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TOWER

KUTZTOWN UNIVERSITY OF PENNSYLVANIA

11th President Formally Inaugurated at Kutztown University



President F. Javier Cevallos is officially invested by Pennsylvania State System of Higher Education Chancellor Judy G. Hample (left).

More photos on page 2

Faculty, college and university delegates, trustees, and alumni process from Schaeffer Auditorium at the conclusion of the installation ceremony on April 25.

In the Advertising Age, KU Alums Are Making Their Way to the Top in NYC

By Donna Comprelli '03



Jennifer Peterson '95 may have preferred being in the background on projects as an undergraduate at KU but she admits to enjoying her most recent promotion to vice president and associate media director at MediaCom, a subsidiary of Grey Global Group, in New York City.

Peterson has steadily moved up the promotional ladder in her eight years with the company but has not forgotten where her passion for advertising originated.

"My senior year at KU I enrolled in a course called advertising campaigns with Dr. James

Ogden," she said. "Doc had us submit our resumes within the first week of class and set up the class as if it were an advertising agency. There was a point incentive to applying for the highest positions."

Peterson was rather shy at the time, so she applied for the highest position – president of the agency – figuring Ogden would never select her for the position.

"To my surprise Doc appointed me as president and I am thankful every day that he did," she said. "Doc saw this as an opportunity for me to break out of my shell."

The course was based on practical activities that were currently going on in advertising agencies, and students assumed the roles of president, vice president of media, vice president of creative, and vice president of research to create an integrated marketing communications program for Dodge Neon.

"The students were assigned to run the class and develop an advertising campaign as Doc supervised our work," Peterson said. "And by the end of the semester we would have a complete campaign that enabled us to compete in the American Advertising Federation's College World Series of Advertising."

The competition took place in New York City where 16 selected schools presented their campaign plan books to a panel of five judges. Peterson was one of five students selected to represent KU on its presentation team.

"The opportunity to present our work to a panel of industry executives changed my life and made me realize my potential," she said.

Though her team did not win the competition, Peterson's first taste of the advertising industry lasted long after the competition.

"I decided to pursue my dream of becoming an advertising executive in New York City when I graduated and haven't left the city since," she said.

Peterson began her career at MediaCom in 1995 as an assistant media planner with the company's Kraft Foods account. She worked on accounts such as Procter & Gamble, Hasbro and Masterfoods USA. She was consistently promoted during her eight years and is now responsible for running the media business for ConAgra and Smuckers.

"As vice president and associate media director, I am in charge of client relations, strategic media planning and making sure that quality work comes out of the agency on my respective brands," she said.

Peterson is working toward her next goal of becoming a senior vice president over the next few years.

"I set my goal in 1995 to become a vice president and have achieved that goal more quickly than expected. After senior vice president, I'd like to eventually transfer to MediaCom's London office where I will gain global experience with the company and advertising."

One year after Peterson competed in New York City, **Kiersten Hafer '96** presented her team's campaign plan book at Johns Hopkins University for that year's National Student Advertising Competition.

"That was my first time presenting in front of a



group like that," Hafer said, "and it was interesting to see our hard work come together."

Though KU did not win the competition that year, Hafer recalls advertising campaigns as a course that also prepared her for a job in the advertising arena.

"After I graduated from KU, I was hired by Greene & Company in Bethlehem, Pa., where the skills I developed during advertising campaigns and the competition were necessary for my entry-level position," she said.

Her experience navigating a marketing plan for class proved to be a benefit in her job as well. "I began as an assistant account executive, and over a five-year period was promoted to senior account supervisor leading our Hershey account. Working on a consumer packaged goods account made me realize my desire to further my education in CPG and pursue other career goals."

Hafer was intrigued by consumer behavior and how she personally could influence a consumer to change his or her product preference.

"Being able to alter consumer perceptions and behavior via marketing strategy and product positioning became a passion for me," she said. "I was able to apply my skill set from what I had learned at KU to develop integrated plans that met brand, sales, and retailer objectives. The plans were actionable, executable and measurable."

In 2000, Hafer completed a master of science in food marketing at St. Joseph's University. "I wanted to further develop my skill set, round out my knowledge and understanding, as well as establish myself as a subject matter expert in the food arena. The degree lends credibility not only on a personal level, but industry level as well."

Today, Hafer serves as director of client services-consumer where she is responsible for strategic planning and opportunity analysis, and account growth and development for accounts headquartered in the eastern United States. A full marketing team located across the East Coast, closest to consumer clients, supports Hafer. She also manages each account marketing team for the entire company.

Hafer's recent project, Mazola Hispanic marketing campaign, kicked off with Calle Ocho, an Hispanic event in Miami attracting more than 1 million people. Her account, Mazola, a leading maker of corn and vegetable oil, was a major sponsor at the event.

"I look forward to reaching the vice president level and developing a leading consumer business someday. I also plan to share what I have learned at KU and on the job, teaching college-level marketing classes part-time," she said.

Martin Blich '98 recalls advertising campaigns as a course that exposed students to what they would need to know once they graduated.

"I worked on the media section of our campaign project and realized how much advertising appealed to me as an undergraduate," Blich said.

Blich traveled with the presentation team to New York City for that year's competition.

"I had acquired such in-depth knowledge about media while working on our campaign and realized then that my career in advertising would have to be in the No. 1 market." Like Peterson, Blich began his career in New York City.

"I started as an assistant buyer in local television for Young & Rubicam and worked for seven months in television buying," he said.

Discovering his passion for media extended beyond the local level, Blich set new goals for himself and attained a buyer's position at the national level with Optimum Media Direction in NYC.

"I gained as much experience as I could with the first companies I worked for following graduation and was recently promoted to national broadcast supervisor on our company's Wrigley's account," he said.

Blich spends his time at OMD negotiating the best possible buy for his accounts with network television broadcasters. He says that determining his client's needs is exactly what he did when preparing for his advertising campaign as an undergraduate.

"That class taught me to analyze the needs of our client so that we could execute the



continued on next page

best advertising campaign for it," he said. "I walked away from that class understanding that concept, which I would later realize serves as the basis for all my work."

Gaining invaluable experience during advertising campaigns, **Mike Yablonski '02** recently joined his fellow KU graduates in New York City working at MindShare World. Yablonski says advertising campaigns enabled him to find which area of advertising he wanted to pursue as a career.

"Ad campaigns allowed me to experience research, creative, and media. The course definitely provided a great foundation in advertising and helped launch me into my career in media planning," Yablonski said.

As an assistant media planner on his company's Diamond Trading Company account, formerly known as DeBeers Diamonds, Yablonski spends most of his time updating and maintaining his client's budget, attending presentations by various media outlets, and researching advertising placement options.

"Our clients have specific marketing goals and we help achieve those goals by deciding where advertisements would be best placed, be it during television shows, as billboards, in magazines or as radio commercials," he said, "which is exactly what I was doing just months ago at KU in ad campaigns." ■

Friends to the End By Randy Artz '04

For the past 30 years the Deatrick Hall Last Man Gang has gathered the first Saturday of each December to remember old times at Kutztown. The group first met in 1973 at the beginning of their teaching careers. The first meeting included five members and over time has included up to 11 alums.

The meetings began as an opportunity to simply "get together to hang out," **Michael Petro '73** said. Over the years however, the tradition has also extended to include a financial interest. Each year the members contribute \$5 to a fund, all of which will go to the last living member of the group, thus the name "Last Man Gang."

The tontine was founded by **Reid Lessig '72**, who ironically was the first member of the group to pass away. Member **Joe Dolak '73** said Lessig's father was a World War II veteran and member of a similar group in his hometown. The soldiers often formed tontines in order to keep in touch with each other after the war ended. Lessig's idea for the Deatrick Hall Last Man Gang was a spin-off of these groups, Dolak said.

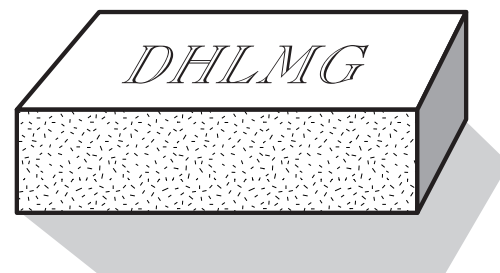
The Last Man Gang has included several members of the founding chapter of Tau Kappa Epsilon fraternity at KU, including Michael's twin brother, **John Petro '73**. A loose history of the group is recorded in the "minutes book," Michael Petro said.

Hosting the gathering last year at his Norristown home meant it was Petro's turn

to take care of the meeting's minutes book. He said, "Every 10 years you get the book and you get to see your life history," referring to the written entries. His brother John added that the book contained excerpts from all of their lives, "You name it, it has happened to us. We've gone from single, swinging bachelors to grandparents."

Petro said that keeping in touch with past acquaintances is harder now, but the group has helped members maintain a 30-year friendship.

As the remaining 10 men continue to meet, it's inevitable that the group will grow smaller. However, Petro has seen to it that the Deatrick Hall Last Man Gang will always be a part of Kutztown University. Earlier this year, Petro bought a brick to be included in the Alumni Plaza. The initials DHLMG will be inscribed in the brick. ■



President formally inaugurated....

Members of Student Government Board met former New York mayor Rudy Giuliani (center) on April 23. Giuliani was the featured speaker for the 14th Annual Decision Makers Forum, which was the kick-off event for the four-day inaugural celebration.



Riley and Dolly Gilbert donated \$500,000 to the Third Century Fund, rounding out the funds needed to meet the Kresge Foundation Challenge Grant goals. The gift brought the Gilbert's total contribution to \$1.5 million. In 1999, the couple established a \$1 million scholarship fund. Dolly is a 1931 graduate of Kutztown. The Gilberts are pictured here with President Cevallos on April 24 at the groundbreaking of the Alumni Plaza, after the generous gift was announced.

President's Podium

Inaugural Address (abridged) By Dr. F. Javier Cevallos

When I first came to visit Kutztown University I was impressed by the openness and friendliness of the people I met. That initial experience has been reinforced and enhanced by our experience in the area. In the few months that we have been here, people have gone out of their way to make us feel welcome. My family and I have learned to treasure this caring community that is now our home.

It is with the utmost sense of responsibility that I accept the honor you have given me. Kutztown University is a great institution, with a proud past and an exciting future and I am thankful for the opportunity to be part of it.

We are, first and foremost, an academic institution. Academic excellence is at the core of what we do. Our fundamental responsibility is to educate the students of the region and the state in an environment that fosters their academic and personal growth. For that reason, academic excellence and student achievement are the overarching principles that will guide my administration. From our institutional beginning as a Normal School in 1866 through the transformation into a state college and a state university, we have pursued our academic mission.

However, we face a dramatically changing environment, one that is increasingly reliant on knowledge as the principal commodity of our economy. We must prepare our graduates to compete and be successful in this new marketplace. The new knowledge economy in which we live generates both exciting opportunities and bold challenges. We need to be responsive to both.

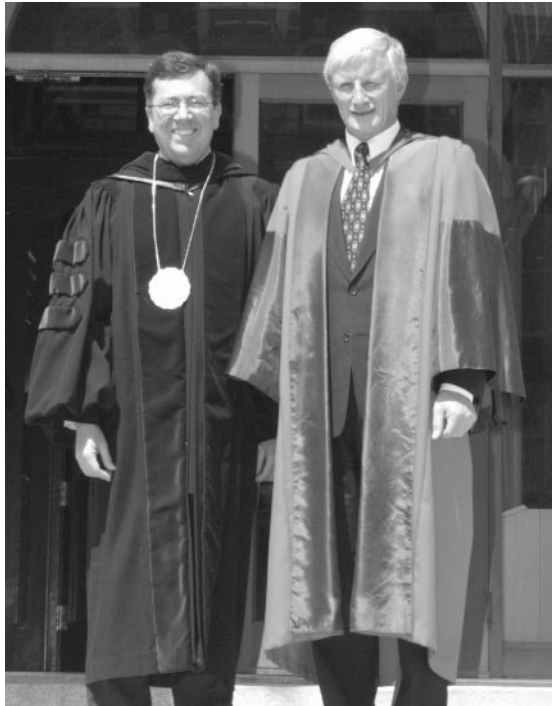
We are in the midst of one of the greatest revolutions in the history of civilization. The Internet has changed the world. For the first time in history, information is accessible and free. The implications of this fact are staggering.

For centuries it was easy to confuse information and education. Indeed, rote memorization and repetition were the only teaching method employed. Among the great changes of the last two centuries, a clear distinction between the two has emerged. New pedagogies and different philosophies of education have shifted the focus from information gathering and repetition to critical thinking and knowledge creation. As a consequence, having information has become only a step in the learning process.

Today, that one step is easily achievable because anyone can access information (and disinformation) in a matter of seconds. This presents another challenge, which is also the best opportunity for us to focus on our mission. It is not enough that our students know how to access the wealth of information available electronically. It is far more important that they also develop the critical thinking and analytical skills required to validate, evaluate, and synthesize this information into their professional and personal lives. As universities, we must continually remind society that a genuine difference exists between education and training, between education and information gathering, between critical thinking and factual memorization. I believe a liberal arts education is the crucial component of the mix that provides society with an educated person who contributes broadly to self, family, and community. We cannot assume that an educated person will happen simply by default. Rather, we must conscientiously evaluate our offerings and our curricula to ask the crucial question: what should a liberal arts education achieve in the 21st century? We have taken the first step toward an answer by commencing a careful review of our general education offerings.

As a state and regional university, we play a central role in serving the needs of the area. We have always contributed significantly to the economic development of the region.

The majority of our students come from the five surrounding counties, but most importantly, two thirds of them remain in Pennsylvania after graduation. Moreover,



After the installation ceremony, President Cevallos (left) stands with his friend, mentor, and erstwhile boss, Dr. David Scott, former chancellor at the University of Massachusetts.

having a strong teaching tradition means that our graduates have touched thousands of lives in the state. But once again, we must do more: we are a community of scholars, but we are also scholars in the community.

We have an excellent relationship with the business community in the area. Over the years their support and help has been instrumental in many successful initiatives. For our part, we need to be agile and responsive to their needs as well.

We also need to reflect the rich cultural traditions of our area. The German Cultural Heritage Center is one of the great assets we have in our university. The role it plays in preserving the Pennsylvania Dutch traditions cannot be easily measured. But we also need to reflect the changing face of our nation and region.

Currently, nearly 60 percent of high school students in Reading and Allentown are of Hispanic descent. Many of them do not even think about college as part of their future. And of those who do, national statistics show a distressing rate of failure and withdrawal. This is one of the most awesome challenges we face. If we fail to educate a large percentage of our population, regardless of race or ethnicity, we will fail as a society. We have a responsibility to reach out and make higher education part of the future

of all children. In the current economy, a high school diploma is no longer a sufficient credential for meaningful employment.

We cannot solve all the problems immediately, but we can immediately begin working together toward solving them.

America is not great because of any single ruling of the Supreme Court, any single political leader, or any single segment of our population. America is great because it has a tradition of serving as a melting pot, drawing upon the wonderful similarities and valuable differences among its citizenry, to make the whole greater than the sum of its parts. Higher education must be an active leader in continuing to educate and develop all facets of our diverse society to further this tradition.

We need to keep in mind that diversity goes beyond race and ethnicity. It includes sexual orientation, disabilities, national origin, and veteran status. I have said on various occasions that the aim of our commitment to diversity is to create a just and caring community for all. In my mind, our diversity and civility goal should be summarized in one simple phrase: "At Kutztown University we respect every single person." This is, indeed, at the core of the values of this university.

We are currently experiencing rapid growth in our student body, a mixed blessing of opportunity and challenge.

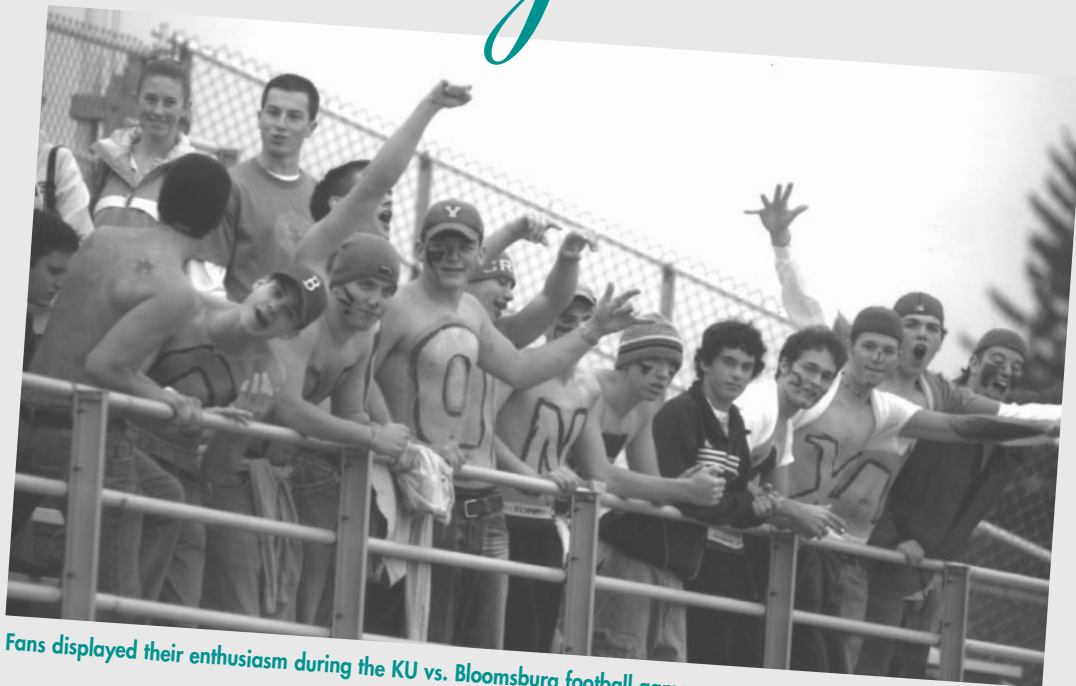
As a public state institution, we are responsible for providing access to higher education to the increasing number of high school graduates. Even so, growth has to be managed carefully to ensure that we have in place the academic and social components necessary to support student success. At the same time, the national and state economies create budgetary pressures that will affect our institution. Growing enrollments and diminishing resources will present a challenge for Kutztown University. However, it will also give us an opportunity to rethink our role and to focus on our mission.

We have an exciting future. To get there, we need the concerted efforts of everyone on campus. Over the last few months I have had the opportunity to observe the work that is done across our campus. The commitment of our faculty and the dedication of our staff to our institution are unparalleled. Their work ethic, their pride in their efforts, and their willingness to go above and beyond designated roles to ensure that students succeed are a clear sign that we will move forward to the next level of excellence. ■

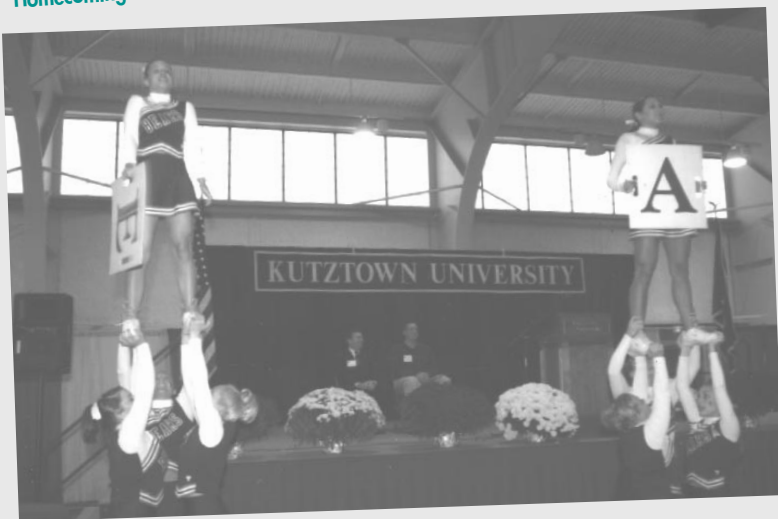
Homecoming '02



Quianna Agent '03 and Jonathon Young '02 were crowned the 2002 Homecoming Queen and King at halftime.



Fans displayed their enthusiasm during the KU vs. Bloomsburg football game.



The KU Marching Band and Cheerleaders entertained and shared their spirit at the first alumni brunch held in Keystone Fieldhouse.



President Cevallos presented State Sen. Michael O'Pake with a plaque, displayed in the Graduate Center lobby, for his endless dedication and service to higher education and KU.



The Druckenmiller Family provided down home music at the 5th Quarter post-game party.



Several men who played football in the 1950s joined together to share laughter and memories.





These 1979-1980 Lehigh Hall denizens gathered at the post-game party: Mary Jo Huges, Bud Matecki, Mark Weaver, Bob Bosak, Marty Friel, Joe Kunkel, Bill Blake, Vito Petitti.



Class of 1977: (L-R) Ruth Baldrige, Barbara (Hess) Herbst, Diane (Hayes) Benham, Barbara (Taffera) Castanzo, President Cevallos, David Stevenson, Ralph Marino, Constance (Deutsch) Hartman.

Reunions!



The Electronic Media Department held its annual mixer Homecoming morning in Rickenbach Studio 2.



Class of 1982: (L-R) Lisa Schultheis, Maureen (Ackroyd) Winter, Judy (Reardon) Ambrose, President Cevallos, Jenny (Setzer) Asral, Elaine Campbell '81.



Psychology alumni and staff: (1st row, L-R) Raquel Scheitrum, Tina Frederick, Jamie Bloom, Anita Meehan, Laura VanAken, Bob Voytas; (2nd row) Dorothy Myers, Tim O'Boyle, Dennis Rains, President Cevallos, Carole Wells, Steve Oross, Steve Kachmer.



Class of 1987 with children: (1st row, L-R) Gretchen (Conrad) Diehl, Lorri (Woodward) Kulp, Carlyn (Kreiner) Krall, Wendy Adams, Bev Hanrahan; (2nd row) George & Judy Heineman, Ken Diehl, Neil Weissman, President Cevallos, Eric Adams, James Bleiler '96, Shawn Hanrahan '88.



Class of 1997: (L-R) Shelly Emery, George Larmour, President Cevallos, Rod A. Yoder, Tanya Hoch.



Class of 1992: (1st row, L-R) Tara Fledderjohann, Sandy Wilson, Rhonda Garling, Katherine & Matthew George with daughters; (2nd row) Joe Shirvinski, Kathy Cryblskey, President Cevallos, Sally & Donald Heilman with son.

Alumni Association Happenings...



Alumni at the Jersey Shore – Bar Anticipation, August 2002



Emeriti Luncheon in the Student Union Building, December 2002.



The State System New England showcase cruise, August 2002.



Ladies Garden Party on May 7, 2003 in the Georgian Room, Old Main.

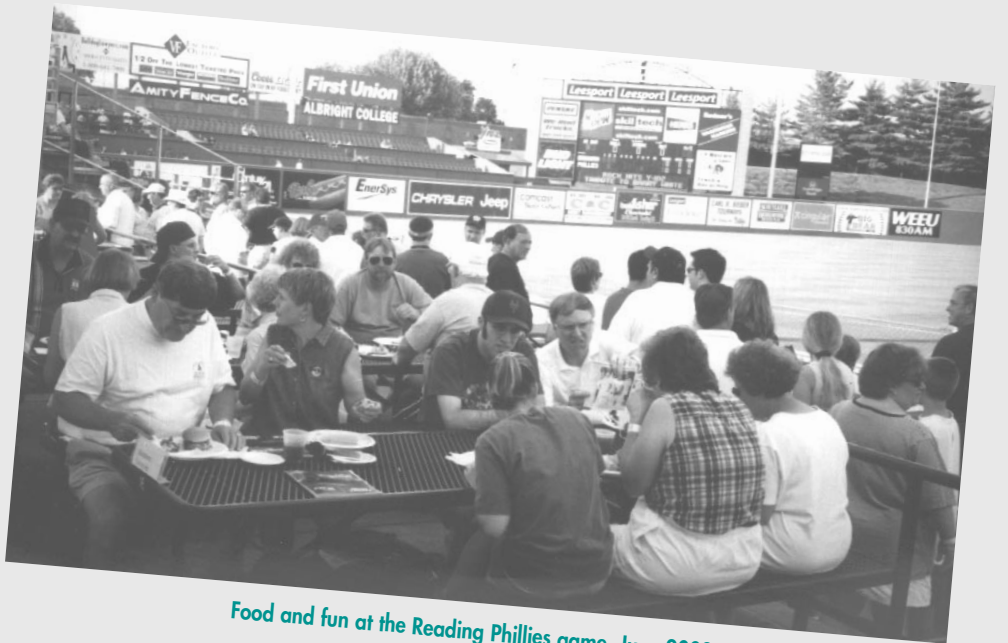


Josée Vachon (KU's first lady) performed at the annual Ladies Holiday Tea on December 4, 2002, in the Student Union Building.





Alumni Day at the Kutztown Pennsylvania German Festival, July 2002.



Food and fun at the Reading Phillies game, June 2002.

2002 HOLIDAY GATHERINGS:



Berks County



Lehigh County



Schuylkill County



Alumni Happenings continued

WEST COAST RECEPTIONS:

Los Angeles



San Diego



San Francisco



Phoenix



President Cevallos with Marie '43 and Cal Hartman in Green Valley, Arizona.



2003 FLORIDA RECEPTIONS:

Deerfield Beach



Ft. Myers



Jacksonville



Orlando



St. Pete's Beach



Despite Tragedy, Alumni Remain Confident

By Randy Artz '04

Michael Braukus '81

was preparing to watch the space shuttle Columbia's landing on television Saturday morning, February 1. He momentarily walked away from the television set. At the same time, he received a phone call from his sister in

Florida who told him to return to the broadcast to see what was happening. He immediately dressed and rushed to work, he "knew something was wrong."

Braukus, a public affairs officer for NASA, briefed the crew of seven at Johnson Space Center the spring before Columbia's last launch. The briefing was to review Columbia's public affairs and security issues. Braukus' main function at NASA is to communicate information to the public through news media via press releases. He is responsible for this activity at four of NASA's field centers; there are a total of 10 centers in the United States.

Despite the tragedy, he remains confident in NASA. Braukus said, "Humans have the urge to explore the unknown. Space is the last great unknown and humans will continue to explore it." Concerning the tragedy he



said, "We will find out what happened with Columbia, then fix it and take the next step."

Braukus graduated from Kutztown with a master's degree in counseling. He had earned his bachelor of science in education at Penn State University. He began working at NASA after a promotion and transfer from his first government job as a speechwriter for a logistics agency.

Another alumnus, **David Folta '74**, was stunned to see the televised images of Columbia falling in pieces from the sky. Folta's work as an aerospace engineer at Goddard Space Center includes a highly successful navigation experiment involving global positioning satellite data that was aboard the space shuttle.

Folta received his bachelor of science degree in physics from Kutztown, afterward he received a master's in mechanical and systems engineering from George Washington University, Washington, D.C. Folta fondly remembers his astrono-



my professors at Kutztown: Dr. Carlson Chambliss and Professor John Loomis. He said he still applies the things he learned at Kutztown in his current profession. Folta's wife, **Mary '75**, and oldest daughter, **Jennifer '98**, are KU alumnae.

Research and technology efforts are Folta's main involvements at NASA. His work also focuses on experiments conducted in space. During his career there he has been involved in advanced mission design concepts, designing better trajectories, navigation/guidance control, and formation flying experiments.

Regarding the complexity of a shuttle launch, Folta says that it takes a lot of energy to get into orbit, "It's an engineering marvel to get up there, let alone multiple times." Discussing alternatives to current technology, Folta said that a "single stage to orbit" vehicle would be an easier method to "ferry humans" into space. A single stage to orbit involves a vehicle traveling into space and then returning completely in tact — there is no need for external rocket boosters. A smaller version of the shuttle could be used to transport humans. Folta said that this method would be safer than launching humans in a large shuttle. If a large object was needed it could be launched separately, minimizing the risk of endangering human life. ■

Scenes from Spring Commencement...



Donna Comprelli, senior class representative, offered remarks to her fellow graduates.



Albert R. Boscov (right), chairman of the board, Boscov's Department Stores, was presented with an honorary doctorate by President Cevallos.



Family and friends braved a damp chill and threatening skies to attend the first outdoor commencement ceremony in 20 years on May 17 in the university stadium. The class of 2003 was the largest graduating class in KU's history.



Dr. Kelley Kenney, professor of counseling and human services, presented the commencement address. She spoke to the graduates about the importance of taking risks.



KU added several to Athletics Hall of Fame

Kutztown University inducted several new members into its Athletics Hall of Fame.

This year's induction class includes **Bob Heller '81**, a standout cross country/track & field runner and coach; **Bruce Herman '85**, the school's all-time winningest wrestler; **Dan Hinkel (1964-96)**, longtime wrestling coach; **Suzanne Merritt '79**, one of the first standout women's basketball players; **Harold Trenchard '41**, a four-sport star; and **Todd Wiley '94**, an All-America cross country/track & field runner.

The six new hall of famers increased the membership to 125 since it was formed in 1977.

A biography on each of this year's inductees follows:



Bob Heller was a standout cross country and track & field runner who has gone on to become an accomplished coach and athletics administrator. Heller competed at Kutztown from 1976-1981. He was the first Golden Bear runner to qualify for the NCAA Cross Country Championships, competing at the 1979 Division III Championships. He also served as team captain for cross country in 1981. On the track, Heller set school records in the 5000-meter run (15:06) and the 3000 meter steeplechase (9:54), also serving as captain in 1980-81.

Heller left the field as a competitor in 1981, only to return as the coach of the KU's men's cross country team from 1984-1990. His team steadily improved under his guidance, peaking in 1988, when the Golden Bears qualified for their first-ever trip to the NCAA Division II Championships, where KU placed 11th. Heller was named East Region Coach of the Year for his team's performance. Heller has gone on to a distinguished career in athletics administration, serving as assistant athletics director at Lenoir-Rhyne, Slippery Rock, and Kent State. In 2000, he was promoted to associate athletics director at Kent State. A native of Oradell, N.J., he is a graduate of River Dell Regional High School. He graduated from Kutztown with a degree in special education.



Bruce Herman was one of Kutztown's most prominent wrestlers. Herman began his collegiate career by placing sixth at Pennsylvania State Athletic Conference (PSAC) Championships and ending his freshman season with a 28-7-1 record. In the 1982-83 season, he had an amazing 30-6 record, which was a school record for wins that stood until the 1997-98 season. In his junior year (1983-84), Herman was the runner up at the NCAA Division I Eastern Regional. Herman holds the school record for career wins with a 109-28-1 career record. He is one of just two Kutztown wrestlers to win over 100 career

matches and was named one of the top male athletes from the 1980s. Herman is a graduate of Brandywine Heights High School, and graduated from KU with a degree in business.



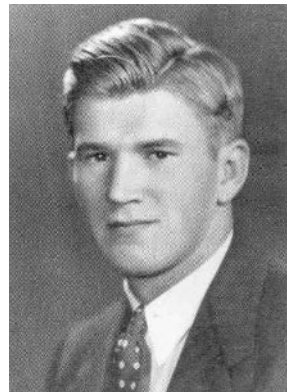
Dan Hinkel has been an integral figure in the annals of Kutztown University wrestling history. He has been associated with Kutztown since 1964, when he helped to reinstate the wrestling program, which had been idle since pre-World War II. He served two stints as head coach, between which he served as assistant coach to three different head coaches. Hinkel's second term as head coach ran from 1989-96. During the 1992-93 season, Hinkel recorded his 100th career dual meet victory.

Hinkel guided several wrestlers to regional titles, while numerous grapplers qualified for national championship competition. He retired from his post as head coach and chair of the secondary education department in 1996, but has remained active as an assistant coach under coaches Pat Tocci and Robert Fisher. He is a member of the Pennsylvania State Athletic Conference and Lock Haven University Wrestling halls of fame. He holds a bachelor's degree from Lock Haven and a master's degree from Bucknell.



Suzanne Merritt was one of Kutztown's most prolific performers in the early years of varsity women's basketball. She played varsity as a freshman in 1975 and continued for all four years. Merritt had many accomplishments throughout the course of her career. She served as co-captain and was a two-time Most Valuable Player selection. Known for her accurate outside shot and her ability to perform well under pressure, Merritt was the team's leading or second-leading scorer in each of her four seasons. She was named one of Kutztown's top female athletes of the 1970s. Merritt graduated with a bachelor's degree in education and in 1980 with a master's in aesthetics education. She is a native of Lake Ariel and a graduate of Western Wayne High School.

Harold Trenchard competed in four sports between 1937-1941. He was a member of the baseball, basketball, football, and wrestling teams. He was named one of Kutztown's top athletes of the 1940s. In a caption in the Keystone yearbook, Trenchard was described as "A sturdy...well tailored athlete." Nicknamed "Hank" by his teammates, Trenchard was known as the steady center on the basketball court, the confident pitcher on the baseball mound, and a versatile competitor on the football field. Trenchard graduated with a degree in secondary education. After graduation, he entered the military and paid the ultimate sacrifice while serving his country during World War II. On March 8, 1944, Trenchard was killed in a fighter plane accident in California.



Todd Wiley was an All-American, All-PSAC, All-ECAC distance runner - excelling in both cross country and track & field from 1989-93. On the track, Wiley placed fourth in the 5,000 meter run at the PSAC Track Championships in his sophomore year (1991). He attended the PSAC Track Championships, and placed fourth in the 5K again as a junior. In his senior year (1993), Wiley set the school record in the outdoor 5,000-meter run, and he was a member of KU's record-setting indoor 4x800-meter relay team and distance medley relay. As a cross country runner, he qualified for the NCAA Eastern Regional Championship in his sophomore year.

As a junior, Wiley placed ninth at the East Region championships. The next season, Wiley became KU's first-ever cross country All-American, placing 24th at the NCAA Division II Championships. Earlier in the season, Wiley was an All-PSAC and All-Region performer, placing fifth in both races. For his efforts as a senior, he was named Kutztown University's Male Athlete of the Year. He graduated with a degree in fine arts. He is a native of Chalfont and a graduate of Central Bucks West High School. ■

CLASS NOTES

TOWER

1950s

CLASS OF 1952

CORRECTION: In the last edition of the Tower, **Diane Johnson Bray** was mistakenly recognized as being president of the Georgia Retired Education Association. In fact, she has been president of her local chapter of the Georgia Retired Educators for the past three years. We apologize for the error.

CLASS OF 1955

Joan (Greene) Costello is working on a logo for her local school district and has an exhibit at the Thyme Gallery in Havertown, Pa.

CLASS OF 1956

Retired art teacher, **Sylvia (Trayer) Heckler**, is volunteering her talent for art projects at Topton and Phoebe Homes.

In spring of 2002, the Burger family was featured in a front-page article of the *Reading Times* titled, "Perfect Attendance." **Donald** ('56); wife **JeanAnn** ('77); daughters **Lorijeane Wallence** ('91&'97), **Donnasue Thompson** ('92), **Carolann Schneiderhan**, **Janemarie McKay** ('01); and son-in-laws **Kurt Schneiderhan** and **Bill McKay**; are all educators in various school districts in Berks County.

CLASS OF 1957

Kathleen S. Spangler, retired from the Reading School District after 35 years, enjoys time spent with her two granddaughters.

CLASS OF 1959

Raymond Fulmer, Jr. retired in 1993 after 35 years as an English, theatre, and humanities teacher, as well as a language arts supervisor. He is currently president of Quakertown Borough Council and of the Upper Bucks Sertoma Club. He published a volume of poetry, *Between Tick and Tock*, in June of 2002.

George M. Meiser IX received an honorary doctorate degree from Albright College at its December 2002 commencement ceremony. Meiser, a 30-year educator and historian, was named the official historian of Berks County by the county commissioners in 1994. He currently is president of the county historical society, and producer and host of a monthly history hour on Berks Community Television. He also is publisher of the Historical Review of Berks County and author of *The Passing Scene*, a 12-volume series.

1960s

CLASS OF 1960

Mildred H. Gross Gordon, Ph.D. was inducted into the Court of Honor of Distinguished Daughters of the Philadelphia School for Girls on December 18, 2002.

CLASS OF 1963

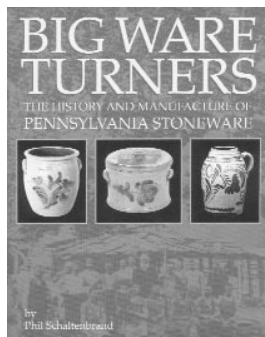
Since her retirement from teaching, **Joann (Carr) Warner** has spent the past three years traveling. So far her favorite trip was one made to Cairo, Egypt.

CLASS OF 1964

David Heffner retired as a pastor in June 2002 after 40 years in the ministry.

After 38 years of teaching, **April (Portova) Kucsan** retired in 2001 from the Nazareth Area School District.

Wendy (Mathern) Etzel was featured on a national broadcast of HGTV's *Simply Quilts*. Etzel's episode featured her artistry in stitching quilts following the log cabin design.



Westerwald Press has recently published a new book by **Phil Schaltenbrand** on Pennsylvania stoneware. *Big Ware Turners: The History and Manufacture of Pennsylvania Stoneware* is Schaltenbrand's third on the subject. He has been researching and writing about the state's pottery since 1976 and has published articles in journals nationwide. Schaltenbrand is an emeritus professor at California University of Pennsylvania, where he taught ceramics and art history for 25 years. He lives on a 100-acre farm in Scenery Hill with his wife and three daughters.

CLASS OF 1965

Gayle Kendig retired in June 2001 after 28-1/2 years as a librarian for the Rochester City School District, N.Y.

After 32 years of teaching, **Donald F. Orner** retired from Oxford Area High School in Oxford, Pa. He has been the Lower Oxford Township zoning officer since 1998, and the owner of Country Signs since 1976. He enjoys travel, skiing, and riding his motorcycle.

Dr. Kenneth Wilde, division chief of environmental microbiology for Maryland's Public Health Laboratories, received a 2002 Department of Health

and Mental Hygiene Performance Excellence Award for Leadership due to his analysis of anthrax samples collected from Maryland's governmental offices during the anthrax crisis of 2001.

Kathryn Wotring spent September and November 2002 teaching a watercolor basic and intermediate course, as well as oriental brush painting class, for the Indian River Community College/Vero Beach Museum of Art in Vero Beach, Fl.

Robert Regan continues to travel extensively with wife Ann, but still has time for visitors and golf at home in beautiful South Carolina.

CLASS OF 1967

Nancy (Schramm) Pittock retired in June 1999 after teaching second grade for 32 years in the Phoenixville Area School District.

CLASS OF 1968

Anthony Bicch accepted a position of executive director for the American Risk and Insurance Association.

Glenn F. Smartschan, superintendent of Mt. Lebanon School District for the past 13 years, was honored at a banquet by the University of Pittsburgh Tri-State Area Study Council. Smartschan was awarded the Distinguished Educator of the Year Award.

CLASS OF 1969

David E. Becker retired from his position as a middle school principal in Southern Columbia School District, Pa.

Paulette Braucher-Walton retired after thirty years as a librarian. Presently she is a library consultant for a software company who makes circulation/cataloging software and also for a book company. When the need arises she teaches for the Library Science Department at Kutztown University.

Deborah (Gould) Martenis has been an elementary principal in Central Dauphin School District for four years.

David Mitchell retired as chairman of the Fine Arts Department after 33 years with the Brick Township New Jersey Memorial High School.

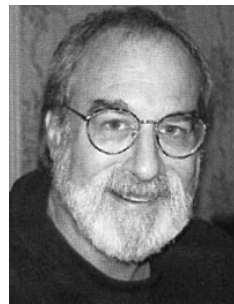
1970s

CLASS OF 1970

Alexander Nagy continues to be the water quality supervisor with the city of Lancaster (Pa.). He has been with the Bureau of Water since 1979.

CLASS OF 1971

Jeff Ebert enters his 16th year of teaching for the city of Allentown, Pa.



Stuart "Stu" Goldman, was named editorial director of *Artglassinfo.com*, a digital magazine devoted to the glass arts which debuted in November 2002. In addition to this position, he remains the editor of *Glasscraftsman* magazine and a syndicated political cartoonist. His book *Glass-tecture: A Style Handbook* will be available soon.

Carla (McIlhaney) Messinger retired after a 25 years of volunteer service as the executive director of the Lenni Lenape Historical Society/Museum of Indian Culture. She is the co-founder of this all-volunteer organization, which was described by the Pennsylvania Council on the Arts as "a remarkable institution."

Joan (Wilbruber) Graydos is the arts coordinator for the Allentown Academy of the Arts, William Allen High.

CLASS OF 1972

Jane (Eck) Klink has retired from teaching and is now living in Shallotte, N.C.

Mary Ann (Lunow) O'Neil is living with her husband David in Alburis, Pa., and keeping busy with grandchildren and writing a dissertation for her doctorate at Widener University.

Ann Marie (Niemeier) Bookhardt is completing her 30th year of teaching and will retire at the end of this year. She plans on traveling and spending more time with her family.

Nancy Sarangoulis was one of twelve artists selected out of an applicant pool of 324 to receive an exhibition at Philadelphia's Samuel S. Fleisher Art Center.

CLASS OF 1973



Keith A. DeVincentis was appointed, within the Federal Bureau of Investigation, to the position of special agent in charge at the New York field office in Albany on June 10, 2002. There he oversees operations in eastern New York and Vermont. DeVincentis entered the FBI in 1974 and has served in Washington, DC, San Diego, and Denver field offices.

Thomas Foster Hermansader ('78) has been living and working from his studio in the historic Victorian Mansion in Columbia, Pa. He also manages his gallery located in Lancaster, Pa. His work can be seen in hotels, restaurants, offices, and private collections throughout the U.S. and world. To commemorate New York City and the many lives lost on September 11, 2001, he completed a watercolor painting *New York City - Emblem of Strength*. A portion of the sales from the signed and numbered prints go to the Salvation Army and the Twin Towers Disaster Relief Fund. Thus far he has raised \$7,500 for these organizations. Hermansader was featured in numerous newspaper articles and received letters from President Bush and Rudy Giuliani. For print availability and price, call 717-684-7899.



William Suber is an adjunct instructor for Kent State University/Stark and Tugarauas Campuses in Ohio.

CLASS OF 1974

Dennis Boyer authored *Gone Missing: A Supernatural Tour of the Great Lakes*.

Mike Deibert, a high school German teacher in Reading Pa., was promoted to lieutenant colonel in the Air Force Reserve on May 7, 2002. He has been serving in the military for more than 24 years.

Susan Mitchell Gill is now living in Chesapeake City, Md.

William R. Host has been assistant professor of hospitality and tourism management at Roosevelt University in Chicago since August 2001.

Leonard W. Houser has been retired for 11 years from teaching 36 years of high school geography. Now he is actively involved with U.C.C. and volunteering in the Slatington (Pa.) community.

CLASS OF 1975

Rick Stein is captain and director in the Patrol Services Division of the Pennsylvania State Police. He wood carves and completed a bust of the first trooper killed in the line of duty (1905). It was dedicated and is on display in state police headquarters in Harrisburg. Stein is married to Dianne Brenneman Stein and has a 12-year-old son, Taylor.

CLASS OF 1977

Terry Underkoffler achieved a milestone of 210 career wins coaching a boy's high school soccer team. Underkoffler has been an Olympic soccer development coach for 20 years.

Joanne Longenecker is a licensed professional counselor and registered art therapist in North Carolina.

Beverly Ann (Lohr) Cornell earned her 2002 National Board Certification for EAYA Art.

CLASS OF 1978

Linda (Fanning) Lefevre has been named associate dean of the Workforce and Economic Development Division at Harrisburg Area Community College.

Keith Gery had his book of poetry, *It was easy to say goodbye*, published by Water Row Press in April 2002. He also read from it in June on BCTV's Poets' Pause with former professors Charles Scanzello and Harry Eshelman.

Heidi Kemp-McGarrey is working at Lower Cape May Regional High School, N.J., as a learning disabilities teacher consultant.

CLASS OF 1979

Marguerite Bierman was the keynote speaker at the Pennsylvania Art Education Association conference on October 26, 2002. Bierman does architectural restoration and has served as general contractor and principal decorator for private homes and public spaces.

William J. Davis is in his 26th year of teaching English and speech at the high school level. He fondly remembers two excellent professors he had while at KU: Dr. Annette Mazzaferri and Roberta Crisson.

Irwin F. Rissmiller, Jr. has retired from his position of department chair of English at North Hunterdon High School, Annandale, N.J.

Jean Wertz was commissioned by the Toledo Museum of Art to create 35 edible chocolate paintings. Thirty of the paintings are replicas of Van Gogh pieces that accompanied their

Van Gogh "Fields" exhibit in February. The remaining five are reproductions of paintings in the permanent collection. www.chocolateartistry.com.



David C. Sykes earned his National Board Certification for Professional Teaching Standards in 2000 and was named in Who's Who Among American Teachers in 2002.

Scott Elliott has been named a senior associate with Bravo Group, a leading Harrisburg-based public affairs communications firm. Previously, Elliott had been the press secretary for the Governor's Office of Administration and helped to launch and promote many award-winning technology initiatives during both the Ridge and Schweiker administrations.

1980s

CLASS OF 1980

Tyrone Burno has moved from Downingtown, Pa., to Lake Villa, Ill., where he is employed as a manager of human resources at Allstate Insurance Company.

Greta Eichlin-Bell has earned her eighth Mary Kay career car and has been recognized five times at various conventions. She has also won a diamond amethyst ring for her sales of Mary Kay products.

David Popp retired from the Secret Service on December 28, 2002, after having served for 22-1/2 years. He is staying in the New Jersey area as he has accepted a supervisory position with the Transportation Administration in Philadelphia.

CLASS OF 1981

Michele (Moyer) Byrne had a painting accepted into the Philadelphia Sketch Club's 140th Annual Exhibition of Small Oils. She has also become a member of the PSC.

Helen Reinhold is currently exhibiting her paintings in a solo show titled *Simply Pairs* at Canal Street Restaurant & Gallery in Reading, PA through Sept. 6 with an informal discussion on Sept. 4 at 6 pm.

CLASS OF 1982

Paul Hoffman was promoted to the rank of master chief in the United States Navy. He served aboard the USS Seattle for three years and is stationed at Little Creek Amphibious Base at Special Boat Team 20 located in Virginia.

Vito Petitti was promoted to the rank of commander in the U.S. Naval Reserve. He returned in June 2002 from an active duty overseas mobilization in the war on terrorism. Petitti lives in Southern California and is working on a novel.

Jim Zellner has been promoted to president of E-Z-DO Company in Edison, N.J.

Lisa (McIntyre) Barnshaw is currently home with her four daughters: Jasmine, 13, Jade, 11, Haley, 7, and Mia, 5.

Debora Short was asked to create an ornament for the 2002 White House Christmas tree. She fashioned a three dimensional bird-house for the tree.

Joan M. Hinderliter-Darnell received her masters in education from LaSalle University, Philadelphia, in 1988. She is continuing her studies at Rowan University in New Jersey in education and computer technology. She teaches a special-needs inclusion class in Camden, N.J.

CLASS OF 1983

Bobbie Oman Zelenky is the Daisy Troop leader in New Bloomfield, Pa. In addition to this responsibility, she and her husband John remain busy with their two sons and daughter.

Fran (Hagen) Kline has been selling offset printing for London Litho in Baltimore. Her background as a graphic designer led her to this profession. She and husband, Michael '86, have a 14-year-old son.

Reba (Buck) Rohrer, an art teacher at Milton Elementary School in the Milton Area School District, was a semifinalist for the 2003 Pennsylvania Teacher of the Year.

Jack Schonely was featured in the *Reading Eagle*. He has been a helicopter pilot with the Los Angeles Police Department for 2-1/2 years. Before becoming a helicopter pilot, Schonely was a patrolman, a member of the gang unit, a canine officer, and undercover vice officer in the Hollywood Division. He was recently filmed by the A&E Television Network for a show called, "The Point-In Hot Pursuit."

CLASS OF 1984

William "Chip" Snyder is enjoying his position with America Online International where he is involved in valuing companies for acquisition by AOL.

Robin (Townesley) Arcus is writing for the North Carolina magazine *The Urban Hiker*.

Byron Barshaw is director of media production at Christar in Reading, Pa.

Anne Yeager finished her administrative certificate work in education at Baruch College in New York City. She is working as an assistant principal in Manhattan. Prior to this position, she taught middle school for 18 years.

Eric Schaeffer was featured in a *Reading Eagle* article in the spring of 2002. Schaeffer, considered one of the leading interpreters of work by Broadway composer Stephen Sondheim, was the artistic director for the Sondheim Celebration at The Kennedy Center, Washington, D.C., held May through September, 2002. He is the founder and artistic director of Signature Theatre, Arlington, Va., where his productions have won him three Helen Hayes Awards. In addition to running regional theater, Schaeffer has directed shows on Broadway, in Los Angeles, and in London's West End. He is also the creative director of Clear Channel Entertainment Theatrical North America.

CLASS OF 1985

Gail (Koenig) Lafferty is the instructional support teacher at Slatington and Peters Elementary Schools in the Northern Lehigh School District. She has taught since 1986.

CLASS OF 1986

Kathleen (Compton) Shive is living in Frenchtown, N.J., where she is a detective sergeant for the Hunterdon County prosecutor's office. She is also a trained hostage negotiator for the Hunterdon County Emergency Response Team.

Ward Rowlands is enjoying life with his wife, two sons and really cool dog in Royersford, Pa., where he works as an independent account executive. Rowlands is the proud owner of a bar and restaurant as well as several rental properties.

Michael Kline is currently teaching at a juvenile facility in Baltimore. He and wife, Fran '83, have a 14-year-old son.

CLASS OF 1987

Landis P. Green traveled to Japan under the Fulbright Memorial Fund Teacher Program with two hundred other teachers/administrators in November 2001. In the spring 2002 edition of the alumni magazine, *Friends*, of the Wilmington Friends School, Wilmington, Del., he shares information about his experience in Japan as well as the

program. Landis has been working with the independent school for the past nine years, currently he is the assistant head for admissions and development.

In October 2002, **Sharon (Scheffey) Landis** moved to Chagrin Falls located on the outskirts of Cleveland, Ohio.

CLASS OF 1988

Kimberly Fahey obtained her second master's degree in advanced teaching and learning from Marygrove College, Detroit, and is in her 15th year of teaching first grade in Elizabeth, N.J. She enjoys teaching, swimming, reading, basketball, and spending time with family and friends. She would love to hear from past classmates.

Leslie Hinderliter is a sales manager for Pier 1 Imports after ten years of employment. She is actively involved with her church youth group and as a volunteer. She was planning a trip to the Netherlands in April.

CLASS OF 1989

Mary Raymond is pursuing her secondary education certification from Cedar Crest College, Allentown, Pa. Raymond enjoys reading, surfing the internet, learning computer programs and traveling.

Lisa (Rawe) Morgan moved to Naples, Italy, with her husband and two children, Kelsey Marie and Daniel James. Morgan's husband is completing a three-year tour with the U.S. Navy. She is enjoying learning Italian and traveling throughout Europe.

Jennifer Winegardner is a songwriter/performer who released her CD *Songs To Blather By* which features children's music written and performed by she and her husband.



Alumni have a LIFELONG MEMBERSHIP to Career Services

We encourage you to:

- Access our information-packed website (www.kutztown.edu/admin/careers)
- Contact us for an appointment to discuss your career issues (610-683-4067)
- Access our Career Library with 600 volumes of related material
- Participate in our Alumni Mentoring network...register online and assist current students and other alumni interested in your field
- Come back to campus to speak to students about your career experiences through panel discussions, presentations, and in classrooms
- Market your organization's internships or full or part-time jobs to students by:
 - ✓ posting them free online at www.collegecentral.com/kutztown
 - ✓ participating in on-campus recruiting
 - ✓ attending our annual job and internship fairs

We look forward to working with you! Please contact **Larry S. Sechney** at careers@kutztown.edu or 610-683-4067.



Alumni, we are seeking your help in identifying incoming freshmen for the Class of '69 Scholarship

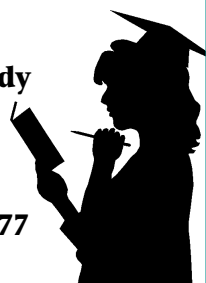
The selection process gives preference to the children or grandchildren of members of the Class of '69.

The scholarship requirements are:

- **Freshman status**
- **Any major/program of study**
- **Financial need**

If you know of someone who may qualify, please contact the

FINANCIAL AID OFFICE at 610-683-4077 for additional information.



Robert M. Trell was appointed vice president of marketing and public relations for Albright Care Services. He resides in Paxinos, Pa., with his wife Jessica and daughters Bailey and Riley.

Michael L. Miller was one of 12 artists selected out of an applicant pool of 324 to receive an exhibition at Philadelphia's Samuel S. Fleisher Art Center.

Brad Carter ('92&'95), who was featured in an article in the Morning Call, received the Thomas W. Bright Community Service Award at a Black History Month celebration at the Boys & Girls Club in February. Carter is the assistant principal at Central Elementary School in Allentown.

1990s

CLASS OF 1990

Elizabeth Tyler Bugaighis was named assistant dean of the Arts and Sciences Department at Northampton Community College. Prior to accepting this position, she worked as an adjunct professor of education at NCC and Moravian College.

Lisa (Daddona) Corson has spent the past 12 years as a graphic designer for Impressions Etc. In her leisure time she enjoys camping and attending summer folk festivals with her husband William and two children, Alex and Hannah.

Timothy Cummins is a managing attorney for the law firm Loeb & Loeb LL in New York City.

Robert Hornberger, Jr. ('97) has taken a financial services position with New England Financial in Bethlehem, Pa.

Wendy (Wolbert) Sweigart was awarded Pennsylvania Art Education Association's Outstanding Regional

Representative for her work as region seven co-representative at the annual PAEA statewide conference held in October 2002.

CLASS OF 1991

Eric Burkett began working at Cardinal Health in the medical education/pharmacy marketing division as a project manager in October 2001.

Spencer Chambers has taken a position as assistant director of university relations for Penn State Berks/Lehigh Valley College. He is enjoying life in Sinking Spring, Pa.

CLASS OF 1992

John "Jack" Bruni has been working for Ortho-McNeil Pharmaceutical, Inc., for the past seven years as a sales specialist in the central Pennsylvania region.

Cristin (Cullen) DeVries is the director of promotion marketing at CBS in New York City.

After teaching for eight years in New Jersey and Florida, **John McLaughlin** is now teaching mathematics and coaching athletics at the 107-year-old Calvert School in Baltimore, Md.

David A. Blyler's debut novel, *Steffi's Club*, was released in January by BurnhillWolf Books. In 1994, he published *Shared Solitude*, his first collection of poems. In 1997, Blyler traveled extensively through Europe before taking a job as a foreign language lecturer and creative writing teacher at the University of West Bohemia in Pilsen, Czech Republic. A freelance contributor to *Salon* and other popular online publications, Blyler has become one the most widely read underground writers on the Internet. His most popular work: "The Seven Vices of Highly Creative People," was published in print by Friction. Today he lives in Thailand writing the book's sequel and teaching.

Artist **Kurt Palomaki** founded BurnhillWolf Books, a small press which publishes cult classics. An exhibition of Palomaki's paintings is on view at Angelica's Restaurant in Boone, N.C.

CLASS OF 1993

Jane Fantasia was promoted to assistant vice president of the retail organization of First Union Bank.

Teresa Foote moved to Savannah, Ga., in August 2002 where she is director of interactive services for the Savannah College of Art and Design. Foote began pursuing her master of fine arts in photography in January.

Jason Lewis was promoted to national healthcare practice leader for CRC Insurance Services, Jericho, N.Y.

Marianne (Reigle) Jurney is working as an adoption social worker specializing in adoptions from the countries of Russia, Kazakhstan and Azerbaijan. She has two children.

Schelly (Martrich) Engelman has been employed by Easter Seals Eastern Pennsylvania in Bethlehem since 1996 where she teaches early intervention to special needs preschoolers. She became director of special instruction.

CLASS OF 1994

James Cicman Jr.'s essay on a character from the novel *From Here to Eternity* was published by the James Jones Literary Society in fall 1999. In September 2001, he completed his first novel titled, *Twice in a Lifetime*.



Gwen (Eichenberg) Lundy was named art director of Klunk & Millan Advertising in Allentown, Pa. Her daughter, Julia, was born on September 5th.

Kimberly (Furr) Tomasic enjoys the best of both worlds, staying home with her two daughters and using the weekends and evenings to do freelance editing for Fox 43 in York, Pa.

Mary Kinkead received her master of science in education degree from Temple University. She is currently a ninth-grade teacher at Perkiomen Valley High School.

Shane Scherch was named assistant director of marketing for West Chester University in February 2002.

Bruce Torres has returned to the Reading area after having worked for Universal Studios in Orlando, FL, as well as for various television, film and theater productions. He returned to KU for a performance of "The Complete Works of William Shakespeare (abridged)."

Barry Saunders currently lives in Texas with his two children and terribly misses his home state of Pennsylvania, but enjoys the fact that he does not have to pay state taxes.

Franklin Brown, Ph.D. is a fellow in neuropsychology and neuroimaging at Dartmouth Medical School.

Jared Perella was featured in a *Reading Eagle* article last fall. Perella won a Toy Fare magazine contest that took him to Gentle Giant Studios in Burbank, Calif., where his likeness was digitally transformed into an action figure. Aside from his graphic design business, Little Green Pencils, Perella keeps busy substitute teaching, working in the Pennsylvania School of Art and Design admissions office, assisting in his brother's multimedia editing company, and waiting tables at Stokesay Castle where he entertains customers by telling ghost stories. He and his wife, Christina, have two children, Jack and Zoe.

CLASS OF 1995

Carrie Brynan married Brian LaBonte on June 1, 2002 and is living in Mount Penn, Pa. She is a graphics/web designer for Gai-Tronics Corp., while Brian is working for Northampton County government.

Robert Eckert, Jr. was living in Islamabad, Pakistan on September 11, 2001 and throughout the attack on Afghanistan. He is now working as the assistant regional security officer for the department of state in Hong Kong.

Laura (Edison) York obtained her master's in social work from Marywood University in 2000 and is now a program director for an adult mental health outpatient service in Lansdale, Pa. She and her husband, **David '95**, reside in Coopersburg, Pa.

David York received his master's in special education from Lehigh University in 1998 and is a high school teacher with Parkland School District, Allentown, Pa.



After receiving his master of fine arts degree from Rochester Institute of Technology, **Lawrence D. Neuberger** accepted a position with the academic affairs division at Alfred State in New York. Alfred State also hired him to teach in the Computer Imaging and Architectural Engineering Technology Department.

Dana Smith received his master of divinity degree in 1999 from the Gordon-Conwell Theological Seminary in South Hamilton, Mass. He is the director of youth ministries and Christian education at the Great Valley Presbyterian Church in Malvern, Pa., and has had success breaking into the Philadelphia TV/film market.

CLASS OF 1996

Christopher Carlin received his master's in public administration from Troy State University. He is living in Alexandria, Va., where he is employed by the Department of Navy as a budget analyst in Washington, D.C.

Patricia (Pat) Kokolus recently became a learning support teacher at Kutztown Area Middle School and is also an adjunct faculty member at DeSales University.

Tim Mogford is a high school drama and English teacher at Muhlenberg High School and continues to work on projects with the performing arts school he and his wife, **Maria '96**, founded: The Actor's Outlet in

Temple, Pa. He returned to KU to participate in the production of "The Complete Works of William Shakespeare (abridged)."

Jennifer Smeddy is working as a project director for the Pennsylvania Child-Care Apprenticeship Program. She trains entry-level child-care employees.

Kiersten (Tuerff) Hafer celebrated her second wedding anniversary in 2002. She received a master of science degree in food marketing from St. Joseph's University in 2000 and was promoted to director of strategic planning at Integrated Marketing Systems.

Michelle Bush was nominated for the prestigious "Jeff" award for costume design for a production of "Les Miserables" in Chicago. She is the youngest person ever nominated.

CLASS OF 1997

Doreen (Adam) Wynn earned the Certified Management Accountant (CMA) in October 2002, which required satisfactory completion of an accounting comprehensive examination, gaining two years of experience, and complying with accounting ethical standards.

Thomas Draper has transferred within Smithfield Packing to its plant in Florida. He moved to Clearwater which is closer to his fiancée who works for Bay News 9 in the area.

Anthony Buss has completed all sections of the uniform CPA examination and is working towards his certification. He is employed as senior accountant with Padcom, Inc., Bethlehem, Pa.

Megan (Kerns) Collins married Joseph P. Collins on June 22, 2001 at the St. Aloysius Church, Pottstown, Pa.

Joanne M.J. Curry, recipient of the Best of Show award at the 1997 Tinicum Art Festival, had

her photography on display at the Stover Mill Art Gallery in Erwinna, Pa., in September 2002.

Michelle Gallagher raised over \$3,000 dollars and completed a 60-mile walk for the Avon Breast Cancer organization. She reported this to be an amazing life journey and accomplishment.



Matthew Fedick, sales professional for Hawthorn Pharmaceuticals, was given the Pioneer of the Quarter award for having the highest sales in a new territory during the second quarter of 2002.

Tracey Lynn (Keese) Fenstermacher is living in Pottsville, Pa., with her new husband and where she is the owner of Ed's USA Auto Rental. She enjoys collecting Longaberger baskets and her two labrador retrievers.

Albert J. Martin has been named spiritual care coordinator at Phoebe Slate Belt Nursing and Rehabilitation Center, Bangor, Pa. He received his master's of divinity and biblical studies from Asbury Theological Seminary, Wilmore, Ky., and is currently pursuing ordination as a permanent deacon in the Eastern Pennsylvania Conference of the United Methodist Church.

Tony Rudy is living in Warminster, Pa., with his wife Kimberly (Balog) '97. He is a teacher for the Bucks County Technical High School in Fairless Hills, Pa.

calendar Alumni Calendar of Events

June 2003

13 - Reading Phillies Game and Picnic
27 - Allentown Ambassadors Game and Picnic

July 2003

3 - Alumni Day at the PA German Festival
20-8/2 - State System Cruise to Scandinavia & Russia

August 2003

2 - Alumni Beach Party, Avalon, N.J.
10-16 - State System Cruise to Bermuda

Visit the alumni web site for details on these and other alumni events and news:
www.kutztown.edu/alumni.



Lenore Snell is an associate systems engineer with the County of San Mateo in Redwood City, Calif. She also teaches flash mx, web workflow, and multimedia design at the College of San Mateo.

CLASS OF 1998

Brian Carroll relocated to Boston in May 2000, taking a job with Hemisphere Financial Services as an account manager of Hedge Fund Operations.

Tracey (Whyne) Caudle left the military to pursue a job in her field. She moved to San Diego where she lives with her new husband.

Karen Curtis made it through the September 11 tragedy and is now working as a marketing manager at National Syndications, Inc., in New York City.

Marcus Daniels works at Procter and Gamble Productions (*As the World Turns* and *Guiding Light*) in New York City. In his free time he enjoys working on theater, independent film and music projects. He came back to KU to perform "The Complete Works of William Shakespeare (abridged)" with other alumni.

Anna (Falconio) Buss is working for the social service agency LifeQuest, Inc., in Quakertown, Pa. She has won numerous awards for outstanding leadership and dedication to the company.



CLASS OF 1999

Since graduation, **Coleen Adam** has been teaching at Thomas Ford Elementary School in the Reading School District. She taught first grade and, more recently, third grade.

Kevin Baird earned his master's degree in instructional technology. He began a position as instructional designer for Cine-Med, Woodbury, Conn., in November 2002. He enjoys following KU tennis.

Kimberly (Balog) Rudy resides in Warminster, Pa., with her husband, Tony Rudy '97, where she is a science teacher at Abington Junior High, Abington, Pa.

Louis Dondero is employed as a freelance photographer in the Allentown area while continuing to work for the Pennsylvania Department of Revenue. He obtained his captain's license and lives in Miami where he charts his sailboat.

Shannon A. McBride, from Nesquehoning, Pa., is enjoying teaching sixth grade at a middle school in the Panther Valley School District.

Cameron Starr is teaching first grade at Marvin Elementary and coaching track at Weddington High School in North Carolina.

2000s

CLASS OF 2000

Aubree Black has found a position she loves with Constructing Solutions, Inc., and enjoys using the education she received at KU.

Michele Dietrich and husband, Mark, lost their son Matthew in a tragic vehicle crash in August 2002. They have set up a scholarship fund in Matthew's name at the police academy, since his dream was to join the police force.

Matt Foster is employed as a police officer for the Conshohocken Police Department.

Elizabeth (Palmer) Haraldsen and new husband Jason live in Knoxville, Tenn., where she attends the University of Tennessee.

Scott Mann is employed with the Local #3 IBEW, New York City, as a marketing manager.

Marissa McGlone is in her third year as a seventh grade Learning Support Teacher at Twin Valley Middle School. In addition to teaching, she is pursuing her master's degree at Immaculata College in education leadership and will be finished this fall.

Monica (Morris) Darlington has been working for Verizon in Upper Darby, Pa., for the past two-and-a-half years. She resides in Bensalem with her new husband.

Jason Santa Maria has been promoted to the position of assistant art director at Power Design in Philadelphia.

CLASS OF 2001

In August 2001, **Erica Bagenstose** was hired as a first grade teacher at Thirteenth and Union Elementary School in Reading, Pa.

Debra Blaukovitch spent the past year teaching fourth grade in Maryland. She is back in Pennsylvania teaching science and social studies to sixth graders. She continues to enjoy twirling, dancing, running, collecting snow globes, and the company of friends and family.

Jennifer Bozzone recently moved to Conshohocken, Pa., just outside of Philadelphia. She is a recruiter for Onsite Companies in Cherry Hill, N.J. She enjoys reading and living in Conshohocken with another KU graduate, **Kellie Burke '98**.

Dave Didra relocated to Mechanicsville, Va., near Richmond, where he is an elementary school art teacher for the blue ribbon Hanover County School District.

Laura Fleming is working for Kforce Professional Staffing as an office manager.

Steve Swift is the acting assistant editor for *Pulse Weekly*.

Lisa Weir is currently living in New Jersey and working at New York University Medical Center. In her spare time she enjoys the art of weaving.

In January 2002, **Joy Weisner**, an obstetrical nurse, participated in "A Day in Harrisburg" – a gathering of physicians, health-care providers, and patients to raise awareness and seek action regarding Pennsylvania's medical liability crisis. As a result of her five-minute speech on the steps of the state Capitol, she was invited to join a roundtable discussion with President George W. Bush in Scranton in January 2003. This event again gave Weisner the opportunity to express her concerns and answer questions about the physician liability issue.

CLASS OF 2002

Susan Holbrook is an MPA candidate at the American University of Public Affairs.

Please send correspondence to the Tower, Wiesenberger Alumni Center, Kutztown University, Kutztown, PA 19530.

You can reach the Office of Alumni Relations at:

Phone: 610-683-4110
800-682-1866

Fax: 610-683-4638

e-mail:
alumni@kutztown.edu

www.kutztown.ed

A special offer to KU alumni and their families

Alumni Day at the Kutztown PA German Festival



July 3, 2003

- Folklife festival fun for the whole family – puppet shows, storytelling, music, hay maze, hay pile and play areas for the children.
- One of the nation's finest quilt sales (over 1,000), plus all-day demonstrations and quilting bees.
- A large selection of traditional crafts and folk art also available.
- PA Dutch foods – all you can eat meals, funnel cakes, hex waffles, smoked meats, and an ox roast.
- All-day entertainment – live music, folklore, and country dancing on five stages.

For additional information:

www.kutztownfestival.com or 610-683-4110

TICKETS TO THE FESTIVAL ARE AVAILABLE TO KU ALUMNI FOR 50% OFF!

ADULTS: \$5.00

SENIORS: \$4.50

CORRECTIONS TO THE FALL 2002 TOWER DONOR LISTS

Daniel Hinkel Family Endowed Wrestling Scholarship

Coach Dan Hinkel's years of service: 1964-1996.

Tower Club Donor:

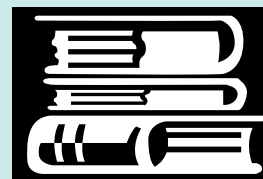
Karen L. Kleffel, Class of 73

We apologize for the error and omission.

Alumni Book Club

Visit the book club web page and see how easy it is to join in the dialogue!

www.kutztown.edu/alumni/bookclub/



Marriages

1960's

Kathleen Brown to Robert T. Seltzer '63 7-13-02

1970's

Joanne M. Thren '75 to Gerald D. Wagner

1980's

Amy Hinderliter '82 to Robert G. Darnell 8-3-02

Amy Hanley '87 to Scott Cathell 5-22-99

1990's

Vicki Reynolds '90 to Brian Harris 10-12-02

Vicki Asper '92 to Paul Ellisor 3-6-02

Schelly (Martrich) '93 to Robert Engelman 8-31-02

Carrie Brynan '95 to Brian LaBonte 6-1-02

Krista Bowen '95 to Pedro Torres, Jr. 9-29-01

Jennifer Wenrich '95 to Larry Wisecup 1999

Amanda Bonser '96 to Christopher Theis 7-13-02

Shauna Prendergast to John Acquavita '96

Valerie Chapman '97 to Frank Lill '97 6-22-02

Anne Jenkins '97 to John Renzi 4-13-02

Karen A. Fuchs '98 to Andrew F. Guidas, Jr. 3-23-02

Sandra Kwasnjuk '98 to Scott Harrison 10-12-02

Sheryl Willson '98 to Pulin Shah 7-20-02

Jennifer A. Deemer to Robert Eckert, Jr. 7-12-97

Amy Ross to Harry Miller III 6-6-98

Leslie Zoe Zmijewski to Garrett W. Carper 8-11-02

Lynne Odorico to Michael Krajcovich 10-26-02

2000's

Michelle Herman '00 to Brian Bitner 9-2-01

Elizabeth Palmer '00 to Jason Haaraldsen '02 6-15-02

Births

1980's

Kim McDonald McNeely '80, a son, Brent

Susan and Gumersindo Aguila '82, a daughter, Sophie Maxine, 9-22-02

Susan (Cerbone) '82 and Chris McKeone, a daughter, Grace Dorothy, 6-10-02

Robyn and Donald Stevens '83, a son, James L. 1-21-02

Elizabeth (Sillner) '85 and Michael Garrett, a daughter, Abigail Susan, 7-6-01

Marguerite (Millar) '86 and Seth Frankel '87, a son Jacob John, 6-3-02

Kathy (Eroh) '87 and Michael Gentile '87, a daughter, Jessica, 10-31-01

Amy (Hanley) '87 and Scott Cathell, a son, Brian David, 3-15-02

Amie (Rowe) '88 and Robert Savidge, a daughter, Emily Jean, 9-3-02

Barbara (Lewandowski) '89 and Kevin Seaman, a son, Kevin Izydor, 5-16-02

Lisa (Rawa) '89 and Jim Morgan, a son, Daniel James, 8-14-02

Sheila (Young) '89, a son, 9-11-01

1990's

Dean Crago '90, twin boys, Kyle and Colby, 4-98 and a son, Carson, 5-6-02

Diane (Griffith) '90 and Marco D'Arcangelo, a daughter, Ava Joan, 9-20-02

Sara (Katter) '90 & '92 and Eric Galosi, a son, Benjamin Damon, 9-26-02

Michele (Keppel) '90 and Jim Blessing, two daughters, Morgan Lydia, 2-2-99 and Madison Elizabeth, 4-12-02

Kirsten and John Bruni '92, a daughter, Abegail, 5-2000

Kellie (Coffman) '92 & '00 and Tony Hersch, a son, Anthony Joseph, 6-14-02

Christine (Miller) '92 and Grant Miller '90, a daughter, Julia, 5-10-00 and a son, Will, 7-25-02

Jennifer (Jaycox) '93 and E. James Odenwald, a son, Edward Justice, 7-18-02

Linda (Lepkoski) '93 and Michael Monticello, a son, Joseph Anthony, 9-26-02

Cindy (Dewar) '94 and Dave Krum, a son, Bryan, 3-3-02

Gwenn (Eichenberg) '94 and Patrick Lundy '93, a daughter, Julia Meghan, 9-5-02

Karin and Jeff Halikman '94, a daughter, Noelle Marie, 5-11-02

AnnMarie J. Serfass (Kauth) '94, a son, Jonah Alexander, 4-12-02

Kimberly (Furr) Tomasic '94, a daughter, Melanie Kaye, 1-24-02

Amy (Ross) '94 and Harry Miller III, a daughter, Madisyn, 10-1-01

Andrea (Bunney) '95 and Bill Watson '96, a daughter, Mackenzie Lauren, 10-18-02

Kelly (Shields) '95 and Vincent Noroski '95, a son, Logan Patrick, 10-1-02

Kristen and Dana Smith '95, a son, Micah Jon, 10-15-02

Jennifer (Wenrich) '95 and Larry Wisecup, a son, 3-01

Kristin (Fuko) '96 and Anthony Pisch '97, a son, Ryan Joseph, 6-21-02

Cathleen '98 and Michael Klassen'93, a daughter, Molly Erin, 2-9-02

Jennifer (Coulston) '99 and Sean Doyle '97, a son, Timothy Patrick, 6-13-02

2000's

James Ray '00, a son, Julian James

In Memory

Class of '00

Helen (Beam) A. Seyfert

Class of '12

Mary Mealey

Class of '17

Frederick D. Russell

Class of '18

John Christman 12/27/02

Jetta Mealey

Class of '19

Mae (Greiner) Huber 7-2-02

Class of '22

Catharine M. (Mack) Brunner 8-30-02

Class of '25

Clarence H. Hauser 3-20-02

Class of '27

Charles F. Miller 10-22-02

Class of '29

Pauline (Getz) Brown 5-19-02

Ivah R. Tutko 4-28-02

Katie (Weiss) Esten 4-4-02

Class of '30

Bernice M. (Haldeman) Shafer 12-5-01

Leah (Huntzinger) Klees 5-10-01

Eleonore (Wittig) Diehl 9-1-02

Class of '31

Marjorie (Anthony) Steele 11-10-01

Laura (Hall) Minott 5-26-02

Clinton H. Hoffman 5-20-02

E. Grace (Moreland) Swartz 1-9-02

Class of '33

Evelyn (Barto) Turner "33 & '49 9-9-02

Class of '35

Alice (Berk) Lintz '35 & '46

Ellen (Spangler) Klopp 09-02

H. Irene (Early) Muth 4-5-02

Class of '36

Vernon Harrison '36 & '40 8-4-02

Mildred (Bock) Oswald '36 & '38 10-9-02

Harriet (Frankenfield) Plank '36 & '38

Class of '38

Mildred C. (Kressler) Haas 10-17-02

Robert Kern

Melvin Kleppinger 8-9-02

Class of '39

George F. Constain 6-26-02

John Nevins 2-26-02

Class of '47

Ralph B. Shankweiler 5-8-02

Class of '49

Mary M. Degnan

Class of '50

Sara (Higgins) DeLong 8-11-02

Class of '51

David Shenton 9-21-02

Walter S. Trout

Class of '52

Oswald J. Giulii 8-9-02

Class of '55

Eugene Blue 9-21-02

John P. Guyeski 4-29-02

Class of '56

Barbara (Ebner) Hissam '56 & '76 12-24-02

Class of '57

Gerald C. Wolf, Sr. 5-7-02

Class of '60

Helen Klingelhoeffter 6-13-02

Class of '61

Lorraine E. Kovelesky 5-8-02

Class of '63

Marion (Garney) Jeffers 10-29-02

John Koury 7-3-02

Class of '66

Dianne F. Lloyd 7-17-02

Class of '67

David A. Orlando 10-6-02

Class of '68

Genevieve T. Eltonhead 5-28-02

Class of '71

Susan L. Lucas 12-2-01

Class of '73

Rose Reed 7-1-02

Class of '78

Rebecca (Zeigler) Menet

Class of '82

F. Theodore Embich

David Reese 7-8-02

Class of '95

Pamela Earussi 8-29-02

Class of '99

Cheryl L. Moyer 6-12-02

Emeriti

John L. Frederick (1966-1990) 10-24-02

TOWER • Volume XXIV • Number 1 • Spring 2003

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Kutztown University of Pennsylvania, a member of the State System of Higher Education, is actively dedicated to excellence in learning and to the success of its diverse community of students. The University prepares its students to meet lifelong intellectual, ethical, social, and career challenges and responsibilities by providing quality programs that engage them in critical, analytical and aesthetic inquiry. Further, Kutztown University of Pennsylvania is committed to continuous improvement, partnerships, and collaborations that encourage the development of citizens who contribute to a global society.

Kutztown University is committed to Affirmative Action, equal employment and educational opportunity in compliance with Title VI and VII of the Civil Rights Act of 1964, Executive Order 11246, the Educational Amendments under Title IX of 1972, Sections 503/504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990.