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

Friends to the End

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

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

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

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

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

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

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.

These 1979-1980 Lehigh Hall denizens gathered at the post-game party: Mary Jo Hughes, 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) Castanza, President Cevallos, David Stevenson, Ralph Marine, Constance (Deutsch) Hartman.


Class of 1972: (L-R) Lisa Schultheis, Maureen (Ackroyd) Winter, Judy (Reardon) Ambrose, President Cevallos, Jenny (Setzer) Asral, Elaine Campbell '91.


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

Class of 1992: (1st row, L-R) Tara Fledererjohann, Sandy Wilson, Rhonda Garling, Katherine & Matthew George with daughters; (2nd row) Joe Shirvinski, Kathy Cryba, 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.


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.
2002 HOLIDAY GATHERINGS:

Berks County

Lehigh County

Schuylkill County

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

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

WEST COAST RECEPTIONS:

Los Angeles
San Diego
San Francisco
Phoenix

2003 FLORIDA RECEPTIONS:

Miami Beach
Jacksonville
Orlando
St. Pete’s Beach

President Cevallos with Marie ’43 and Cal Hartman in Green Valley, Arizona.
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 astronomy 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.
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 Lenior-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 Keyestonia 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.
1920s

CLASS OF 1928

Ethere Dinger attended an alma mater dinner gathering in St. Petersburg Beach, Fl., where she read her insightful and inspira- tional poem “’Joy” for President Cevelos and guests.

1940s

In October, William Allen High School in Allentown along with the Allentown Academy of the Arts dedicated a sculpture de- signed by renowned sculptor Dan Katz, in honor of KLJ alumni Jim Musselman and Robert Blanchard (’46), who both taught art at the school for several years.

1960s

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

Since her retirement from teaching, Joan (Carra) Warren has spent the past three years traveling. So far her favorite trip was one made to Cairo, Egypt.

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

Mandy (Mather) Etzel was featured on a national broadcast of HGTV’s Simply Quilts’ episode featured her artistry in stitching quilts following the log cabin design.

1970s

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

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

1980s

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

Raymond Fulmer, Jr. retired in 1993 after 35 years as an English, theatre, and humanities teacher, as well as a lan- guage arts supervisor. He is currently president of Quaker- town Borough Council and of the Upper Bucks Sertoma Club. He published a volume of poetry, Between Tuck and Tuck, in June of 2002.

George M. Meiser IX has been the language arts supervisor. He is an adjunct professor at California University.

Gayle Kendig retired in June 2001 after 28-12 years as a librarian for the Rochester City School District, N.Y.


Dr. Kenneth Wilde has been living and working from his studio in the historic Victorian Mansion in Columbia, 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 Twin Towers Disaster Relief Fund. Thus far he has raised $7,500 for these organizations. He was featured in numerous newspaper articles and received letters from President Bush and Rudy Giu- liani. For print availability and price, call 717-684-7899.

William Suber is an adjunct professor of Communication at Kent State University/Stark and Tuscarawas Cam- pus in Ohio.

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 liv- ing in Chesapeake City, Md.

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

Leonard W. Houwer has been retired for 11 years from teach- ing 36 years of high school geography. Now he is actively involved with U.C.C. and vol- unteering in the Shalottin (Pa.) community.

Rick Stein is captain and direc- tor of the Patrol Services Division of the Pennsylvania State Police. He wood carves and completed a bust of the first Pittsburgh police officer killed in the line of duty (1905). It was dedicated and is on display in state police headquarters in Harrisburg, Pa.

Terry Underkoffer achieved a milestone of 210 career wins coaching a boys high school soccer team. Underkoffer has been an Olympic soccer devel- opment coach.

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

Thomas Foster Hermansader (’78) has been living and working from his studio in the historic Victorian Mansion in Columbia, 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 Twin Towers Disaster Relief Fund. Thus far he has raised $7,500 for these organizations. He was featured in numerous newspaper articles and received letters from President Bush and Rudy Giu- liani. For print availability and price, call 717-684-7899.

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1960s

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

Since her retirement from teaching, Joan (Carra) Warren has spent the past three years traveling. So far her favorite trip was one made to Cairo, Egypt.

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

Mandy (Mather) Etzel was featured in a national broadcast of HGTV’s Simply Quilts’ episode featured her artistry in stitching quilts following the log cabin design.

1970s

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

Raymond Fulmer, Jr. retired in 1993 after 35 years as an English, theatre, and humanities teacher, as well as a lan- guage arts supervisor. He is currently president of Quaker- town Borough Council and of the Upper Bucks Sertoma Club. He published a volume of poetry, Between Tuck and Tuck, in June of 2002.

George M. Meiser IX has been the language arts supervisor. He is an adjunct professor at California University.

Gayle Kendig retired in June 2001 after 28-12 years as a librarian for the Rochester City School District, N.Y.


Dr. Kenneth Wilde has been living and working from his studio in the historic Victorian Mansion in Columbia, 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 Twin Towers Disaster Relief Fund. Thus far he has raised $7,500 for these organizations. He was featured in numerous newspaper articles and received letters from President Bush and Rudy Giu- liani. For print availability and price, call 717-684-7899.

William Suber is an adjunct professor of Communication at Kent State University/Stark and Tuscarawas Cam- pus in Ohio.

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 liv- ing in Chesapeake City, Md.

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

Leonard W. Houwer has been retired for 11 years from teach- ing 36 years of high school geography. Now he is actively involved with U.C.C. and vol- unteering in the Shalottin (Pa.) community.

Rick Stein is captain and direc- tor of the Patrol Services Division of the Pennsylvania State Police. He wood carves and completed a bust of the first Pittsburgh police officer killed in the line of duty (1905). It was dedicated and is on display in state police headquarters in Harrisburg, Pa.

Terry Underkoffer achieved a milestone of 210 career wins coaching a boys high school soccer team. Underkoffer has been an Olympic soccer devel- opment coach.

Joanne Longnecker is a licensed professional counselor and registered art therapist in North Carolina.
Irwin F. Rissmiller, Jr, while at KU: Dr. Annette Maz was fondly remembers two William J. Davis is in his 26th spaces.

October 26, 2002. Bierman Association conference on Pennsylvania Art Education the keynote speaker at the CLASS OF 1979

A learning disabilities teacher Burns at Regional High School, N.J., as Schenley was named a learning disabilities teacher CLASS OF 1980

Irvin F. Rissmiller, Jr Cornell earned her 2002 National Board Certification for EAYA Art. Career Library with 600 volumes discussing, presentations, and in classrooms participating in on-campus recruiting posting them free online at www.collegecentral.com/kutztown 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.

12 S P R I N G  2 0 0 3
Robert M. Trell was appointed vice president of marketing and publishing of Atlantic City Services. He resides in2 Pasco, Pa., with his wife Jessica and daughters Bailey and Riley.

Michael L. Miller was one of 12 winners selected out of an applicant pool of 324 to receive an exhibition at Philadelphia’s Samuelsen-Hammons Art Center.

Brad Carter (92/98), who was featured in an article in the Morning Call, received the Thomas W. Bright Community Service Award for the Black History Month celebration at the Boys & Girls Club in February. Carter is the assistant principal at Central Elementary School in Allentown.

After teaching for eight years in New Jersey and Florida, John home is now a dual math and coaching athletics at the 107-year-old Calvert School in Baltimore, Md.

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

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

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

Teresa Foote moved to Savan- nah, Ga., in August 2002 where she is director of interactive ser- vices for the Savannah College of Art and Design. Foote began pursuing her master of fine arts in- dex. An exhibition of Palomaki’s paintings is on view at Angelica’s Restaurant in Boone, N.C.

Jason Lewis was promoted to national healthcare practice leader for CIC Insurance Ser- vices, Jericho, N.Y.

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

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

James Cicman Jr.’s novel, Twice in a Lifetime, was featured in an article in the Morning Call, received the Thomas W. Bright Community Service Award for the Black History Month celebration at the Boys & Girls Club in February. Carter is the assistant principal at Central Elementary School in Allentown.

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

Kimberly (Furr) Tomaek enjoys the best of both worlds, staying close to home with 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 from Temple University. She is currently a ninth-grade teacher at Parkside Elementary 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 vari- ous 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 newly married wife. A native of Pennsylvania, but enjoys the fact that he does not have to pay state taxes.

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

Jared Perella was featured in a Reading Eagle article last fall. Perrella 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 fig- ure. Aside from his graphic design business, Little Green Pencils, Perrella keeps busy substituting teaching, working at Pennslyvania School of Art and Design admissions office, assisting in his brother’s multimedia editing company, and waiting tables at Stakesy Castle where he entertains customers telling ghost stories. He and his wife, Christina, have two chil- dren, Jack and Zoe.

Carrie Ilynan married Brian Lallonte 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 regional assistant security officer for the depart- ment 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 ’98, reside in Coopersburg, Pa.

David York received his master of fine arts degree from Rochester Institute of Technology. Law- rence 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 Technol- ogy Department.

Dana Smith received her master of divinity degree in 1999 from the Gordon-Conwell Theologi- cal Seminary in South Hamil- ton, Mass. He is the director of youth ministry and Christian education at the Great Valley Presbyterian Church in Malvern, Pa., and has had success break- ing into the Philadelphia TV/film market.

Christopher Carlin received his master’s in public administra- tion from Indiana 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 (Pak) 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 “That Complete Works of William Shakespeare (abridged).”

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

Kiersten (Teutulli) Hafer cele- brated 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.

Doreen (Adami) Wynne earned the Certified Management Accountant (CMA) in October 2002, which required satisfacto- ry completion of an accounting comprehensive examination, gaining two years of experience, and complying with accounting ethical standards.

Thomas Draper has been working within Smithfield Packing to its plant in Florida. He moved to Clearwater which is closer to his fiance who works for Bay News 9 in 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 profes- sional for Hatchett Pharma- ceuticals, was given the Person of the Quarter award for having the highest sales in a new territo- ry during the second quarter of 2002.

Tracey Lynn (Reese) Fenster- macher is living in Pottsville, Pa., with her new husband and she who 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 coordina- tor at Psonse State Belt Nursing and Rehabilitation Center, Bangor, Pa. He received his master’s degree and biblical studies from Asbury Theological Seminary, Wilmore, Ky., and is currently pursuing ordination as a permanent deacon in the Eastern Pennsylvania Confer- ence of the United Methodist Church.

Tony Rudy is living in War- minster, Pa., with his wife, Kimberly (Bailey) ’97. He is a teacher for the Bucks County Technical High School in Fairless Hills, Pa.
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 (Whynne) 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.

CLASS OF 1999

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

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.

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

Debra Blackwitz 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.

Laura Flemming is working for Klance Professional Staffing as an office manager.
Steve Swift is the acting assistant editor for Pulse Weekly.

A special offer to KU alumni and their families
Alumni Day at the Kutztown PA German Festival

July 3, 2003

• Folklore 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. Klettel, 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/
1960s
Kathleen Brown to Robert T. Seltzer '63 7-13-02
1970s
Joanne M. Thren '75 to Gerald D. Wagner
1980s
Amy Hanley '87 to Scott Cathell 5-22-99
Amy Hinderliter '82 to Robert G. Darnell 8-3-02
1970's
Kathleen Brown to Robert T. Seltzer '63 7-13-02
1960's
Charles F. Miller 10-22-02

Class of '27
Class of '22
Mae (Greiner) Huber 7-2-02
Class of '19
John Christman 12/27/02
Frederick D. Russell
Class of '17
Mary Mealey
Helen (Beam) A. Seyfert
Class of '00
Amie (Rowe) '88 and Robert Savidge, a daughter, Emily Jean, 9-3-02
Amy (Hanley) '87 and Scott Cathell, a son, Brian David, 3-15-02
Elizabeth (Sillner) '85 and Michael Garrett, a daughter, Justice, 7-18-02
Susan and Gumersindo Aguila '82, a daughter, Sophie Maxine,
Kim McDonald McNeely '80, a son, Brent
Josh Leiboff '98,
Kimberly Smith Justeson,
Glenn Godshall '75 & '90,
Dr. Philip Breeze,
Dr. F. Javier Cevallos,
5-16-02
10-31-01
6-3-02
Abigail Susan, 7-6-01
9-22-02

1990's
Dean Craigy '90, twin boys, Kyle and Colby, 9-4-8 and a son, Carson, 5-6-02
Dane (Griffith) '90 and Marco D'Arcangelo, a daughter, Ava Joan, 9-20-02
Sara (Katter) '90 & '92 and Eric Galis, a son, Benjamin Damon, 9-26-02
Michele (Keppel) '90 and Jim Blessing, two daughters, Morgan Lynda, 2-23-99 and Madison Elizabeth, 4-12-02
Kirsten and John Bruni '92, a daughter, Aegial, 5-2000
Kelly (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 (Lepkosi) '93 and Michael Monticello, a daughter, Joseph Anthony, 9-26-02
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 (Lepkosi) '93 and Michael Monticello, a daughter, Joseph Anthony, 9-26-02

In Memory
Class of '08
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
Maar (Gunter) Hibler 7-2-02
Class of '22
Catherine M. (Mack) Brunnier 8-30-02
Class of '25
Clarence H. Hauzer 3-20-02
Class of '27
Charles F. Miller 10-22-02.

Class of '09
Pauline (Getz) Brown 5-19-02
Ish K. Turk 4-28-02
Katie (Weim) Exner 4-4-02
Class of '30
Bernice M. (Haldeman) Shafer 12-5-01
Heinote (Wiltigan) Deihl 9-1-02
Class of '31
Maryanne (Anthon) Steele 11-10-01
Laura (Hall) Minott 5-26-02
Clint H. Hoffmam 5-20-02
E. Grace (Moreland) Saurer 1-9-02
Class of '33
Evelyn (Batts) Tamer '33 & '99 9-9-02
Class of '36
Alice (Berk)Luett '35 & '46
Eileen (Spangler) Kepp 10-02
H. Irene (Early) Mutth 5-02
Class of '56
Vernon Harrison '36 & '40 8-4-02
Mildred (Rock) Oswald '36 & '38 10-9-02
Harriet (Furlansfield) Park '36 & '38
Class of '38
Mildred C. Kreseler Haas 10-17-02
Robert Kern
Melvin Kleppinger 8-9-02
Class of '39
George F. Constein 6-26-02
John Neves 2-26-02
Class of '47
Ralph H. Shaplesker 5-8-02
Class of '49
Mary M. Degnan
Class of '50
Sara (Higgins) DeLong 8-19-02
Class of '51
David Sh emotk 9-21-02
Walter S. Trout
Class of '52
Oswald J. Gish 8-9-02
Class of '55
Jagene Blue 9-21-02
John P. Goyeck 4-29-02
Class of '56
Barbara (Elmer) Ilsman 56 & '76 12-24-02
Class of '57
Gerald C. Wolf, Sr. 5-7-02
Class of '60
Helen Meherud 16-13-02
Class of '61
Lorraine E. Keveisky 5-8-02
Class of '63
Lauren (Garvey) Jeffers 10-9-02
John Koury 5-02
Class of '66
Kimmie F. Lloyd 7-17-02
Class of '67
David A. Orlando 10-6-02
Class of '68
Granville T. Eltonhead S-28-02
Class of '71
Susan L. Lucas 12-2-01
Class of '73
Rose Reed 7-10-02
Class of '76
Rebecca (Zeigler) Menet
Class of '82
I. Theodore Eichardt
Class of '95
Farned Farmer 8-28-02
Class of '99
Cheryl J. Mayo 6-02-02
Emeriti
John L. Frederick (1966-1990) 10-24-02

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 IX and VII of the Civil Rights Act of 1964, Executive Order 11246, the Educational Amendments under Title IX of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990.