Still a Bull Market
A Look at the School of Business Administration and Its 25-year-old M.B.A.
Lasallian Values:

Business Leaders with a Wider Responsibility

This issue of the La Salle Magazine highlights the 25th anniversary of the M.B.A. Program. As I sit at my desk reflecting on this significant milestone, I think about that decision made 25 years ago to initiate this program that has now graduated more than 3,500 individuals. Did key individuals—such as Brother Daniel Burke, F.S.C., then President of La Salle University; Brother Emery C. Mollenhauer, F.S.C., Provost at the time; Bruce MacLeod, then Dean of the School of Business Administration; and Joseph Kane, '56, the program's first Director—envision the changes at La Salle that this program helped to forge? Twenty-five years ago, La Salle was a college with virtually all students studying either full- or part-time at the undergraduate level. Today, La Salle is a university with 14 different graduate program options and a thriving off-campus facility in Bucks County devoted primarily to graduate education. The decision to implement the M.B.A. Program helped set in motion this chain of events.

In terms of just business education, the founding of the M.B.A. Program enabled the School of Business Administration to expand the numbers and qualifications of the faculty. A strong faculty, along with a growing reputation in graduate and undergraduate education, enabled La Salle University to achieve the prestigious AACSB International accreditation for its business programs in 1995—only 30 percent of all business programs have this accreditation.

While all of these accomplishments are laudatory, the one question that does still come to mind for me is whether we in the School of Business Administration, at both the graduate and undergraduate levels, are providing an education that can be called Lasallian. In my mind, for an education to be truly Lasallian we have the responsibility to prepare our students well for their chosen paths in life. This goal would be compatible with virtually every business school in America. What makes La Salle different? We have a second responsibility that concerns itself with the total development of our students—mind, body, and spirit. This dual responsibility is at the heart of a Lasallian education and the central focus of the legacy of the founder of the Brothers of the Christian Schools, St. John Baptist de La Salle.

It certainly is my hope and expectation that the graduates of our business program leave La Salle with the knowledge that just being prepared for business careers is not enough. Because of the opportunities given to them through education, they have a wider responsibility to their fellow human beings, especially the poor.

Some anecdotal stories from my recent experiences affirm my belief that we are offering a Lasallian education in every sense of the word. Just yesterday, I wrote a letter of recommendation for one of our dual degree (undergraduate Accounting and M.B.A.) graduates, who, after a number of successful years in business, wants to teach in the Archdiocese of Philadelphia. Our Nonprofit Center has an active program of training and placing our M.B.A. graduates in not-for-profit corporations. Today, over 70 of our alumni are coming back to campus to "give back" to our undergraduate students. In countless venues, I have heard alumni of La Salle say, "It is time for me to give back."

As we look to the future of business education, it is important for us to realize as Lasallian educators that we must continue to produce leaders in our communities who not only have the best skills and knowledge that we can impart, but also a value system that fits the vision St. La Salle set for us 350 years ago.

Gregory O. Bruce, M.B.A. '81, served as Director of the M.B.A. Program from 1981-88 and 1990-1995, and is currently the Dean of the School of Business Administration.
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La Salle's M.B.A.

A bout a quarter century ago, La Salle College took one of the biggest steps in its history: starting a graduate program in business administration. At the time, La Salle had a graduate program in religion, but it was open only to clergy, nuns, and then eventually lay people involved with the Catholic Church.

Adding the Master of Business Administration Program would require La Salle to reinvent itself. An entirely new curriculum for graduate students would have to be developed, and additional resources for new faculty would be required. It was a bold move for an institution that had remained the same almost since its founding in 1863, by providing undergraduate students with a practical education.

"It was part of a larger cultural change, but we weren't losing any ground [academically by adding it]," said Joseph Kane, '56, an Economics professor (now emeritus) who became the first Director of the M.B.A. Program. "We did make a commitment to hire additional faculty."

Once La Salle established its M.B.A.—and became a University in 1982—other departments expanded into graduate education. Master's programs were developed in Psychology, Nursing, Eastern European Studies, Communication, Education, Bilingual/Bicultural Studies, and Computer Information Science.

"Their very existence as a professional area of study paved the way for nursing to submit proposals for the Master's of Science in Nursing Program, because we're a professional program, too," said Zane Robinson Wolf, Ph.D., R.N., FAAN, Dean of La Salle's School of Nursing. "They paved the way and made it easier for us. They've been great supporters of our efforts in the school, and we're always grateful for that," she said.

The M.B.A.'s success also led the way for the creation of the University's first doctoral program in Psychology, in 1997. (This past May, the Psy.D. Program graduated its first three students. See page 22.)

The first class of M.B.A. graduates numbered nine. This past May, more than 200 students received M.B.A. degrees.

The First Team

Gregory O. Bruce, M.B.A. '81, after serving three years in the U.S. Air Force (including one in Vietnam), earned two master's degrees, got a job, moved to Olney with his wife, and wondered how he would spend the rest of his life.

"I saw an ad for La Salle's M.B.A.

By Jon Caroulis

A Step in the Right Direc
Program," says Bruce. "but I didn't know where La Salle College was." He eventually located the campus and met with Kane, then director of the M.B.A. Program.

"I really liked him," recalls Bruce, who went on to graduate from the program in 1981, served as Director from 1981-88 and 1990-95, and is now in his sixth year as Dean of the School of Business Administration.

"Having a person like Joe Kane involved with the project gave it a lot of credibility," said Jack Reardon, '59, a professor in the Accounting Department at the time.

The process was started when then-President Brother Daniel Burke, F.S.C., kept hearing from alums who inquired about the school's offering an M.B.A. Burke then asked Kane to head the committee.

"You don't say no to the President," recalled Kane. After a year of study, the committee believed the school could offer an M.B.A. program that would become an asset.

Kane, who later served as University Provost, said, "It was a big step, and a lot of important people had to be persuaded this could work." Many faculty felt that La Salle should continue to do what it did best: teach undergraduates. Others felt the timing was right to take the leap into graduate education and become a university. In late 1975, La Salle made the decision to go forward with the M.B.A. The first classes were offered in 1977.

And from the beginning it was a success.

The first semester had about 75 students enrolled in the M.B.A. Program. The following semester there were almost 300. Within a few years, about 1,000 students had signed on board. To date, 3,500 have graduated from the program.

Paul Brazina, an Assistant Professor of Accounting, taught the first class in the program: Financial Accounting. It had about 20 students, many of whom had attended La Salle as undergraduates.

"Our population of students had moved into management positions, and there was a strong bond that brought them back to La Salle," he says. The program "was at the right time in the marketplace."

Joseph D'Amato, '70, M.B.A. '78, was in the first group of students in the program, and one of the first to graduate from it.

"I graduated from La Salle with a bachelor's in Accounting, and earned the C.P.A. I asked myself where did I want to go in my career, and I believe I got there and met my goals by getting the M.B.A.," says D'Amato, now Senior Vice President for Resorts International Hotel and Casino in Atlantic City. "And I figured that anything involving Joe Kane would be a success."

D'Amato was working full-time for a restaurant chain and attending night classes twice a week. He and his wife, Marie, had just had their first child, so things became hectic, but he persevered.

Kathy Burns, '75, M.B.A. '80, was working full-time and finishing her undergraduate degree at La Salle at night. She was taking a full load of evening courses, so when she finished college, as she puts it, "I decided I was going to enjoy my M.B.A., so I took it more slowly."

Burns, now a member of the University's Board of Trustees, says her experience was helped by working and studying simultaneously.

"The two are very related. I know many M.B.A. students do it full-time, or right out of [undergraduate] business school. They work for a few years, then take off and go back for a master's. I'm not sure they get the same experience—having the advantage of seeing your coursework applied to your work life, and vice versa."

Brother Patrick Ellis, F.S.C., who succeeded Brother Daniel as President in 1976, says that a "new economy" was emerging in Philadelphia with the shift from industrialization to a service-oriented structure. "There certainly was a market for business education, and we had the faculty in place [to start an M.B.A.]." At the time, there were only three M.B.A. programs in the Philadelphia area—at the University of Pennsylvania, Drexel University and Temple University.

Constant Evolution

La Salle's program, like the M.B.A. itself, has undergone many changes.

"When the 'Baby Boomer' generation went to college, studying business
was where weaker students went, unless it was accounting,” says Bruce. “Business education really is a post-World War II phenomenon. The 1980s saw one of the biggest spurs in M.B.A. programs—those ‘baby boomers’ felt they needed more education and skills. In the late 1980s into the 1990s, women were obtaining the degree in record numbers.” Currently, 45 percent of La Salle M.B.A. students are women.

Lou Eccleston, M.B.A. ’83, had heard about La Salle University from his father-in-law who was a graduate, so when he was looking at M.B.A. schools, he scouted La Salle’s.

“From the first time I went in, I was impressed that there were teachers who had practical experience, and in many cases they were practitioners as well as teachers,” he says. “It was a packed academic experience. It was a practically focused experience.

“It’s been the foundation for everything I’ve done,” Eccleston adds. “From the financial knowledge to management knowledge, to marketing knowledge, it’s let me compete with anybody in any fine of business.”

After earning his degree, Eccleston served as Assistant Director of the M.B.A. Program for three years before joining Bloomberg Financial, where he rose to become Managing Director. He recently became Vice President and General Manager, Global Financial Service, for Siebel Systems. He’s currently a member of the School’s Business Advisory Board, and is “constantly” talking with Bruce and others about what’s needed for future business students.

“Business people are going to need to know how to use technology, that’s the key,” he says. “It’s a tool that can’t be ignored; every person has to have a technical knowledge base. People will have to know how to employ it.”

And along with new trends in technology are new markets to explore.

“The future of the M.B.A. is international,” says Joseph Ugras, Ph.D., C.M.A., Associate Dean of the School of Business Administration. He says the need to understand how foreign economics and markets work is crucial to the success of any M.B.A. degree. The program has instituted several international programs in cooperation with universities in Germany and Ireland. “American studies are trying to become more globally focused,” says Ugras, which is one reason the program has a specialization in international business.

But no matter what type of focus the M.B.A. provides—international, healthcare, e-commerce, among them—“It’s still one of the best degrees you can get,” says Bruce.
School at a Glance

An Executive Education

Executive M.B.A. for Science and Technology (EMBA)
The first and only one of its kind in the region, La Salle's EMBA, created for the specific needs of medical, science, and technology professionals, directly addresses the needs of business leaders and decision-makers to integrate business with technology.

The program is now in its second year. EMBA students and corporate sponsors come from:

- Aetna Health
- Cingular
- Invensys Process Systems
- Janssen Research Foundation
- Johnson & Johnson
- Lockheed Martin
- Magellan Behavioral Health
- Naval Surface Warfare Center
- PECO Energy
- Sorbee Energy
- Strategic Diagnostics, Inc.
- TGM, Inc.
- W.R. Grace
- Verona Surgery Center

Physician's Executive Leadership Development Program
La Salle University's School of Business Administration developed a program for 30 Physician Leaders at Albert Einstein Healthcare Network/Hospital. This one-year program introduces physicians to a variety of skills and techniques critical for further expanding their leadership roles.

The Nonprofit Center
The Nonprofit Center's mission is to strengthen the management and governance capacity of Delaware Valley nonprofit organizations. The Center offers a variety of workshops and educational programs throughout the year in Philadelphia, Bucks, Chester, Delaware, and Montgomery counties. These workshops and educational programs are offered for staff members, board members, consultants, and volunteers working for nonprofits, as well as anyone interested in nonprofit management. Additional services provided by the Nonprofit Center include board development and board member recruitment/referral services; consulting services; information services and referrals for the nonprofit sector; and the Opportunity NOC's Newsletter.

A Regional Resource

Where La Salle's Business School alumni reside:

- Pennsylvania: 68.16%
- New Jersey: 17.81%
- South Carolina: 5.10%
- Midwest: 1.71%
- Mid Atlantic: 2.93%
- Northwest: 2.6%
- Northeast: 2.23%
A Family of M.B.A.s

By Jon Carouls

Being the oldest of seven children, John Capuzzi, ’69, M.B.A. ’83, always set the pace for his brothers and sister to follow him through elementary, middle, and senior high school in Yeadon, Pa. Little did he know that he’d do the same in graduate school.

After John completed his M.B.A., his brothers James, ’86, Michael, ’88, and Tom, ’88, and their family friend Mike DiPietro, ’92—who grew up next door and is like a brother to the Capuzzis—entered the program and earned their M.B.A.s.

“Tom and I were in class together with Dr. (Joseph) Kane [’56], and it just made things easier,” said James Capuzzi.

At another time, DiPietro was in the same class with Mike, Jim, and Tom. “It was like fourth grade,” said DiPietro.

“It was nice that we could travel together and carpool,” said Tom Capuzzi. They occasionally formed study groups when they were in the same courses.

“Everybody worked hard, everybody helped each other,” said DiPietro. “We were all working full-time, and it was tough.”

“You just did it,” says John Capuzzi. Michael adds, “It was a commitment to Friday and Saturday nights in the library. The advantage I had was that my wife was in school at the same time, and we had a lot of cheap dates together in the library.”

While the five all entered the program to advance their careers, they’ve taken divergent paths.

John was working with the health-care field when he started his M.B.A. He later went on to law school (inspired in part by his Business Law class at La Salle) and is now Senior Deputy Attorney General with the Pennsylvania Attorney General’s Office that oversees Montgomery, Delaware, and Chester counties. Tom is now an Account Manager for Xerox Global Services. Michael has stayed with the same company since before earning his degree—Delaware Investments. However, he’s now the firm’s Vice President for Investment Systems.

James was working as an underwriter for an insurance company when he started at La Salle. Today, he’s senior consultant for Aon Risk Services, Inc., the second-largest insurance broker in the world. DiPietro was working for an electrical equipment distributor company when he began his studies. He later worked 16 years for Xerox and is now a consultant with Business Improvement, a firm that helps companies with programs to increase sales and implement training, motivational, and other programs.

And they say they’re still using lessons they learned at La Salle in their daily work lives.

Mike says his statistics course helped him earn his Certified Financial Analyst credential, which is crucial to his profession. John says having a business background helps him understand financial statements and other business issues relating to cases he works on. And Tom says he’s continually using many of the marketing tools he learned at La Salle. 1
International Opportunities

The focus on international partnering is to provide La Salle University undergraduate and graduate business students with the opportunity to experience first-hand the global business world; to increase awareness and the international reputation of business education at La Salle; and to develop alliances with colleges, universities, and international corporations.

Studying abroad and travel study experiences enhance business education by enabling students to see first-hand the globalization of today’s business environments, while becoming immersed in cultural learning.

La Salle’s international partner universities include:
- National University of Ireland—Galway, Ireland
- University of Limerick—Limerick, Ireland
- American University of Rome—Rome, Italy
- Reutlingen University—Reutlingen, Germany
- European University—Montreux, Switzerland
- European Business School—Germany
- ESM-Marseille/Provence—France
- Marmara Contemporary Sciences Foundation—Istanbul, Turkey
- La Salle University—Barcelona, Spain, and Mexico
- Université Laval—Quebec, Canada

The M.B.A. Euro Seminar course includes travel to Germany, France, Switzerland, and Spain. Now in its fourth year, the travel study program features visits to international corporations and partner universities, as well as cultural lessons and experiences. M.B.A. students are shown here enjoying dinner in Heidelberg, Germany.

Each spring semester, qualified students have the opportunity to experience international travel study with La Salle’s Business students and faculty. Opportunities include corporate visits to international companies such as DaimlerChrysler Corporation, and a visit to the Frankfurt Stock Exchange, or a trip to Quebec to Université Laval. Students also participate in educational lectures at partnering universities.
Links with Leading Companies

The School of Business Administration is proud of the partnership initiatives that have resulted in mutually beneficial relationships with the region’s leading companies over the past six years. Representatives from these companies, mostly alumni, have generously given in numerous ways to support the advancement of business education at La Salle University. Guest lecturing, financial support, and exposing students to career opportunities are just some examples of successful partnerships with these companies and corporations:

- Accenture
- Alexander Associates, Inc.
- Aon Risk Services, Inc.
- Applied Card System and Cross Country Bank
- Arthur Andersen L.L.P.
- Bloomberg Financial Markets
- Commerce Bank, N.A.
- Crown Cork & Seal Company, Inc.
- Delaware Investments
- Elliott-Lewis Corporation
- Ernst & Young L.L.P.
- Gailforce Communication, Inc.
- GreyMatter, Inc.
- Hayden Reid Estate, Inc.
- H.B. Enterprises, Inc.
- Johnson & Johnson Health Care System, Inc.
- Kleinbard, Bell & Brecker, L.L.P.
- Lincoln Benefits Group
- M.A. Curcillo, Inc.
- The Marketing Edge
- Merrill Lynch Insurance
- PFPC, Inc.
- Pitcairn Properties, Inc.
- PricewaterhouseCoopers, L.L.P.
- PrimeSource Corporation
- SEI Investments
- Swift Mailing Services, Inc.
- The Sycamore Group
- Trans Freight Systems, Inc.
- The Vanguard Group
- UNISYS
- Zook, Dison & Roman, PA

Celebrating 25 Years—
Robert Harrigan, ’75, consultant (left), and John Glaser, ’62, President of Stutz Candy Company, Inc. (right) were honored for their significant contributions to La Salle’s School of Business Administration on the occasion of the School’s Annual Celebration held at the Union League of Philadelphia in April. La Salle’s Beta Gamma Sigma Honor Society inductees were also honored that evening, in conjunction with the celebration of the 25th anniversary of the M.B.A. Program. Also pictured: Gregory O. Bruce, M.B.A. ’81, Dean of the School of Business Administration (center).

Together with the Union League of Philadelphia, the School of Business Administration presented Economic Outlook 2002, featuring Lawrence Kudlow, economics commentator and panelist for CNBC and MSNBC (center). This event was sponsored by La Salle’s Dean’s Circle of Associates, a group of alumni and friends of the Business School. The major focus of the Dean’s Circle is to continue to develop the recognition of La Salle’s Business School as one of the leading business schools in the region. With him are Dean Bruce (left), and Thomas J. Lynch, ’62, President of the Union League and Vice President of the Rittenhouse Trust Company (right).

Anthony Cossetti, ’94, of KPMG, L.L.P. (left), is the first recipient of the Jack Reardon Award. Reardon (right), ’59, just retired from the Accounting Department after 40 years of teaching. The award, unveiled at this year’s Accounting Awards Dinner, recognizes a young alumna/us who has been continuously supportive of and maintained involvement with La Salle’s Accounting Department.
An Education You Can Bank On

By Kimberly Dugan

The moment has finally arrived to showcase all their hard work. Nervous, yet confident, each group of young entrepreneurs steps up to make its presentation. Dressed in business attire, most wearing their first and only suit, the anxious "professionals" present their business plans to a panel of business executives—potential bankers or investors—in an effort to secure financing for their products.

This could be an average day in the life of an up-and-coming business professional. But it is, in fact, a freshman business student exercise known as Banker's Day.

Due to La Salle's revamped business curriculum, each freshman in the School of Business Administration and in La Salle University's new Integrated Science, Business and Technology Program (ISBT) is required to participate in an innovative new course, Business 100: Business Perspectives. It gives students the opportunity to create a complete business plan on a product or service of their own design.

The course culminates with Banker's Day, an on-campus event at which student teams present their product and business plans to area business executives. These professionals evaluate the students' ideas, research, and overall presentation skills, and provide feedback directly to the students.

"Business 100 is an integrative course, addressing business processes at an introductory level. The strength of this course is its use of a real company and a real industry sector to provide students with an understanding of how business really works and what business really is," said Susan Borkowski, Professor of Accounting in La Salle's School of Business Administration and a joint faculty member in the ISBT program. "Our partnership with Johnson & Johnson allows the course to connect the theory of business with its practice, for example, how the business processes in a successful multinational corporation in this industry actually work."

According to Borkowski, La Salle's curriculum introduces students to team building, entrepreneurship, and business plans at the beginning of their academic program in order to build and develop these skills over the next three years.

Business 100 was first introduced in Fall 2000. Sophomore John Biondo was a part of the first freshman class to participate.

"Everyone was really nervous about Banker's Day from the beginning of the semester," said Biondo. "It was one of the first business courses I ever had and we had to do this huge project. It seemed overwhelming at first, but it really forces you to look at every aspect of business, from marketing to accounting to management—everything. It really gives you a good background to see what areas of business you like, which helps to narrow down a major. You can also draw back on this experience to help in future classes."

Caitrin Murphy, who participated in this past spring's Banker's Day, felt her nerves starting to tingle early in the preparation. "I felt nervous just thinking about the presentation," she said. "There was so much work to do, but even though I was nervous, I was a really good experience."

"The executives we presented to were really helpful," Biondo added. "They pointed out our good points as well as our flaws and explained what would work better."

Bob Truitt, President of the Beverage Division of Crown, Cork & Seal and long-time member of the Business Advisory Board, was one of the "bankers" at last year's event.

"Because freshmen were presenting, I thought they would have little experience and assumed the presentations would be very remedial," said Truitt. "But I was pleasantly surprised and impressed with the knowledge these students brought to the table. They had well-thought-out plans and ideas about not only their products but also dealing with business issues in general."

The completion of Business 100 enables students to strengthen their business skills and gain practical experience, and also provides them with an opportunity to increase their written and oral communication skills.

The best student groups are recognized and rewarded for exceptional teamwork, for excellence in their business plans, or for entrepreneurial practicality in their product ideas.
Positive Outcomes

- Johnson & Johnson’s College Relations Department recently reported college hiring results from the recruiting season of September 2000 through August 2001. La Salle University placed in J&J’s Tap Ten List (it ranked 5th), among the 16 colleges whose alumni J&J hired that year.
- Each year, as part of the Executive on Campus Program, nearly 100 corporate executives, mostly La Salle alumni, visit undergraduate classes and speak about career paths, industry highlights, and current business trends.
- La Salle is one of only 17 schools selected nationwide to participate in the Kemper Scholars Program. This program, sponsored by the James S. Kemper Foundation, offers selected students the opportunity to combine their classroom experiences with summer internship positions to enhance personal and professional preparation for a career in business.
- La Salle’s School of Business Administration was recently awarded a grant from Ortho Biotech Products L.P., a member of the Johnson & Johnson Family of Companies, to provide resources for faculty development and build faculty business expertise, including e-commerce.

Pfizer Pharmaceuticals recently awarded scholarships to Jim Palmieri, '02 (second from left), and Jobari O’Garro, ’02 (third from left). They are joined by Assistant Professors of Marketing David Jones (far left), Sharon Javie (far right), Dean Gregory O. Bruce, M.B.A. ’91 (third from right), and Nick Parella, District Manager for Pfizer (second from right).

Kathy Burns, ’75, M.B.A. ’80, current La Salle University Board of Trustee member, was one of nearly 70 participants, mostly alumni, who joined the School of Business Administration for this year’s Executive on Campus Program.

- PricewaterhouseCoopers recognized La Salle as a targeted school for recruitment of business students.
- Five recent La Salle graduates were selected for Vanguard’s Leadership Development Program. The program seeks highly motivated new college graduates with an interest in financial services, and introduces them to career opportunities at Vanguard.
- Pfizer Pharmaceuticals recently named La Salle as a premier school for recruiting sales representatives on a national level. Pfizer annually donates a significant amount of scholarship money for Business majors.

Business Advisory Board

Now in its seventh year, the 29-member Business Advisory Board functions as the key advisory group to Dean Gregory O. Bruce, M.B.A. ’81, on the initiatives of and program planning for the School of Business Administration. The 2002 Advisory Board Members are:

Paul Adair, ’83, M.B.A. ’90,— Senior Vice President, Pershing
Richard Alexander, ’74, M.B.A. ’79,— Managing Director, Alexander Associates
Jeff Boyle, ’88,—Partner, PricewaterhouseCoopers, L.L.P.
David Carberry, ’74,—Vice President, Finance/Health and Fitness, Johnson & Johnson Health Care Systems, Inc.
Joseph D’Amato, ’70, M.B.A. ’78,— Senior Vice President of Finance/CFO, Resorts Atlantic City
William DeMarco, ’68,—Vice President/Chief Financial Officer, PrimeSource Corporation
June Douglas, M.B.A. ’90,—Retired, PECO and La Salle University Information Technology Leadership Program
Sharon Durham,—Executive Vice President, W.T. McGee and Associates
Louis Eccleston, M.B.A. ’83,—Vice President/General Manager, Global Financial Services Products, Siebel Systems
Richard L. Fagnani, ’77,—Partner, KPMG, L.L.P.
Felicia Gordon Riehman, M.Ed. ’01,—Major Gifts Coordinator, Office of University Advancement, La Salle University
In Pace with Technology

The La Salle University E-Commerce Institute sponsors a series of lectures hosting e-business experts from a variety of industries. The E-Commerce Institute offers undergraduate and graduate students the opportunity to become a Fellow of the Institute by attending several lectures and fulfilling hands-on projects. La Salle is a partner in the SAP University Alliance Program. The Lincoln Financial Group Foundation/Delaware Investments Computer Center provides business students with the opportunity to learn about SAP software that has become prevalent in the corporate world.

Newly renovated, comfortable, and enjoyable learning environments encourage interaction among students and faculty by combining practical knowledge and the latest in technological trends. They include:

- the Lincoln Financial Group Foundation/Delaware Investments Computer Center;
- the Arthur Andersen Classroom;
- the PFPC Business Lounge featuring Bloomberg Financial Terminals providing students exposure to real-world financial data;
- the John W. Turner Presentation Room;
- the Elliott-Lewis Case Room;
- plus a variety of presentation, seminar, case study, and focus group learning centers made possible by the generosity of alumni and friends of the School of Business Administration.

The dedication of the Lincoln Financial Group Foundation/Delaware Investments Computer Center—College Hall Room 201—took place on April 16. Now in its second year, the lab features 39 workstations utilized for both classroom instruction and individual use by both undergraduate and graduate students. The lab was made possible by a $100,000 grant from the Lincoln Financial Group Foundation/Delaware Investments. From left: Gregory O. Bruce, M.B.A. ’81, Dean of the La Salle School of Business Administration; Joanne Hutcheson, Senior Vice President of Human Resources, Delaware Investments; and Brother Michael J. McGinniss, F.S.C., ’70, President of La Salle.

Robert Hanrahan, ’75,—Consultant, InspriTech
Ralph Hall—Chief Operating Officer, GMAC Residential
Nancy Kyle, M.B.A. ’80,—Director, Investor Relations, Kulicke & Soffa Industries, Inc.
Denise D’Antonio Malecki, ’85,—Partner, Accenture
Cyrus Mohebbi, Ph.D., M.B.A. ’79,—Senior Vice President, Prudential Securities, Inc.
Joseph Ranieri, ’78,—President, Star Linen
Kelbourne Ritter, M.B.A. ’80,—President, Ritter Associates
Carmen Romeo, ’65,—Executive Vice President, SEI Investments
William Sautter, ’71,—President, Elliott-Lewis Corporation
Matthew Schwenderman, ’88,—Manager, Management Solutions & Services, Deloitte & Touche
John Sullivan, ’68,—Controller, Charming Shoppes, Inc.
Albert Thorp, III, ’76, M.B.A. ’79,—Vice President of Finance and CFO, Technirol
Robert Truitt—President, Beverage Can Division, Crown Cork & Seal Company, Inc.
Joseph Verthuney, ’80,—Vice President, Human Resources, Delaware Investments
William Wagner, ’81, M.B.A. ’92,—Account Manager, Hewlett Packard Company
George Werner, III, M.B.A. ’85,—Senior Vice President, The GMS Group
Ronald Williams—President, Prince George’s Community College
Steve Zarrilli, ’83,—Chief Financial Officer, Fiberlink Communications Corp.

(From left) Sharon Durham, Louis Eccleston, M.B.A. ’83, and David Carberry, ’74, are three of the members of the Business Advisory Board.
In His Memory
A grieving father takes his late son’s place on a mission to Appalachia
By Caitlin Murray

Most students sign up for La Salle University’s annual spring break service trip to Appalachia because they want to help others. Bill Bucher did it so that others could help him.

Unlike the residents of the poverty-stricken Appalachian region, Bucher didn’t need help in repairing and building his home, but in rebuilding his life since the tragic death of his son, Eric, a year ago.

The 47-year-old father of five from Northeast Philadelphia, employed as a splicer for Verizon, was looking for a way to feel connected to the spirit of his son. In May 2001, Eric was traveling with his father and mother, Louise, to his oldest brother’s college graduation in Chicago. A deer darted across the highway, the car hit the animal, and it came through the windshield, crushing Eric. He died the next day, on May 11. He had just completed his sophomore year at La Salle.

“I decided I wanted to make the trip pretty early on after Eric’s death because I knew it was something he cared about,” said Bill, who was driving the minivan. “I was looking for things to do to continue Eric’s life, to do what he would have wanted to do. It was a way for me to honor his life.” he said of his son. Eric was very involved in community service at La Salle and participated in Project Appalachia during his freshman and sophomore years. This year, he would have been one of the trip’s three co-coordinators.

The other co-coordinators—sophomore Angie Colletta and junior Rita Marino—had a difficult time trying to find someone to fill Eric’s position after his death.

“Eric was the fun one, the one with personality, the one who kept everyone even-kneed when we got stressed out,” said Colletta, who had known Eric since high school. “We could have picked someone else to help coordinate, but it felt weird trying to fill his place. The three of us were chosen as a unit, and we couldn’t find anybody with the same personality and sense of humor who could take his place. It was a combination of two things, really—we had trouble finding someone and we didn’t really want to anyway.”

For 10 years, La Salle’s Office of University Ministry and Service has been sending volunteers to Harlan County, Kentucky, to build houses for the poor as a part of Project Appalachia. They work with COAP (Christian Outreach with Appalachian People) for five days on three different work sites to build new homes and repair existing ones. In the process, long-lasting relationships are built as well.

Senior Grant Lodes, who got to know Eric by working on the same site with him in Kentucky last year, admitted to being a little nervous about having someone more than twice his age on a trip that has traditionally been without an adult chaperone.

“At first, I wasn’t gung-ho about someone’s dad going with us. There was a question as to whether or not his being there might diminish the experience.
for us college students," Lodes said. "But once we got to meet him, we knew he was such an amazing person. He's one of the funniest adults I've ever met—a carbon copy of Eric in terms of his sense of humor," he said about Bill, who insisted from the start that the students call him by his first name.

"There were times when it was hard though, as much fun as it was to have Bill on the trip, because you couldn't help but think back to why he was there," Lodes said. "It was this momentary sense of sadness, like an instant wake-up call. But he really did fit in as a college student. I think it's his testament to his ability to adapt and find humor in every situation, as did his son. I could see why Eric was such a good guy. You could tell that just by being around his pop."

Colletta said Bill did for them what Eric would have done. "He gave energy to the group."

Though Bill wasn't thinking about living in a cabin with 35 college students for a week when he decided to make the journey, being among Eric's friends became as much a part of his experience as did serving others.

"It's a special kind of kid who gives up their spring break to go there and work for the week. These are kids that go to Appalachia instead of Cancun," Bill said of the student volunteers, who were responsible for raising money to cover their own expenses. "At first, I didn't know how they would take me. I didn't want anybody kicking themselves for going on that trip because I was there. But a couple kids came up to me early on in the meetings before we left and told me they were glad I was coming. They're neat kids."

Bill and some of the students from the trip try to get together every Wednesday night during the semester to catch up.

"We meet after class just to shoot the breeze," said Bill, who enrolled in La Salle's undergraduate Information Technology Program after his son's death. "I like seeing his old friends. It's a way for me to keep his memory alive."

Like his son, Bill felt the most important part of the trip wasn't about building houses, but making connections with people—not only with the students, but the families they served and the carpenters they worked with.

"They all talk about this 'Appalachia glow' and I was thinking to myself, 'Yeah, yeah, that's nice. I'm 47 years old; I'm not getting any kind of glow;" he joked. "But on our last night there, when the carpenters came with their families and we all got together, it was just an amazing experience. I was up all night, just talking and hugging and crying. And there was a glow, I got it. It felt awesome. I wouldn't have missed this trip for the world," Bill said, adding he can't wait to do it again next year. l
Dr. James Butler, '67, Professor of English, has recently published his edition of a long-sought unfinished novel, Romney, by Owen Wister, whose work The Virginian (1902)—a perennial bestseller—created the myth of the heroic cowboy. So far about 100 newspapers and magazines nationwide have published reviews or articles about this new novel. According to the Columbus Dispatch, "Romney ought to be read by anyone with an interest in American history; in the price of 'progress,' in comic literature, or in the timeless tension between 'old' and 'new.'" We asked Dr. Butler to tell us how he became interested in Wister and how he discovered the 50,000-word fragment of Wister's lost novel, which he published with several other of Wister's unpublished works: Romney and Other New Works About Philadelphia, by Owen Wister; edited by James A. Butler, Penn State Press, 2001; $29.95.

"Grumblethorpe," I said aloud, humming that "m" against the roof of my mouth. Although generally a cheerful person, I knew the opposite signs: having just finished writing a book on Wordsworth, I now felt only sadness—a kind of post-bibliodepression, I suppose.

But I had read somewhere that the best thing for being sad is to learn something, so I searched the newspaper that gloomy spring Saturday a decade ago, looking for someplace to go. The never-visited-by-me Germantown historic home with the weird name would do just fine. The word matched my mood:

Dr. James Butler, '67, tells how he uncovered portions of a long-forgotten novel with special La Salle connections.

"Grumblethorpe." Besides, I liked the sound of that vibrating "m."

The building turned out to be the ancestral home of the Wister family, and long-forgotten questions resurfaced from my undergraduate days when the Belfield Farm rooster awakened me in Room 212 of St. Albert's Residence Hall. Chief among those mysteries was whether Owen Wister, author of the first Western novel, had anything to do with "Wister Street" and "Wister Woods" and "Wister Hall."

An ordinary person might try to find the answers; a university professor applies for a grant. La Salle University's money sent me to the Library of Congress, and I settled in to look at the 26,100 folders of Wister material. I quickly found that yes, indeed, Owen Wister was tightly woven into the fabric of La Salle's property.

But I read on and on in the folders. About folder 11,000 or so, I noticed the scrappy pages of a Philadelphia novel much lamented by scholars for Wister's writing just a bit of it. I read a page or two about a character named Romney. Many days and about 8,500 folders later, I stumbled upon a large number of handwritten sheets in Wister's minuscule, faint, and nearly illegible pencil—but legible enough that I could make out a character's name: Romney. Hmmmm... Click! Here was much, much more of Owen Wister's supposedly unwritten Philadelphia novel; I looked up and saw the formerly fickle scholarly gods beaming upon me.

Hard editorial work followed, but the last year has been all fun. Television appearances (in one I shared the set with a parrot who whistled patriotic songs and quacked like a duck—until the cameras turned on, and stage fright struck the bird dumb). Royalty checks, which—unlike the Wordsworth book ones—had more digits to the left of the decimal point than to the right. Bookstore and
university talks, some even attended by people other than my friends.

Like Coleridge's Ancient Mariner, I fix the audience with my glittering eye and tell the same story, over and over, to every reporter and at every stop. In 1912 Owen Wister and his close friend Theodore Roosevelt sit in the great north room at the former president's Sagamore Hill home, surrounded by trophies of the hunt and before the massive fireplace. Roosevelt commands Wister to write this novel, at one time to be titled "Dividends in Democracy."

The hero of the story, Romney, is a man of "no social position" who nonetheless rises to the top because he has superior ability. It is thus a novel about the possibilities for meaningful social change in a democracy.

Wister sets Romney in Philadelphia (called "Monopolis" in the novel) during the 1880s, when, as he saw it, the city was passing from the old to a new order. In "Gilded Age" Philadelphia, the old-money, aristocratic society gasps its last before the onrushing vulgarity of the nouveaux riches.

We are treated to delightful scenes at the Bryn Mawr train station, the Bellevue Hotel, and Independence Square, which yield brilliant insights into life on the Main Line, the power of the Pennsylvania Railroad, and the insidious effects of political corruption. Sometimes Wister's novel seems as much about Philadelphia in the 21st century as in the 19th.

Romney is certainly a good read. Truth to tell, though, I'm now becoming a bit weary of Wister. As I write this article on another dreary Saturday in spring, I even feel a little sad. What did I once read about the antidote to sadness? Here it is in the brown and brittle pages of my paperback of T. H. White's The Once and Future King, which all incoming La Salle freshmen had to read in the summer of 1963:

"The best thing for being sad is to learn something....That is the only thing that never fails....That is the only thing which the mind can never exhaust, never alienate, never be tortured by, never fear or distrust, and never dream of regretting."

Dr. James Butler's e-mail address is butler@lasalle.edu.

The materials shown in this photograph were collected and donated by Dr. James Butler, '67, to the University; his royalties from Owen Wister's Romney are going to support the Wister Family Special Collection. As curator of the collection, Butler buys and works with the librarians to catalog material, deal with inquiries from scholars, and encourage use of the collection by students working on various projects. The collection is strong in a number of areas: in this photograph, Butler displays the pop culture aspects of it. Here are the various strengths:

- Popular culture items related to Wister and The Virginian: a sweatshirt, toys, records, videotapes, an ash tray, postcards, drawings, and much more
- Material related to the five films and the TV show of The Virginian
- About 60 original Wister manuscript letters, many to the editor (George Horace Lorimer) of the Saturday Evening Post; several letters deal explicitly with The Virginian
- A nearly complete archive of Owen Wister's many printed publications, including—a recent purchase—the very rare first book by Wister (The New Swiss Family Robinson, published in 1882 when he was a Harvard undergraduate)
- An extensive archive of secondary source materials about Wister
- Contextual information about Wister as part of the extended Wister family of Philadelphia (including several generations of that family from the 18th century to the present); this part of the collection is particularly strong in manuscript and printed materials relating to the family of Wister's cousin and spouse, Mary Channing Wister; also includes materials related to 19th-century actress and abolitionist Fanny Kemble, Wister's grandmother, and 20th-century novelist and screenwriter William Wister Haines, Wister's nephew. Much of the material in this category was donated to the collection by Laura Haines Belman, Owen Wister's great-niece and the person to whom Butler dedicated his edition of Wister's Romney.
Looking back on his 25-year teaching career at La Salle University, Dom Nucera, '70, can find only one thing that has changed. "The students have gotten tremendously smarter," said Nucera, the original adjunct faculty member of the M.B.A. Program. He taught the first Marketing class in the program when it was launched in 1977. "Their ability to communicate, ask questions, and conduct research has improved so much. Not only have the support tools gotten better, thus improving their technical skills, but the students themselves have gotten smarter," he said. "The biggest challenge a professor faces today is staying technologically current because the students are so much more sophisticated now."

When asked what has remained the same over time, he answered without hesitation: the teachers. "The thing that stood out with me as an undergraduate—and the reason why I made sure all of my children looked at La Salle when they were applying to schools—is that the teachers are the best anywhere," said the School of Business Administration alumnus. Two of his children are currently enrolled at the University. "Not only are La Salle faculty really good teachers, but they care about the students. I think students come here because they feel good about the teachers and recognize how warm they are. I taught at one other university and it didn't have the same feeling."

The 53-year-old part-time professor, who works full-time as a sales executive for IBM, remembers the day when he received the phone call from Joseph Kane, '56, then Director of the M.B.A. Program, asking if he'd be interested in coming back to teach.

Without any classroom experience and only 28 at the time, Nucera was nervous about getting up in front of a room full of students. But he didn't want to disappoint Kane, his former statistics teacher when he was a Marketing major.

"In all of my years of high school and college—undergraduate, graduate, and postgraduate—Dr. Kane is by far one of the best teachers I've ever had. He fit the mold for what I thought a good teacher should be," Nucera said. "So when he called and asked me to go back to teach, I was honored and thrilled to have the opportunity. It was something I always thought I'd do.

"I still remember the energy and excitement in my first class—that we were part of this new thing," Nucera recalled. "I got over the nerves pretty quickly because the students really enjoyed the practical experience I had to share with them. And I really enjoyed interacting with them."

Twenty-five years later, Nucera continues to teach Marketing courses one night a week and hopes to do so for a while.

"I love my 'normal' job, but in some ways, teaching is much more rewarding," he said. "It's fun, I find it to be a form of relaxation. It's therapeutic to be involved with young people on campus and to network. Sharing my experiences with them is a release for me."

Dean of the School of Business Administration Gregory O. Bruce, M.B.A. '81, a student in Nucera’s first class, recently honored him at a Business School celebration for his service as an original faculty member.

Noted Nucera, "To be a part of the M.B.A. Program for so long, and to have Greg Bruce recognize me like that—to give me a portrait of College Hall and put my name on a plaque—it makes me feel really good. I have a real sense of pride in the program because I've seen it evolve."
We were thrilled with the response to our last cover story—"The Good Teacher: Generations of Inspiration." A considerable cross-section of alumni sent in their own recollections of influential teachers past and present. We decided to publish some of their comments in this issue, and will continue to do so in upcoming issues. If you would like to contribute, please mail your comments to: The Editor, La Salle Magazine, La Salle University, 1900 W. Olney Ave., Philadelphia, PA 19141; or send e-mail to piche@lasalle.edu.

Your issue on "The Good Teacher" [Spring 2002] stirred memories of my years of study at La Salle.

I attended in the late '30s and received my bachelor's degree in Accounting in 1960. As an Evening Division student, I was one of many returning older veterans who attended classes from 7 p.m. to 10 p.m. three nights a week for six wonderful—if grueling—years. We were all 9-to-5 working men, taught mostly by other experienced World War II men—almost all of whom taught during the day, either at La Salle or other colleges. We were a demanding group, unusual for undergraduates, most of us working-class who complained if our instructors tried to leave the classroom at 9:30. The opportunity of college granted us after Korea was the result of a wonderful voucher system, the G.I. Bill.

We were taught by true professionals, many of whom you mentioned, such as Claude Koch, '40, Eugene Fitzgerald, '51, Robert Courtney, '41, John Keenan, '52, Jim Devlin, '49, Mike Kerlin, '57, M.B.A. '68, Joe Cairo, '60, George DeAngelis, '44, John Rodden, '78, Jim Butler, '67, Vincent Kling, '68, Michael DeAngelis, Joseph Mihalich, and Ugo Donini. But you missed one that everyone, Day and Evening divisions, held in high esteem—Dr. Guishard, who taught Moral Philosophy. His course was dessert to our bread and butter Accounting, Law, and Finance.

My business career after graduation allowed me to be an education junkie, and I returned to La Salle in the early '70s, thinking I could teach English literature at my high school after I retired. This was not to be, but those evening and Saturday morning courses in literature were as interesting to me as theater or film.

This brings me to the most organized, demanding, and interesting teacher—post high school—Dr. Paul R. Doran. He was a former member of the Christian Brothers (known as Brother G. Robert) and once served as Dean. He taught "excellent and indispensable 18th-century" literature and gave us the word of Dryden, Pope, Johnson, and Swift, his special favorite. In addition to La Salle, I studied at Philadelphia Textile, St. Joseph's Temple, and Johns Hopkins, but Dr. Doran on those bleary-eyed Saturday mornings was, if I were to choose, at the top of that long line of outstanding La Salle professors. He gave me a well-deserved "B".

Anthony F. Derago, '60

I teach Japanese language and linguistics, and presently coordinate language programs in the Department of East Asian Languages and Literatures at Ohio State University—not exactly the kind of thing I had in mind when I left La Salle, but something that, nevertheless, my education there as an English major set me up (or, better, "opened me up") for. Claude Koch, '40, was one among several teachers who, I can say 30 years later, changed my life. I graduated in 1970, and after earning an M.A. in English in 1972, left grad school to take a job in Japan, where I began to learn Japanese. When I decided that I wanted to pursue that study full-time, I applied for a Rotary International Scholarship, and wrote from Japan to ask, "Claude" (always in reference, not address!) for a rec. There wasn't a lot of time to meet the deadline, but as I later learned, Claude Mary (also in reference, not address!) hand-delivered the letter to the Rotary offices, got someone to let them in, and helped me complete my application in time. I didn't get the Rotary, but I did get a lesson in "mimeic culture," specifically in what a teacher can do for a former student.

Richard Bondreault taught a similar lesson when he corresponded with this novice in Japanese, and saw to it that I got some language textbooks sent to me, at his expense. It's thanks to him and other generous and challenging teachers like John Keenan, Jim Devlin, Mike Kerlin, and Joe Moran that I do some of the better things I do for my own students. (The shortcomings, as we say, are entirely my own!)

Charles J. Quinn Jr., '70

Great job on the most recent issue of the La Salle Magazine; "The Good Teacher: Generations of Inspiration." You and your staff are to be commended on what may be a landmark issue.

In highlighting the faculty, you captured one of the most important components that makes La Salle such a fine institution.

As I eagerly read every page, it brought back fond memories of the many great professors I had at La Salle. Robert Courtney, '41, Ugo Donini, C. Richard Cleary, and Joseph Cairo, just to name a few.

The faculty were not just present in the classroom; they were a part of the fiber of the whole campus. Back in the early '60s, George Swoyer, '40, from the Business School would lead the whole student body in a pep rally the day before a big basketball game. This was when our gym was in Wester Hall, the site of the current Book Store.

This issue [of the magazine] had an impact on decades of La Salle graduates. We have four sons, all La Salle graduates spanning the last 12 years, and each was impressed with this issue.

La Salle University is a great institution. Thanks again for capturing such a big part of its spirit.

Paul Schmata, '66

To the Editor:

(send by the Editor's kindness, to John Rodden)

Thank you for the wonderful article "The Teacher as Hero" in the Spring 2002 La Salle Magazine.

Truly, Claude Koch, '40, my first English teacher at La Salle (Fall of 1955), was a great teacher and a fine man.

And John Keenan: so approachable, so human! so kind!

Jim Butler: a truly warm, brilliant person.

Vince Kling, '68: multitalented and very funny. I knew him only outside La Salle.


Fred Foley: I so enjoyed his visits to Indianapolis.

But a huge complaint: Where was the mention of Charles Kelly, my mentor and friend? Charles saved me from Sociology!


Joseph L. Hanley, '59
Combining a spiritual dimension with education makes a powerful equation. Many Americans advocate for there to be a permanent wall separating religion from education, but the Lasallian Leadership Institute is endeavoring to break that negative psyche. “We are taught education in faith, commitment to our surrounding communities, and the Christian Brothers’ philosophy of spiritual and educational leadership,” says Marianne S. Gauss, ’74, M.B.A. ’87, an assistant professor of Management who is enrolled in the program. And like Gauss, other participants feel that the Institute strengthens the partnership between the De La Salle Christian Brothers and their lay colleagues.

Focused on religious education that emanates from Christian Brothers living in a community united in mind and heart, the Institute is designed to train those who now exercise, or who will exercise, a leadership role in various Lasallian institutions to integrate and promote the Lasallian heritage in their personal lives and to become themselves catalysts for future development of this heritage in their respective communities.

“I am a product of a La Salle education, and I have a genuine affection for this place. I strongly believe in the Christian Brothers’ mission of compassion and education for the poor in unison with interior holiness,” says Gauss. “We learn that we are ultimately responsible for the hearts and minds of our students.”

A guiding light to other Lasallian institutions, this Institute was inspired by spiritual principles of 17th-century dinner St. John Baptist de La Salle. An advocate of education for the poor, de La Salle understood that catechizing of people in the faith was integral to the entire educational process. He abandoned the French society’s ideals and insisted that the Brothers teach their students in the vernacular and not in the Latin language, that had helped to maintain upper-class dominance. Benevolence toward the poor, together with a belief in simultaneous secular and spiritual education, became the foundation for de La Salle’s creation of a new type of school system, which educated the poor.

The educational mission of de La Salle still serves as a foundation for the present-day Lasallian institutions. “You are taught a new spiritual dimension. In terms of administration, now every newly hired staff member at La Salle is informed about de La Salle’s and the Christian Brothers’ philosophies, because as the number of Brothers declines, our responsibility to inform others becomes greater,” says Raymond A. Ricci, ’67, Vice President for Enrollment Services.

“As of now, the participants are in the third cycle of the program,” explains Geffrey Kelly, ’54, the Institute’s first Program Director. “This summer the Institute will be coming back to La Salle. We are all really excited about this program.”
President’s Cup: Par Excellence

The fourth annual La Salle University President’s Cup golf tournament was again a success this year, thanks to the generous support of the participants. The tourney was held in April at the Blue Bell Country Club.

The winner of the Grand Prize drawing of a deluxe golf trip for four to Ireland was Jim Fox of Philadelphia, who was also in the winning foursome. Kathy Vernisky, parent of an ’04 student, took the second prize—a big screen HDTV. The third prize winner of a trip to Bermuda was John Zook, assistant professor of Accounting at La Salle University. William and Anne Ruff, parents of a ’95 graduate, won the fourth prize trip to Orlando, Fla. and Jim Faulk, ’68, of Sewell, N.J., won the fifth prize; an overnight theater trip to New York City. Sale of the drawing tickets raised $90,000. Proceeds from the event will help support the Annual Fund and provide financial assistance for students.

The Winning Foursome: This group of happy golfers took home the trophy (handed out by Brother Michael J. McGinniss, F.S.C., ’70, President of La Salle University, center) at this year’s President’s Cup golf tournament held in Blue Bell. And to top it all off, Jim Fox (second from right) will soon be taking a trip to Ireland to hit some of the best greens on the Emerald Isle: he won the grand prize drawing. The winning foursome also included (from left) Jim Nolen; Bill Sasso, Esq., ’69 (foursome sponsor); and Jim Bruder (right).

La Salle University’s newest offshoot, the Brother Augustine Center for Off-Campus and Commuter Students (OCCS), recently opened across the street from the Main Campus. At the ribbon cutting are (left to right) Alan Wendell, Associate Dean of Students; Julia Arrington and Jennifer Bellelli, student committee chairpersons for OCCS; Stacie Shaver, Community Coordinator for OCCS; Dr. Joseph Cicola, ’79, Dean of Students; Mark A. Baaklini, M.A. ’96, Associate Director for Community Development; and Brother Michael J. McGinniss, F.S.C., ’70, President of La Salle University. The center will serve commuter and off-campus resident students as a meeting place and a way to stay connected to the University. The center, at 5632 Uber St., is named for the late Christian Brother and Professor of Sociology at La Salle who was noted for his community outreach.

La Salle University’s Office of University Advancement and La Salle’s Nursing Alumni donated a combined $1,500 to the Mural Arts Project of Philadelphia, joining several other local university nursing programs in supporting this project. The mural, located at Broad and Vine streets, recognizes nurses and their profession. It is the Mural Arts Project’s hope that this wall painting captures the story of nursing—past, present, and future.
Strong Persuader

Some folks just have the gift; they have a way with people, and no matter what, they can bring about action. Shana Vigiano, '02, has it and she used it to support La Salle University.

Vigiano, who graduated in May, used her persuasive skills, competitive nature, and friendly manner to raise thousands of dollars for La Salle through the University's Annual Fund Phonathon campaign.

A Psychology major, Vigiano was a Phonathon caller for five semesters, beginning in the spring of 2000. During her first semester, she was the top caller, raising $9,271. Vigiano would not let go of her reign and was named the top caller for the entire 2000-01 academic year, bringing in a whopping $20,717. She also held the highest pledge rate (55 percent) and obtained the most increased pledges for the year by successfully urging 155 donors to increase their contributions.

"I loved doing it," said Vigiano, "I really liked the people I worked with and I liked the idea that I was raising money that would be beneficial for future students.

"It gave me a sense of accomplishment. I looked forward to seeing how well I could do each night," she added.

For the Fall 2001 Phonathon, Vigiano even surprised herself by raising an incredible $23,000 in one semester. Another accomplishment that term was obtaining two $1,000 pledges. She also had the most pledges, credit card gifts, and the highest pledge rate (80 percent).

Discussing the "The Root Causes of Terrorism," a session at La Salle University's 2002 Diplomats-in-Residence Conference in April, are (left to right): Dr. Hussein Bash, American-Arab Anti-Discrimination Committee; Giorgio Becher, Consul General, Israel, in Philadelphia; Abderahman S. Abderahman, Minister, Embassy of Egypt, and Marwan Jilani, U.N. Deputy Permanent Observer, Palestinian Authority. The four-day conference dealt with the issue of "Diplomacy and the Fight Against Terrorism" and attracted several hundred participants.
English Professor Wins PEN/Hemingway Award

La Salle University Associate Professor of English and Writer-in-Residence Justin Cronin was named the recipient of the 2002 PEN/Hemingway Award for the best first work of fiction by an author living in the United States.

Published in February 2001 by The Dial Press, his highly acclaimed book, Mary and O’Neil, is a series of eight stories that trace the lives of two young teachers from early adulthood to parenthood and beyond.

Sponsored by the New England division of PEN (Poets, Playwrights, Editors, Essayists and Novelists), the $7,500 annual prize was established in 1976 by Mary Hemingway, the fourth wife of Nobel Prize-winning author Ernest Hemingway, to draw attention to first-rate works of fiction.

Hemingway’s son, Patrick, presented Cronin with the prestigious award at a ceremony at the John F. Kennedy Library and Museum in Boston. The Kennedy Library, a presidential library administered by the National Archives and Records Administration, houses nearly all of Hemingway’s manuscripts and correspondence.

Cronin is a graduate of Harvard University and the Iowa Writers’ Workshop. His work has appeared in many literary journals, including Epoch, Greensboro Review, and Crescent Review, and in The Philadelphia Inquirer Magazine. He received a 2001-02 Pew Fellowship in the Arts for Fiction/Creative Non-Fiction.

The Art of Ambition

La Salle University sophomore Ty Burrowbridge’s entry, “Map of Ambition,” took first place in La Salle’s Digital Art Competition this spring.

The piece of art, designed using digital photography software and a computer, started out as a class assignment when his professor, Sandra Camomile, asked her students to create a map of how they get to class each morning. “A lot of students were turning in assignments that literally mapped out their walk to class, but how I get to class is my ambition to create art,” said 20-year-old Burrowbridge.

“The piece shows a sequence of three exposed frames on a filmstrip, each depicting a different aspect of ambition. The first frame shows the headless figure struggling with himself. The second displays the figure helping himself back up. The third frame captures the essence of ambition, which is always pushing him forward. The Biblical references to Genesis and The Revelation are symbolic tools used to depict the beginning and the end.”
Commencement 2002

It didn’t rain on the parade at La Salle University’s Commencement on Sunday, May 12, and despite very cloudy skies and chilly, stiff breezes, about 1,000 students were conferred their degrees.

Among the recipients were the first three graduates from the University’s first doctoral program, the Psy.D. in Psychology.

Senior Mathew York, a communication major from Harrisburg, delivered the Commencement address. The opening prayer was offered by senior Michelle Sheridan, and the closing prayer by senior Mathew Chiachetti.

Brother Gerald “Jerry” Fitzgerald, ’61, Accounting Assistant Professor, received the Christian R. and Mary F. Lindback Award for Distinguished Teaching. Provost Dr. Richard Nigro, in presenting the award, said that Br. Gerald’s nominations from colleagues and students revealed countless reasons why he deserved the recognition. “One testament,” said Nigro, “says it all by stating, ‘He is one of the University’s greatest assets.’”

An honorary degree was presented to Seán O’Huiginn, Ambassador of Ireland to the United States, citing his efforts to bring peace to Northern Ireland.

“At a time when sectarian violence has become all too frequent and prominent in the world, it is fitting that we take time today to honor His Excellency, Seán O’Huiginn,” said Gregory O. Bruce, M.B.A., ’81, Dean of the School of Business Administration who sponsored the Ambassador. “It is fitting because he has spent his public life trying to break down the barriers of strife and build bridges of understanding between factions and countries.”

Speaking before the crowd, O’Huiginn said, “The students of La Salle who graduate today face a world of great change. The opportunities, but also the dangers, are greater and more unpredictable than ever before. American preponderance in our world has no precedent in history. Paradoxically perhaps, it increases rather than diminishes the need for Americans to understand distant societies and the global current where they have become the prime mover.”
This new section will be featured periodically in upcoming issues of the La Salle Magazine. It focuses on alumni who have published books within the last year. We invite readers to let us know if there's a book written by a La Salle alumn that should be highlighted. See contact information on page 2.

Yes, Your Teen Is Crazy!
Loving Your Kid Without Losing Your Mind
by Michael J. Bradley, Ed.D., '73
Harbor Press, 2001
300 pp., $19.95

"Raising a teenager was never supposed to be like this. In today's world, every 13-year-old child lives with issues like sex, violence, drugs, alcohol, divorced parents, and easy access to guns. Yet in this new and sometimes terrifying 21st century, many parents struggle in vain to raise teens with 30-year-old rules that no longer work. When they fail, they often withdraw from their kids, stunned by feelings of impotence and helplessness.

"In Yes, Your Teen is Crazy! Bucks County psychologist Michael Bradley gives you the insight, the hope, and the help you need to safely steer your teenage children through the often stormy waters of adolescence."
(Qotation from the inside flap)

Not Going Home Alone:
A Marine's Story
by James J. Kirschke, '64
Ballantine Books, 2001
320 pp., $6.99

"In Vietnam, all the members of 1st Lt. James J. Kirschke's mortar platoon and then rifle platoon knew the stakes: the Marines are America's military elite, expected to train harder, fight longer, sacrifice more. Kirschke led by example in the hotly contested zone just south of the DMZ and in the dangerous AnHoa region southwest of DaNang. There Kirschke's units, with resources stretched to the limit, saw combat almost daily in some of the fiercest fighting of 1966.

"Sustained through the toughest firefights and bloodiest ambushes, the men's morale proved a testament to Kirschke's leadership and his dedication to what the U.S. Marines stand for. Those beliefs, and the faith of his men, in turn helped Kirschke through his long recovery after he was wounded by the triple explosion of a box mine rigged to an anti-tank rocket round and a frag grenade.

"The Marines' legend and reputation are based on the blood, courage, and discipline of warriors like Jim Kirschke. Sparing no one, he has written a powerful chronicle of the deadly war his Marines fought with valor. (Excerpted from www.amazon.com)

The Periphery in the Center:
Sardinia in the Ancient and Medieval Worlds
by Robert J. Rowland, Jr., '59
Archaeopress, 2001
313 pp., £40.00

"Sardinia is the second largest island in the Mediterranean, slightly smaller than Sicily but with a longer coastline. In contrast to Sicily's obvious 'crossroads' position, the recent debate on the relative 'isolation' of Sardinia is analyzed in Robert Rowland's fascinating and accessible 'archaeological history' of the island, spanning the Prehistoric era of dolmens, menhirs, and the Nuragic Civilization, to later Medieval times and Pope Boniface's creation of the joint Kingdom of Sardinia and Corsica in 1297. Chapter 1 includes a detailed island setting, and a feature of each chapter is the author's use of paragraph key-word-headings throughout for quick references." (Excerpted from archaeopress.com)
The House that Hahn Built

By Kale Beers, '95

"I am a construction worker—not a miracle worker."
—Billy Hahn (November 2001)

The phrase was repeated so often it almost became a mantra—a mantra of a new era. When Billy Hahn took over in April 2001 as the head coach of men's basketball at La Salle University, he knew he had his work cut out for him. He knew that the team and its loyal following had just endured their eighth consecutive losing season. He knew that the overall respect level of the program had dropped significantly, and he knew he had inherited a roster with exactly two players who had contributed sizeable minutes for an extended period the year before. It was going to be a long project, but he started immediately.

Weeks after being named to the position and appearing on the sidelines of the Final Four with the Maryland Terrapins, Hahn began gathering the materials he would need to commence construction at La Salle. After naming a staff that added Joe Lombardi, former top assistant at St. Bonaventure, as Assistant Coach, and son Matt Hahn (as Director of Basketball Operations), and retaining Assistant Coaches Roland Houston and John Gallagher from the existing staff, it was time to focus attention on the on-court talent. Four incoming players—Mike Cleaves, Jeff Farmer, Dzaflo Larkai, and Steve Smith—all signed National Letters of Intent to provide the raw material for this project.

With some of the material in place, the next step was conditioning and preparing that material before it was ready to be assembled. "I learned a lot about this team at the start of the school year when we began 6 a.m. (weight) lifting. I told them that the door locks at the tick of 6 o'clock and you'd better not be late," explained Hahn. "No one was ever late—not once."

The Explorers began the season in St. Thomas, Virgin Islands, as participants in a tournament that would pit them against three opponents, including an Atlantic Coast Conference team, on three consecutive days.

Division I newcomer Morris Brown...
stood cross-court from the Explorers on Day One of the tournament.

After 40 minutes of play and weathering its first storm, Hahn’s building remained standing and the structure’s primary support beam—the sturdy, but to this point unpredictable, Rasual Butler—seemed more durable and dependable than ever. Playing all but one of the 40 minutes, Butler had contributed his-standard 17 points. That was no surprise, but he also hauled in an amazing 20 rebounds to support the 63-49 win in the opener.

On Night Two of the season, this new structure saw its frame nearly crumble under the weight of the Clemson Tigers, who threatened to expose weakness in this newly constructed team. But the team showed its resilience by not only rallying from a 21-point hole to make it a seven-point game with 3:44 remaining, but also by rebounding one night later to grab an impressive win over the University of Alabama-Birmingham. By finishing 2-1 in the tourney, the Explorers sent a clear message to all opponents. Later, that message would be eloquently summed up in the words of junior Reggie Okosa, “We die hard!”

And they continued to do just that. A come-from-behind, overtime thriller at Villanova; a mammoth comeback victory at Seton Hall in which they trailed by double figures late in the second half; and a rally to win at Marist all established the raw but determined lot as a significant obstacle for any opponent. They would overcome an 0-2 trip to the University of Iowa, an overtime loss at Delaware, and their first sub-par performance (against Rutgers) to win four straight games to end December. In this run, the spectacular Butler would score 30 or more points in all four games and open the eyes of NBA scouts and All-America voters alike while bearing the weight of the Explorer offense squarely on his shoulders.

Then January happened.

The Explorers went 1-7 in the first month of the year, losing three of those games in a 13-day stretch by a total of 9 points. The month would conclude with a nail-biting 81-76 defeat to Big Five rival Pennsylvania on January 29 at Tom Gola Arena. The 1-7 drought put the Explorers’ record at 8-12 and some had reported seeing bolts coming unscrewed and cracks appearing in Hahn’s building. Even Hahn seemed skeptical about how much more strain his freshly laid foundation could withstand: “I began to wonder if they were starting to question if it was all worthwhile. You can’t continue to play as hard as they were and keep faith in the system and night after night not be rewarded, I was concerned.”

What wasn’t readily obvious to those who only saw the structure from the outside was just how strong that base was. The foundation consisted of an excellent collection of young athletes, two battle-tested senior leaders in point guard Julian Blanks and Butler, and a dedicated coaching staff who had earned the respect and faith of their charges—a team that was determined to reroute the course of Explorer basketball. What was readily obvious was that a few of the newest elements in this project were becoming seasoned and reliable components that would strengthen the structure. Cleaves scored 26 points in a loss to Southern Methodist in the Iowa tournament while fellow freshman Farmer scored 11 points in the Seton Hall win. Meanwhile, the first-year Explorer Okosa would lead the team three times in scoring, including 22 points in the Explorers’ first Atlantic-10 win over Duquesne at the Palumbo Center in Pittsburgh.

Therefore, when the calendar changed, so did the Explorers’ fortunes. February would see this project take major steps. It began with yet another major contribution from someone other than Butler or Blanks. Sophomore Rasheed Quadri’s 19 points was a game-high in a home win over George Washington. The Explorers would then endure two losses—one to rival St. Joseph’s at the Palestra and the other in a miserable shooting performance at Massachusetts—before rattling off four straight home wins.

In this four-game fury, Blanks came alive to score 51 points, collect 20 rebounds and 34 assists, and turn the ball over only 10 times. He became the latest Explorer to join the 1,000-Point Club, and moved into third place on the school’s all-time assist list. Also occurring during this wonderful February blitz was the Explorers’ defeat over Temple for the first time since 1992, and Butler scoring his 2,000th point while dropping a Gola Arena record 44 points on Rhode Island and securing fourth place in the A-10 West. Although they dropped both games in a regular season-ending trip to Ohio (Xavier and Dayton), this hastily assembled structure had endured the regular season and was now prepared to face the storm that was the A-10 tournament.

An underdog for every game they would play in the post-season, the Explorers had few expectations to live up to, but it was time for Hahn and staff to see just how much they could get out of their proud new structure. On opening night of the tournament, the Explorers held off several Fordham runs to eventually advance to the quarterfinal round via an 83-63 win in which a star was born. While all eyes were fixed on Butler, Cleaves took it upon himself to lighten the load by upping his short career’s high to 27 points while pulling down 7 rebounds. One night later he outdid himself again
with his first career double-double of 28 points and a game-high 11 boards on 9-17 shooting, including 3-4 from three. The performance was the trigger that led to an amazing second victory in one season over the widely favored Temple Owls. Remarkably, this weary Explorer team had earned the right to advance to the A-10 semifinal game.

The performances in the tournament's first two rounds had the conference, the campus, and the city abuzz with talk of the Explorers "shocking the world." They were two games away from winning the whole thing and, as the only Philly school still alive in their post-season tournament, became the sentimental favorite of everyone who wasn't affiliated with their opponent in the semi-final—the Richmond Spiders.

The teams had split the two games of the regular season, including the Explorers' worst showing in conference play—a 77-57 loss at the Robins Center in the A-10 opener. Richmond came out firing and built a 10-point lead that would be halved before the end of the first half, despite the Explorers shooting as poorly as 16.7 percent well into the action. The Spiders started the second half as they did the first, tripling their five-point lead and suggesting that Hahn's roof may finally be ready to cave in. Instead, the structure stood, and the lead was cut to as little as 2 points while the mighty Explorers made repeated attempts to advance to the finals. However, in the end, the weather-beaten Explorers could no longer find the reserves to prolong the season. The elements had taken their toll. Operating with one less piece (Quadri, who never recovered from an ankle sprain sustained in the regular-season Temple game) and a team full of weary legs, even one last dominant flurry by Butler, who finished his marvelous career with another double-double (28-10), could not will out a win. Richmond won 68-60 to end this riveting season.

What did this building stand for? It stood for the most wins by an Explorer team (15-17) since the 1991-'92 squad won 20. It stood for ending 10 years of futility against Temple. It stood for winning more road games (nine) than any team since that '91-'92 squad. It stood for resilience and it stood for a restored pride in Explorer basketball.

In the locker room at that last game, a dejected aggregate of Explorers sat, but what was left standing was this project that began almost a full year earlier. The project, while not anywhere near completion, remained standing tall as a beacon of brighter times to come. It stood tall like the pride of any Explorer partisan who saw the Blue and Gold play this year. Indeed this project is a work in progress but the progress has already been visible.

And on the very next day, Billy Hahn put on his hard hat, and went back to work.
Check your Mailbox for Information on the Alumni Directory

As part of our effort to better serve you, we are pleased to announce the publication of the 2003 La Salle University Alumni Directory. Our new directory will be a valuable tool, helping you to stay connected with your former classmates and friends around the world and helping us ensure that you receive important La Salle communications in the most timely manner possible.

The directory will be available only to La Salle University alumni. Listings will include class years, home and business addresses, phone/fax numbers, and e-mail addresses. Names of spouses and children will not appear in the directory. Maiden names, if different from current names, will be cross-referenced for convenience in locating classmates. The alphabetical section will be complemented by separate listings of alumni by class year, geographic location, occupation, e-mail address, and school.

To ensure that your information in the directory is current and accurate, please take a moment to review the questionnaire when you receive it, make any necessary additions or changes, and return the form in the enclosed reply envelope. Even if all the information is correct, please return the questionnaire so you don’t receive a reminder at a later date. If you prefer, you may complete the questionnaire on-line by visiting www.lasalle.edu/alumni or www.publishingconcepts.com/lasalleuniversity.

La Salle selected Publishing Concepts, L.P., to publish the directory because of its expertise and quality products. The new alumni directory will prove valuable to you for years to come.

To purchase your copy of the 2003 La Salle Alumni Directory, look for details along with your questionnaire in the mail.

Many thanks for taking the time to help ensure the accuracy of your new directory.

Professor Jeffrey LaMonica of La Salle’s History Department is seeking any information pertaining to former Lasallians who served in World War I. Please send mail to his attention at the History Department. His e-mail address is lamonica@lasalle.edu. He can also be reached at 215/271-1680.

Save the Date
La Salle alumni will gather at Camden Yards to watch the Baltimore Orioles play on August 7. For more information, visit www.lasalle.edu/alumni.

Fall 2002 Football Schedule

<table>
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<tr>
<th>Date</th>
<th>Team</th>
<th>Time</th>
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<tbody>
<tr>
<td>Sept. 7</td>
<td>WAGNER (Community Day)</td>
<td>1 p.m.</td>
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<tr>
<td>Sept. 14</td>
<td>FAIRFIELD (Youth Day)</td>
<td>1 p.m.</td>
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<td>Sept. 21</td>
<td>at St. Peter’s</td>
<td>8 p.m.</td>
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<tr>
<td>Sept. 28</td>
<td>SIENA (Parents’ Weekend)</td>
<td>1 p.m.</td>
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<tr>
<td>Oct. 5</td>
<td>at Catholic</td>
<td>1 p.m.</td>
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<tr>
<td>Oct. 12</td>
<td>at Canisius</td>
<td>1:30 p.m.</td>
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<tr>
<td>Oct. 19</td>
<td>at Iona</td>
<td>1 p.m.</td>
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<tr>
<td>Oct. 26</td>
<td>DUQUESNE (Homecoming)</td>
<td>1 p.m.</td>
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<tr>
<td>Nov. 2</td>
<td>ST. FRANCIS (Pa.) (Family Day)</td>
<td>1 p.m.</td>
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<tr>
<td>Nov. 9</td>
<td>MARIST</td>
<td>1 p.m.</td>
</tr>
<tr>
<td>Nov. 16</td>
<td>at St. John’s</td>
<td>1 p.m.</td>
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All home games are listed in **BOLD CAPS.** All times are EST and are subject to change.

Men’s Basketball Non-Conference Schedule (Tentative)

<table>
<thead>
<tr>
<th>Date</th>
<th>Opponent</th>
<th>Location</th>
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<tr>
<td>Nov. 13</td>
<td>EXHIBITION GAME</td>
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<td>Nov. 22</td>
<td>DELAWARE</td>
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<tr>
<td>Nov. 26</td>
<td>LAFAYETTE</td>
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<tr>
<td>Dec. 7</td>
<td>Villanova (Big Five Classic at the Palestra)</td>
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<tr>
<td>Dec. 15</td>
<td>at Cincinnati</td>
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<tr>
<td>Dec. 21</td>
<td>at Southern California</td>
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<tr>
<td>Dec. 28</td>
<td>CORNELL</td>
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<tr>
<td>Dec. 30</td>
<td>QUINNIPIAC</td>
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</tbody>
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* Other non-conference games include MARIST, at Rutgers, and at Penn
* Conference home games: DAYTON, DUQUESNE, FORDHAM, GEORGE WASHINGTON, MASSACHUSETTS, RICHMOND, ST. JOSEPH’S, and XAVIER.
Alumni Reunion 2002—The Class of 1952 attended in large numbers this year's Reunion celebration, marking their 50th anniversary with a convocation, La Salle medallions, and dinner and dancing. The Class of 1977 (celebrating 25 years), sat down to a silver-inspired gourmet meal before joining all the other invited classes at a tropical dance party.

Mark Your Calendar

Homecoming 2002
Saturday, Oct. 26
La Salle Explorers vs. Duquesne Dukes
Football at 1 p.m.

Look for information on alumni pre-game festivities in the coming months, and check the Web site:
www.lasalle.edu/alumni

We Love Our Parents

Save the Date
Parents' Weekend, Sept. 28
Football at 1 p.m.
La Salle Explorers vs. Siena Saints
Pre-game Reception

More information will be coming in the mail and will be posted at www.lasalle.edu/alumni.
1938 | Michael C. Rainone, Esq. (B.A.), recently presented the Annual Cesare Baccaria Award to United States Court of Appeals Judge Anthony Scirica at a ceremony held in the Mayor’s Reception Room in Philadelphia’s City Hall on November 28, 2001.

1952 | Henry A. Bache (B.S.) is the former owner of Cambrian Foundations, Inc., and Cambrian Equipment Co., founded in 1954. In 1997, he turned the business over to his son Joseph. He has eight children and nine grandchildren.

1955 | Harvey Porter (B.A.) was recently appointed to the Pennsylvania Council on Aging by Governor Mark Schweiker. The Cheltenham Township (Pa.) Commissioner and Elkins Park resident received a Pennsylvania Governor’s Silver and Gold Award in 2000 in recognition of his work on behalf of senior citizens in Pennsylvania.

1958 | Charles T. “Bad” Wahl (B.A.) was sworn in as Mayor of Ambler, Pa., on January 7, 2002.

1962 | Thomas A. Quinn (B.S.) delivered a presentation titled, “Workers’ Compensation AIDS: Attorney Induced Disability Syndrome,” during the annual conference of the American Osteopathic College of Occupational and Preventive Medicine, held in October in San Diego, Calif. Dr. Quinn is the Medical Director and C.E.O. of Independent Physician Services, Inc., a network of board-certified occupational medicine physicians who provide opinions on disputed worker’s compensation claims and act as medical care coordinators for occupational injury cases.

1964 | Michael B. Gormley, D.D.S., M.D. (B.A.), recently earned his M.D. degree from Grace University in Belize. He received his D.D.S. degree from the University of Maryland in 1968.

Rich Meroney (B.A.) has retired to a life of reading, traveling, and golfing after teaching history in the Philadelphia Public School System for 32 years.

1965 | Ed Doran, Ph.D. (B.A.), recently earned his Doctorate in Education from Madison University. He teaches in the English department at Plymouth Whitemarsh High School in the Colonial School District in Plymouth Meeting, Pa.

1966 | John R. McCloskey, M.D. (B.S.), was recently named a Top Orthopedic Surgeon in New Jersey Monthly magazine’s (November 2001) “Top Doctors” issue. He is Past President and current Chairman of the Orthopedic Department of Shore Memorial Hospital in Somers Point, N.J.


1970 | Nicholas A. DiFranco (B.A.) has been promoted to Associate Director of Environmental Affairs of Praxair, Inc., a multinational industrial gases company located in Keasbey, N.J. He recently presented a paper on environmental auditing at the European Industrial Gas Association Symposium in Brussels, Belgium.

Robert F. Shea (B.A.) has been elected to the Board of Directors of DeltaMark, Inc., Central Hardwoods, Inc., and the Accreditation Commission of the Texas Catholic Conference. He is President of Shea Consulting Services—a company that provides guidance to corporations and not-for-profit institutions.

Walter M. Urban Jr. (B.S.) was sworn in as Mayor of Medford Township, N.J., on January 1, 2002. He continues to work as a financial adviser for Legg Mason during his one-year term.

Army Lt. Col. John S. Wargo (Ret.) (B.A.), a Senior Army Instructor for Hubbard High School in Chicago, has coached his Junior ROTC drill team to its third district championship in four years and its second city championship in three years. His team has been invited to the national championships for the sixth consecutive year.

News That’s Fit To Print—Mike Sielski, ’97, Wins Journalism Award

Secretly nominated by his editor at the Doylestown Intelligencer Record, Mike Sielski, ’97, has been selected as one of the Top Twenty Under Forty newspaper people in the country. Presented annually by the Newspaper Association of America, this award honors the up-and-coming young talent in the newspaper business, including those in management, marketing, advertising, ownership, writing, photography, and editing.

Sielski, a sports writer for the Intelligencer Record, was the only person under the age of 30 selected for the award.

“It was a shock for me when I heard about the award because I didn’t even know I was nominated,” he said. “I was called into a meeting with all of the editors of the paper and I thought, ‘What did I do now?’ Then they told me about being selected. I was really excited.”

In addition to his much honored newspaper career, Sielski has been teaching in La Salle University’s Communication Program for almost three years. His newspaper experience comes in handy as he imparts to his students the fundamentals of journalism. And the students know he practices what he preaches.
La Salle Royalty: Hathaway Family Hits the Silver Screen

If you had been looking closely enough, you would have recognized Jerry Hathaway, '76, in the Walt Disney film, "The Princess Diaries." Jerry appears in photographs displayed in the Consulate of the fictional country of Genovia and has a brief scene in the movie. The film stars Julie Andrews and Anne Hathaway, the daughter of Hathaway and his wife, Kate McCauley, '75.

"Annie gets her talent from her mother," said Hathaway. Both he and McCauley were English majors at La Salle University with a concentration in Speech and Drama. Hathaway dabbled in acting during his college days with roles such as The First Murderer in Macbeth; McCauley was the lead in several Masque productions and performed in La Salle's Music Theatre, including the role of Sally Bowles in Cabaret.

"During pre-production for the movie, Annie would meet for hours with Garry Marshall, the film's director. During one meeting, they discussed what they should do about the role of her father in the movie," said Hathaway. "Garry said to her, 'So, is your father ugly? Maybe we will just use him.'"

With that, Hathaway sent in a few photographs, and it was decided that his picture would be used in the film to portray the young character's father.

"I thought that would be the end of it, but a few days before, my wife and I were leaving to visit Annie on location in San Francisco, and I received a call from a production assistant wanting to know if Friday was a good day to shoot my scene," he said. "I was shocked because no one told me I had a scene."

As it turns out, the movie called for a brief scene in which Annie's character envisions her father writing a letter to her.

"It became a bit of joke that Annie's father was playing her father," Hathaway said. The La Salle connection does not end there. The film called for yet another picture, this one a fictional uncle of the young princess. Hathaway sent in pictures of his three brothers. His older brother, Richard, '69, was selected, and his photograph can be seen in the movie on the mantel in the Genovian Consulate as well.

Hathaway is an attorney at Bingham Dana in New York City. He is a Partner in the litigation area and represents management in labor and employment matters. McCauley is a professional actress and has performed the role of Fantine in Les Misérables at Philadelphia's Forrest Theatre and elsewhere.

1974 | Joseph W. Cunningham, Esq. (B.A.), has joined the Morrisville, Pa., law firm of Curtin & Heefner. L.L.P. Cunningham serves as a pastoral associate at St. Joachim Church in Trenton, N.J., and as President of the Society of Blessed Gianna Beretta Molla (www.giannas.org).

Frederick G. Monahan (B.S.) was recently inducted into the Northeast High School (Philadelphia) Wall of Fame. After serving in Vietnam, he received two Purple Heart designations and was honored with the Navy Cross—the nation's second highest military honor.

Albert A. Monillas, Ph.D. (M.A., B.A. '70), recently became the Assistant Commissioner of Education for the State of New Jersey. Before assuming this position, he taught elementary school in the Archdiocese of Philadelphia for three years and secondary school at Holy Spirit High School for 12 years. He also served as Assistant Superintendent for the Wilmington Diocesan Schools for four years and Superintendent of Schools in Maurice River and Upper Township, N.J., for 15 years.

Raymond Montoni (B.A.) has joined the PPL Susquehanna nuclear training group as part of the plant's Teacher Sabbatical Program. An educator for 23 years, he has been a mathematics teacher at Northwest Area High School in Shickshinny, Pa., for the past 16 years. In 1999, he was named Educator of the Year by the Wilkes University Phi Delta Kappa Chapter (International Education Fraternity).

Walter F. Zenner Jr. (B.A.) recently completed his second year as a partner in the Washington, D.C.,-based law firm of Arnold & Porter, where he practices government contracts law.


1976 | Mary (Therese) Beeson (B.A.) is a member of the Lobpoliy Theater Co., which offers off-Broadway type original productions to the Pensacola, Fla., area. The former math teacher and resident of Gulf Breeze has written and performed for the theater.

Ronald Fonok (B.A.) was recently named Chief of the Upper Merion Township (Pa.) Police Department. Fonok has been a police officer since 1973 and is a graduate of the FBI National Academy. Prior to his appointment as Chief, he served as a Captain of the department.

1979 | John Michael Draganescu, M.D., FACP (B.A.), Clinical Assistant Professor of Medicine at Hahnemann University/Medical College of Pennsylvania (MCP) and Attending Physician in Gastroenterology at Mercy Catholic Medical Center in Philadelphia, delivered a lecture titled "Assessment and Effective Management of GERD" at the Pennsylvania Osteopathic Medical Association's 93rd Annual Clinical Assembly, held in Philadelphia. He was recently honored with La Salle University's Holroyd Award in honor of his distinguished contributions to the medical profession. (See the Spring 2002 issue.)

Joseph S. Novak (B.A.) earned a Life Underwriting Training Council Fellow (ULTCF) designation in November 2001. He is a District Sales Manager for Erie Insurance Group in Roanoke, Va.

1980 | Army Lt. Col. Keith M. Cianfrani (B.S.) lives in Alabama and is assigned to the U.S. Safety Center at Fort Rucker as an Aviation Accident Investigator and Safety Officer. His duties include worldwide investigations and consulting for Army aviation units on safety and risk management. He is currently working with the Department of the Army, Army Reserve, and National
Guard units in preparing safety strategies for the deployment of Army troops and assets in support of Operation Enduring Freedom.

1982 | Thomas Jukubowski (M.B.A., B.A. '74) was promoted to the rank of Lt. Col. in the Army Reserve. He is a Strategic Intelligence Liaison Officer with the Defense Intelligence Agency, working in the Pentagon providing intelligence support to various offices within the Office of the Secretary of Defense.

Frank Macri, D.P.M. (B.A.), was recently appointed Chairman of the Department of Podiatry, commanding the services at St. Joseph's Hospital in Philadelphia. He also serves as Director of the Pediatric Surgical Residency Program at St. Joseph’s teaching foot and ankle reconstructive surgery.

Kenneth H. Ryersky, Esq. (M.B.A.), a solo practitioner attorney in East Northport, N.Y., and adjunct assistant professor at Queens College of the City University of New York, served as a panelist at a training and induction session for the New York City Civil Court arbitrators on Jan. 16, held at the Association of the Bar of the City of New York.

1984 | Dennis Owen (B.A.), an anchor and reporter at WHTM-TV Harrisburg, won a regional Emmy Award for 2001 in the Feature Story category. His winning piece was about Play Horn Hospital, a company that repairs broken musical instruments. He is also a regular participant in La Salle University’s annual Communication Workshop for high school students.

1985 | Theresa Tobin (B.A.) recently started working at Tomorrow’s Classics Today, LLC, serving the Delaware and Chester counties in Pennsylvania. The store provides fine ladies’ wear and accessories and the service of style experts.

1986 | Joe Bircichia (B.A.) was previously a sports producer for KYW-TV, Channel 3, in Philadelphia and now works for Comcast, where he produces and hosts a program that primarily focuses on legislative issues.

Rose M. Fee (B.S.) has been named Executive Director and Chief Operating Officer at Weir and Partners, L.L.P., located in Center City, Philadelphia.

Sheila (Kane) Gorman, C.P.A., A.B.A., A.A.S. (B.S.), has successfully completed the certification process with the National Association of Certified Valuation Analysts (NACVA) to earn the designation of Certified Valuation Analyst (C.V.A.).


1989 | Stephanie Wankel Dickinson (B.A.) of Talley Management Group, has been elected President of the Delaware Valley Society of Association Executives. She has served on the Board of Directors for four years and in many other leadership positions within the organization. Her term began in June 2001.

1990 | Theresa Dolan (B.A.) worked as a technical writer for 10 years and now enjoys being a stay-at-home mom to her daughter Natalie. Dolan occasionally acts in industrial films and on stage.

Maria T. Finizio, Ph.D. (M.A.), received her Doctorate in Language Education: Linguistics from Temple University in 2001.

1993 | Paul F. Hughes (B.A.) recently graduated from the Wharton Management Program at the University of Pennsylvania and was hired by CilnPhone, an electronic clinical trials management company.

1994 | Patricia Coyle (B.A.) was named “Emergency Department (E.D.) Nurse of the Year” by her colleagues at Capital Health System’s Mercer Campus, where she is employed as a shift nurse.

Richard Heid, Ph.D. (M.A., B.A. '85), provides psychotherapy to children and adults and supervises clinical psychology doctoral interns.

Robert J. Kozlowski (B.A.) recently received his Doctorate of Economics from the University of Maryland. He was awarded the Andrew W. Mellon Postdoctoral Fellowship in the Social Sciences, and will begin work in September at Macalester College in St. Paul, Minn.

Frederick Kuntz (B.A.) is working at Philadelphia Park Racetrack as the technical director on the production crew for Phonebet TV and Philadelphia Park Live.

Joseph Ochipto (B.A.), Senior Project Director for Amicus Financial, was recently given the annual CBIC Executive Chairman’s Award for his work and dedication to the company. He is currently attending Webster University for a Master’s degree in Information Systems, and lives in Orlando, Fla.

1995 | Joan Athy Lawson (B.A.) received her M.S. degree from the University of Pennsylvania in May 2001.

Emma Marie Trusty (M.A.) published The Underground Railroad: Tales That Bounded Unveiled in 1999. The book is a history of the Underground Railroad from 1770-1861 in Cumberland County, N.J.

1996 | Fran Ferraro, J.D. (B.A.), earned his Juris Doctorate from Rutgers Law School in May 2000.

Chris Merenda (B.A.) is working as Project Manager for AdMed, Inc., a pharmaceutical Web design/multimedia firm in New Hope, Pa.
Behind the Scenes of the Action: Albert Vertino, ’93, Knows Sports

 inching his way up the ladder to career success is something Albert Vertino, ’93, a.k.a. “Scooter,” knows a little something about. It took him seven years after graduation to get to the position he is in today, and his hard work has paid off.

While pursuing his undergraduate degree in communications, Vertino laid the groundwork for his future by participating in several internships. Among them: the U.S. Olympic Committee in Colorado and WPVI-TV, Channel 6, with Gary Papa in Philadelphia.

“After graduation I saturated the marketplace with my résumé and was fortunate to land a job at ESPN as a Production Assistant,” said Vertino.

“ESPN allowed me to be involved with every aspect of sports production on every sport they aired,” he said. “I got to work with the prompter, graphics, highlights, news footage—it really gave me a taste of everything.”

After two years at ESPN, Vertino received a call from a colleague he had worked with during his internship at the U.S. Olympic Committee, informing him of a position at Turner Sports as an Associate Producer. Vertino explored the option and ultimately decided to take the next step, accepting the position in October 1995. He enjoyed the added responsibilities of his role, which allowed him to do more feature production and writing, as well as extensive traveling.

“One of the biggest perks is the job-related travel. It has allowed me to go to Russia, South Africa, Puerto Rico, and Australia,” Vertino said.

In April 2000, after five years as an Associate Producer, Vertino was rewarded again for his hard work and was promoted to his current position—Producer of the N.B.A. games broadcast on TNT and TBS by Turner Sports.

Last year his main project was producing Turner Sports’ N.B.A. show, “Inside the N.B.A.,” with Ernie Johnson, Charles Barkley, and Kenny Smith; it aired three nights a week.

“The show got rave reviews,” said Tamara Gehris, Vertino’s colleague at Turner. “And Scooter’s vision as a producer played a part in that.” The critics apparently agreed: this spring Vertino won a 2001 Emmy Award as producer of “Best Studio Show-Daily” for “Inside the NBA.”

This year, Vertino was on the road producing several on-site N.B.A. games. “It is a remarkable position for him to be in at age 30—he is one of the youngest and best in the business,” said Gehris.

“This is a great gig. The only better job would be actually getting to play,” Vertino said.
Births

1989 | A daughter, Catherine Angelina, to Ty and Andrea Bonacorsi Bennett (B.S.); a daughter, Julia Saylor, to Sandra and Christopher D. DiPasquale, D.O. (B.S.).
1992 | A son, Thomas Julius Jr., to Thomas and Diane (Junikka) Kruesi (B.A.); a daughter, Nicole Elizabeth, to Todd and Kathleen (Loughman) Ramsey (B.A.).

Marriages

1994 | A daughter, Caitlin Gail, to T.J. and Heather O'Connell Cuccia (B.S.).
1995 | A daughter, Natalie Anne, to Michael E. and Sandra Anne (Dvorak) Greco (B.A.); identical twin daughters, Alyssa Marie and Madalyn Rose, to Julie and Jason T. Miller (B.A.); a son, David Michael, to Renee and David Steinbach (B.A.).
1996 | A daughter, Erin Kathleen, to Joseph Aylmer (B.A.) and Jennifer Keating Aylmer (B.A.).
1997 | A son, Stephen Jr., to Stephen Lindsay (B.A.) and Mary S. Koren (B.A.); a son, Zachary Joseph, to David and Nicole Cherrill Miller (B.A.).

In Memoriam

Alumni

John Clement, Esq., '39
Thomas A. Breen, '41
Edward F. Carey, '50
Francis W. Judge, '50
Joseph J. Henderson, '52
William A. Mullen Jr., '52
Elwood J. Watts, '52
Theodore E. Kamish, '57
William J. Torpey, '57
Frank R. Lenewaver, '61
John A. Bolger, '62
Charles C. Cammarota, Ed.D., '62
William Bissell, '64
Roy J. Stewart Culkin, '66
Thomas A. Gall Jr., '66
James McGarrity, '66
William J. Collins, '67
Richard T. Tiedeken, Ph.D., '68
Nicholas Locantore Sr., '70
Joseph M. McCormick, '70
Joseph E. Krumenacker, '71
Franklin R. Brown, '77
John M. Corcoran, Esq., '77
Daniel R. Walker, '82
Nancy R. Cicone, '86
William P. Corcoran Jr., '87

Faculty

John J. Hanratty, formerly of Accounting

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Did You Know...

- Nearly 200 business executives—mostly alumni—visited campus this past year to interact with Business students through classroom lectures, special events, and alumni networking opportunities.

- Beginning this Fall, undergraduate Business students will have the opportunity to participate in study abroad programs in Galway, Ireland, and Rome, Italy.

- Approximately 40 percent of La Salle’s Accounting graduates begin their careers in public accounting with one of the Big Five accounting firms.