

WCU MAGAZINE WEST CHESTER UNIVERSITY

SPRING 2022



College of Business & Public Management: High Impact for the 21st Century

PAGE 7

Sustainability Culture
PAGE 16

WCU is R2
PAGE 18



WCU HOSTS WINTER COMMENCEMENT CEREMONIES



Eli Silberman



Dr. C. James Trotman

At six winter commencement ceremonies held in December at Hollinger Fieldhouse, 1,338 WCU students earned their degrees. Organized by college, the ceremonies accommodated 1,001 undergraduate students and 337 graduate-level students. Included in these numbers are 27 undergraduates and 11 graduate students who completed their coursework at the Philadelphia campus.

Two individuals whose impact on WCU has had a lasting impression were recognized with the University's President's Medallion for Service at two of the ceremonies: nationally renowned advertising executive Eli Silberman and Dr. C. James Trotman, professor emeritus of English and founding director of WCU's Frederick Douglass Institute.

ON THE COVER

07
**College of
Business & Public
Management:
High-impact
Education for the
21st Century**

Cover Photo: Business and Public
Management Center



FEATURE

18

Highly Researched

WCU earns R2 reclassification status

DEPARTMENTS

04 President's Letter

06 University News

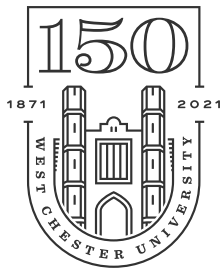
14 Faculty Profile

21 Chapter News

23 Class Notes

31 Alumni

Board of Directors Ballot



150th logo designed by David P.
Jones, associate professor of art

Visit WCU's anniversary website
wcupa.edu/wcu150 for frequently
updated historic features and photos,
videos,
and news on upcoming celebrations.

Share your memories
using #WCU150 on
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Visit the campus store website
for 150th anniversary merchandise!
[wcu-campusstore.com/merch/
webstore/150th](http://wcu-campusstore.com/merch/webstore/150th).

PROFILES

13

Donor:

Jacqui North '81

Scholarship aids first generation
female business majors

22

Alumni:

Bronwyn Martin M'00

Former medical researcher keeps
clients financially healthy

LETTER FROM THE PRESIDENT



I often wonder what our founding presidents would think if they stepped on campus today to see the breadth of academic offerings and the many ways that students are being prepared to impact today's eclectic for-profit and nonprofit worlds of work. At a time when the 21st century workplace has changed dramatically, so, too, has the concept of the traditional business school model. Step into our College of Business and Public Management and you will see exactly what I mean.

Learning dynamics have changed as an increasing number of students navigate hands-on lessons in the classroom and in "the field" about how to become effective leaders in a variety of settings. Mimicking the world of work, creative synergies are occurring across

disciplines and in a variety of spaces to foster greater specializations. At WCU, typical majors found in most business schools — like accounting, management, finance, and marketing — are now being paired with high-powered minors that broaden career options. These minors span the spectrum from business geographics and information systems to white-collar crime. The offerings are also being served at a much longer table where faculty and students from seven departments are now able to interact daily and collaborate on a variety of projects; inclusivity rules.

As programs and processes have evolved, the environment has been transformed at the College and the energy is palpable. The wireless five-story facility features a digital ticker-tape that reports market financials in real-time, electronic display boards can be found on every floor, multimedia and collaborative classrooms foster greater connections between students and faculty, and much more.

The College of Business and Public Management is among the University's many points of pride. As *West Chester University Magazine* continues its salute to the history and heritage of our colleges and schools, I hope you will enjoy this issue and all the news that it brings about our faculty, students, alumni, and staff. Happy 150th Anniversary, Golden Rams!

Sincerely,

A handwritten signature in black ink that reads "Chris Fiorentino".

Christopher M. Fiorentino
President

**Editor and
Assistant Vice President
for Communications
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Nancy Santos Gainer

Managing Editor
Loretta MacAlpine

Design
WCU Graphics & Printing

Photography
Erica Thompson '10

Contributor
Bruce Beans

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A \$3.5 million gift from Student Services, Incorporated (SSI) was presented to West Chester University on March 22. The gift was the largest cash donation ever made to the University and was presented during a special Gift Agreement Signing and Check Presentation Celebration held in Phillips Autograph Library. SSI Chair of the Board of Directors Bernie Carrozza and SSI Executive Director Donna Snyder publicly signed the gift agreement and then presented the transformational check to University President Chris Fiorentino. The SSI Board of Directors approved a special resolution to support donating to the largest comprehensive campaign ever launched to fund WCU students' immediate needs — *150Forward: The Campaign for West Chester University*. The historic gift, which coincides with the University's 150th anniversary year, enables the student-focused campaign to move beyond the \$50 million mark of its goal to raise \$65 million by June 30, 2024. Pictured (L to R) during the ceremony are West Chester University Foundation Chief Executive Officer Chris Mominey; SSI Chair of the Board of Directors Bernie Carrozza; SSI Executive Director Donna Snyder; and WCU President Chris Fiorentino.





Brandon Rost

MEET THE 2021 YOUNG ENTREPRENEUR OF THE YEAR

Business management graduate Brandon Rost '04 was named the 2021 Young Entrepreneur of the Year by the Chamber of Commerce for Greater Montgomery County.

He was chosen “based on the establishment, leadership, and demonstrated success of his marketing companies.” These companies include beMarketing, which is a full-service marketing agency; bePromoting, which offers promotional products and branded apparel items; and 9-ONE-1 Marketing, which provides marketing solutions to emergency service providers.

While at WCU, where he also minored in Geographic Information Systems (GIS), Rost interned with the 76ers basketball team, which led to a full-time promotional marketing and events job with the team. Three years later, his national marketing position with Yellow Book underscored the growing importance of social media. That prompted him to launch beMarketing in 2010; among his first clients were Chickie’s & Pete’s bar/restaurant chain and what is now Dunkin’. They since have been joined by approximately 250 more clients of the Trooper, PA-based firm.

“I love what I do because it’s so varied,” he said. “One day I might be helping Chickie’s & Pete’s with a fantasy football promotion and the next day I could be putting together an important heart health program for cardiologists.”

Rost credits his business classes and professors, particularly Communication and Media Professor

**I always go to West Chester first
because we value
the education
the University delivers.**

Edward Lordan '79, with teaching him how to craft the proper message and tone for his clients.

“He was a key influence,” Rost said. “I still talk to him often and view him as a mentor.”

Over the past decade, Rost has hosted about 40 WCU student interns and hired more than a dozen WCU graduates. “It’s important to enable them to build professional resumes,” he said. “I always go to West Chester first because we value the education the University delivers.” **WCU**

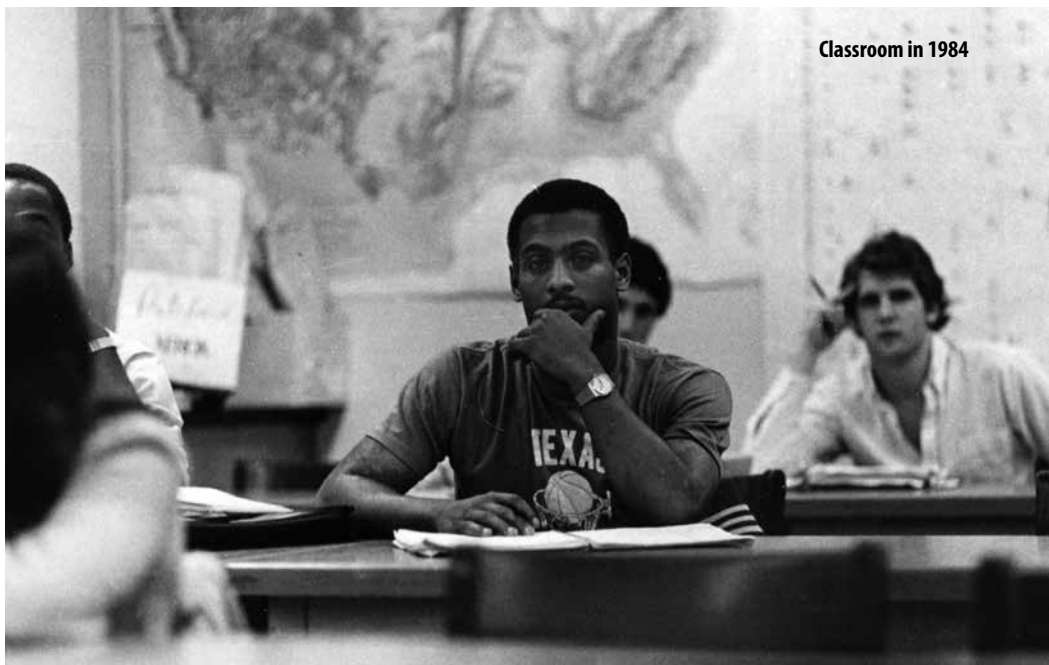
HISTORY AND HERITAGE

150 YEARS

COLLEGE OF BUSINESS AND PUBLIC MANAGEMENT:
HIGH-IMPACT EDUCATION FOR THE 21ST CENTURY.



Geography & Planning Department



Classroom in 1984



F Ives Dewey, chair of Geography and Planning, and students with virtual reality equipment in the GIS lab.

Since 2008, enrollment at the College of Business and Public Management (CBPM) has nearly doubled. As of last fall, 3,876 undergraduate students were pursuing 10 undergraduate degrees and 16 minors; another 980 students were pursuing seven different graduate programs. According to the *Philadelphia Business Journal*, the college is the third largest undergraduate business school in the region, behind only Temple University and the University of Delaware.

Dean Evan Leach credits the strong growth to program and faculty quality (85 tenured or tenure track professors, as well as 78 adjunct faculty); competitive cost value vs. larger Philadelphia area universities; multiple campuses and online options; and a rather unique interdisciplinary mindset.

That's what happens when traditional business departments such as accounting, economics and finance, management, and marketing are joined together with departments of criminal justice and geography and planning, as well as the graduate-level department of public policy and administration.

Since 2017, all the departments have also been situated in the same building, the Business and Public Management Center.

"It's enabled our faculty and students to interact in ways that were never before possible," said Leach. "As a result, our growth in minors has been significant and we are able to offer a greater array of degree options for our students."

Business and Public Management Center construction.



Political science, now a part of the College of the Sciences and Mathematics, was a popular field of study in the business college.



Leah Ndanga, assistant professor of management, uses the flexible classroom seating arrangements in the CBPM building to encourage collaborative work.

For example, the white-collar crime minor, which was jointly designed by the accounting and criminal justice departments, focuses on forensic accounting. The minor in business Geographic Information Systems (GIS) provides students with the spatial analysis skills applied to business-oriented data and questions, for example, to determine how to optimize supply chain efficiencies or where to locate an office to attract a region's best workers. Business majors can minor in business law and/or human resources management. In addition, The college has also recently launched minors in entrepreneurship and supply chain management.

"These unusual academic configurations allow our students to tailor their degree to their particular interests," said Leach, a management professor. "We believe these specialization options give our students a strong edge in the job market versus someone with just a generalist business education."

"When you start creating synergies between diverse departments that wouldn't usually be linked, great things happen," adds University President Christopher Fiorentino, who witnessed some of the same phenomena when he served as the college's dean from 1993 to 2013.

Besides the main campus, CBPM offers its bachelor in business management and master of public administration degrees at the Philadelphia Center City Campus and the bachelor in management degree for Delaware County Community College graduates at their Marple campus.

While the highly rated MBA program is delivered online now, a significant chapter in the program's growth began in 2001 when Fiorentino, then the dean, convinced the Pennsylvania State System of Higher Education to allow him, in an unprecedented move, to buy and operate an off-campus building 20 minutes north of the main campus that was more convenient for working professionals. The WCU Graduate Center still houses other University programs and tenants. "It's been wildly successful," said Fiorentino.

CLYDE GALBRAITH:

PREPARING YOUNG ACCOUNTANTS FOR SUCCESS

Clyde Galbraith, professor emeritus of accounting, established the rigorous standards and stellar reputation that continue to be the hallmarks of the Accounting Department.

"We had a lot of first-generation students willing to work hard, and we worked them hard to prepare them," said Galbraith, a 2011 retiree who chaired the department for 27 of the 37 years he taught. "I hated how hard your classes were," a successful alum recently told him, "but I later realized in grad school that I knew more than students from larger schools."

The 2005 Pennsylvania Institute of Certified Public Accountants Outstanding Accounting Educator also tirelessly networked with the 30 firms that he annually brought on campus to recruit. In addition, he arranged for his students to intern with them during the busy January-April audit and tax season, when they would learn the most.

The result: Scores of graduates working at firms who each year hire even more WCU graduates. Little wonder that some of his former students recently endowed the Clyde Galbraith Excellence in Financial Accounting Scholarship and also donated to name a classroom in his honor.

Several business programs are offered at WCU's Center City Philadelphia campus.



Business Administration Department 1979 >



^ Chris Przemieniecki, associate professor of criminal justice, with students.

The CBPM is also a signatory of the Principles for Responsible Management Education (PRME), a United Nations-supported initiative. In addition, since 2007 the School of Business within the college has been accredited by the Association to Advance Collegiate Schools of Business (AACSB), the worldwide benchmark of quality business education. Only approximately 900 business schools worldwide, and just over 525 U.S. business schools, have AACSB accreditation.

“The culture of the School of Business changed most dramatically and the quality and reputation of the business program improved when we achieved AACSB accreditation,” said Tom Tolin, an associate professor of economics who retired last June. Because research is an AACSB priority, Fiorentino, as dean, worked hard to provide faculty with the resources they need to conduct research.

“Even though we had always embraced the teacher-scholar model, the increases in research activity and in the percentage of faculty actually invested in it rose significantly,” said Tolin. That’s spilled over to students, whose senior capstone research seminars often result in presentations of their

own research papers at annual conferences, such as the Eastern Economic Association (EEA) conference.

Among them are students of Simon Condliffe, professor of economics and finance, who focuses on health care economics. “For students to be able to interact with professional economists and academics is a great payoff,” he said. “Many have told me these conferences were the highlight of their academic careers at West Chester and that discussing these research endeavors during job interviews really helped differentiate them.”

The CBPM’s diverse research portfolio currently includes a three-year, \$400,000 grant from the Clean Slate Initiative to Condliffe; Matt Saboe, associate professor of economics and finance; and Mia Ocean, associate professor of graduate social work. Their goal: to assess the employment, housing, and educational impacts of Pennsylvania’s Clean Slate Act, which shields minor criminal records of non-repeat offenders from the public. “It’s a great example of the kind of interdisciplinary research we’re trying to foster that looks at a significant societal issue to see how we can move the needle,” says Leach.

CBPM faculty also actively mentor students, such as Summer Undergraduate Research Institute participants, and advise student groups, including the student Investment Group of WCU. Since it was launched with \$34,000 in donations in fall 2016, the club's funds have grown to \$64,000. Student members analyze industries and specific stocks and then pitch their recommendations to club members, who jointly make investment decisions. "It's a great opportunity to put into practice what they have been learning in the classroom," said Condliffe, one of the group's advisors.

The college also emphasizes significant community involvement by both faculty and students. Matt Shea, associate professor of business and public management, serves as the chair of the Greater West Chester Chamber of Commerce (GWCC), while the chamber's president, Katie L. Walker, is a member of the business school's Advisory Council. "We view the chamber as one of our key strategic partners," said Leach. "It's a way for us to connect to the business community and for our students to connect with their member businesses." One example: marketing majors develop marketing and media plans for the businesses or intern with them.

In addition, CBPM hosts several centers that connect students with local businesses and/or nonprofits; connect businesses with helpful resources, including faculty and students; and conduct relevant research. These include the Dr. Edwin Cottrell Entrepreneurial Leadership Center, the Supply Chain Management Center, the Center for Newcomer Onboarding (CNO), and the GIS and Spatial Analysis Center.

Two years ago, Johnna Capitano, associate professor of management, founded the CNO. It brings together faculty, staff, and students from disciplines throughout the University to conduct research and practice projects, focusing on how newcomers are successfully integrated into various types of organizations. As the former senior director of training and organizational

development at Aramark in Philadelphia, Capitano halved first-year turnover of frontline employees by revamping the firm's frontline manager onboarding program.

The center's recent projects have included analyzing the University's First Year Experience for students; publishing a resource guide for onboarding volunteers; and researching best practices for onboarding independent contractors and consultants. Said Capitano, "We view the center as a community of people dedicated to learning about and improving newcomer outcomes in all contexts."

Like Capitano, Associate Professor of Criminal Justice Cassandra L. Reyes brings a wealth of professional experience to her classes. Before joining WCU in 2009, she worked for more than 13 years, including 10 years as a New Jersey State bilingual probation and parole officer, then as an Indiana University of Pennsylvania Police Department dispatcher, and as an Indiana County (PA) Jail correctional officer.

A course Reyes created 12 years ago — the nation's first known animal cruelty criminal justice elective course — continues to attract more than just criminal justice majors. The nearly 1,000 students Reyes has taught have included anthropology, biology, business, health sciences, and psychology majors.

"There are strong links between animal cruelty and human violence, including spousal and child abuse," said Reyes who co-edited, with Mary P. Brewster, professor and criminal justice chair, the book *Animal Cruelty: A Multidisciplinary Approach to Understanding*; its third edition will be published this year. "Whether students are considering law enforcement or mental health careers, it's a



red flag worth understanding."

Another example can be found in the Geography and Planning Department. The Department has a national reputation for its work and alumni network related to geospatial technology. It is also home of the Center for GIS and Spatial Analysis, which performs research, provides support for the University, and engages in collaborative projects with community partners. This includes Planning and Design Studio projects, unmanned aerial vehicle operations and image analysis, business-location analytics, spatial analysis, and field data collection and monitoring projects.

Meanwhile, the digital marketing minor, the college's fastest growing minor, follows a similar playbook. Valerie Wang, associate professor of marketing, created the minor to train students in using digital technology and media, including social media, to strategically reach target audiences — an absolutely essential business skill today. Once again, internships allow students to utilize such skill sets to contribute to the success of local businesses.

"I knew it would be a hot minor when I launched it," said Wang, who is also the assistant director of the First Year Experience. "But I didn't realize majors outside of business, even music and history majors, would want to incorporate digital marketing into their fields. I love my students' motivations, their work ethic, their desire to succeed in their classes and, most importantly, to get a good job.

"I really love helping them put all those pieces together." WCU



COTTRELL CENTER GIVES ASPIRING ENTREPRENEURS A HEAD START

The Dr. Edwin Cottrell Entrepreneurial Leadership Center fosters entrepreneurship across the University and throughout Chester County by preparing students to become entrepreneurs, providing a rich network of entrepreneurship resources, and enhancing startups and growth in new ventures both on campus and county-wide.

“The Cottrell Center is a resource and connector for everything aspiring entrepreneurs need to do and want to accomplish,” said Pattie Diggin M’96, the center’s director, who earned her MBA here.

“The Cottrell Center strengthens WCU’s important role in the Chester County entrepreneurship ecosystem,” said Executive Director Monica Zimmerman, professor of management.

Besting 232 other competitors, the overall grand prize winner of last year’s ninth Business Idea Competition (BIC) was Jake Henry, a sophomore pharmaceutical product development major. His idea, LECTRA, wireless and portable electrical-conducting athletic tape that stimulates muscles, also placed first in an Entre.com pitch competition and placed fourth in a market simulation segment at the Collegiate Entrepreneurs’ Organization People’s Choice Awards in Florida.

The Cottrell Center strengthens WCU’s important role in the Chester County entrepreneurship ecosystem.

The center also supports WCU faculty, including:

- **Marci Major**, chair and associate professor of music education, who founded and directs Music Service Learning, a non-profit organization that supplements collegiate music education curricula; and
- **Lindsey Keenan** (McGuire), assistant professor of sports medicine, whose PROMotion app screens for depression in student athletes.

Dave Gansky ’88 was the Cottrell Center’s first entrepreneur in residence and now serves on its advisory board. After selling US Maintenance, one of the nation’s largest facility maintenance companies — which he started the year he graduated from WCU — Gansky now chairs Shields Facilities Maintenance, a Blue Bell-based firm.

“When I started my first business, I didn’t have the benefit of the kind of mentoring, guidance, and structure that the center provides to these aspiring entrepreneurs who want to have their own business, and that’s really valuable,” said Gansky, a business management graduate who also served six years on the WCU Foundation Board of Trustees.

As a student, Braedon Swindler ’20, M’21, used the Cottrell Center’s resources to explore launching a business. That experience empowered the MBA grad to launch a new digital marketing division for IT Edge, a technology service provider in West Chester.

“We’re helping small businesses and startups with web development and search engine optimization,” said Swindler. “A lot of what we’re doing is driven by my time at the Cottrell Center. That’s where I learned a lot of the foundational business principles you need to follow, whether it’s a new start-up or, in our case, a new division.”

The Dr. Edwin Cottrell Entrepreneurial Leadership Center was named in honor of Edwin Cottrell, professor emeritus of health and physical education, who turned 100 on January 17. His legacy was recognized by Gary E. Daniels and his wife Claire through their generous gift naming the center 13 years ago. [WCU](#)



Founded in 2009, the Cottrell Center:

- Provides experiential learning opportunities for the CBPM entrepreneurship minor;
- Supports student entrepreneurs and aspiring entrepreneurs through its Innovation Fund and scholarships;
- Hosts an accelerator for WCU students, faculty, staff, alumni, and Chester County residents;
- Hosts an annual Women’s Entrepreneurship Conference;
- Conducts an annual Social Innovation Competition to support entrepreneurial ideas that address societal issues; and
- Conducts an annual Business Idea Competition (BIC) for local high schoolers; WCU undergraduates; WCU graduate students, alumni, faculty and staff; and Chester County startups.



Jacqui North

JACQUI NORTH '81 GIVES BACK – **TIME AND TREASURE**

During her nearly 40-year career, N. Jacquelyne “Jacqui” North '81 worked a series of high-profile jobs for Fortune 500 companies. The Broomall native was a project engineer and subcontract program manager working on classified government contracts for General Electric/Lockheed Martin’s aerospace division in King of Prussia.

Then, for what is now GlaxoSmithKline (GSK), she served first as a senior director of both global strategic projects and special projects for GSK’s consumer healthcare division; later as chief of staff for its legal management team. She was the only non-lawyer on a group that oversaw the firm’s legal operations, which involved 650 people in 49 countries.

None of the jobs she took previously existed. “I had to create and shape each new position,” she said. Her experience at WCU, where she was the first person in her family to live on campus and earn a traditional four-year degree, proved critical.

Recalled North, who earned a B.S. in business administration and minored in marketing, “As a first-generation student, I was forced to figure out things on my own, such as when and where to be and how to study for a test. That gave me the confidence and experience to say, ‘Okay, I don’t know exactly what this new job entails, but I’ll be able to figure it out.’”

Grateful for that foundation, the mother of twins (now 29) regularly donated to WCU. After her parents passed away, however, she honored them by establishing the annual \$1,000 North Family Scholarship for first-generation female business majors. “It’s touched my heart to learn that the first sign that first-year students will not be returning due to finances is when they don’t sign up for their second-year classes,” said North, one of three co-chairs of the

A one-time gift or an annual \$500 donation might make the difference for a student staying in school.

University’s 150Forward Campaign. “A one-time gift or an annual \$500 donation might make the difference for a student staying in school.”

In 2017 — two years before she retired — North also agreed to join the College of Business and Public Management’s Advisory Council, which she now chairs. “It’s important for the college’s leadership to receive input from business people,” she explained.

After she suggested strengthening the college’s international components,

between 2018 and the beginning of the pandemic, record numbers of students participated in study-abroad programs in China, Ireland, England, and Kyrgyzstan. Fundraising through the WCU Foundation and partnerships forged with universities in each country helped reduce student costs and increase participation. When travel restrictions are lifted, the trips will resume.

“In 2022, it is critical for business people to be able to work with people and companies around the world,” said North, who, for GSK, traveled extensively to England, Spain, and Italy. “Business professionals need to be aware of not only business protocols but social protocols, other people’s cultures and ways of working.” [WCU](#)

Jacqui North '81, Eric K. Bossard '85, and Marc Duey are co-chairs of the 150Forward Campaign.





Megan Heckert

MAKING URBAN NEIGHBORHOODS GREENER

AND MORE EQUITABLE WITH GIS

As a Peace Corps volunteer in Jamaica in the early 2000s, Megan Heckert, associate professor of geography and planning, was struck by the environmental disconnect between the beaches and coral reefs that attracted tourists and the Jamaican locals who had little access to them.

Growing up in Philadelphia's Germantown neighborhood, she was always interested in the environment but was turned off by environmental advocacy that seemed more focused on wide-open landscapes. "When I came home from Jamaica," she said, "I began thinking about how environmental action could be more relevant to the day-to-day lives of people in struggling urban communities like Germantown."

Today, her research uses sophisticated GIS (Geographic Information Systems) technology to determine how to make environmentally oriented infrastructure improvements more sustainable, resilient, and equitable for all residents. Some summer days, she notes, North Philadelphia — which has the least vegetation of any city neighborhood — is 22 degrees hotter than leafy Chestnut Hill, just eight miles away.

Currently, she is one of several co-principal investigators working with Christina Rosan, a Temple University associate professor of

geography and urban studies, on a \$150,000 National Science Foundation grant. Their goal: to develop a GIS community-led planning app for climate change readiness.

They are integrating various data sets, including temperature, park locations, tree canopy cover, and demographics, including residents' poverty status, educational attainment, and their racial and ethnic makeup. "GIS allows us to show how all these disparate factors spatially relate to each other in the real world," says Heckert. In

fact, her 2012 Ph.D. dissertation in urban studies at Temple used GIS to focus on the economic, environmental, and social justice impacts of greening vacant lots.

Previously, she worked two years at a nonprofit that supported service-based environmental learning opportunities for children. She then worked three years as the

business development manager and GIS analyst for a software developer that created web-based GIS applications.

Since joining the WCU faculty in 2014, she has involved her students in real-world applications of the concepts they discuss in class. Several years ago, for example, some of her students met with residents at the Overbrook Environmental Education Center in Philadelphia to learn first-hand about their green infrastructure priorities. [WCU](#)

I began thinking about how environmental action could be more relevant to the day-to-day lives of people in struggling urban communities like Germantown.

■ ■ ESSENTIAL UTILITIES PRESENTS \$75,000 CHECK TO RESOURCE PANTRY

In a 2021 survey, approximately 40% of West Chester University (WCU) students reported experiencing some type of basic-need insecurity, including not having enough food.

In November, Christopher Franklin '87, chairman, president, and CEO of Essential Utilities (formerly Aqua America), presented WCU President Christopher Fiorentino with a \$75,000 check to assist WCU students who depend upon the University's Resource Pantry. It is helping to expand the pantry's reception and intake area and enhance confidentiality by funding the purchase of tablets that will enable student customers to initiate self-check-out of food and personal-care items in private.

Since the Resource Pantry opened its doors in 2016, demand has increased ten-fold. During the previous in-person academic year (2018-19), the pantry served more than 800 students and recorded 5,100 total visits. During that time, it also distributed nearly 20,000 pounds of food; 16,000 personal care products; 2,600 school supplies; and more than 650 articles of clothing.

"We hope this donation will enable the Resource Pantry to help those who find themselves needing some additional support now, as well as those who may seek assistance in the future," said Franklin, who knows firsthand about WCU students' needs as he currently serves on the University's Council of Trustees and is a WCU alumnus.

40%
OF WCU
STUDENTS
EXPERIENCE
BASIC NEED
INSECURITY



CONGRATULATIONS TO

West Chester University President

**Chris
Fiorentino**

for being named to
Philadelphia Business Journal's

POWER 100

and leading WCU into a new era of student success.

WCU's sustainability initiatives, practices, and research have expanded exponentially since the first Earth Day on April 22, 1970.



Michael Burns

WCU'S CULTURE OF SUSTAINABILITY

Our emphasis on environmental and other forms of sustainability has been formalized as part of our strategic plan and in the Office of Sustainability, established in 2017, with Bradley Flamm's arrival as the first full-time director. Beginning in 2010 with Tim Lutz, Earth and space sciences professor (now retired), faculty including Paul Morgan, education foundations and policy studies, and Joy Fritschle, geography and planning, served as sustainability coordinators.

Recent sustainability points of pride:

Morgan, who founded the University's certificate in Education for Sustainability (EFS), received a PAsmart Advancing grant from the state's Department of Education for just under \$500,000. It will fund STEM Education for Sustainability – Linking Schools and Communities, an initiative that he is co-leading with two individuals, both from Bryn Mawr College and PRISE (Philadelphia Regional Institute for STEM Educators). The collaboration with the School District of Philadelphia and community-based organizations is training teachers in EFS, expanding access to Green STEM education, and linking classroom learning to civic action and Green STEM careers.

On campus, Michael Burns, associate professor of English, has been advocating for increased bicycle usage and safety since joining the faculty in 2013. A long-time cyclist and bike mechanic, he became president of the American Bicycling Education Association (ABEA) this year. ABEA provides programs and resources for bicyclists, engineers, planners, law enforcement, educators, and the public. He has been offering free campus bike workshops and is one of approximately 100 certified CyclingSavvy instructors nationwide.

This spring, Burns rolled out a bike co-op program for the University so that those without a bike could have access to alternative transportation. He and Flamm worked with recreation staff Mike Reno and Steve Sassaman and graduate students Kyle Piluso (MBA) and Wesley Hicks (Urban and Regional Planning) to coordinate it.

Last fall, two first-year students, Claire Reynolds, a communication sciences & disorders major, and Kylie Trankle, nursing, won second place in the Dr. Edwin Cottrell Entrepreneurial Leadership Center's inaugural Social Innovation Competition. Their idea for "Roasting Composting" is a solar-powered compost bin that combines the efficiency of large scale with the accessibility of small scale composting in units that can be placed in parks, on street corners, and throughout municipalities to encourage everyone to compost.

The Social Innovation Competition for entrepreneurial ideas that address significant social or environmental problems will be held again this fall. **WCU**

Making stress toys from sand and balloons
at the 2022 MLK Day of Service
with President Christopher
Fiorentino (right). >

CELEBRATING MLK ON MORE THAN one day



This year's campus commemoration to honor Dr. Martin Luther King, Jr. took place over three dates, including a Day of Service that benefitted the Charles A. Melton Arts and Education Center and St. Agnes Outreach Services, both in West Chester.

The celebration began virtually on January 27, when Nikole Hannah-Jones, 2020 Pulitzer Prize winner and creator of *The 1619 Project*, discussed the history of U.S. education as it relates to people of color. Then on January 28, the 29th annual campus Dr. Martin Luther King, Jr. celebration was hosted virtually by The Society (formerly the WCU Frederick Douglass Society).

The latter celebration honored this year's Drum Major for Justice, Katherine Norris '88, chair of curriculum and instruction at Howard University. From 2007 to August 2021, she was a WCU professor of early and middle grades education and special assistant to the dean of the College of Education and Social Work. She served on the board of the Frederick Douglass Institute where she worked with area elementary schools on community research projects. She also received the Campus Diversity Award in December.

Norris was a co-founder of WCU's Community Immersive Semester for Educators (CISE) program in which WCU sophomore and junior early grades preparation majors participate in a semester of immersive, integrated coursework in partnership with Add B. Anderson School, a Philadelphia public school in the Cobbs Creek community. They spend three full days a week onsite and also learn from Cobbs Creek and Anderson School families and community elders about the wisdom, values, and strengths of this community.

Previously, Norris taught in Philadelphia's public schools for more than 18 years. She earned her bachelor's degree in education at WCU, her master's degree at St. Joseph's University, and her doctorate at Temple University.

Three current faculty members were also recognized at that event.

Ruth Porritt, professor of philosophy, was the recipient of this year's Civility Award. She joined WCU's faculty in 1991 and, according to her nominators, has exhibited a "transformative influence upon the interdisciplinary curriculum within the Honors College and WCU at large ... [and] above-and-beyond contributions to civility-oriented service work." Porritt plans to retire this spring.

In a faculty spotlight, Anita Foeman, professor of communication and media and creator of the DNA Discussion Project, reflected on the changes in diversity, equity, and inclusion she has witnessed in her 40 years at WCU. Foeman will also retire this spring.

Ashlie Delshad, associate professor of political science, earned the Excellence in Service-Learning Teaching Award. She teaches courses on environmental policy, social inequality, and food politics; helped create the South Campus Garden in 2015; and established weekly donations from the garden to WCU's Resource Pantry. She also connects WCU student volunteers with the Pennsylvania Horticultural Society and its City Harvest Program to support urban gardening initiatives. In return, WCU receives plants and organic gardening supplies. WCU

Largest Campaign in University's History

Surpasses \$50 Million

to Support an Even Greater Number
of WCU Students

West Chester University has secured more than \$50 million in its goal to raise \$65 million by June 30, 2024 as part of 150Forward: The Campaign for West Chester University. In this largest comprehensive campaign in the University's history, the priorities are focused on specific needs including more scholarships; increased opportunities for academic, civic and professional opportunities; and ready access to technological advancements.

West Chester University has never had greater momentum than it does today. Capitalizing on our rich history, healthy enrollments, and new national initiatives, we are ready to fulfill our mission of student success for the next 150 years.

150 FORWARD

THE CAMPAIGN FOR
1871 WEST CHESTER UNIVERSITY 2021

Visit the campaign website
to explore the campaign priorities:
www.wcufoundation.org/150forward/.



\$6.41
MILLION
INVESTED IN
RESEARCH &
DEVELOPMENT
FY 2020

24
ED.D. & DPA
DEGREES
EARNED
FY 2020

\$5
MILLION
INVESTED IN
RESEARCH
SINCE FY 2015

West Chester University Earns R2 Reclassification Status

West Chester University's reclassification from Master's Colleges & Universities – Larger Programs (M1) to Doctoral Universities – High Research Activity (R2) was released in the most recent update of the Carnegie Classification of Institutions of Higher Education, which was posted for a public-review period in December of 2021. The University's new 2021 classification took place during Carnegie's most recent three-year cycle of evaluation; Carnegie's last update occurred in 2018. According to the classification, R2 universities have "high research activity" in academic settings where teaching is the priority. In an R2 university, most courses are taught by professors who are involved in research activities and often include students in their research work.

"As an institution that focuses on quality teaching first and foremost, we are delighted to earn this new status," said West Chester University President Chris Fiorentino. "Achieving R2 status, however, was never a strategic goal of this University. As we work toward our goals of ensuring student success at every level, we find ourselves with this new status. We continue to be focused on our undergraduate and graduate students' needs, and we are not striving to change who we are."

To be considered an R2 university, a university or college must have awarded at least 20 research/scholarship doctoral degrees and must have had at least \$5 million in total research expenditures as reported through the National Science Foundation (NSF) Higher Education Research & Development Survey (HERD). As such, West Chester University's reclassification to an R2 university is based on research and development expenditures, and the number of doctoral students it graduates.

"The hallmark of our faculty is their emphasis on the teacher-scholar model," said Executive Vice President and Provost Laurie Bernotsky. "Research performed by our faculty enhances their teaching to students as well as their own teaching excellence. The addition of our doctoral programs, which have been added within the last decade, is all due to our faculty. Our R2 distinction is an unintended good outcome and comes without tinkering with our mission."

A steady increase in graduate student enrollment between fiscal years 2010-2020 has been enhanced by the University's addition of doctoral programs in the fields of clinical psychology (Psy.D.), education policy planning and administration (Ed.D.), nursing practice (D.N.P.), and public administration (D.P.A.).

"In FY 2020, the update year, WCU graduated 24 Ed.D. and D.P.A. students combined and invested \$6.41 million in research and development as defined by the HERD survey," said Vice Provost for Research and Creative Activity/Vice Provost for Faculty Development Niki Bennett. "It is important to note that the University investment in research has been greater than \$5 million since FY 2015, so the new Carnegie Classification is really a reflection of the fact that our professional practice doctoral programs are beginning to graduate students in higher numbers.

"It is equally important to note that the majority of the University's external funding continues to be for programs that support undergraduate student services and training – a reflection of the commitment of University faculty, staff, and administrators to improving student success."

The transition is significant in that it presents an opportunity for the University to attract even more talented new faculty, staff, and students, especially graduate students, to its campus. The University's reclassification will also be another critical factor used by the U.S. Department of Education as well as *U.S. News and World Report* for rankings and grant eligibility.

"It is important to underscore that even with these exciting changes, one thing will never change: the centrality of teaching to the mission of our University," said Deputy Provost and Vice President for Academic Operations Jeffery Osgood. "Faculty scholarship and program growth have the support of this entire educational community. We are especially proud of the hard work of our faculty in producing research, engaging students in that research, creating new critical-need graduate programs, and being committed to students in intentional ways that allow them to cross the finish line to receive their degrees."

With the support of the University's Faculty Senate and the Provost's Office, a taskforce was formed last spring to capture a variety of perspectives across the University regarding Carnegie's automatic research reclassification process. Such discussions are part of an ongoing process and the University continues to remain engaged with internal constituencies in a continuous dialogue regarding the reclassification. **WCU**

STUDENTS BUILD SKILLS WITH 150 NEW INTERNSHIP OPPORTUNITIES

This semester, finance major Shayn Horrocks has been putting theory into practice at Legacy Partners, an independent financial planning firm based in Plymouth Meeting with offices in West Chester. His internship is part of the University's Sesquicentennial 150 Internship Challenge. Kicked off last fall, this initiative has inspired regional businesses to create new internships for qualified WCU students.

"Interning with Legacy Planning initially appealed to me because of the opportunity for knowledge and how they value helping families," he says. "The internship has exceeded my expectations."

Lauren Marchese '16 CFP, a financial planning coordinator at Legacy Partners' West Chester office, supervises Horrocks, who works 9 to 5 three days a week. "Legacy is unique. We spend time and effort to really educate the interns. We pride ourselves on education," she reports. "Our experience has been that these interns are fast learners who are invaluable to us on a daily basis."

Marchese, who earned her economics and finance degree from WCU, interned at Legacy as a junior and, while her experience was enriching, she said the new internships the company launched this year are quite different. "These interns conduct research in many financial fields: marketing, accounting, estate planning, etc. They work often with financial reporting software and dabble in Morningstar and other reports."

Also new, the company's new arrivals shadow the interns who've been there for at least a semester. Horrocks shadowed fellow WCU intern James McEvoy and says he "has helped me a tremendous amount with working through different problematic situations and through the review process. He has done an excellent job at showing me the ropes and he assists me when I have questions — almost every day I work."

As McEvoy proves, Legacy's interns are often asked to continue their internships beyond one semester or summer. It's an added bonus, says Marchese.

"They accrue incentives and can stay until graduation. In the past two groups of interns, we hired at least one each time."

WCU's career center coordinated the sesquicentennial challenge in partnership with the Office of Alumni Relations, the WCU Foundation, the Office of Parent and Family Relations, and University Affairs. The career center also supports students who might otherwise have to turn down an internship because of a financial barrier. The Fund for Unpaid Internships, established in 2021 with two generous gifts, provided stipends for 19 students.



Shayn Horrocks (L) and
Lauren Marchese '16

Gabby Velazquez



FOR GABBY VELAZQUEZ, STAYING AT WCU FOR HER MBA was a “NO BRAINER”

Transferring from a community college, marketing student Gabby Velazquez was attracted to the WCU College of Business and Public Management because, she said, “I wanted to maximize my post-grad opportunities while still in school. I have been fortunate to have had access to numerous opportunities during my time at WCU.”

Chief among those has been working at the University’s Dr. Edwin Cottrell Entrepreneurial Leadership Center (CELC) — first as an undergraduate assistant in 2019 and now as a graduate assistant. “The Cottrell Center has been a game-changer for me,” she said.

She was referred to Pattie Diggin M’96, the center’s director, by Tom Elmer, a professor who taught Velazquez’ first WCU marketing course. “He was the first person at West Chester to recognize my potential and because of him, I’ve come to see it for myself in the work I’ve done in and out of the classroom.”

Focusing on social media/digital marketing, as an undergraduate Velazquez worked on numerous initiatives to support students and local community members, including the annual Business Idea

Competition, which offers prizes totaling \$11,500 in four categories: high school students; WCU undergraduates; WCU graduate students, alumni, faculty and staff; and Chester County startups. As a graduate assistant, she has helped launch a similar Social Innovation Competition, which focuses on the UN’s Sustainable Development Goals.

In 2020, her internships included creating a marketing campaign to encourage participation in the U.S. Census, which was funded by Santander Bank, and creating a social media campaign promoting the Greater West Chester Chamber of Commerce’s Covid-19 small business initiative.

Since September 2020, she also has served on the college’s Advisory Board and, during 2020-21, was president of the University’s American Marketing Association collegiate chapter.

Little wonder she felt it was a “no-brainer” to also pursue her MBA at WCU. “Pattie Diggin’s mentorship has helped me grow immensely, both professionally and personally, and her constant support has been integral to my professional development and growing confidence,” she said.

After earning her MBA in July 2022, she will pursue a brand marketing position for a large company in the New York metropolitan area, perhaps with CVS. She has worked five years for CVS in her hometown and is currently a supervisor.

Pride and pressure: That’s what it means to be a first-generation college student. It’s not only an accomplishment for me but for my family. Every barrier and doubt I overcame have all played a critical role in who I am today.

Velazquez’ mother, an immigrant from Colombia, works in early childhood education. Her father, a Jersey City native, is a former U.S. Marine who works in supply chain and logistics. Adopting her parents’ values, work ethic, and abilities to adapt and overcome challenges, she said, “Pride and pressure: That’s what it means to be a first-generation college student. It’s not only an accomplishment for me but for my family. Every barrier and doubt I overcame have all played a critical role in who I am today.” **WCU**



A MESSAGE FROM THE ALUMNI ASSOCIATION PRESIDENT

As I thought about writing this message to Golden Ram alumni, it occurred to me this is the last one I will be writing. This is my last year as president of your Alumni Association. I have enjoyed serving on the board for these past six years and as president for the past two.

These two years have seen us navigate the global pandemic and weather the storm of almost no live opportunities to see each other face to face. I remain hopeful that by summer we will have put the pandemic completely behind us and opportunities for more in-person events will take place.

I have enjoyed getting to know many leaders of the University and I would like to thank President Chris Fiorentino and Sue Fiorentino for their steadfast support of our association and our initiatives. Our University is in very capable hands now and for the future. I have enjoyed representing our association at various events and at commencements to see the excited faces of new alumni and their families. I'd like to also thank Alumni Relations Director Jenna Birch and her team for their tireless work in support of our association.

Finally, please enjoy this beautiful season and take some time to visit our picturesque campus! I hope I will be able to meet more of you at upcoming Alumni Association events. Please visit wcualumni.org often to stay in touch. I urge you to please consider engaging with our association. Take a moment to review the Alumni Association Board of Directors ballot and to cast your vote for your representatives. Register on Ram Nation! In the meantime, be well and Rams Up!

Bill Scottoline '74
President, WCU Alumni Association

CHAPTER NEWS

As we close our celebration of 150 years of West Chester University, we look forward to the next 150 years of student success and University advancement. This past year has brought light to the many milestones of our first 150 years and propels us into our future. As our University grows, so do our alumni demographics. We aim to continue providing an outlet for connecting and networking and continue supporting you through events, alumni benefits, and our chapters and clubs.

As ambassadors of our great alma mater, the WCU Alumni Association Alumni chapters have tirelessly worked to connect with our alumni through social events, professional networking, service initiatives, and fundraising. We hope that you would join them and continue in the legacy that they have started. Below is a list of our current alumni chapters, whose numbers continue to grow. For more information on specific chapters and how you can get involved, visit our website: www.wcualumni.org/chapters.

Abbé Society

Alumni Dance Chapter

Athletic Training Alumni Chapter*

Baltimore Metro Alumni Chapter

Bands Alumni Chapter

Black Alumni Chapter

Chester County Chapter

Communication Alumni Network

Criminal Justice Alumni

Delaware County Chapter

Friars Society

GOLD X Alumni Chapter

Graduate Student Alumni Chapter

Honors College Alumni Chapter

International Military Alumni Chapter (IMAC)

International Programs Alumni Chapter*

Law Alumni Chapter

Lehigh Valley Alumni Chapter

LGBTQA Alumni

MBA Alumni

New York Alumni

Omega Delta

Political & Government Affairs Chapter

Public Health Alumni Chapter

Public Policy & Administration Alumni Chapter

Washington, D.C. Chapter

WCUR Alumni Chapter

Women's Lacrosse Alumni Chapter

York County Chapter

Zeta Psi Alumni Chapter

**Upcoming chapters*



Bronwyn Martin

I'm often seeing a difference within weeks and months in helping people achieve their financial goals—that's my greatest reward.

FROM MEDICAL RESEARCH

TO MAKING SURE PEOPLE ARE FINANCIALLY HEALTHY

Bronwyn Martin M'00 earned three degrees at Boston University and spent 18 months as a researcher at MIT intent on making a difference in people's lives as a medical researcher. After earning her Ph.D. in biochemistry, the Australian native was well on her way, working as a postdoctoral research fellow at both Harvard Medical School and National Institutes of Health.

Then, however, she "burned out" due to the politically dicey nature of securing grants for her research at NIH. Instead, while working as a medical writer, she enrolled in WCU's executive Masters of Business Administration program and now is in her 22nd year operating her Martin's Financial Consulting Group, an Ameriprise affiliate.

With offices in Kennett Square, PA, and Havre de Grace, MD, she said, "I've discovered I can help people a lot faster than my scientific research would have. It can take years for research to make any impact.

"But," said Martin, who struggled for years to pay off her own student loans despite scholarships, "now I'm often seeing a difference within weeks and months in helping people achieve their financial goals—that's my greatest reward."

For the past two years, the naturalized U.S. citizen has been designated a Top of the Table financial advisor by the Million Dollar Round Table and, for eight of the past nine years, has been honored as a 5-Star Wealth Manager.

Martin's two most influential MBA professors were Evan Leach, now the dean

of the College of Business and Public Management, and Christopher M. Fiorentino, Leach's predecessor who is now the University president. "The MBA program just helped expand my mind," she said, "and gave me the confidence to do things I wouldn't have otherwise done."

These include her real estate side business, which now includes ownership of more than 15 multi-unit residential rental properties, and Chester County Women, a nonprofit she founded in 2003 to link local business women.

At WCU, she has both been board member of the alumni association and a member of the Women in Philanthropy Advisory Board. Her significant charitable endeavors also include, along with her significant other (a 1992 WCU computer science graduate), the establishment in 2007 of the MMPower Scholarship Fund, which benefits female science and business students.

She adds that, since July, she has served on the board of the Greater Philadelphia Alzheimer's Association. "Five percent of my clients have either MS or dementia, and both have huge financial impacts," she said. "I also feel like I've come full circle, working on the board to eliminate Alzheimer's, which my Ph.D. and post-doc research focused on.

"It was meant to be." **WCU**



Gladue M'62



Heckler '72



Beech '76, M'78



Gross '79, M'81



Cannon '81, M'10



Cook '85



Mininno '88

1950

Terry Weidner '59 retired as vice president for academic affairs at Eastern Illinois University.

1960

Nicholas Frederick M'60 retired after spending 36 years teaching for the Cherry Hill (NJ) Board of Education.

Bob Warner '60 is a 2007 WCU Athletics Hall of Fame baseball inductee whose grandson graduated from WCU in 2020 with a degree in business.

Ted E. Gladue M'62 had his novel, *The Making of Global Professor: Against All Odds*, published.

Robert Notari '64 is performing with the Charlottesville (VA) Band, the Lakewood Ranch Wind Ensemble, and the Anna Maria Island Concert Chorus and Orchestra (FL).



Gowie '97



Conyers '05



Carter '15



Palasz '15, M'18

Paul Sanborn '68, M'72 is retiring this June from Devon Prep after 55 years of military and educational service.

Anne Twardzik '68 has retired and is looking forward to traveling the world (when we are Covid-free) and enjoying island living in the PNW.

Edgie Wallace '69 retired after a 47-year career as an international purser/flight attendant with Pan American World Airways and Delta Air Lines.

Eileen (Walko) Tepe '69 retired as a teacher.

1970

Doug Bennett '70, M'72 is serving as board chair for HVM International Ministries, Ephrata, PA; as president of the Philadelphia Beach Condo Assoc., Cape May, NJ; and volunteering in the Backpack Food Program, Gastonia, NC.

George Bennett '70 taught for 34 years at Cliffside Park and Ramapo Regional high schools in New Jersey. He was also the head wrestling coach at several NJ high schools. This past November, he was inducted into the Cliffside Park High School Athletic Hall of Fame for leading the first wrestling team to win a District 5 State Championship. He also was inducted into the NJSIAA Region 2 Wrestling Hall of Fame.

Mary (Horrocks) Donohue '70 recently retired from her writing business, MHD Communications, which she established in 1990.

Tom Faustman '70 released *Dylan's Court*, the fifth book in *The Misadventures of Dylan* series.

ALUMNI

Steve Heckler '72 posed on the Spanish Steps in Rome to celebrate his 50th wedding anniversary with Vonnie Heckler.

Eve Atkinson '74, M'78 retired from WCU as professor emerita status in August 2020 after serving as the graduate coordinator of the master of public administration in sports and athletics program.

Cindy (Brinker) DeLuca '74 retired after 32 years as director of the Barrett Paradise Friendly Library in Cresco, PA.

Renee (Hoffman) Bicher '75 retired after 35-plus years in the telecommunications industry and last November became a first-time grandparent to a little girl named Hadley Jane Bicher.

Gene White '75 is the president-elect of the National Academy for Health and Physical Literacy.

Patricia (Dougherty) Markey '75 recently retired from the Lower Merion School District.

Donna Beech '76, M'78 published two books of Ann Wyeth McCoy's piano music: *Piano Music of Ann Wyeth McCoy, Book 2: Of Paintings and a Sculpture* (2020); and *Piano Music of Ann Wyeth McCoy (Book 1, 2017)*. These are the first publications of the music of Wyeth McCoy, who is the daughter of N.C. Wyeth, sister of painter Andrew Wyeth, and aunt of Jamie Wyeth. Beech worked tandem in tandem with her daughters Robin McCoy and Anna B. McCoy. The books are available at the Brandywine River Museum of Art and through Beech.

Michael Kelly '77 retired after 13 years with Panasonic.

Brad Smith '77 retired from Dental EZ Group Sales Department after 36 years.

Michael Ciccotti '78 retired after 36 years of teaching at De La Salle Vocational School.

Isaac Bruce Norris '78 retired in June 2021 from WCU after 35 years on the faculty. He served as the director of the B.S. in Liberal Studies: Professional Studies program since its inception in 2002.

Bob Gross, '79, M'81 has completed his second smooth jazz album, *Second Time Around*, with a star cast including Brian Bromberg, Najee, Marion Meadows, Andrew Neu, Nick Colionne, Ramon Stagnaro, David Cullen (WCU faculty), Nick Lane, Michael Stever, Li'l John Roberts, Lenny Castro, and Anne Walsh. It was released on February 7, 2022.

Kathleen Brewer-Smyth '79 is an associate professor at the school of nursing at the University of Delaware. Her research focuses on adverse childhood experiences; abuse throughout the lifespan; epigenetic (DNA methylation) aging acceleration; hypothalamic-pituitary-adrenal axis salivary cortisol regulation; and neurological dysfunction, especially traumatic brain injury and related high-risk behaviors and health outcomes later in life.

1980

Peter Heinze '80 retired after 40 years in education. He began his career at Upper Dublin (PA) School District's Sandy Run Junior High School. He then moved to Houston, TX, in 1982 and received an M.Ed. from University of Houston.

The Houston School hired him as a third-grade teacher, followed by a transition into a technology teacher and then administration. He spent 15 years in the classroom, nine years as an assistant principal, and 16 years as a principal/head of school.

Rodney Allen '81 is graduating from Northcentral University in spring 2022 with his Ph.D. in education. He retired with the rank of staff sergeant from the 287th Army Band in the Delaware National Guard. He earned 30 ribbons and 22 medals while serving in Desert Storm, Desert Shield, and Iraqi Freedom. A retired school teacher of 27 years in Baltimore City School District, he plays with four musical groups.

Bill Cannon '81, M'10, is editor-in-chief of *Motor Age Magazine*, and has won 12 editorial awards, including three national journalism awards. He has been recognized by the Grand Army of the Republic Museum (Northeast Philadelphia) for Civil War research leading to the discovery of the burial site of Lt. Colonel Thomas M. Hall, hero of the Battle of Fredericksburg, at Laurel Hill Cemetery, and the historic landmark and subsequent federal marker placed in Hall's honor.

Richard Pagano '81 has been writing a sports history column for a local weekly newspaper in Delaware County for 34 years. He has also written two books: *Delaware County Sports Legends* and *The Baron of Leiperville*.

Richard Weiss '82 retired as a health and physical education teacher at Central High School in Philadelphia.

Nancy Doran '83 retired as a physical education teacher after 36 years in Brigantine, NJ.

Linda (Ruoff) Kendall '84 retired in June 2021 after teaching German in the Downingtown Area School District for 36 years.

Christine (Brennan) Cook '85 retired in August 2021 after 36 years of teaching kindergarten: one year in Somerton and 35 at the Milton Hershey School.

Dorian (Sanzeri) Van Horn '86 was named director of investigative operations at Ontic and first vice president, Association of Threat Assessment Professionals (ATAP).

Lisa Wright Bryant '87 became an adjunct professor in the Communication and Media Department at WCU. She and her husband DJ co-host "Food For the Body & Food For the Soul," a family fun internet show that highlights food from local restaurants, provides words of inspiration, and features a game show segment where contestants compete for prizes.

John Mininno '88 joined Florio Perrucci Steinhardt Cappelli Tipton & Taylor LLC as counsel to the firm. Mininno is working out of the firm's Cherry Hill, NJ, office as a member of its litigation group.

Faith Needleman '88, M'08 was named director of quality and compliance at Samaritan.

Jennifer Anrst '89 has spent more than 28 years in high school counseling. She is an advisor for the Wildcat Ambassador Club and Equality Alliance. In 2020, was inducted into the Field of View Winter Guard Hall of Fame.

1990

Carol (Cassel) Hayman '90, M'96 retired as a colonel in June 2020 after 30 years of service in the U.S. Army Reserves.

Rob Rehberg '91, professor and coordinator of athletic training clinical education at William Paterson University in Wayne, NJ, and an NFL medical consultant, will be a 2022 inductee into the National Athletic Trainers Hall of Fame.

Michael Carney '92, M'02 has run a STEM-based science camp for 15 years. He is a scoutmaster of a newly formed girls troop in Scouts BSA.

Shanese Johnson '92 has been a Philadelphia Court of Common Pleas Judge since 2018 in the Criminal Division Major Jury Trials.

Linda (Welsh) Bandura '93 recently accepted a position at Mount Nittany Health in State College, PA, as the manager of marketing and communications.

Dennis Bohs '93 is a freelance product manager and has recently been named to the advisory board of the George Washington University School of Business Customer Experience program.

Scott Brown '93, coach of WCU men's rugby, led the team to the Division 1AA National Championship finals in Houston in December 2021 where the team took second in the nation — Ram History!

Christy (Gable) Brydges '93 was hired as Swarthmore College's grants accountant in August 2021.

Garrick Weaver '93, M'98 started as human resources manager for Penn Power Group and its companies, Penn Fleet Services and Penn Power Systems, in Philadelphia.

Holly (Croshaw) Charest '95 was appointed as a Coatesville Area School District school board member in November 2021.

Perri Zeitz Ruckart '95 earned her doctorate of public health from the University of Georgia in December 2021.

Stacey-Lynn (Cardarelli) Mulligan '96 was named registrar at Cooper Medical School of Rowan University in Camden, NJ, in May 2021.

William B. Gowie Jr. '97, managing partner and co-founder of Barsz Gowie Amon & Fultz, LLC, was named the 2022 Small Business Person of the Year by the Delaware County Chamber of Commerce.

Sonya Harris '98 founded the Bullock Garden Project, Inc. (BGP) nonprofit in 2017 and retired as a special education teacher in 2019 to run the nonprofit full-time. BGP helps build/maintain school gardens at schools that serve a majority of children affected by food insecurity. In 2020, she led BGP to begin helping families affected by the pandemic to grow food. Harris has been a high-lighted presenter on panels with U.S. Sen. Cory Booker of New Jersey and is a strong advocate for empowering all people to grow food.

Laura Kabatt-Kennedy '98 received a promotion in September 2021 in social and behavioral health services at the Alaska VA Healthcare System as a same-day access coordinator-LCSW.

Jim Ewing '99 was recently named chair of Samaritan's planned giving committee. He is currently the managing director and partner of Clarity Point Financial Partners, a Hightower Company.

Drew McCrossan '99 is retiring as a U.S. Navy Lt. commander after 21 years of service, including two combat missions to Iraq and Afghanistan and a one-year assignment in 2013 working with National Forces and Seal Team members in Germany to combat global threats. His areas of expertise and certifications are in aviation, jets, helicopters, and drone commander engaging enemy combatants. He was also a DEA agent in New York City and is currently an Amazon senior manager.

Amy (Drozdowski) Wasko '99 is a finalist for the Pennsylvania Governor's Award of Excellence for planning, organizing, and implementing what, at the time, was the nation's largest one-day naloxone giveaway.

2000

Nick Policini '00, M'05 was recognized by the Council for Exceptional Children as an educator who goes above and beyond on behalf of children and youth. The special education teacher at B. Reed Henderson High School in West Chester has served as a middle and high school teacher working with children with learning disabilities and autism for about 21 years.

Paige Brookins '02, M'04 was recently elected to a four-year term as school board director of the Reading School District.

Curtis Callands '02 earned a 2020 WCU Legacy of Leadership Award. Callands self-published the book *A Principal's Mission – A Manual for Designing Trauma-informed Care Schools* (available on Amazon), to train educators and childcare providers on mitigating the impact of psychological trauma on children.

Frank Luzi M'02, Opera Philadelphia's vice president of marketing communications & digital strategy, was named one of Musical America's Top 30 Professionals of 2021. The award honors individuals whose heroic efforts have helped to sustain the performing arts during one of the most difficult and often tragic times in modern history: the pandemic.

Jonathan Long '03 was named co-chair of the Chester County Bar Association Municipal & Land Use Section. In August 2021, he joined Bellwoar Kelly. He focuses on municipal, land use, administrative law, and litigation.

Quinn Conyers '05, a moderator and event emcee, was named one of BlkWomanHustle's 20 Black Women Entrepreneurs to Watch in 2022. In addition, AT&T has chosen her as a Dream in Black Future Maker. She will be acknowledged along with other powerful black leaders such as Tabitha Brown, Sarah Jakes Roberts, and LeBron James. PHOTO

Rob Essaf '06 was recently promoted to director of academic accountability and accreditation ahead of Clemson University's 10-year reaffirmation cycle.

Christina McCall '06 was the IPass Champion Winner at CHOP.

Diane (Gush) Wilson M'06 retired from her nursing career in February 2020.

Steven Dixon '07 was promoted to manager of media instruction for WHYY's education department. He also developed and produced WHYY's first youth TV program, *Young Creators Studio*, which showcases and celebrates student-created media in our region.

Heather Nelson '07 received the 2020 Lancaster, Lebanon, & Berks County and PA State Physical Education Teacher of the Year awards.

Douglas Conner '08, an officer for more than 13 years with the U.S. Capitol Police, was a recipient of the Congressional Gold Medal for actions taken during the January 6, 2021, insurrection.

Nick Mehalick '09 wrote his first chapbook, *Melissa Etheridge's Seminal 1993 Album Made of Two Overlapping Triangles Instead of One*, published on Ethel Zine & Micro Press in August 2021.

Stephen Santa-Ramirez '09 was named a 2021 Diamond Honoree by the ACPA Foundation. This honor recognizes campus leaders for their outstanding and sustained contributions to the field of higher education and student affairs.

2010

Kathleen (Pinto) Akers '10 has become a sales support associate with McGraw Hill Education. She previously worked for Frontline Education, Pennsylvania Leadership Charter Cyber, and the Chester County Intermediate Unit.

Joseph Lahan '10 accepted an RGM position with Chaac Foods LLC in Palmyra, PA, in December 2021.

Jon Kuklis '11 was promoted to the rank of captain in the U.S. Air Force, MD Air National Guard.

Michael Bechard '13 acquired the certified financial planner professional designation.

Nicholas Devoe '13 moved into a senior marketing role for a global industrial parts and conveyor automation solutions provider.

Annie (Walters) Jones '14 launched Telos Travel, a travel advising business, last year.

Danielle Tucci '14 completed her master's degree in mental health counseling at the Philadelphia College of Osteopathic Medicine. Her education and training over the years led her to co-found a mental health private practice in Philadelphia, Live Better Therapy Solutions LLC, last October.

Nancy (Stehman) Wetzel '14 began a new position as an emotional support teacher at Patton Middle School in the Unionville-Chadds Ford School District.

Kristina Borham '15, M.D., was the first author of a research paper, "Legislative Perspectives on Human Trafficking for Physicians," which was published online in December 2021 in the *Journal of Human Trafficking*. A U.S. Air Force captain, she is a resident in gynecologic surgery and obstetrics at Walter Reed National Military Medical Center in Bethesda, MD.

Shawn Carter '15 currently works as a Chester County Prison corrections officer. He retired from the U.S. Army after 22 years.

Alicia (Leitz) Long '15, M'16 accepted an adjunct professor position at WCU in the Criminal Justice Department in addition to working with at-risk youth at Valley Youth House.

Keri Palasz '15, M'18 won the national championship for women ages 50+ in August 2021 at the USA Yoga National Championship in Louisville, KY. She then won the world championship for 50+ women at the International Yoga Sports Federation in November 2021. The world championship involved 168 athletes representing 26 nations. Palasz teaches nutrition courses at WCU and is committed to leading by example for students, demonstrating a commitment to living a healthy, fit lifestyle.

Julianne Sladek-Walters '15 graduated from DeSales University's Psychiatric Mental Health Nurse Practitioner program in 2020 and began a new career as a psychiatric nurse practitioner with Main Line Health in Exton, PA.

Devon Gilinger '17, M'21 recently completed an MPH degree at WCU. The program coordinator for the Pennsylvania Chapter of the American Academy of Pediatricians also became a certified lactation counselor (CLC) last year.

Casey Leidy '17 was elected a supervisor of Valley Township, Chester County, in 2021.

Shane Mulligan '17 works as director of the percussion department of the Global Music School based in Shanghai, China, where he builds the school's student base and expands awareness and appreciation for percussion music. He continues to perform, recently headlining performances in the Shanghai Oriental Arts Center's Future Masters chamber music concert series and giving full-length concerts at the Liaoning Grand Theatre in Liaoning Province.

Patrick Devine '17 joined Florio Perrucci Steinhardt Cappelli Tipton & Taylor LLC as an associate in the firm's litigation practice group at its Phillipsburg, NJ, office.

Gianna Paul '18 graduated in May 2021 with a doctor of physical therapy degree from Temple University.

Joseph McGinnis '18 was among the 2021 class of WW Pennsylvania Teaching Fellows at The Institute for Citizens & Scholars (formerly the Woodrow Wilson National Fellowship Foundation).

Shontai Haley '19 was promoted to sales representative at Cintas.

Three WCU alumnae received prestigious awards during the SHAPE PA (Society of Health & Physical Educators) 100th anniversary convention in November. They included Elementary PE Teacher of the Year **Jennifer Dorta '06, M'10**; Middle School PE Teacher of the Year **Beverly Marhevka '09**; and the Thom Cobb Emerging Leader (which requires 10 years of teaching) **Megan Mohl '11**.

PHOTO SUBMISSION GUIDELINES

Photos should be no less than 300 DPI and in JPG format.

If you are scanning a printed photo, please set the scanning resolution to at least 300 dpi.

Digital camera and/or cell phone shots should be taken on the highest resolution setting available.

Photos should be emailed as an attachment, not pasted into the email or document.

We reserve the right to not publish a photo of low quality, and not all photos can be published.

Please send your photos as email attachments to the attention of the WCU Alumni Relations Office at alumni@wcupa.edu.

SUBMIT your class notes to the Office of Alumni Relations to alumni@wcupa.edu.

DEATH NOTIFICATION PROCEDURE

Contact the Alumni Relations Office with a copy of the decedent's obituary from a newspaper or the internet, or a copy of a letter or email from a family member of the deceased. Please note: Death notifications will not be accepted via telephone.



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www.wcualumni.org
610-436-2813

ALUMNI

In Memoriam

- 1942 Elizabeth Higgins Chandler
- 1947 Gene Marcella Wise
- 1948 Arlington (Art) Kahley
- 1949 Arthur Hulme
- 1950 Cosmo Francis Battista
- 1956 Marjorie P. Balthaser Hill
- 1957 Marilyn Yvonne Ziminsky
- 1957 Clodagh Ryan Wotring
- 1957 Marjorie Zercher
- 1958 Rae Frances Bunting Bennett
- 1959 June Lombardi
- 1962 Leonard Bieberbach
- 1962 Raymond Doyle M'64
- 1963 Diana Visco
- 1967 Mike Abandon
- 1970 Richard Latimer
- 1971 Kathy Albin
- 1971 David Bruce Goudy
- 1973 Paul Klinitas
- 1975 Megan McLoughlin
- 1977 Stephen Sacko
- 1982 John Sheaffer
- 1991 Desiree Abreu Shaughnessy
- 2014 Trooper Branden T. Sisca

Engagements

- Rebecca Bannan '16 to Benjamin Eppley '16**
- Heather Bowman '13 to Andrew Curtis '14**

Marriages

- 1. Kylie Starliper '18 to Cade Myers** on October 30, 2021.
 - 2. Brittany Sywensky '16 to Kyle Jackson** on September 4, 2021.
 - 3. Gail LeChien '15 to Frank Finn '14** in September 2021.
 - 4. Colleen (Karl) Hiltl '14 to Geoffrey Hiltl** on September 4, 2021.
- Douglas Atkins '12** was married in October 2021.

Future Alumni

Taylor (McDonnell) Caporizzo '11 welcomed son Nico in December 2021.

5. Peter Heinze '80 welcomed his first grandchild Parker Dustin Boucher, in January 2021.

6. Melissa (Christie) Wooten '14 and Zachary Wooten '14 welcomed their second future Ram, Elijah, on May 13, 2021.

7. Kevin Dunn M'18 and his wife Bridget Dunn welcomed their daughter Nora Dunn on April 17, 2021.

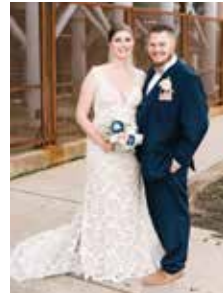
8. Heather (Ruh) Martin '10, M'11 and Andrew Martin '10 welcomed their second child, Theodore Charles, Martin on July 15, 2021.



1.



2.



3.



4.



5.



6.



7.



8.

2022 WEST CHESTER UNIVERSITY

ALUMNI BOARD OF DIRECTORS ELECTION

The Nominating Committee of the West Chester University Alumni Association is pleased to announce the 2022 WCUIAA Board of Directors ballot. Six members will be elected to serve a three-year term of office beginning on July 1, 2022. The results of the election will be posted online at wcu alumni.org before July 1.

The background information on each nominee for the 2022-2025 term appears on the following pages. Please note that nominees are listed in the same order that they appear on the ballot. Questions regarding the election should be directed to the Office of Alumni Relations at 610-436-2813 or alumni@wcupa.edu.

MARISA GOTHIE

Education: WCU, B.A., Literature, 2005; The Institutes, Associates in Claims, 2013; Associates in Insurance, 2014

Simply put, I love West Chester University and the town of West Chester. I grew up in East Goshen and it was always my dream to attend WCU. When I got to do so, it met every expectation that I could imagine. The University fostered confidence, education, and growth. As a WCUIAA board member, I would be able to foster new relationships with others who had the experience of going to WCU. As a town resident, I can help to bridge the gap between alumni who live here and the University. I would love to be able to give back as a former student and thank WCU for all it did for me.

BRONWYN L. MARTIN

Education: WCU, MBA, 2000; Boston University, B.A., Biology, 1985; M.A., Biochemistry, 1987; Boston University School of Medicine, Ph.D., Biochemistry, 1994

I appreciate the nomination! As a board member, I will serve as an ambassador and advocate for the University and alumni; I will be able to stay in touch with students and alumni; help foster camaraderie between both; and be a part of planning for future

alumni. I look forward to being more present on campus and being a part of creating more programs and services for graduates of WCU. Thank you for your consideration.

THOMAS F. DENNING IV

Education: WCU, D.P.A., Public Administration, 2020; University of Virginia, Master's Certificate Contracts and Procurement Management, 2015; Lehigh University, MBA/MA Political Science, 2008, 2007; Johns Hopkins University, B.A., Psychology, 2006

Completing my doctoral degree from WCU was a life-altering event! I am grateful to WCU for the opportunity it afforded me and I have a strong desire to give back. My experience as a mostly remote student, located in the growing academic epicenter of D.C., and my ability to bring perspectives of diverse industries of government contracting, venture capital, and military will allow me to lend a unique perspective to WCU in this role.

ASHLEY GAGNE

Education: WCU, B.S., Geoscience, 2012

West Chester University gave me a toolkit for excellence that I carry with me throughout my life. At WCU, I learned how to learn. I learned how to apply myself, and I was made to feel like I had the whole world in front of

me. Throughout my University experience at West Chester, I gained confidence and explored my passion for the environment freely and uninhibited. I want to serve on the WCUIAA Board of Directors so that I can be a part of the institution that allowed me to grow, and I want to help others grow. Had it not been for my time at West Chester, I would not be the public official that I am today. WCU ignited within me a passion for service, and I would like to pass the torch.

RICK DANIELS **

Education: WCU, B.S., Health & Physical Education, 1975; M.Ed., Health & Physical Education, 1981

I have a 50-year relationship with West Chester University. Continuing to serve on the board is my way of giving back. WCUIAA is moving in a positive direction, and I would like to be a part of that.

NANCY BAULIS

Education: WCU, B.S., Elementary Education, 1973

I have always been proud to say I graduated from WCU, as the University has developed into such a great institution. I want to continue to bring my experience from other organizations to the WCU Alumni Board. I

ALUMNI

was elected to fill a vacancy on the board and would like to serve a full term. I have enjoyed volunteering for various alumni activities. I wish to continue the presence of various classes on the board.

AMY STERN

Education: WCU, B.S., Education, 1994; Widener University School of Law, Paralegal Certificate, 2003

West Chester University transformed my life, helped me to become a leader, and allowed me to create lifelong connections. As an alumni director, I would like to serve the WCU alumni community. My professional experience has given me the skills to work with diverse teams, which I believe is important for this role. Through community service, alumni connection, and innovation, I believe we can have an alumni association that serves all.

DOUGLAS L. AMBLER

Education: WCU, B.S., Social Studies Education, 1971; WCU, M.Ed., Secondary School Counseling, 1972; Penn State University, Principal's Certificate, 1989; Widener University, Ed.D. Education Leadership, 1993

I was very involved in campus activities during my college years, but I was not able to find time to help the WCU Alumni Association until now. I feel a sense of duty at this time in my life to dedicate time to the alumni

association of the school that gave me so much. I have always been proud of my two degrees from West Chester. I think my lifetime of experience in school administration and counseling would be a positive addition for the Alumni Association.

THOMAS J. CIACCIO

Education: WCU, B.S., Education, 1991; WCU, M.Ed., Higher Education Counseling, 2003

If there is one reason to select me for the WCAA Board of Directors, it is I care. So that sounds nice but what do I really mean? First, my academic studies at the University have forever changed my worldview. Second, I have always been someone who gives back to those who have helped me. And finally, like most WCU alumni, I will always cherish the experience of attending a world-class institution of higher learning.

OMENTUS ALAN N'DEBE KORLISON

Education: WCU, B.S., Economics, 2004; Wilmington University, Master's/Administration of Justice, 2006; and Master's/Community Counseling, 2010

As an alumnus of this institution that has given me so much academically and socially and prepared me for this world that we live in, I feel it would be an honor to be elected and to serve as one of board members. By so doing, I will be able to contribute my quota to the community, society, and the world, because "life is too short to be little."

DEIDRE GRAY

Education: WCU, B.S., Criminal Justice, 1992; Peirce College, M.S., Organizational Leadership and Management, 2019

I am interested in serving on the WCUAA Board of Directors because I want to help increase engagement/involvement of WCU alumni. I loved my WCU experience and have volunteered with the Alumni Association since 2013. I will bring passion, dedication, innovative ideas, and diversity to the board. As a former chapter liaison, I understand what the position requires. I will work hard to represent WCU alumni and be your voice. I am ready to serve!

LANCE H. BOGASH

Education: WCU, B.S., Elementary Education/Special Education, 1974

I am interested in serving on the WCUAA Board of Directors because I feel it is time for me to give back to the WCU community. I had the honor of serving on the WCU Scholarship Committee this past spring. Reading the essays, reviewing activities and organizations, and finally speaking with a few of the recipients sparked memories of attending West Chester State College from 1970 to 1974. The education I received at West Chester was excellent. The school has grown since my graduation. I haven't been active but I have kept up with the changes. I want to be part of the growth and excellence by serving on the alumni board.

WEST CHESTER UNIVERSITY ALUMNI ASSOCIATION BOARD OF DIRECTORS 2022 BALLOT

Candidates for Board of Directors	Voter 1	Voter 2
Marisa Gothie '05	<input type="checkbox"/>	<input type="checkbox"/>
Bronwyn L. Martin M'00	<input type="checkbox"/>	<input type="checkbox"/>
Thomas F. Denning IV D'20	<input type="checkbox"/>	<input type="checkbox"/>
Ashley Gagne '12	<input type="checkbox"/>	<input type="checkbox"/>
Rick Daniels '75, M'81**	<input type="checkbox"/>	<input type="checkbox"/>
Nancy Baulis '73	<input type="checkbox"/>	<input type="checkbox"/>
Amy Stern '94	<input type="checkbox"/>	<input type="checkbox"/>
Douglas L. Ambler '71, M'72	<input type="checkbox"/>	<input type="checkbox"/>
Thomas J. Ciaccio '91, M'03	<input type="checkbox"/>	<input type="checkbox"/>
Omentus Alan N'debe Korlison '04	<input type="checkbox"/>	<input type="checkbox"/>
Deidre Gray '92	<input type="checkbox"/>	<input type="checkbox"/>
Lance H. Bogash '74	<input type="checkbox"/>	<input type="checkbox"/>

Signature of Voter 1

Print Voter 1 Name/Year

Signature of Voter 2

Print Voter 2 Name/Year

Street

City/State/Zip

Telephone (with area code)

E-mail

Please seal the ballot in an envelope, one ballot per envelope. Clearly write your name(s), class year(s), and address on the outside, and mail to: WCUAA Nominating Committee, Office of Alumni Relations, 202 Carter Drive, West Chester, PA 19382.

The ballot must be received by mail no later than 12 p.m. on Friday, May 13, 2022.

VOTING GUIDELINES

The following alumni have been nominated for election to serve on the Board of Directors upon the recommendation of the WCUAA Nominating Committee. Each has agreed to serve if elected.

All WCU graduates are eligible to vote for a maximum of six (6) candidates.

There are two ways to cast your ballot: online and this original written ballot.

1. Alumni who choose to vote online can go to www.wcualumni.org and select 2022 Board of Directors Election. Follow the voting instructions.
2. If you do not wish to vote online, please check the box next to the name of the candidate(s) of your choice as listed below. Couples who are both WCU graduates may use one ballot, indicating Voter 1 and Voter 2. The Office of Alumni Relations will verify the name(s), class year(s), and address on each mailing envelope as requested by Nominating Committee. The order of names on the ballot are random.
3. For this ballot to be considered valid: only this magazine ballot with the alumnus' mailing address on the reverse will be accepted. No copies or scans will be permitted. Each voter must sign and complete the name, class year, and address section of the ballot. Please print or type.
4. The ballot must be received by mail no later than **12 p.m. on Friday, May 13, 2022.**

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West Chester, PA 19383-7401

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