenile court system, sit on the County Salary Board, and serve on the County Prison Board. Kevin Strong, F.S.C., president of Calvert Hall College High School in Baltimore, Md., celebrated his 50th anniversary in religious life.

'55
Albert C. Price, M.D., retired from the practice of pediatrics and will continue to be active in the Lancaster (Pa.) Safe Kids Program.

'56
Edward P. Carey retired from the Pennsylvania Department of Public Welfare and has opened a small practice in elder law.

'57
Dr. John J. McCann, retired associate professor of French at La Salle University, delivered the commencement address at Holy Ghost Preparatory School in Bucks County, Pa. Frank J. McSorley retired after 40 years as a teacher/administrator at the Galloway Township Board of Education in Atlantic County, N.J.

'63
Louis M. Natali is a professor of law at Temple Law School, teaching criminal law, evidence, professional responsibility, trial advocacy and death penalty law.

Quinn

'64
Joseph P. Batory retired after 14 years as superintendent of schools of the Upper Darby (Pa.) School District. Joseph Dimter was listed in the 1998 issue of Who's Who Among America's Teachers. Joseph T. Quinn has been named director, sales and business development for Amco Folding Cartons, a subsidiary of Gulf States Paper Corporation located in Towaco, N.J.

'66
John M. Kramer has been named distinguished professor of the College at Mary Washington College in Fredericksburg, Va. Kramer retains his previous titles as professor and chairman in the Department of Political Science and International Affairs. He concurrently serves as a professor of national security affairs at the United States Naval War College.

'67
Louis Beccaria, Ph.D., received a "key
day” special community award from the Association for Developmental Disabilities in honor of support for people with special needs and the organization that works with them. Additionally, Dr. Beccaria was among nine distinguished men and women who served recently as 1999 National Awards Jury panelists for Freedoms Foundation at Valley Forge (Pa.). Dr. Joseph Byrne and his wife, Diane, and Dr. Joseph Gilbert and his wife Margie, celebrated the wedding of their children, Emily Byrne (BA ’96) and Michael Gilbert (BA ’94). Donald R. Jerlesi, Ph.D., of Bakersfield, Calif., has been promoted to deputy director of Mental Health Services for Kern County.

BIRTH: to David P. May and Dolores (Doe) Armstrong May (BBA ’78), a daughter, Mackenzie.

Dr. Victor Brooks, professor of historical foundations at Villanova University, recently published a book, “How America Fought Its Wars: Military Strategy from the American Revolution to the Civil War.” Dr. Brooks has appeared on a number of national news networks including Fox News Channel and has conducted book signings in Rockefeller Center in New York and at The Pentagon in Washington, D.C. James P. Steinitz is a senior project manager at CGU Insurance Company in Philadelphia. He is currently involved in managing financial systems integration resulting from the merger of General Accident and Commercial Union, which formed CGU Insurance Company.

Kenneth S. Domzalski, Esq., a sole practitioner in Burlington, has been re-appointed as a trustee of the New Jersey State Bar Foundation, the educational and philanthropic arm of the New Jersey State Bar Association.

F. Michael Horn earned a master’s degree in taxation from Temple University. MARRIAGE: Edward Fox to Susan Turner.

Robert H. Welsh received a grant from the National Science Foundation to study astronomy at the University of Arizona as part of a new science education program. Bruce A. Fortnum, a plant pathologist, received the Godfrey-Snell Award for Excellence in Agricultural Research presented annually by Clemson University in South Carolina. He was selected for his contributions to understanding the biology, ecology and control of the root-knot nematode that reduces crop yields worldwide.

Edward R. Hitzel just published the first edition of his new magazine, Ed Hitzel’s Restaurant Magazine, which covers the South Jersey dining scene. Hitzel recently expanded his food and beverage radio show and started a television show in Atlantic City, N.J. Jane Gowen Penny, Esq., was appointed to serve as a member of the Pennsylvania Board of Law Examiners.

James J. Rodgers was honored by the Board of Education of Prince George’s County, Md., as Outstanding Educator for the 1998-99 school year. Rodgers is a guidance counselor at the Creative and Performing Arts Magnet School in Landover, Md. Dominic D. Salvatori, Esq., joined Rathman Gordon Foreman & Graudine, a Pittsburgh, Pa., law firm. Salvatori will practice in the areas of workers’ comp and personal injury.

John Crawford, F.S.C., academic vice-principal at Central Catholic High School in Pittsburgh, Pa., celebrated his silver anniversary in religious life. Steven J. Lichtenstein, M.D., was re-elected to the National Executive Committee of the American Academy of Pediatrics, Section of Ophthalmology, for a second term.

Dr. Lichtenstein was also appointed membership chair of the section, and is the chief pediatric ophthalmologist with Louisville Children’s Eye Specialists in Louisville, Ky. Mary Ann Feeley Petermann was appointed as a principal, private banking, at Millennium Bank in Malvern, Pa. David Trichtinger, F.S.C., observed his 25th anniversary as a De La Salle Christian Brother.

Ronald F. Feinberg, M.D., Ph.D., is currently the medical director of reproductive associates of Delaware in Wilmington and is an associate adjunct professor, Ob/Gyn Department, at Yale University School of Medicine. William Hudson, F.S.C., religion teacher at Central Catholic High School in Pittsburgh, Pa., observed his 25th anniversary as a De La Salle Christian Brother.

Donald Levick, M.D., recently received his MBA from the University of Phoenix. Dr. Levick is the associate medical director of the Lehigh Valley (Pa.) Physician Group, a 175-multiprofessional physician group associated with the Lehigh Valley Health Network. Margaret G. McAnas and her husband, John, adapted a girl from China. Catherine Anne Yue McAnas recently turned two years old.

MARRIAGE: Robert Progon to Cynthia Wallace.

John Kane, F.S.C., has joined the staff of the Athletic Department at La Salle University as director of facilities and operations.

Craig J. Badolato, M.D., F.A.C.P., was named director of oncology services for Health First, Inc., in Florida.

Patricia A. Serratore was named the treasurer of the Los Angeles (Calif.) Chapter of the Women’s Automotive Association International. Kelly Williams is assistant professor of writing at Brookdale Community...
'84 Robert G. Worstell has been named actuarial technology service manager for The Harleysville (Pa.) Insurance Companies.

BIRTH: to Salvatore R. Faia and his wife Margaret, their tenth child, a son, Joseph Anthony.

'85 John Connolly and Leslie Kasprowcz Connolly (BA '86) have been settled in the wilds of New Hampshire for the past decade and invite any of their friends who should have occasion to be in northern New Hampshire to look them up. John B. Deamer, Jr., is regional manager for Performance Personnel, a placement company located in his hometown, Lebanon, Pa. On weekends, Deamer can be heard on the local Lebanon FM radio station from 3:00 P.M. to 1:00 A.M. Anne M. Mullan is teaching at Rutgers Law School where she is the supervising attorney of the Rutgers Domestic Violence Project.

BIRTHS: to James F. Hanahan, Jr. and his wife, Cynthia, twin daughters, Amanda and Kaitlin; to Anne M. Mullan and her husband, Jeffrey Mollgrave, their third child, a son, Timothy James; to Gregory Pasquale and his wife, Karen, their second child, Derek; to David Richard and his wife, Suzanne, a son, Joshua Gabriel.

'86 Michael Bradley is a marketing planning analyst with Wyeth-Ayerst Pharmaceuticals in Radnor, Pa. Dr. William G. Dotzman is practicing family medicine with First Care Medical Group in northern New Jersey. Anita Mastroieni has been named the associate director for the Global Alumni Network at the University of Pennsylvania. Mastroieni recently received her master's degree in urban studies from the University of Pennsylvania.

'87 BIRTH: to Susan Huff Raffin and her husband, Charles, their second child, a daughter, Rebecca Ann.

'88 BIRTH: to Marylynn Kearney Stecher and Daniel Stecher (BS '88), their second son, Zachary Leo.

'90 Maureen Merk Heffelfinger recently received a master of education degree with reading specialist certification from Holy Family College. She is a reading specialist in the Pennsbury School District in Bucks County, Pa.

'91 MARRIAGE: Michael Glaze to Christa Johnson (BA '94).

Necrology

'35 Anthony J. Dwyer William L. Regan, Sr.

'36 Dr. Frank A. Ardito

'43 Anthony S. Jannelli, D.O.

'49 William F.X. Coffee, M.D.

'50 James F. Brown James S. Morley, Esq.

Joseph F. Ryan Robert J. Valenti

'53 James T. "Knute" Mullen, Sr.

'54 Robert J. Brennan

'55 William J. Murray Laurence A. Narcisi, Jr.

'56 Isidor P. Strittmatter

'57 Lawrence W. Cornell

'58 Dr. Louis E. DiBacco James E. O'Hara

'59 Frederick M. Manning

'60 Thomas A. Hennessy

'62 Thomas G. O'Brien

'67 Samuel Duca

'70 Herlies A. Evans

'72 James M. Boyle

'73 William Cubbage, III

'74 George R. Zimmerman

'90 Peter R. Bossow, Jr. William P. Carey, Jr. Bogdan Szetela

Hold the Date

La Salle University
President's Golf Tournament Cup
2000

The 2nd Annual La Salle President's Cup Golf Tournament will be April 24, 2000 at the beautiful Blue Bell Country Club.

Call 215-951-1539 or e-mail gordon@lasalle.edu
Explorer Basketball
1999-2000 Season Ticket Information

Ticket Application

<table>
<thead>
<tr>
<th>Men's Ticket Plan</th>
<th>Quantity</th>
<th>Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIP</td>
<td></td>
<td>$250.00</td>
<td></td>
</tr>
<tr>
<td>Gold</td>
<td></td>
<td>$195.00</td>
<td></td>
</tr>
<tr>
<td>Blue</td>
<td></td>
<td>$140.00</td>
<td></td>
</tr>
</tbody>
</table>

Individual Games at the Tom Gola Arena

<table>
<thead>
<tr>
<th>Plan</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIP</td>
<td>$25.00</td>
</tr>
<tr>
<td>Gold</td>
<td>$15.00</td>
</tr>
<tr>
<td>Blue</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Women's Ticket Plan</th>
<th>Quantity</th>
<th>Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td></td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td>Child</td>
<td></td>
<td>$25.00</td>
<td></td>
</tr>
</tbody>
</table>

Explorer Kids Donation $500 $250 $100 $50 $ |

Handling Fee $3.00

Total $ |

Name ____________________________
Address ____________________________
City/State/Zip ____________________________
Day Ph. (____)_________ Eve. Ph. (____)_________

Payment: □ Check (payable to La Salle University)
□ Visa/MasterCard

Acct. # ____________________________ Exp.Date ____________________________

Signature ____________________________

Orders are filled on a first come, first served basis. Tickets subject to availability. If desired ticket price is not available, order will be filled with the next available ticket price and the difference refunded. Individual game tickets available beginning November 1, 1999. Full remittance must accompany all orders.

Return Order Form To:
La Salle University
Athletic Ticket Office
1900 West Olney Avenue
Philadelphia, PA 19141-1199

For More Info Please Call: 215 951-1999

For Complete Schedule Information Visit: www.lasalle.edu/athletics

Men's Home Schedule

NOVEMBER
Tue. 9 Delaware Dynamite (Ex.) 7:00 PM
Sat. 20 Mt. St. Mary's 7:00 PM
Tue. 23 Cent. Connecticut St. 8:00 PM

DECEMBER
Tue. 7 Pennsylvania 8:00 PM

JANUARY
Sun. 9 St. Bonaventure 2:00 PM
Sat. 15 Rhode Island 2:00 PM
Tue. 18 Temple 8:00 PM

FEBRUARY
Sat. 5 Virginia Tech 2:00 PM
Sat. 12 George Washington 2:00 PM
Wed. 23 Dayton 7:00 PM
Sun. 27 Xavier 2:00 PM

MARCH
Sat. 4 Duquesne 2:00 PM

Women's Home Schedule

NOVEMBER
Sun. 7 LEGACY AAU (Ex.) 12:00 PM
Thu. 11 ROTA BANSKA (Ex.) 7:00 PM
Tue. 23 PENNSYLVANIA 6:00 PM

DECEMBER
Wed. 1 VILLANOVA 7:00 PM
Wed. 7 Penn State 7:00 PM
Sat. 11 George Washington 1:00 PM

29/30 La Salle Invitational 6:00/8:00 PM
La Salle – Lafayette – Quinnipiac – Richmond

JANUARY
Thu. 6 Massachusetts 7:00 PM
Sun. 16 Virginia Tech 1:00 PM
Sun. 30 St. Bonaventure 12:00 PM

FEBRUARY
Thu. 3 Dayton 7:00 PM
Sun. 6 Duquesne 1:00 PM
Fri. 18 Xavier 7:00 PM
Sun. 20 Rhode Island 1:00 PM
Meet President Charles Quattrone

Charles Quattrone poses in the Dan Rodden Theatre where he spent many of his undergraduate days as chairman of the College Union Committee.

As a director at Merrill Lynch Asset Management, in Princeton, N.J., Charles J. Quattrone, Jr., ’72, has spent much of his career handling hundreds of millions of dollars in investments for several clients. Now, as the newly-elected president of La Salle’s Alumni Association, his goal is to produce more dividends in terms of increased visibility and involvement from many of the 40,000 men and women who have attended the University.

“My primary objective is to let the alumni know that they are wanted—and not just for their money,” says Quattrone, whose professional responsibilities also include serving on the Merrill Lynch Asset Management Private Portfolio Group’s international investment strategy, proxy voting, and socially-responsible investment committees. “We need the men and women from the alumni to get involved for their ideas, their time, and their talent. Especially the 22,000 people who live in the five county region surrounding the University.”

Quattrone knows a lot about involvement. As a La Salle undergraduate, commuting from the Fairmount section of Philadelphia, he spent virtually all of his non-classroom time in a variety of extracurricular activities. He eventually became chairman of the powerful College Union Committee, the organization that ran all of the films, dances, concerts, speakers, and coffeehouse activities on campus.

The new alumni president recalls his time with the CUC as a fantastic learning experience. “It was a bunch of kids with a lot of responsibility,” Quattrone says. “Basically we were responsible for doing everything but actually signing the contracts.

“We were essentially running a business, hands-on, and providing a service to the campus. We grew tremendously, not only in terms of individual growth and dealing with people in a business sense but in terms of interpersonal relationships.”

Quattrone, who lives in Yardley, Bucks County, Pa., with his wife, Marilyn, and two daughters—Andrea, a Villanova graduate, and Diana, a La Salle sophomore, says that he decided to attend La Salle because it was “local, affordable, and had a good reputation.” He never regretted his decision. “The unique thing about the university is that everybody loves it. I’ve met very few people who don’t have fond memories of the school.”

Quattrone started as a history major, then transferred to the Business School where he majored in industrial management. That’s when he took some finance courses and decided to concentrate on stocks and bonds. After graduation, he got his MBA in investment finance at nights at Drexel University while working as a systems analyst at the Southeastern Pennsylvania Transportation Authority. He worked as an investment generalist at Philadelphia Manufacturers Insurance Co., in Valley Forge, for six years, then became portfolio manager at Horizon Trust Co., in Princeton, until 1987 when he joined Merrill Lynch.
His involvement with the Alumni Association dates back to 1983 when the group's president, Jack French, '53, appointed him to the Board of Directors. He served on the Signum Fidei and travel committees, handled a number of financial projects, then was elected treasurer and, two years ago, executive vice president.

Many of Quattrone’s goals as head of the Alumni are built upon work begun by such past presidents as Nicholas J. Lisi, '62, and Joseph J. Cloran, '61, among others. In addition to maintaining such traditions as the prestigious Signum Fidei Medal, Alumni Hall of Athletes, Class Reunions, Homecoming, Travel Committee, Alumni Golf Tournament, and involvement with the University’s annual Charter Day Dinner, Quattrone has appointed a committee headed by Teresa Hooten Kozempel, OD, '74, to study the creation of an Alumni Hall of Excellence that hopefully will be unveiled in the near future.

Quattrone recently met with La Salle's new president Brother Michael McGinniss, F.S.C., Ph.D., '70, to discuss the possibility of increasing the association's involvement on more campus committees. He also appointed two new committees. One is chaired by the association's executive vice president, James J. McDonald, '58, to explore the possibility of creating or re-energizing various clubs and chapters around the country. Another group, under John Carabello, DMD, '62, will analyze ways to strengthen relationships with such alumni affinity groups as the alumnae and health profession organizations, among others.

Marianne Gauss, '87 MBA, a past president, has been asked to head a task force to develop a mission statement for the association. Cloran will head a group exploring how the alumni can be more involved with the Business School. Hopefully, says Quattrone, such relationships will become a model for other schools on campus like Arts and Sciences and Nursing. Also on the drawing board is the reorganization of the Downtown Club into an executive speakers series. “The Downtown Club was a good idea at one time,” explains Quattrone. “But I don’t think that it’s as effective nowadays because many of our graduates are working in the suburbs.”

Recently, Quattrone and George J. (Bud) Dotsey, '69, the alumni director, spent a night calling alumni around the country to introduce themselves. “We told them we were not asking for money but were calling to express an interest in them and to ask for their input. Many of our graduates have students attending other colleges and we would like them to share any ideas they’ve experienced at other institutions.”

Earlier this spring, a number of prominent alumni including Frederick J. Leinhauser, '57; George S. Paull, '67, Cloran and others, visited the campus just introducing themselves to students. “They said the reaction was very exciting and favorable,” recalls Quattrone. “All the students were very congenial, very happy to see them. We want to build on that. We induct the graduating students each year into the association at commencement. What people may not realize is that under the by-laws of the association, everybody who has attended La Salle for at least one semester is automatically a member of the Alumni Association.”

Quattrone realizes that involvement in any organization is often a matter of proximity and availability of time.

“As your family grows and your children get older, you often find that you have more time available. I would encourage people who are finding themselves in that situation to consider getting more involved. We’re in a dynamic part of the school’s history. The school is moving ahead and would like to have as many people as possible on the train when it pulls out of the station.”

—RSL


Michael Gilbert (BA '94); Jennifer Cloran to Richard Huber; Matthew P. Riley to Julie Bruce (BBA '96).

'97
Christopher Lowler is an administration program designer with Buck Consultants in Secaucus, N.J.

'98
Vince Monzo worked at Federman-Phelan, mortgage law specialists, in Philadelphia last past summer.

'99
Lori Grober is an economist in the data collection department of the U.S. Bureau of Labor Statistics in Philadelphia. Barbara Mieczkowski is employed with the financial leadership development program of Johnson & Johnson in Puerto Rico. John Sadlowski is an economic and financial strategist/consultant with Arthur Andersen in Philadelphia. Marc Santugini-Repiquet is a teaching assistant in the economics doctoral program at the University of Nebraska at Lincoln. Jonathan Sedlick is a contract specialist in the acquisition intern program of the U.S. Navy in Mechanicsburg, Pa.

SCHOOL OF NURSING

Bachelor of Science

'89
Joanne D. Alston Lovelace graduated from the Philadelphia College of Textiles & Sciences with an MBA degree in health administration.

'90
Master of Science

Albert A. Rudlue, Ph.D., was recently appointed clinical associate professor at Rutgers University's College of Nursing.

'80
Kelbourne J. Ritter, Aetna U.S. Healthcare's Head of Diversity, has been appointed to the Executive Leadership Team of the National Eagle Leadership Institute (NELI) and will be honored at the group's 1999 gala in New York.

'81
Bill G. Stieber, Ph.D., was awarded the National Speakers Association's Certified Speaking Professional (CSP) designation at the 1999 NSA Convention in San Antonio, Texas. Dr. Stieber is the founder of InterPro Development, Inc., a training and consulting firm that aids corporations in improvement and change.

'84
Pamela Z. Clary was appointed deputy director of finance for the City of Memphis, Tenn. She is responsible for debt, operating and pension assets, risk management and treasury functions.

'85
William J. Scott is the vice president of human resources at Susquehanna Paltzgraff Company in York, Pa. He was recently elected president of the Strand-Capitol Performing Arts Center in York, Pa.

'88
BIRTH: to Eileen McCann Araco (BA '81) and Al Araco (BBA '91), their first child, a daughter, Allison.

'91
Charles A. Petosa passed the CPA exam and was promoted to tax director after two years as controller of investment real estate at Drexel University in Philadelphia.

Hayman Center

as of 10/1/99

Group
Number of Gifts / Amount
Alumni 6,009 $1,192,975
Other Orgs. 9 $14,425
Parents 968 $85,196
Matching Gifts 519 $107,493
Faculty/Staff 54 $26,684
Friends 37 $19,525
Corp/Fdns 9 $36,375

Total 7,605* $1,482,673

*Represents number of installment gifts on multi-year pledges.

MARK YOUR CALENDAR FOR THESE IMPORTANT EVENTS

Health Professionals Alumni Brunch/Business Meeting ............................................. November 14
AED Pre-Med Honor Society and Alumni Reception ..................................................... November 14
English Major Alumni Reception ..................................................................................... November 14
Alumni Association Awards Dinner ................................................................................. November 19
Alumni Association Board Brunch ................................................................................. January 9

FALL 1999 page 29
Dear Fellow La Sallians:

These are exciting times for our University as we greet a new millennium with a new president and a renewed sense of mission for all La Salle stakeholders.

As the newly elected President of your Alumni Association, it is my privilege to invite you to join my fellow board members and me in rededicating ourselves to the La Salle University spirit we all know and share.

La Salle is more than just a collection of buildings and a limited four-year experience. It is a shared value system promulgated by the Christian Brothers as set forth by Saint John Baptist de La Salle. Thus, we all share a centuries-old tradition of education and service.

It is in that spirit and with the knowledge of our common educational heritage that I now ask you to continue or renew your involvement with La Salle.

Come share in the great things which are happening at La Salle. Join with your Alumni Association in our commitment to working with Br. Michael McGinniss, the administration, faculty, staff, and students to ensure that all efforts are successful and that change, improvement, and success are a continuum or journey at La Salle rather than a destination.

To that end, the Alumni Association has committed to several initiatives such as a new Mission Statement, the recognition of excellence in our alumni, rededication to energetic and enthusiastic clubs and chapter systems, coordinated efforts among alumni affinity groups, and more involvement with students and the University on an ongoing basis.

For information on what your Alumni Association is all about along with a description of specific awards and programs, I encourage you to call the Alumni Office to request our Alumni Handbook.

Perhaps most importantly, share with us your thoughts and ideas as to what we can all do to ensure that La Salle University remains the great institution that it is and that our future alumni are prepared not only for careers but for life.

Please join us as we all strive together to send forth to the world graduates who are well prepared, of high character, and possessed of the courage born of strong values developed and honed to a fine point by the La Salle experience.

Sincerely,

Charles J. Quattrone, Jr.

---

'B92
Andrea Eadeh Wills (BA '88) is a sales manager for RPRP pharmaceuticals in the Baltimore/Washington, D.C. area.

'BIRTH: to Charlene Dewees Vail and her husband, Sydney, a son, Andrew Jordan.

'98
John Grillone, acting battalion chief and unit head at the technical support unit of the Philadelphia Fire Department, is teaching introductory economics at La Salle University.
### Gear Brand Cotton Tees

<table>
<thead>
<tr>
<th>Style</th>
<th>Design Description</th>
<th>Imprint Location</th>
<th>Fabric Details</th>
<th>Sizes</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>N1</td>
<td>&quot;La Salle University&quot; on left chest imprint. 100% cotton</td>
<td>S,M,L,XL</td>
<td>$14.95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N2</td>
<td>&quot;La Salle Alumni&quot; on full chest imprint. 100% cotton</td>
<td>S,M,L,XL,XXL</td>
<td>$14.98</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N3</td>
<td>&quot;La Salle University&quot; on full chest imprint. 100% cotton</td>
<td>S,M,L,XL,XXL</td>
<td>$14.98</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N4</td>
<td>&quot;Champion&quot; Mesh Shorts. Navy with &quot;La Salle&quot; imprint on left thigh. 100% nylon.</td>
<td>S,M,L,XL, XXL</td>
<td>$29.98</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### MV Sport Tees

<table>
<thead>
<tr>
<th>Style</th>
<th>Design Description</th>
<th>Imprint Location</th>
<th>Fabric Details</th>
<th>Sizes</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>N5</td>
<td>&quot;La Salle University&quot; &amp; Basketball design on full chest imprint. Also available with Football imprint. 100% cotton.</td>
<td>S,M,L,XL,XXL</td>
<td>$9.99</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N6</td>
<td>&quot;La Salle University&quot; on full chest imprint. Also available in white. 100% cotton.</td>
<td>S,M,L,XL,XXL</td>
<td>$9.99</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N7</td>
<td>&quot;La Salle University&quot; in small letters across full chest imprint. Also available in grey or navy. 100% cotton.</td>
<td>S,M,L,XL,XXL</td>
<td>$9.99</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### MV Sport Hooded Tees

<table>
<thead>
<tr>
<th>Style</th>
<th>Design Description</th>
<th>Imprint Location</th>
<th>Fabric Details</th>
<th>Sizes</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>N8</td>
<td>&quot;La Salle&quot; in block letters arched across full chest imprint. 100% cotton.</td>
<td>S,M,L,XL,XXL</td>
<td>$9.99</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Champion Reversed Weave Tees

<table>
<thead>
<tr>
<th>Style</th>
<th>Design Description</th>
<th>Imprint Location</th>
<th>Fabric Details</th>
<th>Sizes</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>N9</td>
<td>Ash grey with &quot;La Salle&quot; across full chest imprint. 80% cotton.</td>
<td>S,M,L,XL</td>
<td>$29.95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N10</td>
<td>&quot;La Salle&quot; in block letters. 80% cotton.</td>
<td>M.L,XL,XXL</td>
<td>$49.98</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N11</td>
<td>&quot;La Salle&quot; in athletic logo. Grey. 85% cotton.</td>
<td>S,M,L,XL,XXL</td>
<td>$42.95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N12</td>
<td>&quot;La Salle&quot; traditional block letters. Available in navy or grey. 89% cotton.</td>
<td>S,M,L,XL,XXL</td>
<td>$42.95</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### The Game Caps

<table>
<thead>
<tr>
<th>Style</th>
<th>Design Description</th>
<th>Imprint Location</th>
<th>Fabric Details</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>N13</td>
<td>Classic Bar Cap. Navy with white letters.</td>
<td></td>
<td>$15.95</td>
<td></td>
</tr>
<tr>
<td>N14</td>
<td>Classic Bar Cap. White with navy letters.</td>
<td></td>
<td>$15.95</td>
<td></td>
</tr>
<tr>
<td>N15</td>
<td>&quot;Top of the World&quot; Khaki Cap with Oval Imprint.</td>
<td></td>
<td>$17.98</td>
<td></td>
</tr>
<tr>
<td>N16</td>
<td>&quot;New Era&quot; Navy Cap with Circle Imprint.</td>
<td></td>
<td>$14.95</td>
<td></td>
</tr>
</tbody>
</table>

**All Caps Are Size Adjustable**
<table>
<thead>
<tr>
<th>Qty.</th>
<th>Item No.</th>
<th>Size</th>
<th>Color</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>N17</td>
<td>Plastic bike bottle with University seal.</td>
<td></td>
<td></td>
<td></td>
<td>$4.98</td>
</tr>
<tr>
<td>N18</td>
<td>Christmas ball. Set of two, one white/one gold.</td>
<td></td>
<td></td>
<td></td>
<td>$9.99</td>
</tr>
<tr>
<td>N19</td>
<td>12 inch Footsie bear with “Somebody at La Salle Loves Me.”</td>
<td></td>
<td></td>
<td></td>
<td>$29.98</td>
</tr>
<tr>
<td>N20</td>
<td>Small plastic stadium cup—gold.</td>
<td></td>
<td></td>
<td></td>
<td>$1.98</td>
</tr>
<tr>
<td>N21</td>
<td>Large ceramic mug with “La Salle University” imprint.</td>
<td></td>
<td></td>
<td></td>
<td>$7.50</td>
</tr>
<tr>
<td>N22</td>
<td>License plate frame with “La Salle Alum.”</td>
<td></td>
<td></td>
<td></td>
<td>$7.50</td>
</tr>
<tr>
<td>N23</td>
<td>License plate, navy, with athletic imprint.</td>
<td></td>
<td></td>
<td></td>
<td>$2.95</td>
</tr>
<tr>
<td>N24</td>
<td>Set of three golf balls with University seal.</td>
<td></td>
<td></td>
<td></td>
<td>$9.98</td>
</tr>
<tr>
<td>N25</td>
<td>Large plastic stadium cup—navy.</td>
<td></td>
<td></td>
<td></td>
<td>$1.98</td>
</tr>
<tr>
<td>N26</td>
<td>Stainless steel thermal mug.</td>
<td></td>
<td></td>
<td></td>
<td>$19.98</td>
</tr>
<tr>
<td>N27</td>
<td>Stainless steel auto mug.</td>
<td></td>
<td></td>
<td></td>
<td>$19.98</td>
</tr>
<tr>
<td>N28</td>
<td>License plate frame with “La Salle Explorers.”</td>
<td></td>
<td></td>
<td></td>
<td>$7.50</td>
</tr>
<tr>
<td>N29</td>
<td>License plate, white, with University shield.</td>
<td></td>
<td></td>
<td></td>
<td>$2.95</td>
</tr>
<tr>
<td>N30</td>
<td>Window decal (small) with “La Salle University.”</td>
<td></td>
<td></td>
<td></td>
<td>$1.69</td>
</tr>
<tr>
<td>N31</td>
<td>Window decal with seal and “La Salle University.”</td>
<td></td>
<td></td>
<td></td>
<td>$1.69</td>
</tr>
<tr>
<td>N32</td>
<td>Window decal with “La Salle University” and shield.</td>
<td></td>
<td></td>
<td></td>
<td>$1.69</td>
</tr>
<tr>
<td>N33</td>
<td>White plastic auto mug with “La Salle University.”</td>
<td></td>
<td></td>
<td></td>
<td>$5.98</td>
</tr>
<tr>
<td>N34</td>
<td>Navy ceramic mug with College Hall.</td>
<td></td>
<td></td>
<td></td>
<td>$8.48</td>
</tr>
<tr>
<td>N35</td>
<td>Kids’ cup</td>
<td></td>
<td></td>
<td></td>
<td>$2.98</td>
</tr>
</tbody>
</table>

Le Petit Arcade quartz clock. Brass casing with ETA of Switzerland movement. 2.5” x 3.75” x 1.5” $99.98

Money Clip $19.98

Brass Business Card Holder $39.98

Gold Plated Brass Desk Set $64.98

Le Petit Carriage quartz clock. Rosewood finished hardwood with brass roof and base plates. ETA of Switzerland movement. 3.5” x 2.75” x 1” $99.98

Pendant Necklace $29.98

Letter Opener $29.98

Le Petit Monte Carlo quartz clock. ETA of Switzerland movement. Brass with a brushed finish and lacquer coating. 1.5” cube. $99.98


Le Petit Wristwatch. Same as N44. $169.98

Women’s Wristwatch. Same as N46 but with rolled link bracelet. $169.98

Two Sectional Key Ring $24.98

---

Ship to (please print):
Name
Street
City
State Zip
Graduation year
Phone (day) (night)

Please make checks payable to LaSalle University Campus Store

1. VISA  2. AMER. EX  3. DISCOVER  4. MAESTERCARD

Card No. Exp. Date

Your signature

Our Guarantee

All of our products are guaranteed to give 100% satisfaction. We will replace it, refund your purchase price or credit your credit card. We do not want you to have anything from the LSU Campus Store that is not completely satisfactory.

If you are interested in any LaSalle University merchandise not shown in this catalog, please visit the Campus Store located in Wister Hall or give us a call at 215-951-1395.
Robert C. Crosson, ’51, spent most of his 37-year career helping to take his Cleveland-based refractory company to the top of the industry. Now he’s devoting much of his resources to help make La Salle’s School of Business Administration one of the finest in the nation.

Crosson and his wife, Pari, have established the Robert C. and Ellen J. Crosson Charitable Remainder Trust. Currently valued at almost $500,000, it is the first such trust ever established for the University’s Business School. Funds from the trust will be used to sponsor lectures and seminars designed to inform students about the realities of the corporate world.

“I want to see La Salle get more involved with industry,” explained Crosson, who retired in 1991 as senior vice president of sales and marketing of Allied Corporation and North American Refractories. “I want to bring people back to La Salle to give courses that aren’t strictly academia. People who have been there, done that. People who can explain to the students what it is really like on the outside because the business world is changing. There’s a lot of downsizing today, a lack of loyalty, which is a shame.”

Crosson, who now lives with his wife by the bay in Avalon, N.J., hopes that his gift will encourage others to do the same for the university. Moreover, he added, “if people have a fair amount of money, this is one way to reduce your taxes.”

Crosson, who grew up in the West Oak Lane section of Philadelphia, majored in business administration and had many of the legendary La Salle professors including Joe Flubacher, Roland Holroyd Claude Koch, and Brother Stanislaus. After graduation he went through Marine Corps Officer Candidate School with a number of classmates including Jim Phelan, the long-time basketball coach at Mount St. Mary’s College. Then came tours of duty on an aircraft carrier in the Caribbean and Cuba, and as the only Marine officer at the former Johnsville Naval Air Development Center in Bucks County, Pa. He was discharged with the rank of captain and started his career in the Philadelphia office of North American Refractories which later became a division of Allied Signal.

After a five-year stint in Detroit as district manager, Crosson was transferred to the home office in Cleveland in 1965 and worked his way up the executive ladder. In 1987, the Allied Signal people decided to get out of the smokestack business and concentrate on the high-tech aerospace industry. Crosson and three of his colleagues who had come up through the organization together jumped at the opportunity for a leveraged buyout.

“The refractory business is not a very high-profile industry, but it’s the backbone of industry,” explained Crosson. “You line all sorts of furnaces and without it you wouldn’t have steel, cement, lime, or petrochemicals. We knew we could make a go of it.”

Crosson, like the others executives, re-mortgaged his home and cashed out some investments. A Cleveland bank provided substantial financial backing. “Everybody down to middle management was allowed to buy stock. Everybody who was allowed to get in did so because we all knew our industry better than anybody. We probably had the best sales department and the most aggressive marketing people in the industry.”

Then came some bumps in the road.

“That first year we figured that five things could go wrong that could make us go under,” recalled Crosson. “Would you believe every one of the five things happened?” One major customer went Chapter 11. Another client—U.S. Steel—had a prolonged, six-month strike. There was a combination of other things. “But we tightened out belts and made money—and from that point on it just kept going and going and going.”

When Crosson and his partners took over, the company ranked ninth in the industry. “It’s a small industry, so ninth is pretty low on the totem pole,” he explained. About a dozen years later, it was Number 1 and being besieged with buyout offers. One of the suitors, German-based Dider, the largest refractory company in the world, kept coming back with different overtures. Finally they presented a proposal too good to turn down. Stock that went for around $50 a share two years earlier was sold to Dider for $1,500 a share when the deal was consummated in 1989.

“We took a big gamble and we hit a home run,” said Crosson. “We had a lot of good times.”