Getting the Message
Communication Alumni
Share Success Stories
Lasallian Values:

Balancing Soul and Life

One of the benefits of time is being able to consider life's activities in a broader canvas. As I reach the summer of my years, I recognize how much the Communication Department and entire La Salle faculty contributed to my growth as a spiritual being.

College is more than learning skills in the classroom. The outside classroom is as important as the inside one. And in the outside classroom, the Brothers and faculty teach a most important lesson in life: unconditional love. Yes, I learned communication skills at La Salle. However, the difference with La Salle's program is the love the faculty extends to its students as fellow journeymen in this melodrama of life. And just as relationships never end, they just change, so too does the La Salle teacher-student relationship never end, it grows. The Brothers' influence continues to inspire me today, and has helped me change my life in an amazing way.

As Vice President of Marketing and Communication at Siemens (an $80 billion multinational giant), I had, according to my upbringing, achieved “success.” I had power, pay, position, etc. I was traveling around the world, and living the life that many soon-to-graduate Lasallians dream about. However, last year, I realized how unconscious I was on my journey. I had lost my connection with my soul as I climbed the corporate ladder. As I turned on the ladder, I noticed that my wife and kids were not there with me. I was traveling out of town every week (much of it overseas), and it finally became too much to bear. I consciously decided to reprioritize my career in order to spend more time with my family and myself. To do so required me to give up the job I climbed the ladder to achieve. After much soul searching, in July 2002, I approached my boss in Munich and told him we needed to make a change.

Siemens gave me several months to find a new position. This time was scary and difficult, as I had to go into a personal “job detox.” Like Dickens’ A Tale of Two Cities, “It was the best of times, it was the worst of times.” I was like a junky addicted to dope; however, my drug was my job. I finally realized how much I attached my own sense of self-worth to my job, title, pay, position, power, etc. I did get through and came out a changed man.

I have learned so much about spirituality and love. I understand more about letting go and the difference between addiction and preference: it is okay to prefer to have money, notoriety, recognition and such, however it is a challenge if you are addicted to it. And I think I understand a lot more about what you and the other Brothers were trying to model for each of us when we were in your presence. Gerry, do you realize that while I have not been in the classroom at La Salle for 20 years, and have only spent a little time with you since, that you are still a teacher to me? I’m still learning, and every day I get more connected with my true self (writing and telling others my story). My relationship with my family has also improved a great deal.

One footnote: In the debits and credits of life, the net of my change is I won the “lottery.” I lost some money, maybe some power, a title, etc. However, I gained a great deal more—a soul, a family, a life. I also understand better a famous passage from the Bible. A wealthy man approaches Jesus and asks how to get to Heaven. Jesus tells him to give away everything he owns and then follow him. I had always been uncomfortable with that passage, having felt it meant that one couldn’t really have wealth or its sisters of power and prestige, and still find one’s way to God. I now have a new understanding. I think Jesus was asking: If you had to, could you, would you, give it all away?

And so I gave away my title, money, and power, and at the time I had no assurances of finding a new position, either inside of Siemens or outside. However I had to learn to not be attached to these material objects. And then miraculous additional blessings came my way. First I located a Siemens position that allowed me to continue to live here in Atlanta and have a more balanced life. It had less pay, power, and position; however it allowed me to have a life, so I accepted it. And then after I accepted the position, Siemens gave much of the title, money, and power back to me; and I wasn’t asking for it. So, I understand now the message that Jesus was preaching. If you can give it all away, you are then free and paradoxically you don’t necessarily have to give it all away. My challenge now will be to remember this great lesson of life, to not be attached, and to keep my soul and life balance. L
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The first Charlie Award (1973), given annually to the best newswoman at La Salle, Communication majors.

Dedication and Blessing of the Communication Center

Fall 1994 Grand Opening Ceremony at the La Salle University Communication Center on South Campus. From left: Ms. Gerry Mosquera, F.S.C., '88 Communication Chair; Thomas Carlesi, '79, President and Publisher of USA Today; the Most Rev. Dr. and Rev. Thomas Aquinas, Bishop of Philadelphia; and Alan La Salle, President. B. Joseph F, Zanker, F.S.C. '50.
used to plot and plan how we were going to do it.” Vogel is an education professor who taught Communication classes in the early days of the program. MacLeod is a Communication professor who started out teaching public speaking and theater, and later moved into television production.

It was MacLeod who saw the potential of the Audio Visual Department’s TV studio in the basement of Olney Hall, turning it into a teaching tool with real world applications. Today, La Salle students and Producer Tonya Ellis, ’95, M.A. ’02, run the University’s own cable TV station, Channel 56, which broadcasts to 300,000 homes all over the city. Among the University’s other local competitors, only Drexel University maintains a comparable station.

By the late ’70s, the program was gaining recognition and spreading out. Dr. Richard Goedkoop, now Director of the Master of Arts in Professional Communication, joined the staff as a professor of broadcasting. Bill Wine, now a film critic for KYW NewsRadio 1060, started as a part-time writing professor, and later, a full-time film professor.

One of the strengths—and weaknesses—of the major back then was its broad scope. Students who planned on a career in public relations were required to take TV production, film studies, and other seemingly unrelated courses. This led to the formation of tracks in the mid-1980s, and an amicable and very necessary split with the English Department. Communication majors, who then outnumbered the rest of the English majors, finally had their own department.

The tracks—human communication, mass communication, public relations,
Good Job!

La Salle’s Communication alumni have landed jobs at these and several other prestigious organizations.

Allied Advertising
CBS-TV “Inside Edition”
Children’s Hospital of Philadelphia
CNN
CVS
Dallas Observer
Discovery Channel
Dow Jones
Estee Lauder, Inc.
First Union Center
Greater Philadelphia Chamber of Commerce
HBO
Johnson & Johnson
KYW NewsRadio 1060
KYW-TV
Madison Square Garden
March of Dimes
Marvel Comics
Merv Griffin’s Resorts
Nike
Pennsylvania Hospital
Philadelphia Business Journal
Philadelphia Magazine
Philadelphia Phillies
QVC
RCA
Sony Pictures
Tropicana (Las Vegas)
TV Guide
United Nations
United Way
U.S. House of Representatives
Wall Street Journal
Warwick Advertising
WB17-TV
WCAU-TV 10
WCBS Radio (New York)
WHYY-TV 12
WPVI-TV 6

Getting the Message
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University had purchased a tract of land south of the main campus that included a convent and Ukrainian orphanage, both with dwindling populations. The orphanage got a revamp in the early 1990s, and the department moved in. “Everything was new under one roof,” Br. Gerry said. “All the faculty were together—the classrooms, studios and office space—everything we did was in the building.”

The building offers a state-of-the-art TV studio, an audio studio, four editing rooms with equipment, a screening room, nine classrooms, and office space. A student lounge was added with financial support from the Argenziano family, in memory of Communication major Greg Argenziano, who died in 1993.

Today’s ever-growing faculty stay on top of advances by attending regular workshops and seminars held on- and off-campus. Many are known experts in their fields, frequently publishing articles and books, presenting papers, and giving lectures. Still, they stay very involved with their students, holding office hours at least six hours a week. Even after graduation, students and faculty maintain a connection that involves lots of e-mails and campus visits.

Not satisfied to stay local, the program is branching out to other countries. Graduate Communication now offers a program in Prague, and an exchange program may soon begin with students from Lugano, Switzerland.

Br. Gerry said the next great milestone—and hurdle—for the department will be converting the TV station to digital over the next few years in order to comply with federal regulations. That will require all new equipment, too, he noted.

Student enrollment in Communication has more than doubled to about 480 since the big move.

Graduate Communication, which began with 10 students in 1994, now has 100. “But we’re still not our own school. We’re not sure we want to be, either. That might separate us too much from liberal arts and diminish the great advantage of a well-rounded education,” Br. Gerry said.

“The evaluations we get back from our internships and co-ops say that La Salle Communication students are very heads-up when it comes time to get a job. They’re competent, reliable, self-motivated, and eager to learn. And that’s exactly what we want to hear.”

Editor’s Note: On the following pages, we have included a small sampling of Communication alumni. With the help of Br. Gerry and the rest of the department, we’ve tried to highlight several success stories—both personal and professional—while also pointing out some of the best features of La Salle’s Communication program. In future issues of the magazine, we hope to continue presenting these stories, and we ask alumni to share them with us. Please send your ideas to the Office of Alumni Relations, 1900 W. Olney Ave., Philadelphia, PA. 19141, or e-mail alumni@lasalle.edu.

Letters

Back in my day, the Communication major was a general Communication major. We got a taste of everything: TV, radio, journalism, script writing, etc., and I honestly believe it’s the best way to go. To this day, cameramen who come down to Veterans’ Stadium are appreciative when I hold up a piece of white paper for them, and are surprised that I actually know what white-balancing is all about.

Leigh McDonald Tobin, ’87, Director, Media Relations, Philadelphia Phillies
The Story Behind the Stories

BY CAITLIN MURRAY

Mike Sielski, '97, a 27-year-old award-winning sports writer for The Allentown Morning Call, doesn’t just write about sports; he writes about people. People who happen to play sports.

The best piece he thinks he’s written so far—one that earned him an Associated Press Sports Editors Award—was about Mike Fergus, the boys’ basketball coach at North Penn High School in Montgomery County. The focus of the story wasn’t on the coach’s winning record or predictions for the upcoming season.

Rather, it detailed the brutal murder of his mother in their hometown of State College, Pa., in 1995. It was a story that hadn’t been told—until Sielski got the exclusive.

“I approached him and promised to handle it with dignity and delicacy,” recalled Sielski, who was covering local high school sports for The Intelligencer in Bucks County at the time and caught wind of the story through the grapevine.

“I guess he trusted me because he wanted to do it,” Sielski said of Fergus, who agreed to make public his painful experience.

Fergus told Sielski of the gruesome details of his mother’s murder. He told him how he and his family had to move away from the place they called home in order to start over again, and how he threw himself into coaching to help with the healing process. And he told him how good it felt to talk about it.

Sielski’s editor submitted the piece, entitled “A Coach’s Silence,” for the AP Sports Editors Award—which, according to Sielski, “is the next best thing to winning a Pulitzer for a sports writer.” He took home the prize for best feature story in 2000 in the national competition. Since then, he’s earned an honorable mention and the 2001 award for best column writing. Not to mention a slew of other journalism awards and scholarships, including being named one of the Newspaper Association of America’s “Top Twenty Under Forty” newspaper people in the country at age 26.

Though he writes about sports for his regular column in The Morning Call, Sielski said he has become less concerned with the scores and stats and more interested in the players.

“As I was growing up, I was always into sports. I was like a walking encyclopedia of facts and figures,” remembered the reporter, a Philadelphia sports fanatic since childhood. “Then I got into writing in high school and college, and I really liked it. I found out it’s not really writing about sports, but the people who play sports.”

He learned this from his mentor and friend, Philadelphia Inquirer sports columnist Bill Lyon.

In the summer before his junior year at La Salle, Sielski—a Communication/English double major and sports columnist (who would go on to become editor-in-chief) for La Salle’s student newspaper—wrote a letter to Lyon because he thought “he was the greatest writer [he] ever read.”

He asked for career advice and tips on how to break into the business.

Lyon never wrote back. Instead, he looked up his young admirer’s phone number and called to invite him to a Phillies game. He introduced him to Jim Fergosi, then-manager of the team, Darren Daulton, Jim Eisenreich, and some of Lyon’s colleagues at the paper. Sielski was in awe.

“Bill said I had a lot of potential. I really owe him a lot,” he said of the man who would later recommend him to the high school sports editor at the Inquirer, where he worked as a stringer for part of his senior year, covering high school football and a few La Salle men’s basketball games.

Around that same time, Lyon wrote Sielski a letter of recommendation for a sports journalism scholarship from the National Collegiate Athletic Association and the Freedom Forum. He was one of eight people in the country to win. Sielski framed that letter.

It seems Lyon was right about the potential he saw in the aspiring sports journalist.

In May of 1997, the 3.99 dean’s list student was delivering the commencement address at his graduation from La Salle, urging fellow graduates to make something of themselves and seize opportunities that come their way. A year later, he was accepting the award for the best reporter in his graduating class from Columbia University’s Graduate School of Journalism.

Today, he’s writing his own column for a paper with a circulation of 150,000. “God, this beats working for a living,” Sielski joked. “This is all I ever wanted to do and I get to do it. I’m lucky because I knew that. I feel really blessed.”

Mike Sielski, '97 (circled), stands among other members of the media as they approach Eagles quarterback Donovan McNabb at the NovaCare Complex. This photo was taken by Philadelphia Inquirer Staff Photographer Michael Perez. It appeared on the front page of the Sports section of the paper on Tuesday, January 21, 2003.
Getting Hooked

By Jon Carolis

"Joe Nardelli, '78, was La Salle University's first Communication major. He arrived as a Biology major, and while taking an English course with Dr. James Butler, '65, he made a short film for a class project. "That hooked me on film-making," recalled Nardelli, who switched to Communication when the department was started in 1977.

"There was a lot of momentum building in the department at the time," said Nardelli, a New Jersey native who lives in New York City and works on both coasts.

The short film for Butler's class (made with classmate Ande Mineo, '80) was about the atrocities of war and depicts a soldier treated by an army medic (played by Nardelli).

In Brother Gerry Molyneaux's, '58, Film as Art course, he made a movie called "Trial Run," which won the department's "Charlie Award" for best student film that year.

"He soon became the point man of the film movement on campus," Br. Gerry said. "He won a couple of Charlie Awards, then produced a 30-minute, eight millimeter movie with sound. He did it as professionally as he could, even feeding the cast and crew. He arrived at the film's premiere in the Student Union in a tuxedo. Loads of students worked on the films."

"In light of his success and commitment to educating and helping people, we gave him the Shining Star Award. He is one of just a half dozen alumni to win that award," Br. Gerry said.

Despite the switch in interests, Nardelli said, "La Salle was a place where I was challenged every step of the way. Especially by Br. Gerry. And thank God for that or I may have lost interest long before ever having a chance to discover the child in myself. La Salle was my 'Never Never Land.'"

Nardelli went to graduate school at NYU, where he worked and studied with classmates Spike Lee and Ang Lee. He later produced music videos for Miles Davis, Anita Baker, and Branford Marsalis that Spike Lee directed. He also won the Mobile Award for Excellence in Filmmaking for his thesis film, "Sub Shoppe."

He's also earned two Billboard Music Video Awards, and a 1996 Parents' Choice Silver Honor Group Film Award for "MY HAIR'S FALLING OUT...Am I Still Pretty?" an educational video to help children understand cancer which played on PBS. He later co-founded CancerEd, a school-based cancer awareness workshop initiative.

Nardelli, who had a play produced off-Broadway in New York, said, "I have come to accept that I may, in fact, be 60 by the time I get to direct my first feature film, but I'm eventually going to do just that. When the time is right, it will happen for me. I have always been lucky that way."

Letters

I can frankly say that I utilize my Communication education daily. Subsequent to La Salle, I earned both a Doctor of Medicine degree and a Master in Business Administration; however, the skills I learned at La Salle are by far the ones on which I rely most heavily in my career. Ironically, this most enjoyable, interesting, and memorable stage of my education has also proved to be the most valuable.

Charles F. Barbera, M.D., M.B.A., FACEP, '86
Director, Department of Emergency Medicine at the Reading Hospital and Medical Center in Reading, Pa.
Opening Doors

BY CAITLIN MURRAY

Historian and philosopher Joseph Campbell said that if you follow your bliss, you put yourself on a kind of track, which has been there all the while waiting for you, and the life that you ought to be living is the one you are living. Karen Garman, Ed.D., ’82, has turned this teaching into a motto for how she lives her life.

“Every time you take a risk, it opens up a door that you didn’t know was there,” said Garman, a medical education consultant and national expert in the field of leadership development and mentoring. She said she’s been following her bliss for almost 25 years now.

It all began in 1979 when the freshman Finance major heard about a newly developed program on campus that was just starting its third year. “I saw a new program with a lot of excitement and changed my major to this thing called Communication,” recalled Garman, a double major in Communication and Marketing.

Open door number one.

By the time she had reached her junior year, Garman was the Assistant Director of La Salle’s Audio Visual office, was involved in a video magazine started by other Communication majors, helped form a student Communication society, and was part of the informal on-campus “camera crew” for basketball games and other events.

Though she thought her future lay in the world of television production, an internship at Hahnemann University Hospital during her junior year led her down a different path—to door number two.

Garman worked as a video engineer and camera operator for Hahnemann’s television network, which was being used to educate medical students in upstate Pennsylvania with the same curriculum that was being used at the hospital’s main campus in Philadelphia. When she graduated from La Salle a year later, her supervisor asked her to stay on as a full-time video engineer.

“I didn’t know what was going to happen when I took the internship at Hahnemann. Medicine was always in the back of my head as an area I was interested in, so I just followed my heart,” said Garman, whose interest in medicine dates back to her childhood when she was often in and out of hospitals due to her asthma. “As a result of the internship, I got hired; it opened a door for me.”

According to Garman, using video as a teaching tool was pretty innovative at the time. As she continued to produce training programs for allied health professionals and med students for Hahnemann, she became more and more interested in this burgeoning field, and in learning how to use the media to teach adult learners. So much so that she decided to go back to school to earn a Master’s degree in Instructional Design.

Open door number three.

After graduating from Temple in 1985, Garman was recruited to the University of Medicine and Dentistry in New Jersey to head up their new Department of Educational Resources. She spent five years helping to get their training programs up and running before she was ready for another risk.

Knowing that she needed a terminal degree to continue to work in medical education, she decided to go back to school again—this time for a degree in adult learning and medical education. Only three places in the country offered such a program. One of them was the University of Southern California (USC) in Los Angeles, where her brother Ralph Garman, ‘86, had moved to follow his dream of breaking into television and radio.

Open doors four, five, and six.

“People thought I was out of my mind when I moved all the way to California to go to graduate school. They kept asking when I was coming home and I didn’t think I was,” said Garman, a Northeast Philadelphia native who has remained on the West coast ever since.

After completing her doctoral studies in 1994, Garman was recruited to the University of California San Diego (UCSD) School of Medicine to serve as Assistant Dean for Curriculum and Director of the Office of Learning Resources. Since then, she has worked for Kaiser Permanente, America’s largest non-profit HMO, and recently started her own company called HELP, short for Healthcare, Education, Leadership, and Performance. Now a consultant with two associate professor appointments at USC and UCSD, she works with healthcare leaders in their approaches to communication and training issues and has garnered national recognition for helping healthcare organizations establish formal mentoring programs for new physicians.

“They say that people have nine careers these days before they retire. I think I’m one of those examples. I’m probably on career five now,” Garman said jokingly. “I never kidded myself into thinking that I knew what was next. Only in taking the risk and trying something new did a new opportunity present itself to me. You couldn’t predict back in 1982 that healthcare would be where it is today. You could never have written a job description for what I do today. I learned very quickly that when I followed my bliss, it always turned into a very good thing. La Salle gave me the safe environment to follow my bliss, and that follows me wherever I go.”
Real World Experience
BY JON CAROULIS

Part-way through her senior seminar in public relations, Erin McDermott, '00, realized something a little daunting: "There are people who are counting on you to help them!"

She and her La Salle classmates were working on a PR campaign for Special People in the Northeast (SPIN), a group that provides services for children and adults with disabilities. SPIN's biggest fundraiser is a combination auction-dinner held once a year, and McDermott and her colleagues were trying to find ways to increase participation for the event.

"I've had seven different classes from La Salle," said Megan Forrestal, Director of Public Relations for SPIN. "They bring positive energy to the projects."

Forrestal said McDermott's group set several goals about increasing participation and media coverage. They targeted a region of the city that had not participated in the auction before, and wanted 10 new businesses from that area to donate items. Forrestal said the group chose Chestnut Hill and got their 10 donations. "Their news releases got some newspaper and radio coverage for the event, too," she said.

Each year, senior students in the Communication Department's Public Relations Track work on campaigns for area non-profit and service organizations. It's a win-win: students get real-world experience, and the organizations, which have limited resources, get extra help.

"One student told me her seminar was a life-changing experience," said Michael Smith, Associate Professor of Communication, who along with fellow Associate Professor Lynne Texter, teaches the seminar. Texter has been partnering public relations students with nonprofits since she came to La Salle in 1989. Smith is head of the National Communication Association Service-Learning Task Group, which promotes the use of service learning in the communication discipline.

This semester, one student group is working with Turner Middle School on an anti-violence program. Previously, La Salle students worked on anti-blight programs at Turner, and the school won an award from the NBA for community service; the La Salle students were cited for their assistance. La Salle's involvement at Pastorius Elementary School was part of the reason the school's SAT test scores increased by 30 percent.

A few years ago, Chris Pinto, '99, and Jana Adams, '99, were recognized at the national meeting for Gilda's Club for the comprehensive communication plan they developed in Texter's seminar. Their proposal for the local chapter of Gilda's Club was used as a model for all other chapters nationwide.

Other groups that have benefited from La Salle's students include The Good Shepherd Mediation Center; The Clean Air Council of Philadelphia; and The Bethesda Project (a homeless advocacy group); the American Stroke Association; and the Heartfelt Homily Campaign, which sought to get health messages to the African American community around La Salle through churches.

For McDermott, who now works in public relations at The Children's Hospital of Philadelphia, the "real-world" experience was invaluable, professionally and personally. "We did 'mock' situations in class, and they provided an invaluable foundation, but we were working with real deadlines at SPIN," she said. "It helped to have that kind of pressure. We also learned that the skills we have are needed by people."

Letters

Today, I jump at the opportunity to return to the Com Center for career days and workshops. I find great joy in meeting the communication professionals of tomorrow. When I return, I witness the same passion and energy that were the hallmarks of the department during my days as a student.

Jesse Cute, '99, Public Relations Manager, WB17 (WPHEL-TV)
Never Give Up

By Kimberly Dugan

Editor’s Note:
While a Communication major at La Salle University, Michele (Klein) Valkov, ’92, earned an internship at NFL FILMS. From the start she was told there were no “real” job openings for her after she graduated. Despite her disappointment, Valkov did not throw in the towel. Her drive paid off and for the past 10 years, she has been Producer/Director of Public Relations at NFL FILMS. La Salle Magazine staff writer Kimberly Dugan asked Valkov about how she turned her internship into a career and about her experiences working for NFL FILMS.

Q: Through your internship experience, you earned a position at NFL FILMS when there was no position to be earned. What did you do that caught people’s attention and ultimately landed you a job that was created just for you?

A: I spent every waking moment at NFL FILMS; I voluntarily turned myself into an indented servant. Day and night, I was in every room of the film studio asking questions and learning—in edit suites, in graphics, in the music suites, in film processing, and on the sound stage. But ultimately, as I later found out, NFL FILMS President Steve Sabol passed by an office filled with several producers huddled in front of a monitor watching an amateur tape I’d produced. “A Woman’s View of Pro Football,” as a final project for graduation. Three months later, I was on the White House lawn interviewing Dee Dee Myers, the former White House Press Secretary, on why she loved football. With bomb dogs sniffing at my high heels, a sound crew rigging my microphone, and a $48 paycheck for the day, I had made the “big time.” Lights. Camera. Action!

Q: What is it like being a top-level woman executive in such a male-dominated industry?

A: Educational. Entertaining. And enriching. Regardless of gender, I’m privileged to work alongside some of the most brilliant and talented people in the film and television industry today. So, when every single one of the projects related to NFL FILMS’ 300 hours of annual programming comes flying across my desk, there is always something learned and always, thankfully, something funny!

However, there are some gender-specific idiosyncrasies that influence my work environment. (These are just my observations and do not reflect the beliefs of the National Football League, NFL FILMS, or even my family.) Men can more easily recall, exclaim, and exalt the number of yards run by the league’s leading rusher, whereas I remember more about the rusher’s personality or life story. In many pre-meeting settings or even just tangential work conversations, men not only like to talk about themselves more, but are more apt and eager to share how they’ve arrived at their particular conclusions or observations rather than inquiring how those around them arrived at theirs. (This is not necessarily a character flaw or a “bad thing,” since, thank heaven, most of what’s said in our shop is quite compelling, but 10 years of anecdotal evidence has shown me this dynamic much too often.) Overall, NFL FILMS is a fantastic, unique blend of creative and corporate culture. Like the former Buffalo Bills’ coach once said to his team at Super Bowl. “Where would you rather be than right here, right now?”

Q: From a public relations standpoint, can you discuss any pivotal moments in your career that put your crisis management skills to the test?

A: I’m lucky that NFL FILMS’ 40 years’ worth and 82 Emmys’ worth of fine programming pedigree rarely puts me in a reactive PR mode. I’m usually proactive—pitching angles, features, special events, marketing, business objectives. But you never forget the unexpected critical times when you have an obligation to your profession and your company to perform at a highly sensitized level: on alert and employing the maximum anticipatory and execution skills. A good example of one of these times was during the O.J. Simpson case.

NFL FILMS President, Steve Sabol, was the last person to interview O.J. Simpson just six days before his wife Nicole was murdered. He inadvertently mentioned that fact to a local reporter. Soon, I was flooded with requests for the interview from media around the world who wanted copies to air within the hour and they also wanted to interview Steve. Remembering those few days after the famous white Bronco chase—the tension, disbelief, and anxious pitch of the country was unparalleled. As a PR pro, I had to determine a few things. Did I want to add to that? Was NFL FILMS—the romantic historians of the NFL—the appropriate organization to be involved in this? What could we say or show of a 60-minute raw tape?

But it was news and a chance to position our company as official, responsible historians. So, until the wee hours of the morning, I personally transcribed the tape, and edited some banal sound bites that could in no way be sensationalized or manipulated by the media. Then I granted only one interview with Steve Sabol to one reporter, CNN’s Michael Okwu. Steve and I prepared talking points that only spoke to O.J. Simpson’s place in NFL history and his performance on the field. We would not comment on anything else except to say that we interviewed the former Hall of Fame Bills’ running back six days prior and gave them use of the Simpson edited interview. The piece aired with dignity and historical relevance without sensation. My objectives of how to position Steve Sabol were met. He was presented as a celebrated interviewer with exclusive access, and an NFL historian who has only one priority on his mind—preserving the history and passion of pro football.
Tune in Tomorrow
BY Jon Caroulis

During the holiday shopping season last year, Steve Martin, '04, a junior philosophy major, was at a mall when a complete stranger came up to him and said, "Hey, I know you! You’re on that awful, awful game show. I watch it all the time!"

That’s probably a compliment, but it shows the power of television, specifically La Salle 56, the University’s cable TV station. Martin’s “admirer” was referring to a show produced by La Salle students.

Granted an educational access license by the City of Philadelphia, the station produced 120 shows last year, involving more than 100 students, many of them communication majors. Shows are supervised by Sid MacLeod, Assistant Professor of Communication, and by Station Manager Tonya Ellis, '95, M.A. '02. Every household in Philadelphia that has cable TV has access to the station.

“I don’t have any way of finding out who watches the shows,” says Ellis, but on Sundays there’s a way to get an idea of what’s happening. The Archdiocese of Philadelphia tapes a Mass at Channel 6’s studios, Ellis picks up a copy of the taped Mass so La Salle 56 can rebroadcast it at 10 a.m. on Sundays. Sometimes the tapes have glitches in them, “If there’s a problem on re-broadcasting the Sunday Mass, I get lots of phone calls and e-mails,” says Ellis.

The most regular programs are sports-related, taped once a week. There are also interview shows, programs on health-related topics, and some done strictly for entertainment values, such as “Q&A” (a combination of “The Match Game,” Trivial Pursuit and “Name That Tune”).

“One of 56’s most unique shows was “The Eriq La Salle Show,” Ellis said. “It was a comedy that aired about three years ago. Eriq La Salle is the actor who played Peter Benton on “ER.” The show had nothing to do with him, but used his name and photo for the name/logo. The producer/host was Kevin Wilkes, and his co-host was a Chutes and Ladders game piece named ‘Alfonso.’”

“They went to the Philly Auto show and asked car reps when there would be flying cars,” says Ellis. “On another show, one guest won a giant check from a quiz Kevin gave, and then they followed the guest around from banks to MAC machines as he tried to cash this giant-sized check.”

The station tapes in a high-tech studio in the Communication Department building on south campus, featuring an air-conditioned control booth, a battery of lights and several cameras. It’s a big step up from Ellis’ student days, when she had to carry bulky, portable cameras to shoot in the Student Union Building or in conference rooms. But with bigger facilities, come bigger expectations.

“I get many e-mails from those who think we should look as good as the network affiliates in the city,” says Ellis. L

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At the heart of this congratulatory message is a deeply felt thank you. You see, now a teacher myself, whenever I stand in front of a classroom, I draw on the lessons that I learned from all my instructors in the department. Actually, it goes beyond what I learned to how I learned it. How Bill Hall taught me to rigorously exchange ideas, not passively relay them. How Lynne Texter showed me that respect for students is as important as respecting their opinions. And how Br. Gerry Molyneaux, ’58, demonstrated that the best professors have a passion for what they teach—and that great teachers make darn good friends.

Matthew Fee, ’93, occasional La Salle film studies teacher, now completing his doctoral dissertation on Irish film at NYU.
Making the Transition

BY KIMBERLY DUGAN

During her sophomore year at La Salle University, Eileen Matthews, '81, was faced with one of the toughest decisions she ever had to make.

She had entered La Salle as a theatre major, but when the program failed to thrive, she made the easy transition to the then brand new Communication program. During her sophomore year, she thought she should transfer to a different school with a more established program so she could follow her dream of landing a job in broadcasting.

"I hated to leave La Salle. I loved it there. I was very involved on campus and I loved my teachers and my classes, but I felt that the program was in the beginning stages, and if I was really serious about going into broadcasting, I needed to go somewhere that had a more developed curriculum," Matthews said.

So she transferred to Penn State’s main campus for her junior year.

"At the end of my junior year at Penn State, I was offered an internship at Channel 10 [in Philadelphia]. I took it immediately and decided to transfer back to La Salle for my senior year because that’s where I wanted to graduate from," she said.

While at Penn State, Matthews was taught by Dr. Richard Goedkoop, the current Director of La Salle’s Graduate Program in Professional Communication. Coincidentally, Goedkoop left Penn State for La Salle the same year Matthews transferred back.

"We have a little joke going about how we brought each other back to La Salle," said Matthews, who took a class with Goedkoop her senior year. "I was so happy to be back."

Matthews is credited as the first Communication major from La Salle to make it into broadcasting. She turned her internship at WCAU-TV as a researcher into a full-time job, then worked her way up the ranks at Channel 10 from researcher, to associate producer, to producer.

In the 10 years that she worked at WCAU, Matthews produced a variety of prime time special programs—two of which earned her multiple Emmy™ awards. The first, a magazine show called “KIDSIDE” that looked at the world from a kid’s perspective, won six Emmys™ and the other, “The Adventures of Ritzy the Wolf,” which taught children about such topics as the environment and geography, earned her two more.

“The first time I was nominated for an Emmy™ was in 1984. Unfortunately, I didn’t win, but I remember the thrill of being nominated,” said Matthews, who has earned a total of nine local Emmys™ and several international awards.

Today, Matthews and her husband Dan Sitarski are owners and executive producers of Segue Productions, an independent production company in Gulph Mills, Pa. Segue specializes in documentary and special programming for broadcast, cable, and industrial clients—including the Telly Award winning program, “The Best Of,” a prime time series that premiered on the Food Network in 1999 and airs four nights a week. It is a top-rated magazine show that takes viewers to five states in 30 minutes in search of the best of everything from fine dining spots to pizza and hot dogs.

“Right now I have about 40 people working for me all over the country,” she said. “When we first started I was on the road most of the time. I was eating a lot of food and putting in 13-hour days. Now I’m on the road about four weeks out of the year, so I do most of my work from home, which allows me to spend more time with my two children. I spend all day e-mailing and putting out fires when emergencies come up—like all good executive producers should.”

Despite her busy schedule, Matthews still finds time to devote to her alma mater.

“I love coming back to campus and meeting with the new students interested in the Communication program. It is tremendous how much the program has grown and developed over the years,” she said. “I also go back and speak to students at my old high school [Archbishop Ryan] and I continue to beat the drum for La Salle.”

Eileen Matthews, '81, Executive Producer, Segue Productions
People who perform community service usually say they get more out of it than they give—but what exactly do they get? Well, among other things, a sense of fulfillment, the knowledge that they can make a difference, and the satisfaction of giving their time to a worthy cause.

Kelly (Burke) Laflamme, '93, and Dan DeLuca, '94, got all of that and much more—they discovered their careers.

Laflamme and DeLuca signed up to become members of Lasallian Volunteers, a national program that asks participants to commit to a year of service post graduation. The program sends volunteers to different parts of the country to live and work in Christian Brothers' communities. Many of the volunteers teach in Brothers' schools, while others work in soup kitchens, after-school programs, or fundraising offices.

"I felt a need to do something for others," said Laflamme. "While at La Salle I was involved in Project Appalachia, where we spent Spring Break building homes for the underprivileged. I wanted to do more and that is when I decided to join Lasallian Volunteers. I thought that would fulfill my need, but instead it led me down a completely different path."

"I really wasn't community service driven during college," said DeLuca. "Although I had always been interested in journalism, I wasn't sure what I wanted to do after graduation. I heard about the Lasallian Volunteers program and decided it was a great opportunity for me to give something back while at the same time discover what it was I really wanted to do." Laflamme and DeLuca were sent to Christian Brothers' schools to become teachers for their first year of service. Laflamme taught at a school in Mississippi, while DeLuca was stationed in Missouri.

After their first year, both volunteers decided to enroll for another year. Laflamme went to a second placement in the South Bronx where she applied her communication skills to fundraising and public relations work for a community-based non-profit organization. During DeLuca's second term, he was sent to Greenville, Miss., where he continued to teach.

By the time they were finished, each had put in three years of service. "Through the experience, I made it my personal mission to be of service," said Laflamme, now a Program Assistant at the Annie E. Casey Foundation, a national organization that works to build better futures for disadvantaged children and their families.

"I believe we can influence positive outcomes for children by strengthening their communities. I use the communication and public relations skills I learned at La Salle to help do this everyday," Laflamme added.

After completion of his service, DeLuca thought he would continue teaching. He moved to Florida and taught for six months when an opportunity to break into the business of journalism presented itself.

"I got the chance to work for a newspaper, and I figured if I was ever going to try my hand at journalism it was time," said DeLuca, who started working for a weekly newspaper in 1999.

"I credit the volunteer program for giving me the confidence to take a risk and try to make a career out of reporting," said DeLuca, who now works for The News-Press, a daily newspaper in Fort Myers, Fla., as a sports and business reporter. "Being a part of Lasallian Volunteers made me feel like a success and that I could achieve anything."
Mastering the Art of Communication

BY JON CAROULIS

N

ever afraid of a chal-

lenge—or expansion—the
La Salle Communication
program has continuously kept grow-
ing and spreading out.
The Master of Arts in Professional
Communication began in 1994, the
same time the department’s new build-
ing on south campus was opening.
Dr. Richard Goedkoop, its director,
says since then, professionals from a
variety of backgrounds—healthcare,
marketing, K-12 teachers,
collegiate
administration—have
enrolled.
“We get people from many
different walks of
life, who use com-
munication in business and profec-
tional settings,” says Goedkoop.
The program
includes core courses
in writing, speaking,
time, research, and
ethics. Elective areas of
study include such sub-
jects as Public Relations, Conflict
Management, Organizational
Communication, Interpersonal
Communication, and Communication
Management in
Media and Public Relations.
While emphasizing theory and
methods in core courses, students are
encouraged to apply the communica-
tion principles they learn to
professional situations. In 2001, the
program began
offering a 15-
credit certificate
program, and last
year, the
program
spread out to
Prague.
Dr.
Michael
Smith heads up the
new international program and has
flown to the city several times to
teach.
He says his students have a good
working knowledge of English,
which is taught as a second language.
The one language they’re just start-
ing to learn, though, is “public
relations-ese.”

Thirteen years ago, the Czech
Republic, like most Eastern
European countries, did not have a
free media. Now, after the Velvet
Revolution, they not only
have a free media, but
also a burgeoning public
relations industry—an
industry that will have to
work internationally, as
Prague is fast becoming an
international business center.
La Salle partnered with the
University of New York,
Prague (UNYP) to begin offering
graduate education programs
in Prague.

There were administrative
challenges, says Smith, but also
some interesting feedback. The
program’s executive style of
classes, all-day classes on weekends,
worked so well in Prague that the
department will start offering execu-
tive style classes in its program at
La Salle’s main campus.

And while the students in Prague
and Philadelphia might be worlds
away physically, there are similarities
common to the art of communication.
Getting the right message to the right
audience is critical, regardless of the
language.

In the true pioneering spirit of my internship at WCAU-FM, I
performed the regular tasks that interns do such as get
coffee, edit tape, and help organize the music library. But it was the
daily contact with the disc jockeys, the news anchors, and sta-
tion management that helped mold my career in this industry.

Anyone could learn to edit tape and file music; it was the inter-
action with these legends of broadcasting that provided me the
motivation to pursue a career in the wonderful world of radio.

Paul Perrello, ’79, afternoon news anchor for
Wogl-FM, Oldies 98. Perrello was La Salle’s
first Communication Department intern.

I think I knew during my first day on the job, at my first

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television station, in December of 1985, that I was not in
over my head. There, right before my eyes, was the exact
same brand of editing equipment that I had worked with
for the past four years at La Salle University. Simply put,
the technology that was used in the world of professional
broadcasting was the same as what I had trained on during
my time as a Communication major at 20th and Olney.

Scott Schaffer, ’85 (formerly Scott Schiek), news
anchor at WNEP-TV, the ABC affiliate in Scranton, Pa.

Letters
A Helping Hand

The Communication Department would like to thank the many people who have supported us with their time and resources over the years. Some of our good friends are listed below:

Jerry Lezynski, '82
Tom Curley, '70
Philadelphia Advertising Broadcast Pioneers
Women in Communication
Helen and Vincent Walters, '64
Ned Hogan, Esq., '84
Nancy Lenaghan Buck, '87
Joseph, '54, and James Molyneaux
Mr. and Mrs. Argenziano
Dennis Owens, '84
Jen Scheel, '89, M.A. '99
Eileen Matthews, '81
Albert "Scooter" Vertino III, '93
Timothy O'Connor, '82

Molyneaux vs. Wine:

Best Movie of the Year from the past 25 years.

La Salle’s own version of Ebert & Roeper. Bill Wine (La Salle Communication professor and KYW NewsRadio 1060 movie critic) and Br. Gerry Molyneaux, ’58 (Chair of the Communication Department and movie buff), go head-to-head in their picks for the top movies of the last 25 years.

<table>
<thead>
<tr>
<th>Year</th>
<th>Molyneaux</th>
<th>Wine</th>
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<tbody>
<tr>
<td>1978</td>
<td>The Deer Hunter</td>
<td>The Deer Hunter</td>
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<td>1979</td>
<td>Apocalypse Now</td>
<td>Kramer vs. Kramer</td>
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<td>1980</td>
<td>Raging Bull</td>
<td>Raging Bull</td>
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<td>1981</td>
<td>Atlantic City</td>
<td>Reds</td>
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<td>1982</td>
<td>Das Boot</td>
<td>Tie: Tootsie and E.T.: The Extra-Terrestrial</td>
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<td>1983</td>
<td>Educating Rita</td>
<td>The Right Stuff</td>
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<td>1984</td>
<td>Amadeus</td>
<td>Amadeus</td>
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<td>1985</td>
<td>Witness</td>
<td>Out of Africa</td>
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<td>1986</td>
<td>Hoosiers</td>
<td>Platoon</td>
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<td>1987</td>
<td>Moonstruck</td>
<td>The Last Emperor</td>
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<td>1988</td>
<td>Who Framed Roger Rabbit</td>
<td>Rain Man</td>
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<td>1989</td>
<td>Glory</td>
<td>Born on the Fourth of July</td>
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<td>1990</td>
<td>Goodfellas</td>
<td>Dances With Wolves</td>
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<td>1991</td>
<td>The Silence of the Lambs</td>
<td>The Silence of the Lambs</td>
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<td>1992</td>
<td>The Player</td>
<td>Malcolm X</td>
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<td>1993</td>
<td>Schindler’s List</td>
<td>Schindler’s List</td>
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<td>1994</td>
<td>Pulp Fiction</td>
<td>Forrest Gump</td>
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<td>1995</td>
<td>Dead Man Walking</td>
<td>Nixon</td>
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<td>1996</td>
<td>Fargo</td>
<td>Secrets &amp; Lies</td>
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<td>1997</td>
<td>L.A. Confidential</td>
<td>Titanic</td>
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<td>1998</td>
<td>Shakespeare in Love</td>
<td>Saving Private Ryan</td>
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<td>1999</td>
<td>American Beauty</td>
<td>American Beauty</td>
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<tr>
<td>2000</td>
<td>You Can Count On Me</td>
<td>Gladiator</td>
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<tr>
<td>2001</td>
<td>A Beautiful Mind</td>
<td>Shrek</td>
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<tr>
<td>2002</td>
<td>Fast Runner</td>
<td>Road to Perdition</td>
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An Unmatched Opportunity

BY KEVIN DOUGHERTY, '02

For any true Philadelphia Eagles fan, nothing can replace this season’s disappointment of not reaching the Super Bowl. But as I sit under a swaying palm tree looking out at the blue Hawaiian Ocean with a Mai Tai in hand, the pain seems a bit easier to endure. This reward is one of the many perks of working in the NFL.

As a member of the Eagles’ video department, I, along with the rest of the Eagles’ coaching and football operations staff, have been invited to work as the NFC staff in this year’s Pro Bowl in Honolulu as a consolation for another terrific season. This experience is just another in what has been two unforgettable years in my life, which began back at La Salle University.

For the past 25 years, La Salle University’s Communication Department has been providing hundreds of young men and women unique opportunities in many different fields. I am not an exception. During my junior year at La Salle, at a time when my career goals were changing by the month, I was taking a Film as Art course with Brother Gerry Molynieux, F.S.C., ’58. One day after class, Br. Gerry pulled me aside and asked whether or not I was interested in an internship opportunity with the Eagles’ video department. I thought it was a joke, but he was serious. Brother knew I was a diehard Eagles fan and thought the internship would be a great way for me to fix myself on a certain communication field. My decision to follow Br. Gerry’s advice was one of the smartest I have ever made. After working as an intern for the Eagles’ video department during the 2001 season, I was hired as just the third full-time video member the team has ever employed.

The video department’s job is to film, edit, and prepare all tapes for the coaching staff. Whether a coach wants to see the entire game from the previous week or just the third down passes, it is our responsibility to ensure he gets it. When the team practices every Wednesday, Thursday, and Friday during the season, Mike Dougherty, our video director, and I are out filming the practice drills, while Tom Carmody, the assistant director, is inside digitizing all of the drills into our Avid computer system. As a result, we guarantee the coaches can see the entire practice as soon as they return to their offices.

The Eagles’ video department and La Salle’s Communication Department have had a long, solid relationship. Video director Mike Dougherty has been turning to Br. Gerry for many years now in search of quality interns. In fact, Frank Faber, ’88, whom Mike Dougherty calls his “oldest intern,” still works every Eagles game printing pictures for the coaches. In addition to Faber and me, Mike Dougherty has had five other La Salle interns (Joe Lopez, ’95; Terry McAneney ’95; Pat Taggart, ’01; Keith Anderson, ’02; and Mike Trainor, ’04). Like myself, Anderson was hired into the NFL by the Cleveland Browns’ video department just before graduating.

One of the many thrills of interning and working for the video department is accompanying the team to all games, both home and away. Over the past two seasons, I have been to San Francisco, Seattle, Phoenix, Chicago, Jacksonville, and many other cities throughout the country. While there is plenty of difficult, challenging work to be done, the opportunity to work in the NFL is unmatched. It is an opportunity I would have never known without the guidance and support of La Salle’s Communication Department.

Letters

La Salle is different from other universities I’ve attended. La Salle’s teachers are more committed to teaching. And in the Communication Department, alumni were active and involved in and out of the classroom. I remember several people in particular who played a big part in my life at La Salle. Paul Perello, ’79, taught Radio Production and spent countless hours advising us how to run and improve WEXP. Joe O’Neill, ’83, helped my brother—a student at Brand X—get an internship. Jim Wieczernak, ’82, helped me with a grad school project several years after I left La Salle.

Judi Walsh Loughlin, ’88, Deputy Copy Chief, The Wall Street Journal

Kevin Dougherty, ’02 (right), and Mike Trainor, ’04, at Eagles Training Camp in August 2002.
Prestigious Pepperpot Awards

On December 4, 2002, the Philadelphia Public Relations Society of America (PRSA) Chapter presented its 34th annual Pepperpot & Achievement Awards to recognize the region's premiere public relations programs and professionals. One of the most coveted awards in the field of public relations, the Pepperpot represents PRSA's local version of the nationally recognized Silver Anvil Award.

La Salle Magazine congratulates Communication alumnus John Lenox, '93, Communications Manager for the American Cancer Society of Pennsylvania, who won the 2002 Pepperpot (Public Affairs category) for his public service campaign entitled, “Hook, Line, and Sinker.” He was a runner-up in the Development/Fundraising category for his “You Can Make a Difference” presentation portfolio for potential donors.

Last year, Lenox won the 2001 Pepperpot (Public Service category) for his “Things to Do Now That I’m Fifty” public service campaign for colon cancer, which also won “Best of Show.” His former colleague, Ann Marie Ferro, '95, who currently works as Program Administrator for the Liver, Biliary, and Pancreas Center at the Drexel University College of Medicine, won the 2001 Pepperpot (Single Piece Communications/Print category) for the American Cancer Society of Pennsylvania’s internal publication. Answers.

EMMY™ Winners!

Many Communication graduates have gone on to earn prestigious awards, including the EMMY™.

Some statuette winners include:

- Dennis Owens, '84
  5 p.m. anchor for WHTM-TV, the ABC affiliate in Harrisburg, Pa.

- Jennifer (Culp) Roman, '95
  Associate Producer, Philadelphia Flyers

- Albert “Scooter” Vertino III, '93
  Producer of N.B.A. games on TNT’s N.B.A. Thursday.

- Veteran La Salle faculty member and KYW NewsRadio 1060 film critic Bill Wine is also an EMMY™ winner.
Unsung HERO

BY KIMBERLY DUGAN

According to the American Medical Association, over four million women are victims of severe assaults by boyfriends or husbands each year—which means one in four women is likely to be abused by a partner in her lifetime.

Sadly, La Salle student Carmen Arroyo represents that “one in four.”

Her story is not one of despair, though. It is a shining example of how abused women can survive, and thrive.

Arroyo, who received her Associate’s degree in social work and is working on her Bachelor’s degree from La Salle University, is a survivor of domestic abuse, and a hero to her children and those she now helps in her community.

She was recently featured on a WB17 News segment entitled, “Unsung Heroes,” which recognizes men and women with remarkable stories of endurance.

Originally from Puerto Rico, Arroyo fled to the United States with her four children in 1994 to escape an abusive husband.

“My husband beat me and he threatened my children. He tried to kill me and I knew I had to get away for the safety of my children,” said Arroyo, who received 90 stitches in her face as a result of one of her husband’s attacks.

Upon arriving in Philadelphia, Arroyo stayed with her sister. She was suffering from physical injuries and emotional and mental scars.

“When I first came to this country I was in crisis,” she said. “I was depressed and scared, and I didn’t want anyone to see my face because of what my husband had done to it.”

“One day, not long after I arrived, my sister’s neighbor saw me crying. She wanted to help me. She told me about Congreso—and I am so glad she did.” Arroyo said.

Congresso, located in North Philadelphia, is a non-profit organization that has been meeting the health and welfare needs of the Latino community for over 25 years.

“Congresso helped me find housing and sent me to counseling. They also helped me with my language skills—and they even paid for me to have surgery to fix the damage to my face.” Arroyo said.

As Arroyo made progress through counseling, she decided she wanted to help others the way those at Congreso helped her.

“The people at Congreso wanted to make sure I was fully healed before I took on a full-time job helping others with their problems, so I started doing volunteer work for Congreso’s Latina Domestic Violence program and its advisory board. I had to start out small and prepare myself for a real job,” she said.

In 1997, Congreso hired Arroyo as a full time employee. She was a community organizer for Congreso’s Community Center, which assists over 1,000 women a year. After working for two years, Arroyo entered La Salle and is now well on her way to her Bachelor’s degree.

“I have the life experience behind me to share with others but I want to further my education as another resource to share with people who need my help,” she said.

Today, Arroyo is still working at Congreso as a program coordinator for the infant, child, and home visiting services. Her devotion to others stems from the care she received when she needed it most.

“I am so thankful for the help I received, and I know that through my experience and education, I am able to give back to the community,” Arroyo said. “I love my job. I know that people need me, and I feel blessed to be alive and able to help others,” she said.
J

Joseph Perez, 13 years old and sure-voiced, knows he is learning in a special place.

In pressed khakis and a crisp blue pullover shirt, the eighth grader is polite, eager, and hungry for knowledge.

Asked what San Miguel, his tiny Christian Brothers school, means to him, Perez does not hesitate. "If I had a son," he says, "I'd want him to go here."

Housed in two floors of Our Lady of Fatima Church in Camden, N.J., the second poorest city in the nation, San Miguel has served middle school boys since 1997. It runs on a shoestring budget, deals in small victories, and aims to give hope to a student body dismissed by many as educational goners.

Brother William Johnson, F.S.C., '65. San Miguel's principal, points to three factors that make San Miguel different from other schools: small size, with no more than 20 boys in each grade; an extended day, with classes running until 5 p.m.; and a summer program.

But spend five minutes in the place where the second-hand desks and cinderblock walls don't seem to matter and it becomes clear that a number of things make San Miguel special. Students feel cared for. They know their teachers are interested in them. They are taught discipline and structure as well as kindness and the value of education. Parents, who pay $10 monthly tuition, know their sons are challenged and loved as individuals.

That such a mission has thrived in Camden is no small feat.

When the Brothers decided to start a middle school in an impoverished largely Hispanic neighborhood somewhere on the East Coast, Br. William was given the task of finding a city with need and facilities. Camden, with its 50 percent dropout rate, which soars even higher among Hispanic males, seemed the perfect spot.

"We wanted to get back to the mission of the Christian Brothers a little more closely," Br. William said.

In the beginning, educating boys who did not do well in other schools was more than a little challenging—some of San Miguel's first students did not know how to read. And funding is a constant struggle, with about a third of the school's operating budget coming from the Brothers and the other chunk from donations.

No matter, says Br. William. What is important is what students take home—and perhaps, eventually, out of Camden—what the school gives them.

"I think for a lot of students we opened up their sense of what is possible," said Br. William.

That statement leads him to reminisce about one of his favorite San Miguel successes.

One boy, the youngest of many children and one of San Miguel's first graduates, entered the school disdainful of education, unconvinced of its value.

San Miguel changed that.

"He said, 'I'm going to be the first child in my family to graduate high school,'" Br. William said, beaming at the recollection. "The fact that he would say that speaks to what we try to do."
Two prominent alumni, Nicholas J. Lisi, Esq., '62, and William R. Sautter, C.P.A., '71, and a former employee with strong ties to the University, Laura Kind McKenna, M.S.N., CRNP, have been appointed to La Salle University's Board of Trustees. Each will serve a five-year term.

Lisi, a senior partner for the Philadelphia law firm of Padova & Lisi, graduated from La Salle in 1962. He has been involved with many activities at the University, both before and after his graduation, and frequently in leadership capacities. As a student, he served as president of the Residence Hall Council in his senior year, was an officer with the Sigma Phi Lambda fraternity, and co-founded the Saint Thomas More Pre-Law Society at La Salle. From 1997 through 1999, he served as President of La Salle’s Alumni Association. This past November, he was honored with the Alumni Association’s John J. Finley, '24, Award for his outstanding service and dedication to La Salle.

"People on the Board have told me I’ve joined at just the right time, with so many initiatives moving forward at the University," Lisi said. "There are many quality people on the Board, and I’m looking forward to making a meaningful contribution."

Sautter, President and C.E.O. of Elliott-Lewis Corporation in Philadelphia, graduated from La Salle in 1971. He said he experienced déjà vu when he was asked to serve on the Board. "I had the same reaction I had when I was told I was to receive the 2002 Leadership Award (at La Salle’s annual Charter Dinner)—I thought they had made a mistake! I’m honored that I was asked."

Sautter said one of the things he’d like to do as a Trustee is to be a spokesperson for the School of Business. "I hope to introduce our faculty and students to corporate leaders in the community, and to make important connections with fundraising."

McKenna, the Managing Trustee for the Patricia Kind Family Foundation (which was recently honored as the Foundation of the Year by the Philadelphia Chapter of the American Association of Fundraising Professionals), served in La Salle’s Office of Student Health for 12 years. A family nurse practitioner, she was the Director of Student Health Services when she left in 1998 to manage the family foundation, which was established by her mother, Patricia Kind, with a bequest from McKenna’s maternal grandmother.

"I loved working at La Salle; I loved interacting with the students," she said. "It gave me so much. It was a wonderful place to be. We need to work with young people; they’re what it’s all about." As a member of the Board, she hopes to be an advocate for students and student services.

The School of Business recently held "Economic Outlook 2003," featuring Steve Forbes, President and C.E.O. of Forbes, Inc. and Editor-in-Chief of Forbes Magazine. This annual event, co-sponsored by The Union League of Philadelphia, was completely sold out with over 500 attendees. (From left) Forbes, James J. Lynch, ’71, Chairman of the University’s Board of Trustees, and University President Brother Michael J. McGinniss, F.S.C., ’70, share a light moment before the luncheon and presentation. Be sure to mark your calendar for Economic Outlook 2004 in January.
Grants Keep La Salle Going Strong

The following are just a few examples of the multitude of grants La Salle University has received over recent months.

The Sallie Mae Fund of the Community Foundation for the National Capital Region awarded La Salle University $20,000 for scholarships for students in the school’s BUSCA program, in which Spanish-dominant students take college courses first in Spanish, then in English. The funds will be distributed to current BUSCA students in $2,000 scholarships.

The Ben Franklin Technology Partners of Southeastern Pennsylvania (BFTP/SEP) awarded the University a grant of $25,000 (matched by the Otto Haas Charitable Trust) for “Invent Investment,” a fund encouraging and supporting entrepreneurship at La Salle. Investments up to $10,000 are available for students to develop high-technology, innovation-based, and product-focused businesses. “Invention” was launched by BFTP/SEP, La Salle’s Integrated Science, Business, and Technology (ISBT) program, and the School of Business.

The U.S. Department of Education has awarded the University a four-year, $73,256 Child Care Access Means Parents in School (CCAMPIS) grant. This grant, which will be given to a maximum of 10 students, provides childcare subsidies for Pell eligible students with dependent children. It will be administered in partnership with Family Care Solutions, Inc. of Philadelphia.

The Independence Foundation of Philadelphia awarded a $90,000 grant to La Salle’s Neighborhood Nursing Center to support primary care services offered at the center’s two locations.

The National Science Foundation awarded the University’s Math and Computer Science Department a four-year, $398,836 grant for scholarships in computer science, engineering, and math.

The U.S. Department of Health and Human Services awarded La Salle $66,549 for scholarship assistance to disadvantaged students who are pursuing a Bachelor of Science in Nursing on a full-time basis.

The M.A. Program in Bilingual/Bicultural Studies has received a three-year contract up to $180,000 per year from the School District of Philadelphia to offer a professional development certificate program in bilingual education for district teachers and administrators. It is funded by a U. S. Department of Education Title VII grant.

Reminder:

This is your last chance to participate in the 5th annual President’s Cup Golf Tournament

La Salle University President’s Cup Golf Tournament

Monday, April 21, 2003
Blue Bell Country Club
Blue Bell, PA
12:30 p.m. Shotgun Start
5:30 p.m. Cocktails, Dinner, Prizes, Auction and Raffle

If you have not responded yet, or if you would like to purchase raffle tickets, please call Felicia Gordon-Riehman at 215/951-1880 or e-mail gordon@lasalle.edu

Everybody Loves Peter

Peter Boyle, ’57, one of the stars of the CBS hit sitcom “Everybody Loves Raymond,” who has also appeared in such films as “Young Frankenstein,” “Joe,” and most recently, “Monster’s Ball,” was the subject of A&E’s acclaimed Biography series on January 22, 2003.

A producer and camera crew came to campus to interview Boyle’s old classmate and friend, Brother Gerry Molyneaux, ’58, Chair of La Salle’s Communication Department. University Archivist Brother Joseph Grabenstein, ’73, supplied many photos of Boyle at La Salle and from even earlier. In high school, Boyle was the drama critic for the student newspaper, and Br. Joe had a clipping with a picture of Boyle alongside a review he had written.
Thanks to the generous financial contribution of John E. Glaser, '62, President of Stutz Candy Company, Inc., the Athletics Department now has a newly refurbished Multimedia Room, housed on the mezzanine level of the Hayman Center. This much-needed space is used as a film room for coaches and players, department and team meetings, and for press conferences after basketball games.

At the official dedication of the Multimedia Room on October 28, Glaser encouraged other alumni to give back to their alma mater. "Like many of you, I bleed blue and gold," Glaser said. "However, I had drifted away from La Salle. As I got closer to the University, I recognized that I could help in certain areas that were dear to me. La Salle basketball and the School of Business, from which I graduated in 1962, are two of those areas."

He continued. "Coach Billy Hahn has instilled his passion, toughness, and never-quit attitude at La Salle. Brother Michael J. McGinniss, F.S.C., '70 and [Vice President for University Advancement] Brian Elderton have a great vision for La Salle. We all have a great love for our University and we all need to work as a total team to 'bring back' our many alumni to contribute to the future of La Salle." Glaser, who is active in La Salle Athletics' Explorer Club and a member of its Board of Directors, was also instrumental in supporting the recent renovations to the School of Business Dean's Office Suite and the main floor of College Hall.

The Psychology Department of La Salle University presents the

24th annual Grimes Lecture
Thursday, April 24, 2003

Daniel L. Schacter, Professor of Psychology and Chair of the Department of Psychology at Harvard University, will speak about "The Seven Sins of Memory." Dr. Schacter is one of the world's leading experts on memory, and has authored or co-authored well over 100 journal articles and book chapters. He is the author of three books, most recently, The Seven Sins of Memory: How the Mind Forgets and Remembers. He received his Ph.D. in Psychology at the University of Toronto under the world-renowned cognitive psychologist, Endel Turving.

6:00-7:30 PM — Alumni, Student, and Faculty Reception and Awarding of the John P. Dondero Award in the Music Room, Student Union
7:30-9:00 PM — Lecture and Discussion in the Dan Rodden Theatre, Student Union

Carmen Romeo, '65, (second from left) of SEI Investments and member of La Salle University's Board of Trustees, hosted a cocktail reception for School of Business alumni in the Chester County area on January 16, 2003. Also pictured: Greg Bruce, M.B.A. '81, Dean of the School of Business; Billy Hahn, Head Men's Basketball Coach; and Brother Michael J. McGinniss, F.S.C., '70, La Salle President. The School of Business has recognized SEI Investments as an outstanding corporate partner for their continuous support of its initiatives. La Salle alumni and SEI employees Jerry Lezynski, '82, Vice President, Investment Product Group; and Jim Morris, '79, Senior Vice President for Business Communications, assisted in the planning of this successful gathering of over 100 alumni.
The Explorer Club is the fund development and booster organization that provides financial support for La Salle's 23 intercollegiate athletic programs. Members of the Explorer Club receive benefits at various levels, including priority for purchasing the best seats in the house for ticketed events. Gifts can be designated for the sport of your choice or to the General Athletic Fund.

**Program Areas Supported by the Explorer Club**
- Athletic Recruitment Program
- Academic and Student Support Program
- Degree Completion Assistance Program
- Athletic Equipment
- Athletic Publications and Promotional Materials
- Radio and TV Production
- Special Athletic Travel
- Other Special Needs

**2003 Explorer Club Fund Drive**

The Explorer Club is looking for individuals who are interested in taking a leadership role with the athletic program and become involved in the 2003 Explorer Club Spring Fund Drive. For more information, contact Peter D’Orazio, Executive Director of the Explorer Club, at 215.951.1545.

**Thursday, April 24** – Explorer Club Fund Drive Kick Off Party

**Thursday, May 8** – Fund Drive Reporting Session

**Thursday, May 22** - Fund Drive Reporting Session

**Thursday, May 29** – Explorer Club Fund Drive Victory Celebration

To receive an Explorer Club membership application, please call the Athletic Advancement Office at 215.951.1545 or e-mail us at explorerclub@lasalle.edu
New Traditions Begin at Annual Event

The African American Alumni Association’s Annual Awards Dinner, held on November 1, honored students and members of the community and produced its largest turnout to date.

“It was an electric night,” said Mike Mosley, ’82, President of the African American Alumni Association. “We had well over 230 guests attend. The event attracted a wide variety of people and honored those truly deserving of recognition.”

In front of a packed house, the 2002 Warren E. Smith, M.D., ’54, Award, given to an African American who has achieved success in his or her profession, has demonstrated a commitment to traditional Lasallian values, has made significant contributions to the community, and serves as an outstanding example to all La Salle students, was bestowed upon Philadelphia Police Commissioner Sylvester M. Johnson. Although the Smith Award has a 13-year history, the first ever Warren E. Smith, M.D., ’54, Scholarship was awarded to two members of the junior class, Paris McLean, ’04, and Rega Gamble, ’04.

“The giving of the scholarship this year marks the beginning of a tradition,” Mosley said. “Each year we will give a scholarship to one or two students who submit an application and essay for consideration, are in good academic standing, and demonstrate a financial need.”

Smith, the award’s and scholarship’s namesake, was one of the first African Americans to graduate from La Salle’s pre-med program and served as the University psychiatrist for 15 years before his death in 1990.

Another first for the African American Alumni Awards Dinner was the presentation of the President’s Award given to Robert B. Jackson Jr., ’73. The President’s Award will now be given annually in recognition of outstanding service to the African American Alumni Association.

Four Alumni Enter the Hall

Four outstanding alumni athletes were inducted into La Salle’s Hall of Athletes on February 1. The awardees were: Joseph A. Dieterle, D.O., ’65, a 1964 and 1965 NCAA All-American in swimming; Randy Woods, ’92, the Big Five Hall of Fame inductee; Brian A. Schaller, ’97, a two-time GTE First Team Academic All-American who batted .415 in 1996, ranking him 22nd nationally among Division I players; Chrissie Donahue, ’97, the first female Explorers’ basketball player to start every game in her career, is ranked second in La Salle history with a total of 1,818 points, and third with 914 rebounds, and a Big Five Hall of Fame inductee; Brian A. Schaller, ’97, a two-time GTE First Team Academic All-American who batted .415 in 1996, ranking him 22nd nationally among Division I players.

From left: Dr. Thomas Brennan, La Salle University Director of Intercollegiate Athletics and Recreation; Lou Tilley, Executive Producer for CNN and the evening’s emcee; Dieterle, Donahue, Schaller; and Gerard J. Binder, ’73, La Salle University Alumni Association President. Not pictured: Woods.
Awarded for Service

A community service theme permeated the Alumni Association Awards ceremony held on November 15. The event, which hosted over 200 people, recognized those who represent traditional Lasallian values and give back to their community.

The John J. Finley, '24, Award was given to John F. Reardon, '59, and Nicholas J. Lisi, Esq., '62. This award is given to alumni who have exhibited outstanding service to La Salle University or the Alumni Association. Both Reardon and Lisi have devoted countless hours of service to La Salle in their respective capacities. Reardon, who retired in May after 40 years of teaching, continues to visit 20 or more high schools each year speaking on behalf of the University. As an alumnus, Lisi was a member of La Salle's Alumni Association for 33 years—holding every key position, including President from 1997 through 1999. This year, Lisi was appointed to a five-year term on La Salle's Board of Trustees.

The Association also awarded the Signum Fidei Medal, whose name originates from the motto of the Christian Brothers, "Sign of Faith," to Kenneth Gamble. The medal is given annually to a person who has made noteworthy contributions to the advancement of humanitarian principles, and Gamble has made giving back to Philadelphia part of his life's work. Although he is widely known for his musical career, Gamble's efforts in public service are equally impressive. In addition to being Chairman and Founder of Clean Up the Ghetto, a nonprofit organization employing youth in cities throughout the nation, he also established Universal Community Homes, which has begun one of the largest community revitalization efforts in the city's history.

As part of the awards ceremony, 51 students were inducted into the Alpha Epsilon Alumni Honor Society, which recognizes "high scholarship in the pursuit of liberal education in the Christian/Judeo tradition together with the exceptional but unrewarded participation in the extracurricular life of the University."

Gerry Binder, '73, Alumni Association President (left), and Brother Michael J. McGinniss, F.S.C., '70, La Salle President (right), present Nicholas J. Lisi, Esq., '62 (second from left), and John F. Reardon, '59, with the John J. Finley, '24, Award.

Binder (left) and Br. Michael (right) congratulate Kenneth Gamble as this year's Signum Fidei recipient with an "Explorer" telescope.

"It is an honor every year to recognize alumni, students, and members of our community that live the teachings of St. John Baptist de La Salle through their service to the University and their own neighborhoods," said Gerry Binder, '73, President of the Alumni Association.

Save the Date

La Salle Day
at the Dad Vail Regatta

Saturday, May 10, 2003
Schuylkill River, Boathouse Row

For more information, call 215.951.1535, 1.888.4.ALUM.LU, or visit www.lasalle.edu/alumni

Mark Your Calendars

Communication Alumni Anniversary Event

Friday, October 24, 2003 (Homecoming Weekend)
Celebrating 25 years of the Communication program

Check your mail for more information in the following months.
George Paull: More Than a Good Player

By Bob Vetrone Sr.

If you looked at the basketball statistics for George Paull, '67, who passed away on December 10 at 57, you’d say he was a “pretty good” player—1,016 points in his three varsity seasons, 13.7 points per game, a good defensive player, passer, and rebounder. Not great, but good enough to get him elected into La Salle’s Hall of Athletes in 1981.

Go beyond the statistics and you get to what he really was, in his four years at La Salle, and in his future endeavors for his Alma Mater and many other people—great friend.

Paull was very active as a Vice President for the Explorer Club (La Salle Athletics Fund Development and Booster Organization) during its reorganization in 1997.

At that meeting two days after his death, a Markward Club pioneer said Paull was his best friend—and this came from a man who has over 1,000 friends.

One of Paull’s teammates and among his closest friends was Eddie Burke, ‘67, who summed it up best in Ted Silary’s story in the Philadelphia Daily News: “George was one of the nicest guys—a happy-go-lucky type—you could ever meet. He would do anything for anybody at any time.”

One of the flower settings at the wake at St. James Church on December 12 had a card that read: “From his friends at La Salle.”

It could have read: “his loving hundreds of friends at La Salle—and then some.”

A Season of Notable Achievements

By Bob Vetrone Sr.

For La Salle’s cross country teams and Coach Charles Torpey, it’s getting to be a habit—making strong showings in the Atlantic 10 Championships.

For the second straight season and for the third time in four years, the Explorers’ men runners outdistanced the field to capture the conference title at Schenley Park, Pittsburgh. Meanwhile, the women were making it two in a row in their title run.

Individually. Academic All-American Todd Witzleben was the Outstanding Male Performer. Also for the second straight season, Sheila Klick paced the women’s victory and was named the Outstanding Female Performer.

For Torpey, ho-hum, another dual Coach of the Year Award—his third in four years with the men and second in a row with the women.

Not only has their success been obvious in the Atlantic 10 and throughout the East, but the Explorers are beginning to be noticed nationally. The men were ranked 30th in the Mondo Division I Cross Country rankings, while the women received some votes during the season.

Individually, Witzleben has concluded a cross country career that saw him earn two trips to the NCAA Championships. He was voted the

Continued on page 26
Atlantic 10’s Outstanding Academic Cross Country Performer, with a 3.44 G.P.A. in Finance.

Witzleben’s emergence as a top-grade runner has surprised a lot of observers and, in a small way, Coach Torpey.

“We felt Todd would become a standout for us,” Torpey said, “but he exceeded our expectations because he wouldn’t become satisfied with himself. He is very tough on himself and it showed in his continuous improvement to where he is now.”

Witzleben’s cross country career at La Salle is over but he has eligibility remaining in track, so he’ll be around to show the younger runners where hard work can get them.

While the Explorer cross country teams were prominent in their success, the men’s and women’s soccer teams continued to make progress. Each earned a share of individual awards and each finished with 6-5 conference records.

The stellar performance of sophomore goalie Stash Graham from Tampa, Fla., kept the men in the running for an Atlantic 10 Championship berth until the very last weekend of the season, and earned him the Atlantic 10 Defensive Player of the Year accolade. In addition, Graham made Honorable Mention on the College Soccer Coaches Association All-American and was named to the weekly College Soccer News’ National Team. In the classroom, Steve Kohut and Matt Hemberger earned berths on the National Soccer Coaches All-East Scholar Team.

Pat Farrell, a coach who carefully guards his praise, had some for Graham and his teammates:

“Stash is the recipient of a true team award. The other 10 field players performed remarkably well in front of him this year, and Stash was able to meet the challenge when the ball came his way.

“There are a lot of very special players offensively in the Atlantic 10 Conference, but Stash is one of the few very special players the conference has on defense. His ability to play at a high level, game in and game out, has been rewarded.”

The women produced an all-timer in Amy Schneider.

The senior from Bristol, Pa., set La Salle career records in scoring (113 points), goals (40), and assists (33) that appear likely to hold up for quite awhile. She was voted to the National Soccer Coaches’ All-East Third Team. Academically, Shannon Plunkett made Verizon Academic All-District II.

Schneider also attended the InfoSports Pro Soccer Combine in Florida to display her talents to pro scouts. And though she is gone from the program, her influence lingers.

“Amy’s work ethic was second to none,” former coach Jeannine Calhoun said, “and between that and her ability, she has left a great impact on our program.”

In football, Archie Stalcup picked up his first victory as a head coach when the Explorers beat Siena at McCarthy Stadium on September 28.

The season ended on a spectacular note on November 16. The Explorers built an early lead at St. John’s, saw it disappear, but then two touchdowns in the final five minutes produced a 45-41 victory.

Sophomore Ken Triboletti netted 243 yards on 24 carries and freshman quarterback Ed Marynowitz concluded an outstanding first year with one touchdown run and a TD pass. He wound up with seven La Salle quarterback records, with the promise of eclipsing those as his career continues.

His emergence and that of Triboletti promised more of the same offensive flair the team showed all season under offensive coordinator and associate head coach Phil Longo.
1941 | Eugene E. Gillen (B.S.) of Wilmington, Del., retired from E.I. DuPont in 1980.


1952 | Robert J. Maro Sr., M.D., B.A., of Cherry Hill, N.J., was named Family Physician of the Year for 2002 by the New Jersey Academy of Family Physicians.

1953 | Howard W. Spencer (B.S.) was employed by the U.S. Air Force as an Administrative Contracting Officer at the General Electric Plant in the Valley Forge Space Division. Before that, he graduated from the Frankford Arsenal. Prior to serving in the U.S. Navy, he taught evening school for 13 years. When he retired in 1975, he served for four years as a member of the service core of retired “Score” Executives. He is now 83 years old and in good health, and lives with his wife in Philadelphia.

1955 | Tom Gola (B.S.) was named to the all-time New York Holiday Festival Team on the celebration of its 50th year in Madison Square Garden on December 3. He was college basketball’s 1955 National Player of the Year, is a member of the Naismith Memorial Basketball Hall of Fame in Springfield, Mass., the Philadelphia Big 5 Hall of Fame as a player and coach, and was inducted into La Salle’s Hall of Athletes as a charter member in 1961.

1959 | John R. Billé (B.S.) of Cinnaminson, N.J., retired from his position as a contracts manager in May 1998 after 39 years in the aerospace industry. He is relocating to Middletown, Del., in April 2003. He has two sons and six grandchildren.

1960 | Richard Prendergast (B.S.) has retired from ICS Corporation.

1964 | James Giglio, D.D.S., B.A., a professor of Oral and Maxillofacial Surgery at the Virginia Commonwealth University and Medical College of Virginia Hospitals, received the American Association of Oral and Maxillofacial Surgeons Award for Outstanding Pre-doctoral Educator in oral and maxillofacial surgery.

Charles N. Hug (B.A.) of Flourtown, Pa., was recently appointed Managing Director for Corporate Valuation Advisors’ Eastern Regional Office, coordinating valuation and appraisal engagements required in mergers, acquisitions, corporate planning and reorganizations, and for financing purposes.

Dennis S. Marlo, C.P.A., (B.S.) was recently named to the Federal Home Loan Bank of Pittsburgh’s Board of Directors. He is currently Executive Vice President, Chief Financial Officer.

La Salle Alum Goes Above and Beyond

I just had the opportunity to read the article in La Salle Magazine concerning my nephew, Jackson Oliver’s ’03 kidney donation for my son, Austin Sandell (Winter 2002-03, “More Than a Helping Hand,” pages 25-26). Thank you for recognizing Jack in your article.

Since the theme of the last issue was about La Salle’s contributions to the medical profession, I would also like to point out that Austin was kept alive for 27 years, and through several crises, by La Salle alumnus Donald E. Praiss, M.D., B.S., ’54. His care for Austin went far beyond professional competence and responsibility. On one occasion, he referred Austin to Dr. Keith Waterhouse at Downstate Medical Center in New York, then came to New York to assist in the surgery in spite of the gas crisis. He also gave us his home phone to avoid going through the answering service, and accepted only the insurance coverage as payment. Dr. Praiss continuously searched for new solutions for Austin. Without his care and concern, Austin would not be alive today.

Dr. Praiss is one of La Salle’s saints.

Walter Sandell
Haddon Heights, N.J.
Grandmother Marie Hicks, '80, An Inspiration

When Marie Hicks, '80, and her four children moved to the neighborhood near Germantown Medical Center in 1964, she came to La Salle University to see if there were any dining hall positions available. She was hired on the spot.

A few years later, co-education at La Salle was instituted. "That was the best news that I had ever heard. I had always wanted to go to college and hoped that one day I would get the chance," said Hicks, who began a long six years of working full-time and taking night classes through Continuing Education for Women in 1974. "I was happy doing that. Those were the best years of my life."

Hicks eventually graduated from La Salle University with a degree in sociology. She then took a job at Mercy Hospice in Center City, as the oldest caseworker at age 56. She worked there until retirement in 1990.

The busy grandmother still volunteers at local nursing homes and elementary schools. "I like doing volunteer work with children. I tell them not to wait to go to college, go while you’re still young." She also writes for Scoop U.S.A., a newspaper circulating in the neighborhoods around La Salle, and is writing a book about angels.

Hicks remains involved with the La Salle community as a member of the African-American Alumni Association.

"I believe in education. It is the key that opens doors," said Hicks, who raised two engineers, one attorney, and a Philadelphia schoolteacher. She also stresses education with her two grandchildren, one of whom is currently enrolled at Syracuse University as an Engineering major, and one who will attend college next fall. "I am a role model for them."

"I feel great," says Hicks, now 79, who sweeps her street everyday and still takes public transportation. "God has been good to me. I am grateful and thankful for that."
1977 | John P. Bisco (B.S.) of Easton, Pa., was inducted into the Pennsylvania Legion Baseball Hall of Fame. He was also inducted into the Lehigh Valley B.M.L. Baseball Hall of Fame on October 10, 2002. He was the co-captain of La Salle’s baseball team his senior year.

1978 | Thomas V. Regan (B.S.) of Port St. Lucie, Fla., became a member of the Professional Golfers Association of America in 1984. He has spent the last 17 months in Seoul, Korea, developing and coaching aspiring tournament golfers.

1979 | Francis J. Domalski, M.D. (B.A.) has resigned as Medical Director of Emergency at Lima Memorial Hospital in Lima, Ohio, and accepted a position in the Emergency Room at Eisenhower Medical Center in Rancho Mirage, Calif.

Jeffrey Gladden (B.A.) of Moorestown, N.J., reports that he and wife, Barbara Berreski, have been married for eight years. They both work for the State of New Jersey as Deputy Attorneys General.

1980 | Joanne M. Walker, Esq. (B.A.) of Lafayette Hill, Pa., spoke on

the Americans with Disabilities Act and Family and Medical Leave Act at the Self-Insurance Institute of America’s National Conference in San Francisco, Calif. She was re-elected to a third term as Chair of the Board of the Mental Health Association of Southeastern Pennsylvania.

1981 | Thomas Wolk (M.B.A.) of Philadelphia currently works as an independent dealer of E*TRADE ATM.

1982 | Susan Altamore Carusi (B.A.) was recently appointed to the Board of Directors of St. Christopher–Ottle, a not-for-profit child-care agency that takes care of over 4,300 foster and mentally and physically handicapped children throughout the New York metropolitan area. She and her husband, Bruce, were honored in March 2002 at St. Christopher’s Annual Ball for their efforts on behalf of the organization.

William D. Shields (B.S.) joined Westlake Plastics Co. of Lenni, Pa.—the third largest engineering grade plastics processor in North America—last year as Regional Sales Manager of Canada. In January 2002, he was promoted to National Sales Manager.

Kevin Tufts (M.B.A.) of Avon, Conn., has accepted a new position as President of Great-West Life, Eastern Region. Previously, he served as President of Cigna Dental.

1983 | Wayne F. Stewart (M.B.A.) of Voorhees, N.J., has joined the Philadelphia regional office of the Caron Foundation, a not-for-profit drug and alcohol addiction treatment center, as Executive Vice President of Marketing. Previously, he was Corporate Vice President of Hospital Sales for B. Braun Medical, Inc., and has held executive positions with Cordis Corporation, a Johnson & Johnson company; and C.R. Bard, Inc.

1985 | Br. Patrick G. Cassidy, F.S.C. (B.A.) is the Assistant Principal of Academics at Hudson Catholic High School in Jersey City, N.J.

Richard Heid, Ph.D. (B.A., M.A., ’94) has recently passed the licensing exam for psychology in New Jersey and is in private practice in Hightstown and Freehold, N.J.

Annette G. Nelson (B.S.N.) has been the Director of Nursing/Surgical Care Service for the Department of Veteran Affairs Medical Center in Philadelphia since March 1999. Previously, she worked there as an education specialist for nine years. She earned her Master’s degree in Education from Temple University in 1990.

1986 | Christopher Bergère (B.S.) of Saline, Mich., was recently appointed to the position of Head Men’s and Women’s Diving Coach at the University of Michigan. He formerly coached at La Salle from 1986 to 2002. He is the third diving coach in the history of Michigan.

John Metz (B.S.) of Ijamsville, Md., is a sales

A Pioneer in the Psychology of Creativity

La Salle alumnus revered as an internationally influential figure in the study of human personality for nearly half a century has passed away. Frank X. Barron, Ph.D., B.A., ’42, a World War II veteran and a professor emeritus of psychology at the University of California Santa Cruz, died Oct. 6, 2002, following complications from a fall. He was 80 years old.

Barron was an imaginative designer of innovative personality measures and scales that have helped deepen the world’s understanding of personality and personality functioning. In the 1950s and ’60s, he and other gifted colleagues at the Institute of Personality Assessment and Research at UC Berkeley designed and carried out pioneering studies of creative writers, architects, research scientists, and mathematicians. These studies still stand as classics in the field of creativity research.

Born in the coal-mining town of Lansford, Pa., he graduated as a philosophy major from La Salle. His interest turned to psychology following a summer job as an attendant in a hospital for the mentally ill. Barron has said of the experience, “I had been interested in philosophy, and suddenly philosophy came alive for me, for here the basic questions of human existence were not abstractions: They were embodied in human suffering.”

In addition to many international prizes and honors, Barron was awarded an honorary doctorate from La Salle in 1979.
The Way to Their Brains is Through Their Stomachs

Botany, cellular division, and genetics are all challenging subjects. But an even bigger challenge is trying to get a classroom full of teenage boys interested in these topics.

Mary Scott, B.S. '94, M.Ed. '98, knows how, and has been rewarded for her expertise. Scott is the 2002 recipient of the Outstanding Biology Teacher in Pennsylvania honor from the National Association of Biology Teachers. As a science teacher at Philadelphia's North Catholic High School for Boys, she gets the students involved by using food.

"Boys love to eat," Scott said. "Anytime I can incorporate food in any of our labs, that is what I do. There was one lab where we brewed root beer."

"I keep all kinds of snacks in a drawer, and the kids know that if they forget their lunch or do not have money for lunch that Ms. Scott has got them covered," said the Oxford Circle resident.

Annette O'Connor, Scott's former professor and Chair of La Salle's Biology Department, nominated her for the award. O'Connor and Scott are currently colleagues at La Salle, where Scott is an adjunct professor teaching a Biology lab course in the evening specifically for Biology majors, and a lecture for non-Biology majors.

"She was always interested and curious and particularly good at labs," O'Connor said. "She was also generous with her time and helped other students. I cannot stress enough her commitment to her students. She wants them to learn and she uses creative ways to attract their attention and get them involved in doing science rather than just observing," she added.

"Mary has dedicated her life to science education and to young people and that is what makes her a great teacher," O'Connor said.

1987 | Gary J. Hanna (B.S., M.B.A. '95) was promoted to Manager of Cash Operations for Kaiser Philadelphia Shipyard in May.

1988 | Aaron J. Poller (B.S.N.) is a staff nurse at Wabco Forest University Baptist Medical Center. He and his wife Linda (also a psychiatric nurse) have recently relocated to North Carolina after spending the first 33 years of their marriage in Philadelphia.

1989 | Maj. Christopher Roth (B.A.) of Arlington, Va., is a Major in the U.S. Army. He recently graduated from the Naval Postgraduate School in Monterey, Calif., with a Master of Science in Computer Science. He is currently pursuing a Master of Arts in National Security and Strategic Studies at the Naval War College in Newport, R.I.

Mary Valerie Miller Turner (B.S.) of Philadelphia earned a Master of Education in Educational Administration and a Principal Certification from Cheyney University in May 2002. She was also inducted into the Alpha Kappa Mu Honor Society, Mu Eta Chapter.

1990 | Michael Blash (B.A.) was promoted to the position of Product Manager, Migraine Franchise (MAX-ALT), Worldwide Human Health Marketing (WHHM), for Merck in August. He joined WHHM in November 2000 as Associate Product Manager, and joined Merck in 1999 as Manager for WHHM Public Affairs.

1991 | Eric Sullivan (B.S.) of Schenectady, N.Y., is a financial manager for General Electric/GE Real Estate. He was recently transferred from London to Paris for a new role as Quality MBB for European Finance for GE Real Estate.

1992 | Joel T. Lonerno (B.A.) was recently promoted to Assistant General Manager of the Wichita (Kan.) Thunder. Currently in his 10th season with the Thunder, he joined the minor league hockey
team's organization in 1993 as an intern and took over the public relations duties in 1996. He has also served as a play-by-play announcer for the last four seasons.

1993  |  John E. Mulligan Jr. (B.S.) of Haddon Twp., N.J., is in his fifth year of teaching sixth-grade science in the Runnemede School District. He received a Master's degree in Education from St. Joseph's University in 1998. He also coaches high school basketball.

LeSette Wright (B.A., M.A., '00) of Boston, Mass., has recently returned from missionary work in the Netherlands and is working as a violence prevention counselor with the Harvard School of Public Health.

1994  |  Angela Campbell (B.A.) is the Curator of the African/Ethnic Heritage Museum, an adjunct professor of Communication at Clarke Atlanta University and Atlanta Metropolitan College, a vegan-vegetarian chef, and a holistic health consultant.

1995  |  Lula Hollis Thompson, R.N. (M.S.N.) received a certificate as a contest nominee for the Pennsylvania State Nurses Association's (PSNA) first Courage Commitment Compassion Award for nurses doing extraordinary work. She was recognized at the PSNA 99th annual meeting held in October 2002 in Harrisburg, Pa. She is the lead faculty for the 2003 graduating class District 1199C T&U Fund PN Program, and is also a faculty member at the Community College of Philadelphia's Department of Nursing.

1996  |  Thomas F. Devine (B.A.) purchased a house in Roxborough, Pa., in Spring 2002. He is working as an electrician on various film and television productions in the Philadelphia area, as well as stage hand work in area theaters and arenas.

Melissa Heider (B.A.) of North Brunswick, N.J., was recently promoted to Manager of Communications for Linens 'n Things in Clifton, N.J. She is married to John Companick Jr.

Christopher Werner (B.A.) of Philadelphia graduated from St. Joseph's University with a Master of Science in Criminal Justice Administration. He was named the recipient of the Graduate Criminal Justice Award and was inducted into the Alpha Epsilon Lambda Graduate Honor Society.

1997  |  Peter C. Kleponis (M.A.) of Mont Clare, Pa., has accepted a position as a therapist at Comprehensive Counseling Services in West Conshohocken, Pa., in association with Richard P. Fitzgibbons, M.D.

1999  |  Constance H. Sumner, R.N. (M.S.N.) is the new Community Outreach Program Coordinator at Fox Chase Cancer Center in Philadelphia. She is also President of the Theta Chapter, Chi Eta Phi Sorority, Inc.; and a board member of the Philadelphia Black Women's Health Project.


Births

1979  |  A son, Jeffrey Andrew, to Barbara Berreski and Jeffrey Gladden (B.A.).

1982  |  A daughter, Claire Isabella, to Martin A. Healey (B.A.) and Catherine E. Ruarte-Healey (B.S., '85, M.B.A. '95).

1983  |  A son, Gregory Stephen, to Charles and Mary Patricia (Cain) Weidner (B.S.).

1984  |  A son, Christopher Robert, to Yvonne and Robert A. Hopstetter (B.S.); a son, Marcus Antony, to Patricia Anne and James Patrick Murphy, D.M.D. (B.A.).

1989  |  A son, Julian Thomas, to Jack and Jean (Scoferi) Jones (B.S.).

1991  |  A daughter, Lillian May, to Kirsten Burgess and Rich Adamo (B.A.); a daughter, Mollie Aviva, to Eric and Lisa (Sterling) Share, M.D. (B.A.); a daughter, Peyton
Marriages

1992 | A son, Anthony Richard, to Tony and Maria (Prendergast) Giordano (B.S.); a son, Cole Lawrence, to Craig and Joanne (Madonna) Morse (B.A.); a son, Charles Richard, to Chip and Catharine (Prendergast) Radomiecki (B.S.).

1993 | A daughter to James Hannigan Jr. (B.A.) and Patti Mattson-Hannigan (B.A. ’95).


1986 | Rose M. Fee (B.S.) to Steve Aaron.

1990 | Mark W. Falvo (B.S.) to Annamarie Baetz.

1994 | Dave Lebisky (B.A.) to Jennifer Rueter (B.A. ’97).

1998 | Michael J. Gatti (B.A.) to Elizabeth Strobback.

In Memoriam

Alumni

Ernest A. Polin, Esq., ’39
Joseph M. Walsh, ’41
Frank X. Barron, Ph.D., ’42
William J. Beisser, ’51
George F. Quinn, ’51
Joseph A. DiSandro, ’59
Robert F. Weightman, ’59
Joseph M. Maurer, ’60
Anthony A. DeLaurentis, ’64
Maurice Hickman, ’64
John B. Mellvain, ’64
Richard B. Rein, ’64

George Paul, ’67
Donald Chait, ’68
Leonard R. Chominsky, ’68
Lawrence J. Carley, M.D., ’69
Vincent E. Costello, ’70
Ronald K. Washington, ’70
William V. Grabosky, ’73
William F. Mullen Jr., ’75
Robert L. Green, D.O., ’77
Bruce R. Winokur, Esq., ’79
Raphael “Ray” Navarro, ’83
Timothy P. Mahon, ’84
Frances Theresa “Terry” Larkins, ’90, M.S.N., ’94
Kenneth E. Jones, ’93

Faculty/Staff

Br. Lawrence Colhocker, F.S.C., ’58, former
Professor of Education and Department of Education Chair
Dr. John K. Hall, former
Professor of Psychology

We Want to Hear About You!

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alumni-admissions ______ volunteer information ______

Mark your calendar for

May 17

For more information or to volunteer for a class committee, please contact the Alumni Office at 215/951-1535 or 888-4-ALUM-LU, e-mail alumni@lasalle.edu, or visit the Website at www.la-salle.edu/alumni.

Remember: Reunion can only be a success if you are there!
Did You Know...

- Communication is the largest undergraduate major at La Salle University.

- Three Communication alumni from the Class of 2002 landed on-air positions at news stations shortly after graduation. They are: Grant Lodes, '02 (WVIR-TV NBC 29 News in Charlottesville, Va.); Amanda Burge, '02 (KDUH News in Scotts Bluff, Neb.); and Elizabeth Moors, '02 (KAUZ News in Wichita Falls, Texas).

- La Salle's Graduate Program in Professional Communication, entering its ninth year this fall, awarded its 100th Master's degree this past summer.

- In October 2002, La Salle began a Master's degree program in Professional Communication and Public Relations in Prague—the first of its kind in the Czech Republic—in partnership with the University of New York, Prague.

- La Salle University seniors Mike Mallick and Mark Esposito (both Communication majors) interned as production assistants on the set of the upcoming Kevin Smith film, "Jersey Girl," starring Ben Affleck and Jennifer Lopez. Megan Fenerty, a 1991 graduate of La Salle's Communication program, served as the film's production coordinator.

- Over the past 25 years, 20 Communication alumni have earned law degrees and 10 have earned doctorates from institutions such as: Duke, Georgia, Houston, Iowa, NYU, Ohio State, Penn State, South Florida, and Syracuse. One won a Fulbright Scholarship to the University of Auckland (NZ).

- This year, Communication majors have been integral in the leadership of several student organizations ranging from the Jazz Band, to the Students' Government Association and the Collegian. In total, they make up 17 presidents, 11 vice presidents, and 14 treasurers.