President Takes Unconventional Step to Gain Unique Perspective on Student Life

Fulbright and Filmmaker: A Professor’s Experience in West Africa

Holy Cannoli! Alumnus Continues Family Bakery’s Success

Michael J. Hagan ’85 Arena Opens
SJU Celebrates 100 Years of Varsity Athletics
Saint Joseph’s officially opened the Michael J. Hagan ’85 Arena in November with a men’s basketball win against Drexel University. A magnificent building, the Hagan Arena benefits our entire Athletics program and symbolizes our commitment to a vibrant student life. This wonderfully re-imagined complex brings new meaning to the term “home-court advantage” for anyone — students, alumni, faculty and staff — who has ever called Hawk Hill home.

At Saint Joseph’s, we work hard to foster the feeling that no matter where our students and alumni may find themselves, they always feel they have home court advantage.

I hope that this sense of being blessed with the fellowship of an exceptional community was nurtured from the moment you started your relationship with Saint Joseph’s University and that it will continue to grow when you return to campus for basketball games and other events. My deep gratitude goes to Mike Hagan ’85 and his wife, Joyce, for their generous support that has made possible this remarkable transformation of our home court.

Of course, new initiatives at Saint Joseph’s involve more than bricks and mortar. We are constantly seeking ways to add more program offerings for our students. Last fall, we added minors in the music industry and communication studies that will prepare our students for careers in these dynamic fields. Both will focus on the ethical issues of their areas, an emphasis that is integral to our Catholic, Jesuit tradition. My hearty congratulations go to the Erivan K. Haub School of Business, recently recognized by the Aspen Institute Center for Business Education as one of the top 100 business schools in the world that integrates ethics into its graduate business curricula.

You will read in this magazine that I have a unique perspective on student life at Saint Joseph’s. Since 2006, I have resided at Merion Gardens, a student apartment complex located near Wynnewood Hall on City Avenue on the campus’s southern boundary.

While it may seem unconventional for a university president to live in a student residence hall, it has given me the opportunity to have daily contact with the talented young men and women who choose to attend Saint Joseph’s. Because of my proximity, I am reminded every day that the decisions we make to govern and advance the University have a profound effect on their futures.

There is no question that this close association helps me to do my job better, and perhaps more importantly, I enjoy the day-to-day contact with my neighbors. It has been a privilege to watch them mature as men and women who will become leaders espousing Ignatian ideals.

Recently, Board of Trustees Chair Paul Hondros ’70 and his wife, Margaret, made an important contribution to Saint Joseph’s that reflects their commitment to our Catholic, Jesuit tradition. Their generous lead gift has enabled us to establish the Kinney Center for Autism Education and Support on the James J. Maguire ’58 Campus. Clearly, Paul and Margaret are shining examples of engaged leadership in the Ignatian tradition.

Many thanks go to another Saint Joseph’s leader, Dennis Sheehan ’85, for his service as Alumni Association president. He has done a tremendous job of advancing our mission by connecting with alumni, and I am most grateful for his dedication and commitment.

I am immensely proud that Saint Joseph’s continues to meet and achieve goals that position us to be recognized as the preeminent, Catholic comprehensive university in the Northeast. Home court advantage never looked so good!

God’s blessings,

Timothy R. Lannon, S.J.
President

FROM THE PRESIDENT

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President

Spirit  |  Intellect  |  Purpose
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ACADEMIC CALENDAR
- Baccalaureate Mass, Fri., May 14 (15:15 p.m.).
- Graduate, doctoral and College of Professional and Liberal Studies ceremony, Sat., May 15 (9 a.m.).
- Undergraduate ceremony, Sat., May 15 (3 p.m.).
www.sju.edu/commencement

ACADEMIC EVENTS
Food Industry Summit, Thu., Mar. 11, Teletorium, Mandeville Hall (8 a.m.-5 p.m.). Cost: $199.00. Contact: Kathy Kennedy, executive food marketing, 610-660-3152 or kkennedy@sju.edu.


“Mayor Nutter Unplugged,” discussion of how the business community can help to resolve Philadelphia’s financial crisis, Mon., Apr. 5, Teletorium, Mandeville Hall. Registration (6-6:30 p.m.) followed by program. Contact: 610-660-1690 or sjnumb@sju.edu.

Scholarship Mass and Brunch, Sun., Apr. 11. Contact: alumni@sju.edu.

Institute of Catholic Bioethics panel, “Genetically Engineered Foods”: Patricia Talone, R.S.M., vice president for missions service for the U.S. Catholic Health Association; Michael McCarrn, Ph.D. ’87 (B.S.), SJU professor of biology and associate dean of the College of Arts and Sciences; and Martin Meloche, Ph.D., SJU associate professor of food marketing; Mon., Apr. 12, Forum Theatre (4 p.m.).

Celebration of Student Achievement: presentation of academic projects by students in the College of Arts and Sciences and Erivan K. Haub School of Business, Thu., Apr. 15, North Lounge, sun rooms and foyer, Campion Student Center (11:30 a.m.-1 p.m.).

4th Annual “A Taste of Hawk Hill,” Sat., Apr. 17, Multi-purpose Room, Athletics Center (7-11 p.m.). Cost: $35. Contact: Kathy Kennedy, executive food marketing, 610-660-3152 or kkennedy@sju.edu.

Book Display in Commemoration of Earth Day’s 40th Anniversary, Apr. 19-26, Café Lounge, Drexel Library.

ADMISSIONS
GRADUATE PROGRAMS
COLLEGE OF ARTS AND SCIENCES
ERIVAN K. HAUB SCHOOL OF BUSINESS
Open House, Tue., Mar. 9, Mandeville Hall (6 p.m.). Contact: Graduate Admissions, 888-SJU-GRAD or graduate@sju.edu. www.sju.edu/graduate_programs.html or www.sju.edu/sjuinpersonsession.html

UNDERGRADUATE PROGRAMS
Campus Experience Days, Mar. 3, 22 and Apr. 7, 12, 21. Admitted students may attend classes and visit campus. Admitted Students Day, Sat., Mar. 27. Admitted students may visit dorms, speak with faculty, and tour the University. Contact: 888-8E-A-HAWK. www.sju.edu/visit

ALUMNI
Boston Alumni Networking Night, Tue., Mar. 9, Union Oyster House, Boston (6-8 p.m.). Contact: 610-660-3205 or dmcmdvit@sju.edu.
Boston Alumni Marathon Monday Breakfast, Mon., Mar. 19. Contact: 610-660-3205 or dmcmdvit@sju.edu.
Alumni Day of Reflection: “Spirituality in a Religiously Diverse World” with Dudley Mendonca, S.J., and James Redington, S.J., Sun., Mar. 21, St. Raphaela Center, Haverford, Pa. (9 a.m.-3 p.m.).

National Community Day, Sat., Apr. 24, various locations (9 a.m.-3 p.m.). Contact: 610-660-1250 or nationalcommunityday@sju.edu. See page 34 for more information.

New York Council Dinner, Tue., Apr. 27, Harvard Club of New York City, 35 W. 44th St. (6 p.m.). Guest speaker: Mike Jackson ’71, AutoNation chairman and CEO.

www.sju.edu/alumni

CAP AND BELLS
White People, Thu.-Sat., Feb. 18-20, and Fri.-Sat., Feb. 26-27 (8 p.m.); Sun., Feb. 28 (2 p.m.), Bluett Theatre, Post Hall.
Sweeney Todd, Wed.-Sat., Apr. 21-24 (8 p.m.); Sun., Apr. 25 (2 p.m.), Bluett Theatre, Post Hall.
Tickets: 610-660-1181. www.sju.edu/capandbells/season.php

MINISTRY, FAITH AND SERVICE
The regular schedule for the Liturgy of the Word and Eucharist in the Chapel of St. Joseph-Michael J. Smith, S.J., Memorial is as follows:
- Sundays (11 a.m., 8 p.m. and 10 p.m.).
- Weekdays: Mon.-Fri. (12:05 p.m.), Mon.-Wed. (9:15 p.m.).
Sacrament of Reconciliation, Wed. (3 p.m. and 10 p.m.).
Pre-Cana, Sat., Mar. 20. Contact: Helen Stewart, 610-660-3123 or hstewart@sju.edu.

STUDENT LIFE
Up ‘til Dawn, Sat., Mar. 20, Athletics Center (8 p.m.-3 a.m.). Contact: uptildawn@sju.edu.

UNIVERSITY GALLERY
“Soft” ceramic work by Birdie Boone, Hiroe Hanazono, Ingrid Bathe and Gwendolyn Yoppolo in conjunction with the National Council for the Education of the Ceramic Arts Conference, Feb. 22-Apr. 3. Reception: Thu., Apr. 1 (6-8 p.m.).
Senior Thesis Exhibition, Apr. 6-29, Mandeville Hall second floor. Reception: Fri., Apr. 9, Mandeville Hall foyer (5-9 p.m.).
Junior Art Exhibition, Apr. 9-23. Reception: Fri., Apr. 9, Boland Hall (4-6 p.m.).
Student Art Exhibition, Apr. 30-May 7. Reception: Fri., Apr. 30 (1-4 p.m.). www.sju.edu/resources/gallery

FROM the Editor

My dad loves to tell stories. While they often begin the same way — “Do you remember when …?” or “Did I ever tell you about …?” — the path they take after those first few words is anyone’s guess. He may take us back to a cherished childhood memory of how his father would awaken him and his sisters on Christmas by ringing a bell, or how, when my siblings and I were young, he would cajole us to practice emergency exits from his Ford Pinto, or when, perched in the top row behind right field at Citizens Bank Park, he experienced the coldest, wettest and most historic baseball game of his life, which would lead to the Philadelphia Phillies World Series win in ’08.

For truly great storytellers, though, the subjects don’t really matter, as long as their tales unfold in interesting ways. Take filmmakers, for example. Whether their products are based on fiction or reality, whether quiet, intense documentaries or flashy big-screen features, they’re all stories, wild and varied, hopefully thought-provoking and compelling.

In this magazine, you’ll read about an imaginative storyteller, Saint Joseph’s professor Deron Albright. An energetic, passionate filmmaker and teacher, he clearly knows how to tell a good story. Albright is currently producing an independent film, The Destiny of Lesser Animals, most of which he directed while in Ghana last year on a Fulbright Scholarship.

This magazine also tells the story of the new Michael J. Hagan ’85 Arena and commemorates a century of varsity athletics at the University. Athletics has long been deeply enmeshed in the fabric of Saint Joseph’s, providing many of its most legendary tales, from the insurmountable spirit of the Mighty Mites in the 1930s to the perfect season in 2003-04. Alumni representing decades of Hawk teams and players returned to campus last fall to celebrate these stories and inspire Saint Joseph’s next generation of athletes.

Just imagine the stories that await us over the next 100 years!

Molly Crossan Harty
—Molly Crossan Harty
sjmag@sju.edu
SJU DEDICATES KINNEY CENTER FOR AUTISM EDUCATION AND SUPPORT

An estimated one in 150 American children have an autism spectrum disorder (ASD), and 70 new diagnoses are made each day. For families and individuals affected by ASD, the questions are endless and answers are often elusive.

To provide a resource for these families and for educators working with children with ASD, Saint Joseph’s has opened the Kinney Center for Autism Education and Support.

“There are many centers and institutes where the specialization is in research and medicine,” said Michelle Rowe, Ph.D., executive director of the Kinney Center. “What’s missing is a safe place to turn to following a diagnosis; a place where the only agenda is to provide support and information.”

Housed on Saint Joseph’s James J. Maguire ’58 Campus, the Kinney Center was established with lead support from Paul ’70 (B.S.) and Margaret Hondros and many other gifts.

“Currently, the availability of autism education, research and support is clearly disproportionate to the needs of millions affected by the condition,” said Paul Hondros, who also is chair of the University’s Board of Trustees. “By the formation of the Kinney Center, Saint Joseph’s University is positioned to develop the next generation of educators and social service professionals who can help the nation and the region meet this growing need.”

An appearance by National Football League Hall of Fame quarterback Dan Marino highlighted the October dedication ceremony. He and his wife, Claire, founded the Dan Marino Foundation in 1992 to support medical research, treatment and outreach programs for children with chronic illnesses and developmental disabilities like ASD.

The dedication ceremony also featured remarks from state and local officials, many of whom have been personally affected by ASD, followed by a ribbon-cutting ceremony and blessing by University President Timothy R. Lannon, S.J. (Continued on next page.)

www.kinneyautism.sju.edu
NFL Hall of Fame quarterback Dan Marino praised the Hondros for helping families with autism spectrum disorders.

A group of new SJU alumni participated in Rock the Boat for Autism, a 1,500-mile row last summer. Rowe (left) and Fr. Lannon accepted a $5,000 check for the Kinney Center from (from second to left) rowers James O'Donoghue '09, Larry Maher ’09, John Lose (University of Delaware) and Kendal Smith '09 (right), who designed the rowers' promotional materials.

Friend and Kinney Center supporter Mike McCarthy joins Paul Hondros ’70 and University President Timothy R. Lannon, S.J., in the facility’s lobby.

Michelle Rowe, Ph.D., Kinney Center executive director.
HAUB SCHOOL RANKS INTERNATIONALLY FOR ETHICS EDUCATION

A global survey has recognized the Erivan K. Haub School of Business for its leadership in integrating ethical issues into the graduate business curricula. The Aspen Institute’s 2009-10 edition of Beyond Grey Pinstripes, a biennial survey of business schools, ranks the Haub School among the Top 100 business schools in the world.

“In these challenging economic times, the general public, not just scholars, are questioning whether the established models of business are broken,” said Rich Leimsider, director of the Aspen Institute’s Center for Business Education. The top 100 schools, according to Leimsider, “are preparing students who take a more holistic view of business success; one that measures financial results as well as social and environmental impacts.”

NEW SCHOLARSHIP PROGRAM ENCOURAGES WOMEN IN SCIENCE, MATH

Saint Joseph’s and Anne Welsh McNulty have created a scholarship program to inspire young women to strive for leadership roles in science and math. The John P. McNulty Scholars Program for Excellence in Science and Math will not only provide full-tuition scholarships but also will seek to create a challenging environment designed to help bright young women reach the top ranks of professions in these areas.

“We are looking for those young women who dare to be the best — we want to encourage and expand their vision and create an ongoing community of fellowship for the McNulty Scholars,” says McNulty, a former managing director of Goldman Sachs whose generous support of this program honors her late husband, John McNulty ’74 (B.S.). “John was a firm believer in the power of women to achieve greatness in their chosen fields. He inspired them to take risks and challenged them to tackle problems creatively and enthusiastically.”

A perfect example of these ideals is the Honorable Kathleen A. McGinty ’85 (B.S.), current secretary of the Saint Joseph’s University Board of Trustees and partner, Pergreine Technology Partners, who delivered the inaugural lecture for the McNulty Scholars program. An award-winning environmental leader, McGinty delivered a lecture titled “Environmental Stewardship: Promise and Peril in the 21st Century,” that focused on the relationship between sustainability and climate change.

Previously secretary of the Pennsylvania Department of Environmental Protection and chair of the Pennsylvania Energy Development Authority, McGinty worked on the national level as legislative assistant and environmental advisor to then-Senator Al Gore and as President Bill Clinton’s chair of the White House Council on Environmental Quality.

Three highly qualified freshman women will receive McNulty Scholarships each year. The program combines mentorship, summer research opportunities, professional internships, a senior capstone experience, networking and professional development.

SJU NAMED A TOP FULBRIGHT SCHOLAR PRODUCER

The Chronicle of Higher Education included Saint Joseph’s in its list of the top U.S. producers of Fulbright students for 2009-10, in the category of master’s degree institutions (Nov. 17, 2009). Three SJU students were selected as Fulbright Scholars. Only one other master’s school was ranked higher, with four Fulbrights awarded.

“The Fulbright program enables some of our best and brightest students to represent our University and their country around the world,” said Peter Norberg, Ph.D., director of the Fellowships Office at Saint Joseph’s. “These students truly embody the idea of being men and women for others. Our hope is that they will be able to enact change in a variety of forums, from direct community service to revolutionizing public policy.”

U.S. NEWS RANKINGS RECOGNIZE SJU PROGRAMS

Saint Joseph’s undergraduate business and MBA marketing programs were included in U.S.News & World Report’s “America’s Best Colleges 2010.” This achievement is a first for both Erivan K. Haub School of Business programs.

In addition, U.S. News also ranked Saint Joseph’s among the top 15 master’s universities in the North for the 12th consecutive year.

www.sju.edu/academics/cas/resources/mcnultyscholars
Neal Hooker, Ph.D., an accomplished academic, is Saint Joseph’s new C.J. McNutt Chair in food marketing. Through Hooker’s work with government agencies, including the U.S. Food and Drug Administration, the U.S. Department of Agriculture and the United Kingdom’s Food Standards Agency, among others, he has conducted research ranging from organic marketing strategies to food safety claims and recalls.

As the C.J. McNutt Chair, Hooker is teaching an undergraduate food marketing communication course and an EMBA course on fair trade. He is also collaborating with other food marketing faculty on an array of research projects.

“To be part of a department that focuses specifically on food marketing is a refreshing change,” said Hooker. “I’m enthusiastic about the opportunity to interact more with industry and also delve more deeply into particular food marketing topics and issues.”

Hooker came to Saint Joseph’s from the Ohio State University, where he was an associate professor of agricultural, environmental and development economics.

“As a proficient researcher, Neal offers a dynamic perspective for students,” stated Joseph DiAngelo Jr., Ed.D. ’70 (B.S.), dean of the Erivan K. Haub School of Business. “His agency and academic experience will give our students access to resources they may not have otherwise known.”

The C.J. McNutt Chair was established in 1984 by the Campbell Soup Company in honor of former Campbell Soup President James McNutt’s retirement. The endowment supports a position that recognizes a career distinguished by individual excellence and high achievement in the food industry. The chair holder’s activities include teaching and lecturing in various degree and non-degree programs as well as research and business networking.

— Carolyn Steigleman
The idea of solidarity is nothing new: in fact, popular culture of the past and present, from the “all for one and one for all” of Dumas’ The Three Musketeers to Elton John and Lee Hall’s darkly powerful “solidarity” number in “Billy Elliot,” seems to prove that we all really do believe in the interdependency of community.

But do we? And what happens if we don’t? Is it possible to move from being a nation in which the idea of “solidarity” — a central theme in the Catholic social tradition — has fallen to the wayside, and become one that actually lives it?

Gerald J. Beyer, Ph.D., assistant professor of theology, explores these questions in his new book, Recovering Solidarity: Lessons from Poland’s Unfinished Revolution (Notre Dame Press, 2010). He uses Poland’s transition from communism to capitalism during the 1990s — and the presence and the demise of the Solidarity movement — as a case study to explore the possibility of solidarity in contemporary democratic, capitalist societies.

“Poland provided a ‘living laboratory’ for examining how and why solidarity flourished in the 1980s,” said Beyer, “only to disappear in the 1990s. It has been extremely intriguing, and disconcerting, to see the broader implications of that transition.”

Beyer’s goal is not only to understand the movement and its wider meaning, but also to create an understanding of the importance of solidarity in his readers and his students. Americans, he explained, live in a society very much built on the individualistic thinking of our history and culture, so we often prize individual autonomy over the common good.

“I want my students to at least consider the idea that the good life can only be lived in community,” he said. “And that it’s possible for humans to live in solidarity.” Beyer’s current research looks to evolutionary theory to probe whether human nature contains the capacity to practice solidarity to ever-greater degrees.

— Nicole Katze

FACULTY BOOKS

Milica Bookman, Ph.D., professor of economics, Economics in Film and Fiction (Rowman & Littlefield, 2008).


George W. Dowdall, Ph.D., professor of sociology, College Drinking: Reframing a Social Problem (Praeger, 2009).


Maria Kefalas, Ph.D., associate professor of sociology and director of the Institute for Violence Research and Prevention, Hollowing Out the Middle: Rural Brain Drain and What It Means for America (Beacon Press, 2009) with Patrick Carr.


Jodi Mindell, Ph.D., professor of psychology and director of the graduate program, A Clinical Guide to Pediatric Sleep: Diagnosis and Management of Sleep Problems, 2nd ed. (Lippincott Williams & Wilkins, 2009) with J. Owens.


John Stanton, Ph.D., Precision Target Marketing (Raphel Publishing, 2009) with Mark Lang.

SOLEDAD O’BRIEN ADDRESSES DIVERSITY IN THE MEDIA AND AMERICA


“I truly believe that more Latino journalists need to be talking about the future,” O’Brien says in her new book, Latino in America. “[They need to talk] about what will happen if this nation does not embrace the biggest cultural change of its lifetime and educate people about it.”

The critically acclaimed broadcast journalist’s works also include the TV documentaries “CNN Presents: Black in America,” and its sequel, “Black in America 2,” which focuses on successful community leaders who continue to improve the lives of African Americans during the years following the death of Rev. Dr. Martin Luther King Jr.

The lecture was part of Saint Joseph’s Diversity Lecture Series, a program dedicated to bringing influential multicultural individuals to campus. The University has also partnered with the Anti-Defamation League to further its ongoing commitment to fostering diversity through a supportive and accepting community.

NSF GRANT PARTNERS SJU STUDENTS AND PHILADELPHIA SCHOOL DISTRICT

Selected Saint Joseph’s students in mathematics and the sciences will soon become teachers with the help of a $748,182 grant from the National Science Foundation’s Robert Noyce Scholarship program and a partnership with the School District of Philadelphia. In exchange for scholarships, they will commit to teach in Philadelphia and other high-need areas for each year they receive financial assistance, usually about two years. The grant will fund 19 current and incoming students enrolled in the University’s five-year bachelor’s or master’s degree programs in mathematics and science secondary education. The grant runs through the 2013-14 academic year.

“This project expresses a fundamental dimension of our Jesuit mission — a transforming commitment to social justice,” said William Madges, Ph.D., dean of the College of Arts and Sciences. “By recruiting and supporting highly qualified students to become high school teachers in underserved environments, we are helping to address the imbalance in educational opportunities between urban and suburban children, imbalances that typically reflect economic and racial divisions.”

MEN’S CROSS COUNTRY TAKES ATLANTIC-10 TITLE

The men’s cross country team won the 2009 Atlantic 10 title last October, its first A-10 win since 2000. Head coach Mike Glavin ’78 (B.S., left) also scored a title as 2009 Cross Country Coach of the Year.

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The Jesuit Basketball Spotlight was inaugurated for the 2008-09 season by the Association of Jesuit Colleges and Universities (AICU) in response to member institutions seeking to spread the word of Jesuit higher education through the nearly 100 games played by member institutions against one another each season. JBS contests allow Jesuit schools to do this through targeted messaging, media, television and radio announcements, and other marketing communications initiatives, such as court signage and decals, during their respective game operations.

“IT’s really an informal conference, like the Philadelphia Big 5,” said Joseph M. Lunardi ’82 (B.A.), assistant vice president for marketing communications and a member of the JBS national steering committee. “The idea is to brand the numerous match-ups already in place to advance public knowledge of the Jesuit educational mission.

“If the highest-ranked Jesuit schools were together in an actual conference, it would be one of the top three leagues in the country. Someday we hope to leverage that strength into a nationally televised Jesuit tournament.”
FORMER 9/11 COMMISSIONER SHARES LESSONS LEARNED

John Lehman ‘64 (B.S.), former U.S. Secretary of the Navy, member of the 9/11 Commission and founder of J. F. Lehman and Company, returned to his alma mater to recognize the inception of the Criminal Justice and Public Safety Institute he inspired nearly five years ago.

In 2005, during a visit to campus, Lehman issued a challenge: “We must do something with a unity of purpose. We must be prepared and we must prevent something like this [9/11] from ever happening again. We don’t have time to chew on the problem. We need to focus our efforts now.”

Saint Joseph’s University answered the call. “After Lehman’s poignant address nearly five years ago, we looked at the strengths of the criminal justice, public safety management, homeland security, and environmental and safety management programs,” said Patricia Griffin ‘81 (B.S.), director of the new Institute. “We assessed the needs of law enforcement and public safety entities in a post-9/11 world and realized we had the resources to do something significant.”

During Lehman’s visit, he shared the social, economic and public safety effects of the fateful events of September 11 with students, faculty and administrators, as well as local officials from the Philadelphia Police Department, Philadelphia Fire Commissioner’s office and other emergency responders. The day concluded with a public address titled, “The Lessons of 9/11: What Have We Learned, What Have We Accomplished, What Remains to be Done?,” in which he noted the many improvements in public safety and emergency preparedness since the tragedy.

“We are definitely considerably safer now than we were before 9/11,” said Lehman, “but the threat is greater now and there’s still a lot to be done.”

MACLEAN CHAIR BRINGS NEW LIFE TO AFRO-AMERICAN LITERATURE

Joseph A. Brown, S.J., professor and director of Black American Studies at Southern Illinois University, brought new life to African-American spirituals and literature as holder of the Donald I. MacLean, S.J., Chair last semester.

“I use black sacred songs from the days of slavery and study them very carefully,” said Brown, a renowned author and lecturer. “By really digging into them, you’ll find that they are sophisticated texts that should be read critically as your would read any poem, novel or play. If I can apply any content from those songs in my lectures, I’m doing my part to keep them alive and relevant.”

In addition to teaching the course “Literature and Culture: African American Spirituals and Literature,” Brown shared his knowledge of African American culture during several campus-wide lectures. Brown holds a master’s degree in Afro-American studies and a doctorate in American studies from Yale.

MATH PROFESSOR TURNS TO THE BASEBALL FIELD AFTER CLASS

Greg Manco, Ph.D., a full-time visiting assistant professor of mathematics, signs off on grades as he signs new players. When not in the classroom, Manco serves as assistant coach of Saint Joseph’s baseball team.

His duties include recruitment, fundraising and on-field support. “I enjoy recruiting most out of all of my coaching responsibilities — being involved in the process of building a team,” Manco said. “It brings with it the anticipation and excitement of the incoming players’ arrival to Hawk Hill in the fall, and I enjoy watching the players develop and getting to know them and their families personally.”

His passion for mathematics has been useful in recruitment. “The last 10 years or so have seen a dramatic change in how players are evaluated, with more of a focus on statistics as valid measurements of a player’s ability and potential,” he noted. “Though high school players’ statistics are not as readily available or as accurate, I think there is an opportunity to capitalize on the fact that we can build a winning team by identifying talent that other recruiters might overlook.”

As a former college baseball player, Manco recognizes the importance of education in the lives of young athletes. “Even for me, class comes first,” he stated. “If there’s a conflict between my teaching responsibilities and a game, I’ll make arrangements to stay to teach my class and arrive at the field a bit later.”

Saint Joseph’s will play its 25-game home schedule at Campbell’s Field in Camden, N.J., this year, and Manco’s predictions for the season are positive. “There’s every reason to believe that we’re going to have our best season in a long time,” he said.

www.sjuhawks.com
ENROLLMENT RISES IN COLLEGE OF PROFESSIONAL AND LIBERAL STUDIES

The College of Professional and Liberal Studies (PLS) has experienced a steady growth of inquiries resulting in a nine percent increase in new student matriculation since its rebranding in July 2009. With a new name and revamped Web site (www.sju.edu/academics/pls), the former University College has shown a 470 percent increase in site visits, with users spending nearly double the amount of time viewing content.

“So many adults are seeking future job security by pursuing higher education, and they are turning to the Internet for answers,” said Judith Gallagher ’74 (B.S.), ’98 (M.S.), associate dean of the College of Professional and Liberal Studies. “With our new site and increased visibility, we’re helping more non-traditional students make their dream a reality.”

PLS’s slogan, “Your Degree, Your Way,” calls on potential students to take action and seek a higher degree. In addition to the Internet, the PLS message has been seen on an integrated mix of print and broadcast advertising as well as prime-time TV spots, Septa bus side panels and Google Search ads.

FOOD MARKETING CLASS IMPROVES FOOD DISTRIBUTION TO PHILADELPHIA’S HUNGRY

Thanks to the hard work of a Saint Joseph’s food marketing class and its professor, a new Community Food Center launched in November, giving Philadelphia’s hungry access to food in a non-traditional way.

Philabundance, the second largest food bank in the United States, had solicited the help of Saint Joseph’s food marketing department last spring to develop a food service model that better met the needs of the city’s hungry. There are more than 307,000 people at risk of hunger in Philadelphia, according to Philabundance. Martin Meloche, Ph.D., associate professor of food marketing, worked with one of his classes to create a realistic, practical solution: the Community Food Center.

Studies have shown that the current community food model, the pantry line, doesn’t sufficiently meet the needs of the city’s hungry population. The new Center, located at the Lillian Marrero Branch of the Philadelphia Free Library, allows those in need to choose from available items rather than take a prepared box or bag of food.

“The Center provides clientele with access to food in an efficient and dignified manner,” said Meloche.

“The idea behind the University’s mission, being a person for others, understanding those in need, having a social platform, being a person of justice — all of these reflect the Ignatian attitude of Saint Joseph’s University,” he continued.

Christy Allen ’09 (B.B.A.) and the students in Meloche’s class learned more than a lesson in food marketing. “This project gave me a great appreciation not only for the assistance of volunteers,” said Allen, “but also for the people who envision and organize necessary improvements in our community.”

The Philadelphia Mayor’s Office of Community Services joins Saint Joseph’s and Philabundance in supporting the Center.

STUDENT AREAS ON CAMPUS REVITALIZED AND EXPANDED

What many alumni remember as Simpson Hall has been remodeled and revitalized as a new, 5,600-square-foot student common area. Renamed The Perch, it offers five large flat-screen televisions, a 12-foot projector for movie screenings and four e-mail portals for students’ convenience. A new stage with a sound system has also been installed, constructed with the former Alumni Memorial Fieldhouse’s basketball court, to host a variety of events from comedy nights to battles of the bands.

Students are also enjoying the Campion Student Center’s 6,000-square-foot, two-story addition. The first floor includes a new dining space with touch-screen ordering and a student meeting room and lounge area. The second floor has additional space for expansion of the Hawk’s Nest, another student lounge area with a flat-screen television and new furniture. Two banquet halls and meeting areas have also been added.

www.sju.edu/academics/pls

A SEPTA bus featuring a PLS advertisement stops on campus en route to destinations throughout Philadelphia.
CRIMSON AND GRAY GO GREEN WITH SUSTAINABILITY COMMITTEE

Under the crimson and gray, there is a new University color — green. The University’s Sustainability Steering Committee has reinvigorated efforts to reduce Saint Joseph’s carbon footprint.

The Committee has initiated a successful expansion of the recycling program, introducing single-stream recycling as well as storm water disposition, purchasing hybrid vehicles and continuing alterations to the University’s infrastructure to reduce its environmental impact. In addition, the Committee has held special presentations discussing sustainability, including a lecture with Richard Whiteford ’03 (B.A) who was personally trained by Al Gore on green issues. Whiteford presented the speech that inspired “An Inconvenient Truth,” titled “The Climate Project,” that explores the challenges of and solutions to the climate crisis.

The mission and activities of the committee are inherently Jesuit, according to Michael P. McCann, Ph.D. ’87 (B.S.), associate dean of the College of Arts and Sciences and professor of biology.

“Sustainability means meeting the needs of the present without compromising the ability of future generations to meet their own needs,” explained McCann, steering committee chair. “While many colleges and universities have engaged in sustainability efforts, the cause strikes a deeper chord at SJU, because it is integral to our Catholic and Jesuit mission. Care of the planet is essential for care of the person.”

The goals of the committee include the creation, promotion and support of ongoing and new efforts relating to green and sustainability issues at SJU; publicizing these efforts within and outside of the SJU community; soliciting input from the SJU community, especially regarding new programs or activities; and reporting annually on progress made toward sustainability goals.

www.sju.edu/sustainability

SJU REMEMBERS THE 20TH ANNIVERSARY OF JESUIT MARTYRS

2009 marked 20 years since the Salvadoran military raided the Jesuit residence of the University of Central America (UCA), resulting in the murder of six Jesuit priests, their housekeeper and her daughter, on November 16, 1989. The militants were trained at the Western Hemisphere Institute for Security Cooperation, formerly known as the School of the Americas (SOA), in Georgia.

Each November, a group from Saint Joseph’s travels to the SOA to take part in a Teach-In sponsored by the Ignatian Solidarity Network and to peacefully protest the school’s activities. Fifty-five students, faculty, alumni and neighbors went on the trip last year.

“Ideally, we want our students to open their hearts to the past and present suffering of people in Latin America, in the U.S., and around the world,” said Campus Minister Beth Ford ’99 (B.S.) ’01 (M.S.) “I hope that students continue to consider their own unique gifts in how they might respond to that suffering. The experience caused many to think critically about the complexity of the issues involved and use all the information they’ve learned to respond to the very real questions they encountered during the trip.”

Saint Joseph’s commemorated the tragedy with a Mass and several events on campus, including lectures by Theresa Cusimano, J.D. ’90 (B.S.) executive director of Colorado Campus Compact, who served two months in prison last year for her act of non-violent civil disobedience to protest SOA, and Michael E. Lee, Ph.D., assistant professor of theology at Fordham University, who spoke on “The Catholic University as Social Force: Dangerous Memories of the UCA Martyrs” as part of the Catholic Intellectual Series.

Visiting only a few American Jesuit universities to discuss the Jesuit martyrs, Rodolfo Cardenal, S.J., presented “The Message of the UCA Martyrs in Today’s Reality.” Fr. Cardenal is a former UCA provost and professor who might have been shot had he not moved from campus shortly before the attack.

SOA Protest (from left to right, along the banner): sophomores Maria Fernandez, Justin Colaprico, Alana Glenell and Maria Selde and (far right) freshman Caitlin Rothwell.
Saint Joseph’s University celebrates two milestones
The Michael J. Hagan ’85 Arena
and The Centennial of Varsity Athletics

— by Brendan F. Quinn ’06 (B.A.)

The 100th anniversary of varsity athletics on Hawk Hill was the perfect time for Saint Joseph’s to premiere its Michael J. Hagan ’85 Arena. The benefits of this modern arena and the University’s strategic investment in athletics touch every sport and every athlete on campus.

The Hawks opened the Hagan Arena with an exciting overtime win against Drexel University on November 13, 2009.
As a steep, red mountain of students fixed their eyes upon the floor of the Michael J. Hagan ’85 Arena, men’s basketball head coach Phil Martelli emerged onto the court. It was Friday, November 13, 2009 — the rebirth of Saint Joseph’s basketball.

Nearly a year and a half had passed since basketball had been played on Hawk Hill. During the hiatus, Saint Joseph’s quaint, beloved gym — Alumni Memorial Fieldhouse — was stripped to its bones. Its renovation led to its rejuvenation and modernization as Hagan Arena. To the right of the Hawks’ refurbished nest sits the Ramsay Center, a dazzling new facility for men’s and women’s basketball which houses new locker rooms, coaches’ offices and the Thomas J. Wynne ’63 Hall of Fame Room, among other amenities.

But the beauty of those sparkling new digs couldn’t compare to this moment. As Martelli looked up, a packed student section greeted him as 4,200 enthusiastic Hawks filled the building from wall to wall.

“That far exceeded my dreams,” Martelli would later say, following the Hawks’ thrilling 77-67 overtime victory over Drexel. “It choked me up a little bit.”

This feverish excitement is exactly what Don DiJulia ’67 (B.S.), associate vice president and director of athletics, had predicted only days earlier. “It will generate a sense of pride,” he said as the eve of the opener approached. “This is our place.”

DiJulia caught a hint, just a fleeting glimpse, of the excitement Hagan Arena would evoke during the building’s dedication on October 17. One thousand Hawk diehards entered Hagan Arena for the first time to celebrate a renewal at the corner of 54th Street and Overbrook Avenue. They gazed at an old gym, built on the beams of their passion, which had burst back to life. Emotions stirred. Yet, ultimately, the crowd was not there to simply revel in the University’s sparkling new facility. The dedication symbolized more than the Fieldhouse’s facelift. It was about more than Joyce and Mike Hagan ’85 (B.S.), the project’s generous lead donors. It represented more than the new Ramsay Basketball Center, Phil Martelli or even the Hawk itself.

So much more.

As the 2009-10 academic year marks the 100th anniversary of Hawk athletics — basketball, football and baseball premiered in 1909 — the précis of the Hagan Arena dedication was clear: Following a century of athletics at Saint Joseph’s, the future is now.

“The Hagan Arena marks the start of a new era for basketball and the University,” said DiJulia, standing on the stage at midcourt. “It is the beginning of 100 more years of fantastic finishes and tournament teams, 100 more years of community and spirit, and 100 more years of Hawk passion and pride.”

In the end, October 17 tied a bow on a decade of dreams. It began on June 11, 1999, when Mike McNulty ’85 (B.S.) and Mike Hagan were approached by former University President Nicholas S. Rashford, S.J., with the idea of a new arena for Saint Joseph’s. Over the
The women’s team makes its mark in the Hagan Arena as senior Mariame Djouara goes up for a shot in a 57-40 win over the University of Pennsylvania on January 12.

Photo: Greg Carroccio ’02

Q&A with Michael J. Hagan ’85

Michael J. Hagan ’85 (B.S.) shared his thoughts on the Arena and Saint Joseph’s University with Carolyn Vivaldi, executive director of development and alumni communications.

CV: How did you become involved in the Fieldhouse renovation project?

MJH: It had been a long-time dream of former president Fr. Rashford to build a new facility. He came to see my friend, business partner and former roommate, Mike (McNulty ’85), and me when we were at VerticalNet in the ’90s. We revisited the conversation with Fr. Lannon several years later. The discussion was always about how to provide our talented student-athletes and coaches with an arena and facilities that befit a Division I basketball program.

CV: Why did this project interest you?

MJH: My love affair with Saint Joseph’s basketball started with my love affair with the Big 5, which began with my dad packing my brothers and me into the station wagon and traveling down to the Palestra for games. My earliest connection with the Fieldhouse was when I came here for summer camps during the early ’70s. I remember telling my mom that Olympian Mike Bantom ’73 was teaching me jump shots. Imagine being 10 years old and learning from Jack McKinney ’57 and Mike Bantom! Today, my wife, Joyce, and I are so proud to play a role in this great University’s growth. It gives us joy to know that this arena will bring students, alumni and friends together to rally in support of our teams and students.

CV: What impact do you anticipate the Hagan Arena will have on SJU?

MJH: The new Arena is both a window and a bridge to St. Joe’s. It’s a window for every Division I basketball fan in the country, whose introduction to and first impression of St. Joe’s will be through televised games. My hope is also that this Arena will become a bridge for alumni whose fondness for the University is through the athletics program, and who will come back to see for themselves the incredible progress that has been made and to reconnect with the values we learned as students.

CV: How did your experience as a Saint Joseph’s student influence your life?

MJH: As students, we learned the importance of “service to others.” This has been my platform and a core value in both my personal and professional life. To me, it’s about how much you’re able to give to others. It never leaves you.
years and continuing under the leadership of University President Timothy R. Lannon, S.J., the concept was revamped, reshaped and revisited numerous times. Once the Episcopal Academy property became available, the University’s gears shifted toward making the Maguire Campus a reality. But the dream of an arena never fell from the docket.

Then came the 2003-04 season — the Hawks’ undefeated regular season, the No. 1 national ranking, the trip to the Elite Eight. The season called “perfect” on Hawk Hill thrust the University into a glaring national spotlight. Every major news outlet sent a scribe or an anchor to capture the details. Each time the story of Saint Joseph’s was told, the same adjectives about the venue poured forth — small, little, tiny, diminutive, etc. It’s one thing if those labels are used to characterize a University’s tight-knit community. It’s entirely different when those brands sear a Division I basketball program.

In retrospect, the 2003-04 season provided Saint Joseph’s with two gifts: a treasure chest of memories and the clear realization that a successful team shouldn’t have to succeed in spite of its infrastructure. As a result of that magical season, momentum for athletic fundraising swelled.

First, Hagan stepped up to pledge $10 million for the arena. Then it was decided that a renovation to the existing Alumni Memorial Fieldhouse and the construction of a basketball-only facility was the University’s best option. That led former Hawk players, namely Jameer Nelson ’04 and Mike Kempski ’68 (B.S.), along with many other loyal alumni and friends, to help finance the Ramsay Center. (See donor list at right.) The rest is history.

And now Saint Joseph’s can marry both worlds — a tight-knit, Catholic, Jesuit school with an identifiable Division I basketball team whose finances match its fandom.

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“**This is right for Saint Joseph’s. It’s the right size, it has the right feel, and it will never be taken for granted by the players or the coaches.**”

— Phil Martelli, Men’s Basketball Head Coach

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“The scope of what has occurred at Saint Joseph’s since 2004 is far reaching. At no point in school history has such a broad emphasis been placed on athletics. In addition to the Fieldhouse renovation and the construction of the Ramsay Center, the entire athletics department has been reinvigorated and recruitment of student-athletes enhanced. Every coach now enjoys new office space. Each team boasts a locker room of its own. Finnesey Field has been resurfaced. The tennis courts are new. The crew team received a lush new boathouse in 2002. The Fieldhouse renovation has fed every team across the board.

“Every single team has been affected in a positive manner,” DiJulia said.

But there is no denying that, as it has been for a century, basketball is still the cynosure of athletic life at Saint Joseph’s. In 2005, when Martelli penned the preface to *Tales from the Saint Joseph’s Hardwood* by former coach Jack McKinney ’57 (B.S.), he stated, “As for Hawk basketball, the more things change, the more they stay the same.”

That may no longer apply. Change has come.

“The University realized that we needed this basketball program to be a beacon in the modern era, whether it’s visibility, exposure or marketing,” DiJulia said. “That’s the world. We didn’t invent it. It’s not good or bad. That’s what it is. Athletics, in particular your lead sport, is the front porch for the University.

“You like the front porch to look good.”

And it’s never looked better.

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“It’s got that ‘wow’ factor, which is a source of pride for all of these students,” said Cary Anderson, vice president for student life. “There’s an excitement about it.”

Like all the sports that benefited from the University’s recent commitment to athletics, the changes at Hawk Hill also trickle down to every individual student. The new space and facilities have spawned huge increases in club sports and intramural participation.

“Admissions’ slogan this year is ‘Not for Spectators,’” Anderson added. “And between so many tickets at Hagan being earmarked for students (500 of the added 1,000 seats) and all the new recreational opportunities, it’s representative that everyone should be involved.”

From the alumni to the students and the coaches to the players, it seems everyone is involved in a future that’s upon Saint Joseph’s.

Brendan Quinn is a freelance writer.

MICHAEL J. HAGAN ’85 ARENA NAMING DONORS

1. The Carmen ’43 Casciato Family with Mike ’85 and Denise McNulty and Family
   Cascade Basketball Practice Facility in honor of Carmen Casciato ’43
2. Roberta and Anthony Accione ’65
   Accione Media Room
3. Annette (Procacci) ’81 and Charles Brennan Jr. ’80
   and Family
   Brennan Lobby in honor of Charles D. Brennan Sr. ’55
4. Anthony ’60 and Evelyn Carfagno
   Carfagno Ticket Office
5. Phil Martelli with Karen and Jack Donnelly ’72
   Donnelly Men’s Basketball Visiting Team Locker Room
6. Family of John J. and Susan Ann McCabe
   McCreech with Tom McCreech ’50
   Clifford Women’s Basketball Operations Office in honor of Donal G. Clifford, S.J. ’51
7. Carl ’10, Irene (Perez) ’83 and Carl Minniti, M.D. ’82
   Minniti Academic Study Room
8. Marie and Kevin Quinn ’62 with the Family of Jim ’85
   and Dinae (Rafferty) Norris ’87
   Quinn Men’s Track & Field Coach’s Office in honor of Kevin P. Quinn ’62
   Quinn Women’s Track & Field Coach’s Office in honor of Marie Quinn
   Rafferty Women’s Track & Field Locker Room in honor of Robert R. and Dorothy M. Rafferty
   Norris Men’s Track & Field Locker Room in honor of James E. ’67 and Suzanne V. Norris

For more Hagan Arena dedication photos, go to www.campaign.sju.edu/gallery/gallery.html
Living in a student residence now isn’t the same as when he was in college, but this campus official wouldn’t have it any other way.

The guy who lives in apartment B504 at Merion Gardens, a student residence, loves college basketball, enjoys biking and has guests over a couple times a week. But unlike everyone else in his hallway, he’s not a student.

According to the nameplate on his door, this apartment is the home of Timothy R. Lannon, S.J., president of Saint Joseph’s University.

Fr. Lannon became president in 2003 and has called Merion Gardens home since fall 2006. Living among the students was his plan from the start.

“What was important for me was to have a different way of being around students,” says Fr. Lannon, who prides himself on constantly being in touch with them. “Seeing the posters in the hallways and hearing the students in conversation provides a chance for me to be involved in a different part of University life that I might not otherwise see.

“I’ve always had a desire to live in a residence hall, and the longer I was president, the stronger it got.”

As it turns out, the students wanted to live near the president as much as he wanted to live near them.
“We intentionally chose to live on Fr. Lannon’s floor,” says Tomiko Wolf ’09 (B.S.), a current graduate student who resided in Merion Gardens in 2007-08. “We saw it as a great opportunity for us to get to know him beyond just being a student at the University.”

How Fr. Lannon came to live in Merion Gardens, located on City Avenue about a mile south of main campus, is serendipitous. Due to zoning laws, students are not permitted to live in the two-story space he currently occupies. When Fr. Lannon discovered the apartment was vacant, he seized the opportunity.

Now, as the inhabitant of a student residence, Fr. Lannon has adapted well to that side of college life. Like the students, he spends most of his days on campus and nights in his apartment, when he’s not traveling. But the real difference between Fr. Lannon and his student-neighbors lies in the details of the day.

Fr. Lannon rises around 6 a.m. and runs on the treadmill in his second-floor office every other day. Afterwards, on his way downstairs to pick up a newspaper in the lobby, he shoots the breeze with the few students who are awake and functioning that early. He returns for breakfast in his small study overlooking the Merion Gardens parking lot, says Mass privately in his intimate apartment chapel and goes over the day’s typically packed agenda. Then he’s off to the main campus.

A brimming schedule means Fr. Lannon often doesn’t make it back home until 9 or 10 p.m. When he finally gets there, he’s grateful to have a place to call his own. He usually unwinds in his living room, preferring college basketball games or shows like CSI and The Mentalist. He’s also an avid reader, as evidenced by the bookcases lining his living room, study and second-floor office.

While Fr. Lannon values his privacy, he treasures his time with the students who literally surround his home.

That time, says Rachel Allen ’09 (B.S.), is the best part about living near Fr. Lannon. “There were nights I’d come home at 10 p.m. and see his door open,” the former Merion Gardens resident and current SJU graduate student says. “I would just walk in and have a chat with him. He was always welcoming and happy to see me.”

Brendan Bryant, a second-year international business major who lives on Merion Gardens’ sixth floor, has also taken advantage of Fr. Lannon’s open door, even if it’s just to say hello.

“To me, it shows that he’s involved and that he really cares,” says Bryant, who is from Merion Station, Pa. “I think it’s great.”

Fr. Lannon doesn’t wait for students to stop by; he takes the initiative to get to know them. During the first month of school this year, he went door-to-door to each fifth and sixth floor apartment and offered cookies to his new neighbors. In the third week back to school, he also hosted a dessert social in his apartment for all Merion Gardens and Lancaster Court residents. More than 120 students attended.

But the real treat comes every November.

“I host a Thanksgiving dinner for all the residents of the fifth and sixth floors the week before Thanksgiving,” said Fr. Lannon. “It’s one of the events I really look forward to each year living here.” Twenty-five students joined him for the annual tradition last year.

As much as he cherishes the increased student connection his living situation provides, Fr. Lannon did have one reservation when it came to living in such close proximity to students.

“If I encountered any violations of University policy, then I’d have to alert a resident advisor,” explains Fr. Lannon.

So far, in his three years of residence hall living, he has had to contact an RA only once about student behavior.

“All in all, the students are pretty quiet and well-behaved,” he says. Students likewise don’t seem fazed by their high-profile neighbor.

“Although he’s the president, I never felt I couldn’t act like a 20-year-old student when I lived near Fr. Lannon,” said Wolf. “He never made anyone feel like they couldn’t carry on with what they wanted to do as a junior or senior in college.”

It would seem that Fr. Lannon has everything he wanted in Merion Gardens. He maintains direct contact and friendly relationships with students and enjoys a relaxing retreat that’s close to campus yet far enough away to provide some separation at the end of his perennially long days.

In fact, Fr. Lannon has only one qualm about living in Merion Gardens, and it’s the separation from his Jesuit brethren.

“Oftentimes the Jesuits on campus gather around 9 or 10 o’clock to watch a TV show or talk, and I do miss that sometimes, especially in the evenings,” said Fr. Lannon. To alleviate the problem, he tries to have dinner at the Jesuit residence on campus a couple times a week.

It’s a trade-off that allows Fr. Lannon to demonstrate his dedication to the students. “This is just another commitment to show the students my interest in them,” he says, “and my desire to be available as best as I can in light of the other demands of my job.

“The advantage to a place like this,” he adds, “is I can end the day in a quiet way.”

Ultimately, Fr. Lannon says he wouldn’t want to live anywhere else.

“I loved my four years in college, and I see myself in these students in so many ways,” he says. “Watching them thrive and enjoy their college experiences is fantastic, and it’s a gift that I can interact with these students in this environment every day.”

Dan Wisniewski is a freelance writer. He offered his unique perspective on graduation in the Summer 2008 SJU Magazine.
Fulbright in hand, a Saint Joseph’s professor traveled to West Africa to promote mutual understanding between different cultures and fuel his passion for filmmaking.

By Patricia Allen

Into Africa
A Filmmaker’s Journey
As Deron Albright, M.F.A., called “Action!” the camera started recording. He was directing a scene for a movie being shot on location in Accra, the capital city of the Republic of Ghana, and the director of photography, Aaron Bowen, had the camera focused on the two male leads.

Chris Coy, assistant camera/key grip, had just finished setting the lights. He turned his attention toward the action with his eye on Albright. It was his job to make instantaneous adjustments in lighting or scenery so that filming could proceed smoothly.

But something was drastically wrong.

“I was watching Deron watching the scene, and at about the second take, he went as white as a ghost,” recalls Coy. “Any twinkle of light just faded from his eyes.”

Albright remembers feeling utterly nauseated. “It was a terrible moment,” he says.

The second lead had “gone-up” on his lines too many times for comfort. This actor, whose role was essential to the plot, sat sputtering, finally freezing in front of the camera. They worked through the scene as best as they could, but it was clear nothing would be salvageable from that day’s work.

It was no small disaster, and yet, it was only one in a series of many: Ghana’s Kafkaesque bureaucracy seemed to delight in closing offices or changing rules every time Albright tried to get permission to film somewhere; firm locations would be lost at the last minute because, on a whim, someone had changed his or her mind; actors would quit by not showing up at a scheduled shoot; Albright was even bitten by several dogs while location scouting. In one way or another, these and other calamities threatened to derail the ultra low-budget, independent film.

Coy, who is also a documentary filmmaker, signed on to the movie without compensation and paid for his own flight from Boston to Accra, because, he says, “I wasn’t about to miss out on the adventure of trying to shoot a no-budget independent feature film in Ghana. I couldn’t stand the thought of those guys having all the fun without me.”

But just for a moment — and not for the last time — he wondered if this was the train wreck that would overturn the project for good, bringing his making-of documentary about the experience to a premature end.

Albright, chair of fine and performing arts and associate professor of film and video at Saint Joseph’s, was not about to let that happen. “No,” says Albright, laughing. “It was day six of filming, and we had at least another 22 train wrecks to go before we completed principal photography in Ghana three weeks later.”
But however unpredictable life may have been under the broiling sub-Saharan sun, it was not without serendipity. Albright and his team found another actor to play the role: a consummate professional with a well-known face from his career in Ghanaian television serials. Name and face recognition of the veteran performer is something Albright hopes will make a difference when it is time for audiences in Ghana to line up and buy videodiscs for *The Destiny of Lesser Animals* (www.destinyoflesseranimals.com).

The Albright family — Deron, his wife Lori, and their two sons, Jaspar, then eight years old, and Dashiel, then four, packed up their lives and spent the 2008-09 academic year in Ghana when he was awarded a Senior Fulbright Scholarship to teach at the National Film and Television Institute (NAFTI). On his Fulbright application, Albright proposed teaching courses in popular American cinema, television studies and film/media production to address what he saw as a lack of fundamental knowledge of Africans about Americans and of Americans about Africans.

“At the heart of my proposal was a desire to promote mutual understanding among cultures,” notes Albright. He looked forward to teaching at NAFTI, especially its advanced film directing sequence, but a compelling item on his agenda was shooting a screenplay written by his Ghanaian friend Yao Bunu Nunoo.

“I always wanted Deron to direct my screenplay,” says Nunoo. The pair — partners in a production company, Bright Noon, whose mission is to create fresh cinema experiences through the stories of under-seen and under-served populations — met when Albright cast him in the title role of his award-winning animated/live action short, *The Legend of Black Tom*.

*Legend* is the story of freed American slave Tom Molineaux’s bare-knuckle boxing championship match against British champion Tom Cribb, a historical event that occurred in the early 19th century. Albright’s feature-length treatment of *Legend* is now under option, and he hopes to one day realize it as a large budget production.

Coy filmed the short in summer 2005 in Bluett Theatre, and it was crewed entirely by Saint Joseph’s students.

“Deron makes contributions to the College and University on many levels,” says William Madges, Ph.D., dean of Saint Joseph’s College of Arts and Sciences, “but none is more important than his work as an inspirational teacher. Deron brings his creative talent as a filmmaker to the classroom and shows our students the social and cultural importance of a film’s content as well as the art of technique in telling a story.

“What makes his current project, *The Destiny of Lesser Animals*, so meaningful for us at SJU is that he approaches this project with values and commitments, such as appreciation of diversity and commitment to social responsibility, that resonate strongly with our mission as a Jesuit university.”

Nicholas Lumba, a senior psychology major from Wall Township, N.J., has taken several courses with

Photos (from top): Yao Bunu Nunoo, writer, co-producer and leading actor of *The Destiny of Lesser Animals*; Albright; Bowen; Nicholas Lumba ’10, production crew member; and Coy.
Albright. He was on the production crew for a Destiny film shoot in Philadelphia last October.

“It was a privilege to work with Deron on this project,” Lumba says. “Most of my experience has been in corporate films, so it was exciting to work on a feature, with such an excellent cast and production team.”

“I’m a firm believer in bringing people together around a project and encouraging them to make it their own in whatever way they can,” says Albright. “While the director shoulders the responsibility for what ultimately ends up on screen, there’s nothing better than having much of that work come out of a collaborative process where everyone is contributing in a meaningful way.”

Early on, Albright learned the importance of collaboration. He spent part of his youth on his grandfather’s farm in Clinton, Ill., was active in 4-H and sang in annual productions of Gilbert and Sullivan operettas at his church. But his exposure to movies was limited, because he didn’t watch much television. “At one point, our TV broke, and we never got it fixed,” he says. “By the time we bought a new one, I was in high school and ready to watch films seriously.”

Though Albright has a Midwesterner’s likability and easy charm, there is also a quiet intensity about him. He majored in philosophy at Oberlin College, and after graduating, was accepted to several law schools. He hoped to work in Native American law but quit the University of Michigan Law School after one week because it wasn’t the right fit.

It was at Oberlin that Albright fell in love with the films of New German Cinema director Wim Wenders, but he never considered filmmaking as a possible career path until working as an editor of 19th century literary criticism in Ann Arbor. There he discovered the work of an obscure French writer Petrus Borel. “It was incredibly dark stuff, but everything he wrote was cinematic,” says Albright. “And there I was, as Wenders would say, ‘Thinking in Pictures.’”

Albright later adapted one of Borel’s stories “Champavert” into the film that gained him entrance to Temple University in Philadelphia, where he earned an M.F.A. in film and media arts.

Since that time, he has made numerous short films — the most notable being Legend, which played at more than 25 festivals worldwide, garnering 13 awards for excellence — and was associate producer and cinematographer for Francisco Menendez’s Medio Tiempo, a featurette that aired on the Showtime Network. He taught on the faculties of Temple, University of Nevada-Las Vegas and Adelphi University in Garden City, N.Y., before arriving at Saint Joseph’s in 2002.

Albright notes that the reality of filmmaking is that it is tedious work; low budgets make the process much more difficult. “It’s important to me that students understand that putting quality images on the screen is usually the result of countless decisions, extreme patience and the proverbial ‘blood, sweat and tears,’” he says. Albright speaks from experience.

“Filming in Africa is a beast,” adds Nunoo. “There is little to no infrastructure to support making full-length movies. Luckily, Deron is a tenacious producer, who knows how to fight for his films.”

Albright’s director of photography and former student Aaron Bowen, who works regularly in Los Angeles in television and film — Clerks II, Pushing Daisies, NBC’s upcoming series Parenthood — concurs with Nunoo. “It seemed that at every location [there were more than 30 in Ghana alone], the local people were resistant to supporting our shoots,” he states. “And those who would work with us tried to capitalize unfairly on our situation.”

Without the dollar-power of a large studio to back him, Albright used his Fulbright grant of $25,000 to finance the film and a home-equity line of credit to round out the $50,000 production budget.

Though independent filmmakers are entrepreneurs who choose to work outside the studio system, over time, a symbiotic relationship has developed between both entities. “Big studios benefit from indie films because they allow them to externalize risk,” says Albright. “They can shop at film festivals like Cannes, Venice, Sundance or Toronto, see what has been produced by independent filmmakers and cherry-pick the best.”

The upside for independent filmmakers? “They get to make the movie they want, and if it gets picked up, they’ll make money — ideally, enough to make the next movie with a larger budget.” Albright estimates post-production expenses will double his original costs in the course of finishing the film for festival exhibition — Toronto in 2010 or Sundance in 2011 — and distribution in Ghana, European television, and the U.S. art house niche market.

“Many Fulbright scholars return home from abroad and buy a new house or car with the award money,” says Albright. His family could use a second car, but for now, he rides to campus on his Jawa, a 1973 Czechoslovakian motorcycle he says is “in good shape — just loud, dirty and idiosyncratic,” and his wife takes the car.

Instead of a new automobile, Albright has 200 minutes of The Destiny of Lesser Animals in rough-cut. When editing is completed, he hopes it will come in at 100 minutes. “I think we’ll have something pretty special when we are done,” he says.

Patricia Allen is associate director of university communications at SJU.
SITTING IN HIS FATHER’S SOUTH Philadelphia café just across 8th Street from the bakery and two-story neon sign bearing his family name, Joe Termini ’96 (B.S.) enjoys an espresso, one of 10 daily shots of the caffeinated beverage.

“That is the worst thing my father could have done, putting an espresso machine across the street from work,” he says between sips.

It’s been another in a lifetime of stressful days for the wiry businessman and pastry chef. One of the waitresses fell and broke her arm that morning, while a big order from a local museum caused the production schedule to suddenly shift.

“In the blink of an eye, your whole day can change,” says Joe, snapping his fingers. “Just like that.”

THE CAFÉ IS LOCATED IN THE SAME building where his grandfather, Giuseppi, opened Termini Brothers Bakery with his brother, Gaetano, in 1921. Giuseppi passed the business on to his son, Vincent, and continued working there into his 90s.

Vincent’s sons, Joe, 36, and Vinny, 31, now continue the family tradition, using the same recipes their grandfather brought over from Sicily to make the famous cannolis and savory Italian cream cakes that have become an indelible part of the Philadelphia culinary landscape.

In the last decade, Joe and Vinny have expanded Termini’s, opening three new retail locations and starting a mail-order line that ships their goods throughout the country.

They also launched Enna Specialty Desserts, a premium wholesale line made in their shop and sold by local vendors.

Cookies, Candies & Cannoli — It’s Not All Sweet Talk

The secret to the success of the Termini Brothers Bakery isn’t its tasty almond amaretti cookie or even its signature pastry — the mouthwatering, cream-filled cannoli — nor is it the sumptuously ornate cakes.

It’s a commitment to tradition and Italian authenticity that has guided this South Philadelphian institution for nearly nine decades.

By David King ’08 (B.A.)
“We’ve never taken anything away from our original mission, which is to serve the best-quality handmade product,” says Joe. “The Termini name will not be compromised.”

For the brothers, maintaining their family’s unrivaled reputation means consulting with their parents on every major decision. “Change isn’t something that comes easily to a third-generation business,” Joe says. “It’s the small victories that begin to show on the bottom line and start to convince.”

The shop’s compelling history and tradition have drawn interest nationwide, be it buyout offers from corporations or reality shows seeking to capture — or create — family drama. “I’m not looking to become a celebrity; I’m a pastry chef,” Joe says matter-of-factly. “I’d rather make a good product.”

An effusive personality who calls his customers and employees family, Joe always sensed his family’s work was special. “I remember my father going off to work on Christmas morning when I was a child,” Joe says. “I guess from that point on you’re a part of the family business.”

Joe and Vinny have been working in the business from the time they were youngsters just old enough to put sprinkles on cupcakes. Throughout high school and college they washed dishes and learned the trade. The bakery taught Vincent’s sons the value of hard work, but ultimately he left the decision to join the family business up to them.

“Call it destiny, call it outside pressure, whatever you want, all I know is my brother and I are in this business, and we are more passionate about it than anything else.”

To sharpen their business skills, Vinny attended the Culinary Institute of America, and Joe earned a food marketing degree from Saint Joseph’s University in 1996. At the age of 22, when most new graduates are working entry-level positions, Joe was participating in negotiations with businessmen 40 years his senior and managing dozens of employees, some of whom had worked at Termini’s since before he was born.

The Termini needed the leadership and trust they earned in those early days to help carry a business that survived the Great Depression through a brutal recession, turn a profit for the year and maintain a family record of never laying off an employee.

The recession hit the bakery in some areas — smaller weddings meant smaller wedding cakes, and ingredient prices rose — but Termini’s found its customers wouldn’t let a sour economy get in the way of tradition. “Whether your grandfather took you here for your first cupcake or you got your wedding cake or your baby’s christening cake here, we’ve always been associated with positive thoughts,” says Joe. “No matter how bad things get, no matter how bad the economy is, Termini Brothers always will remain a constant where you can come to have positive memories.”

On Christmas Eve each year, Termini’s is the site of a spontaneous party. In the predawn hours, lines begin to form around the block as customers wait to purchase their holiday pastries and greet neighbors and old friends. Local string bands come out to serenade the crowd, a preview of the city’s Mummers parade on New Year’s Day.

By 8 p.m. that evening, when Termini’s last cannoli is sold and the store’s lights go dark, and the bakers and servers head home to their families, Joe and Vinny sit back and reflect on the triumphs and trials of the year. Every Christmas, every year, brings them closer to their ultimate mission.

“We have a common goal to make sure this business is healthy enough to pass to the next generation,” Termini says. “We want to make profits — and we are — but first and foremost, our goal is to pass the business on to the next generation. It’s a gift.”

“It’s just a matter of whether the fourth generation will have the mold to run it,” Vinny says. “You work long hours. You don’t get to celebrate Christmas. You have to help other people celebrate their Christmases.”

Keeping the business in the family might be one step closer. Last October, Joe Termini and his wife Lauren (Cawley) Termini ’96 (B.S.) had their first child, Vincent Francis.

While finishing his espresso, Joe looks upon the hospital ID bracelet he has worn since the birth of his son. “I’m trying to quit smoking, so this is my reminder,” Joe says of the plastic band. “I’ve only had three today. I used to do a pack of cigarettes a day, the stress was just so crazy.”

“Until you are immersed in this, you can’t understand the amount of work it takes,” says Lauren. “But it’s an incredible gift that our son will have the opportunity to carry on the family tradition if he chooses to.”

Joe knows that the bakery life isn’t for everyone. His children will have the same chances he did and be free to choose any career path. If it’s following the same recipe for success as the previous three generations of Terminis, so much the better. 

David King is a freelance writer and editor.
Dear Fellow Hawks,

Wow! What an exciting time to be a part of the St. Joe’s community. As I begin my term as Alumni Association president, I want to share highlights of my remarks from Reunion 2009 in November.

You are part of a dynamic campus community — yes, annual fund and campaign contributions have enhanced the physical campus and allowed for infrastructure improvements, but more importantly, we’ve helped build a student body of thoughtful and articulate young men and women committed to intellectual and spiritual growth. As alumni, our giving back and coming back to St. Joe’s doesn’t simply happen once a year, or once every five years, but, rather, it is ongoing in how we live our lives every day — in showing what it means to be “men and women with and for others.” This is the mark of a St. Joe’s graduate, and it is because of your belief in this central mission that this University is thriving for today’s students.

I truly hope that you are as excited as ever to be part of St. Joe’s today as you were to be part of St. Joe’s in the past. The Alumni Association and National Alumni Board play a key role in keeping you connected. One of the most immediate ways to stay in touch is through technology. If you haven’t seen or used our online Web portal — MySJU for Alumni — I encourage you to do so. It’s a primary way to keep up with events and education through posts, videos and photos, and to stay in touch with other alumni and learn about special benefits. There are also a number of fan and group pages on Facebook and LinkedIn. We continue to expand our regional chapters and, through technology, can make a vast geography feel much closer to home. And certainly we want to grow our relationship with current students and build upon the success of National Community Day and other joint alumni/student/faculty/staff service projects. We want to bring the vibrancy and energy of today’s campus — at least a little piece of it — to you, knowing you can’t always be here.

We, the graduates of Saint Joseph’s University, have a long and proud tradition. We, as alumni, have a responsibility to carry on that tradition wherever we are. We are the reason The Hawk Will Never Die!

Sincerely,

Gina M. Mazzulla ’91 (B.S.)
President
Saint Joseph’s University Alumni Association
Nearly 600 friends and supporters, including a record 260 alumni, celebrated Saint Joseph’s 28th Annual Alumni Gala on October 30 at the Park Hyatt Philadelphia at the Bellevue. The SJU Alumni Association’s premier event — which raises funds for the Shield of Loyola scholarship fund — was highlighted by the presentation of the Shield of Loyola Award to James J. Maguire ’58 (B.S.). The award is bestowed annually upon a distinguished alumnus or alumna who has had remarkable success in his or her profession, whose life reflects the values of St. Ignatius Loyola, and who has demonstrated unparalleled loyalty to Saint Joseph’s University. This year’s attendance marked the event’s largest number since its inception in 1981.

The affair featured an array of noteworthy guests, including 10 former Shield of Loyola recipients, University Trustees, major benefactors and Pennsylvania Governor Ed Rendell, who was photographed with Maguire and University President Timothy R. Lannon, S.J., for The Philadelphia Inquirer.

Addressing the guests, Fr. Lannon remarked on Jim Maguire’s role in the Saint Joseph’s community. “Jim Maguire is an inspiring person and leader,” he said. “He credits Saint Joseph’s with transforming his life, and in turn, he and his wife, Frannie, have transformed Saint Joseph’s through their generosity, commitment and support.”

A video presentation, featuring images from throughout Maguire’s life as well as interviews with family and friends, paid tribute to his personal and professional legacy. After the video, James J. “Jamie” Maguire Jr. ’84 (B.S.) introduced his father, following the theme of “Family, Fitness and Leadership.”

“If you define a leader as someone who surrounds himself with winners, well, just look around this room,” noted Jamie. “Each of you here has been touched, encouraged, helped and inspired by the man we’re honoring tonight. He has moved us all to greatness, and he has helped us go to places we never thought possible. This is the definition of a true leader.”

Jim Maguire accepted the Shield of Loyola graciously, thanking his wife, Frannie, first and foremost, calling her his “moral, ethical and spiritual compass for the past 52 years.” He then shared the story of his connection to Saint Joseph’s University, starting as a struggling student who was given a second chance, and growing into a successful entrepreneur dedicated to giving back.

In his closing remarks, Jim Maguire expressed his feelings for his alma mater. “It’s been exciting for me to be part of and bear witness to the University’s success,” he reflected. “We here at Saint Joe’s — faculty, students, alumni, administrators, all of us — are part of a unique culture and incredible success story. For the sake of generations to follow us, and in thanksgiving for the education I received, I feel compelled to energetically support this very special, preeminent University.”

— Colleen DeFruscio ’11

To view photos from this and other alumni events, visit www.sju.edu/alumni/photogalleries.
SJU’S FIRST BLACK ALUMNUS RETURNS TO CAMPUS

In 1948, Lawrence W. Pierce turned his tassel, accepted his diploma and became the first African American to graduate from Saint Joseph’s College. Today, the Hon. Judge Pierce (B.S.) is a former Saint Joseph’s University Trustee, a Shield of Loyola Award recipient and a noted jurist. Judge Pierce returned to Hawk Hill in October to speak to students and alumni. He was introduced by the newly elected president of SJU’s Black Alumni Chapter, Dale Allen ’68 (B.A.).

Judge Pierce applauded the University for its efforts to recruit and support minority students through campus organizations. “During the 1940s, there certainly was no Ignatian College Connection, which I say, strikes me as a creative gem,” said Pierce. “Today, St. Joe’s is reaching out to attract minority students.”

A Philadelphia native, Pierce entered Saint Joseph’s College in 1942 before serving in the U.S. Army for three years and eventually completing his degree with honors. After graduation, he went on to earn a law degree from Fordham University and serve in New York City as a public defender, assistant district attorney and deputy police commissioner.

Pierce taught at the State University of New York Graduate School and was appointed U.S. District judge for the Southern District of New York in 1971. He was also a judge on the Foreign Intelligence Surveillance Court and a member of the U.S. Court of Appeals for the Second Circuit under President Ronald Reagan. Pierce retired after 24 years as a federal judge and served as director of the Cambodian Core Training Program, an organization that works to improve democracy and justice in Cambodia.

Judge Pierce acknowledges that his education as a “man with and for others” has played a major role in his success.

"Students who matriculate at St. Joe’s receive an education that instills in them Jesuit values, which will help them grow spiritually and intellectually and lead them to lives with substance and purpose,” he said.

LAW ALUMNI RECOGNIZE FEENEY AND MCHUGH ’76 WITH SHEEHAN AND MCCLANAGHAN AWARDS

Saint Joseph’s University’s Law Alumni Chapter presented Joseph J. Feeney, S.J., with the Bro. Bartholomew A. Sheehan, S.J. ’27, Award and Gerald A. McHugh Jr., Esq. ’76 (B.A.), with the Honorable Francis Z. McClanaghan ’27 Award at its annual awards dinner in November at the Union League of Philadelphia.

The Sheehan Award was presented to Fr. Feeney in appreciation of his steadfast loyalty and dedication to the University. The longtime English professor has spent 39 years as an educator on Hawk Hill. An author and noted expert on the works of Gerard Manley Hopkins, Fr. Feeney has received many teaching awards from Saint Joseph’s, including the Lindback Award in 1983 and the Tengelmann Award in 1999.

A trial lawyer with the Raynes McCarty firm in Philadelphia and a member of the advisory board for Saint Joseph’s Institute for Violence Research and Prevention, McHugh received the McClanaghan Award in recognition of his distinguished accomplishments in the field of law and his commitment to Saint Joseph’s. The Pennsylvania Report identifies him as one of the 100 most influential people in Pennsylvania state public affairs. He was also selected as a fellow of both the International Academy of Trial Lawyers (limited to the top 500 trial attorneys in the world) and the American College of Trial Lawyers.

ALUMNI EVENT PHOTO GALLERY

To view photos from these and other alumni events, visit www.sju.edu/alumni/photogalleries
THE NEW YORK COUNCIL BRINGS HAWK HILL TO THE BIG APPLE

When University President Timothy R. Lannon, S.J., called for Saint Joseph’s to be recognized as the preeminent Catholic comprehensive university in the Northeast, the New York Council accepted the challenge.

Founded in November 2005 with 10 members, the Council seeks to increase the profile of Saint Joseph’s University in and around the New York metropolitan area. Since its inception, membership has grown, along with its impact on the SJU community.

Now comprised of 39 alumni, parents and friends of Saint Joseph’s, the Council’s high-powered membership is led by Bob Caruso ’91 (B.S.), President of Select Equity Group, Inc., Ken Dutcher ’79 (B.A.), Executive Vice President and Chief Financial Officer of HealthStar Communications, Inc., and John Hart ’83 (M.B.A.), Vice Chairman of Emigrant Savings Bank. Through their leadership, the Council strives to strengthen the University’s image and influence in the New York area by using its resources to benefit students, alumni, fellow members and the University at large.

One of the Council’s priorities is to educate current students on the New York area’s many internship and career opportunities. To this end, the Council hosts an annual fall event on campus called “So You Want to Work in New York?” This year, 15 Council members spent the day reconnecting with faculty or speaking to classes in preparation for the night’s main event — a panel discussion that attracted more than 150 students to learn about professional life in New York City. Following the panel, Council members fielded questions and accepted resumes from current students eager to work in New York.

According to Dutcher, the students’ enthusiasm was coupled with a strong work ethic. “I have always felt I received the best education I could while at SJU,” he said. “Years later, that benefit is still apparent in the quality and attitude of students I meet and interview. SJU students are ready and willing to roll up their sleeves and work hard to achieve success.” To date, the Council has helped more than 35 SJU students land jobs or internships in the New York area.

This success is especially rewarding for the Council’s parent members, such as Jim Malgieri, executive vice president of Global Collateral Management at The Bank of New York Mellon and father of Alyssa ’11 and Danielle ’13. “As a parent, not only do you want to help out your own children, but you want to help others succeed, too,” explained Malgieri. “We take satisfaction in helping the students find positions and in doing something positive to promote St. Joe’s in the New York area.”

Malgieri also praised the Council’s outreach efforts to New York area high school students. For those accepted to Saint Joseph’s, the Council encourages them to choose the University. In addition, each year a Council member hosts the Accepted Students Reception, where the Council welcomes accepted students to the University. “We want to give them a complete sense of the value of a Jesuit education at a world-class University,” said Hart.

On top of the benefits to current and prospective students, the Council fosters networking opportunities for its own members. Each fall, the Council hosts a cocktail reception at the Le Parker Meridien in Manhattan, where members can meet with one another and catch up on the latest University news.

According to Hart, the interest in these and other Council events continues to grow. “Alums are excited to see this active and executive-level New York Council, with its opportunity to connect with Fr. Lannon on a personal level and hear firsthand about the new Maguire Campus,” said Hart. “It has been great for me to meet so many young and not-so-young alums as well as to learn about the tremendous plans for the University’s future.”

The Council also contributes philanthropically to the University at a leadership level. At the annual New York Council Dinner, members and guests are invited to assist in raising funds that will contribute directly to the University’s highest priorities. The 2010 dinner will be held on April 27 and feature a keynote address from Mike Jackson ’71 (B.S.), chairman and CEO of AutoNation.

“The New York Council puts me in regular contact with others who share a strong belief in the Jesuit approach to education, values and life,” observed Dutcher. “All of us on the Council hope we are contributing, one block at a time, to a building that will outlast us all.”

— Megan Larrisey ’10
Robert Baron (B.S.) organized and gave a paper at the conference “Adams and Jefferson: Libraries, Literature and Legacy,” which featured papers from 34 international scholars, last June (www.adamsjefferson.com). He also completed a book on John Adams, the 30th book (B.S.) was named head golf coach at Springfield, Va. The magazine’s policy is to print as many Alum Notes in each issue as space and timeliness permit. Submissions may be edited for length and content.

1956

Robert Baron (B.S.) organized and gave a paper at the conference “Adams and Jefferson: Libraries, Literature and Legacy,” which featured papers from 34 international scholars, last June (www.adamsjefferson.com). He also completed a book on John Adams, the 30th book he has written in the last half century.

1962

William J. Cook (B.S.) is a New Jersey State Superior Court judge and a judicial fellow of the American College of Trial Lawyers. He and wife Kathleen reside in Haddonfield, N.J.

1963

Tom Wynne (B.S.) was inducted into the Pennsylvania Sports Hall of Fame’s Delaware County Chapter last June. As an SJU student, he played two varsity sports, baseball and basketball, leading the basketball team to three straight NCAA Tournament berths, including the 1961 Final Four.

1964

Steve Courtin (B.S.), a former Hawk basketball player under Dr. Jack Ramsay, was inducted into the Pennsylvania Sports Hall of Fame’s Delaware County Chapter last June.

1965

John Moscatelli (B.S.) received the Frank X. Long Award for Excellence in Public Relations Writing at the Philadelphia Chapter of the Public Relations Society of America’s annual “Pepperpot” achievement awards ceremony in December. A four-decade public relations veteran, Moscatelli is an accomplished speech and script writer. He is senior vice president and COO of Anne Klein Communications Group, LLC, a full-service public relations firm in the Philadelphia region, and the Philadelphia office of Pinnacle Worldwide.

1968

Rick Curry, S.J. (B.A.), was ordained a priest last September and celebrated his Mass of Thanksgiving at Old St. Joseph’s Church in Philadelphia. For more on Fr. Curry, visit www.sju.edu/news/magazine.

1974

Steven D. Kamajian, D.O. (B.S.) was named 2009 Physician of the Year by the American Osteopathic Foundation. Also in 2009, he was named a top 10 finalist for the J.H. Kanter Prize for his work to minimize disparities in health care. A private general family practice physician from southern California, Kamajian was elected as the first osteopathic chief of staff at Glendale Adventist Medical Center, one of the largest hospitals in southern California, in 2006. The Westminster Free Clinic, which he founded 16 years ago, has grown from a one-man operation to a multi-million dollar a year facility supported by local, state and federal grants.

1975

Peter A. Tyrrell Jr. (B.S.) is retired but remains active as vice president of the Hero Scholarship Fund in Philadelphia, founded by his father. After his father’s death in 1973, Tyrrell was nominated to take his seat on the Hero Board.

1976

Gerald A. McHugh Jr. (B.A.), senior partner at Raynes McCarty in Philadelphia, was listed in the Directory of Best Lawyers in America in the fields of product liability, medical malpractice and personal injury.

1977

Philip O’Reilly (B.A.) was appointed senior vice president of U.S. enterprise sales for Juniper Networks, Inc. Also a part of Juniper’s executive council, O’Reilly is president of U.S. enterprise sales for Juniper Networks, Inc. Also a part of Juniper’s executive council, O’Reilly is responsible for developing and executing the company’s strategic go-to-market plans in the United States. He and wife Paula have five children.

1980

Joe Martin (B.S.) was named head golf coach at Philadelphia University. He previously served as the head varsity golf coach at Nazareth Academy (Pa.), where he developed the school’s first women’s golf team.

1981

Jeannine McCullough (B.S.) is vice president, development and marketing, at People’s Emergency Center, a comprehensive social services agency in Philadelphia for homeless women with children. She previously held mid-level and executive positions at both Del Monte Foods and the Eight O’Clock Coffee Co., and is a board member for the Greater Philadelphia Coalition Against Hunger. Richard Smeaney, Ph.D. (B.S.), is an associate member of developmental neurobiology at St. Jude Children’s Research Hospital in Memphis, Tenn. He was part of a research team that found at least one strain of the HSN1 avian influenza virus that leaves survivors at a significantly increased risk for Parkinson’s disease and possibly other neurological problems later in life.

What is a Bequest Intention?

An indication by a donor that he or she has included a gift for Saint Joseph’s University in his or her estate plan is a bequest intention. You can make a gift of enduring significance to the University through a provision in your will, living trust, IRA, retirement plan, insurance policy or charitable remainder trust.

Plan for SJU’s Future

During the With Faith and Strength to Dare Campaign, we are planning for the University’s future. We would like to hear about your plans, too.

Bequests benefit future generations of students in unimaginable ways. If you intend to include Saint Joseph’s in your estate plans, let us help you to achieve your charitable giving goals.

To plan a bequest to Saint Joseph’s, obtain sample language or notify the University of your existing bequest, please contact us.
Books from Saint Joseph’s University Press

**Saint Joseph’s Philadelphia’s Jesuit University, 150 Years**

Includes 561 color and black-and-white photographs (many of alumni) and illustrations culled from the SJU archives, newspapers and archival collections around the United States, in addition to a 13-page index of people, places and events.

“[Contosta] makes naked the very real dilemmas with which Saint Joseph’s and other American Catholic universities are confronted, and offers no easy solutions. Contosta is also successful in showing how a multitude of wider forces beyond the influence of the Jesuit community, the Catholic Church, the Philadelphia metropolitan area, and the requirements of American higher education as a whole, have shaped Saint Joseph’s. … Photographs and other illustrations are skillfully woven into the text, creating a visual and mental dynamic that adds both clarity and excitement to the book. Overall, this reader has been with the history of St. Joseph’s liturgical exaltation, an important role for Renaissance Italy in the history of St. Joseph’s unimportance prior to the Counter-Reformation and old assumptions that pre-Tridentine images were often intended to demean him.

“Carolyn Wilson proves how enlightening a single study of a saint can be. … Wilson guides us among an esoteric and neglected collection of votive paintings, sculpture, illuminations, narrative panels and works on paper. … Wilson acknowledges that there is still work to be done — on his [St. Joseph’s] affiliation with Renaissance Italy. From this base, Carolyn Wilson argues for broad revision of our understanding of devotion to St. Joseph during the late pre-Tridentine period. She newly indicates an important role for Renaissance Italy in the study of art during the Counter-Reformation, and on connections with the Immaculate Conception, for example — and this study will be an authoritative and instructive resource.”

— Tom O’Donoghue, History of Education Review

561 color and black and white photographs and illustrations | $45.00

**Animating History The Biographical Pulse**

By David H. Burton

This volume of collected essays highlights the interaction of people and ideas. The grouping of essays focuses on the relationship of people and events. Considered altogether, this collection regards itself as a source of historical insight. Yet this bias depends intrinsically on the historical era. History, therefore, remains very close to the center of each piece.

Burton’s attachment to a biographical approach to both intellectual and political history, and to diplomatic and gender history, comes as a result of viewing the past as people-dominated. It does not eschew a history of movements or of grand patterns, it only takes them for granted and, in doing so, elevates the persons involved to a level of importance otherwise obscured. Burton persuasively argues that it is difficult to imagine history without people, famous or obscure, and equally difficult to make sense of people outside of the history of their times.

ISBN: 0-916101-75-4 | paper over board | 2007 | 372 pp | $45.00

**St. Joseph in Italian Renaissance Society and Art**

**New Directions and Interpretations**

By Carolyn C. Wilson

This study assembles for the first time a wealth of evidence of cult veneration of St. Joseph in Renaissance Italy. From this base, Carolyn Wilson argues for broad revision of our understanding of devotion to St. Joseph during the late pre-Tridentine period. She newly indicates an important role for Renaissance Italy in the study of art during the Counter-Reformation, and on connections with the Immaculate Conception, for example — and this study will be an authoritative and instructive resource.

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By Walter S. Melion

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— Lee Palmer Wandel, University of Wisconsin-Madison

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IN MEMORY

Edward R. Balotsky Sr., father of Edward R. Jr., Ph.D., assistant professor of management
Jerome F. "Duke" Bradley Jr., father of Jerry, Academy of Food Marketing
William Carine, father of Tony, public safety officer
William King, S.J., former professor of history
Anita C. Lewis, mother of Nancy Fazio, financial assistance
George W. "Bill" Rose, father of Peggy Allen, Haub School of Business
Lucy A. Salmon, mother of Beth Kauffman, human resources
Joseph Tulli, security officer
Bette A. (Wegenka) Brown, graduate student
Gail S. Wink, sister of Naria Henderson, health services
Franklin Zigman, former University Singers director
Daniel J. Hilferty Jr. ’39
Thomas Mallon, S.J., Esq., ’42, brother of Joseph ’52
Msgr. James H. Meehan, brother of John J., M.D. ’43
Harry J. Hurley Jr., M.D. ’47
Joyce B. Rohal, wife of George S. ’49
Charles J. Waldecker Jr. ’50, father of Charles J. Ill, Esq., ’75, and Joseph B. ’79
Elise C. Dolan, sister of Agnes Kryst, marketing
Alfred J. Erbrick ’51 and Frank J. Erbrick ’61
John J. Lister ’51, father of John Jr. ’75, Gerald ’76, Maryann Vassalotti-Cox ’78, and Colleen Deckert ’87
John P. "Jack" Pawley Sr. ’52
Nora A. Edmonds, daughter of Patrick G. ’54 and John P. "Jack" Pawley Sr. ’52
Maryann Vassalotti-Cox ’78, and Colleen Deckert ’87

1982

Richard E. West (B.S.), of Richard E. West and Associates, was reappointed to chair the Lawyers Assistance Committee for the Ohio State Bar Association. He is a board-certified consumer bankruptcy specialist with offices in Dayton, Springboro and Cincinnati, Ohio.

James O. Finnegan, M.D. (M.S.), published In the Company of Marines: A Surgeon Remembers Vietnam (www.lulu.com, 2009), based on his time as a combat surgeon with the Third Marine Division. He includes a special reference to the siege of Khe Sanh, where he led a surgical team that cared for 2,500 casualties. Finnegan and son Matt, M.D. (B.S. ’84), practice general surgery together in New Jersey.

1983

Joseph Oliva, D.O. (B.S.), was elected president of the Phoenixville (Pa.) Hospital medical staff, where he has worked for more than 10 years as a board certified anesthesiologist. He is also an anesthesiologist with Society Hill Anesthesia Consultants. Oliva is married and has three children.

1984

Patrick D. Mahoney (B.A.), was appointed vice president, ratings operations, at Standard & Poor’s, where he has worked since 1998. Mahoney lives in Westchester County, N.Y.

1987

Steven Zimmerman (B.S., M.S. ’06) was named president of the Wayne, Pa., financial services firm Valley Forge Enterprises, a division of National Investment Managers.

1988

Hal Gullan, Ph.D. (M.A.), and Chris Wheeler, a radio broadcaster who has worked with the Phillies for nearly four decades, published View from the Booth: Four Decades with the Phillies (Camino Books, 2009).

1989

William Taddonio, M.D. (B.S.), a member of the medical staff at Pottstown Memorial Medical Center, was recognized as one of “America’s Top Family Doctors,” according to the Consumers’ Research Council of America. He practices at Berks Family Care in Douglassville, Pa., and provides care to the residents of the Villa at Moraltton, also in Douglassville.

1990

Thomas G. Francesconi (B.S.) was promoted to business review manager in the business resources department of SYSCO Philadelphia, where he has worked for 16 years. He and wife Maria have three children: Victoria, Thomas, and Caroline.

1992

John J. Camero III (B.S.) accepted a position at Univest Corp. in West Chester, Pa., and became a Garnet Valley (Pa.) School Board member.

1995

Anthony Commale (B.S.) wife Lynda (Gass, B.S. ’96), and their children, Katherine and Joseph, spoke to the SJU community about their work on behalf of the United Nations’ initiative, Nothing But Nets, last November. The Commales have raised more than $100,000 to provide pesticide-treated bed nets throughout particular parts of Africa to prevent the transmission of malaria. They have been nationally recognized for their work and articles have been written about them in the New York Times and Sports Illustrated.

1996

Jennifer (Kinsley) Rokuskie (B.S.) and husband Walter have two sons, Austin and Andrew.

1997

Rich Krauze (B.S., M.S. ’97) is on the board of Blue Earth, a non-profit organization that educates the public, through the use of photography, about endangered cultures, threatened environments and social concerns.

1998

Christina McMahon, Ph.D. (B.A.), is on the board of directors of Let’s Go Play, a recently formed not-for-profit company in Swarthmore, Pa. (www.letsgoplayinc.org). The company is dedicated to providing services to special needs children (especially those with autism) and their families at a reduced cost.

1999

Terence M. McGowan (B.S.) is currently deployed to Iraq in support of Operation Iraqi Freedom 9.2 with Marine Wing Support Squadron 472.

Kimmerley (Stanton) Miller (B.S.) graduated from Our Lady Lourdes School of Nursing. She is a registered nurse in the Lourdes Burlington County Medical Center emergency department. Miller, husband Mark and their children, Jordan and Lucas, live in Burlington, N.J.

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Doctor to the 76ers

As head team physician for the 76ers, Philadelphia’s professional basketball team, Jack McPhilemy, D.O. ’69 (B.S.), sees the sport in a different way than the casual fan. For the past 20 years, the professor and chair of orthopedic surgery at Philadelphia College of Osteopathic Medicine (PCOM) has treated some of the city’s most elite athletes. And McPhilemy, a Philadelphia native and longtime basketball fan who says he “can’t remember not wanting to be a doctor,” is thrilled with the view that life provides him.

After graduating from St. Joseph’s Preparatory School and then-Saint Joseph’s College with a psychology degree, McPhilemy taught high school math and worked in pharmaceutical sales to earn enough money for medical school, which he began in 1974. Upon finishing his residency, McPhilemy went about the business of setting up a practice, unaware of the dream job awaiting him.

“I was doing the profession I loved when a great opportunity dropped out of the clear blue sky,” McPhilemy recalls. “I was asked by a colleague to interview with the Sixers, and within a few days I was told that I got the job.”

On a typical day during the NBA season, McPhilemy starts seeing non-sports patients at 6:30 a.m. at his office. He leaves at noon to visit the Sixers’ practice facility at PCOM. When he finishes treating players, he returns to his practice for an afternoon of surgery and teaching medical residents. If the team is playing at home, he arrives at Philadelphia’s Wachovia Center at 5:30 p.m., sees the Sixers, visiting team and referees, and prepares for the game. If a player or an official is injured on the court, McPhilemy will either treat him personally — a large number of basketball injuries fall within his specialty of orthopedic surgery — or hand over the case to another medical staff member. After the game, he checks all the participants for further injuries before finally calling it a day.

If the long hours during the season don’t saturate enough of McPhilemy’s schedule, he says the job now stretches well into the off-season. “The bulk of my work with the team used to end when the season was over, but it’s increasingly becoming a 12-month-a-year job,” he says. “With rookie combines, summer leagues and training camps, there are always injuries to look at and players who need advice on keeping in shape.”

The doctor doesn’t complain about his frequent 15-hour days, though. The way he sees it, “A long day is when someone works all day in a factory and hates his job. I’m doing what I’ve always wanted to do. It’s hardly work.”

McPhilemy says the most rewarding part of his job is seeing people improve, whether a professional basketball player or another patient, as a direct result of his help. “I get to treat a lot of acute injuries, and being able to reset a dislocated shoulder and see that person’s arm work right away is very gratifying,” he says. “But even with chronic conditions, I love being able to see someone’s pain lessen.”

McPhilemy spends much of his scant downtime with his two sons and granddaughter. He likes to read, ski and scuba dive. And then there’s his motorcycle. Every August, he hits the open road on his Harley Davidson and tours through parts of the country, including Montana, South Dakota, Wyoming and Louisiana, as well as Canada. “Seeing the country from a bike gives you a perspective that you don’t get in a car or airplane,” he says.

Indeed, whether from the sidelines of an NBA game or the seat of a motorcycle, McPhilemy has had a unique view of life. And he wouldn’t have it any other way.

— Jeffrey Martin ’04 (B.A.), ’05 (M.A.)

1999

Lt. Thomas G. McDaniel (M.S.) graduated from the FBI National Academy in Quantico, Va., last October. He is a crime lieutenant for Troop L, overseeing the operations of the criminal investigation sections at the Reading, Frackville, Hamburg, Schuylkill Haven and Jonestown (Pa.) stations. He and wife Mary reside in Lancaster, Pa., with daughters Megan and Melinda.

Gary Wirstad (M.S.) retired from the Absecon (N.J.) police department in 2004. He and wife Pamela are enjoying their dual retirement in Forest, Va.

2002

John Dougherty, D.O. (B.S.), earned a doctor of osteopathic medicine degree from Philadelphia College of Osteopathic Medicine last May and is continuing his medical training at Bryn Mawr (Pa.) Hospital. He also received a master’s degree in genetics from Thomas Jefferson University in 2005.

2003

Kimberly Mueller (Ed.D.), a mathematics teacher at Florence L. Walther School in Lumberton, N.J., was selected as a national winner of the 2008 Presidential Awards for Excellence in Mathematics and Science Teaching.
Jason Bobst (B.A.) was appointed manager for the Borough of Pottstown in Montgomery County, Pa. He is one of the youngest municipal leaders in the Commonwealth of Pennsylvania.

Jameer Nelson of the NBA’s Orlando Magic was named as one of the guards in Sporting New Magazine’s All-Decade First Team.

Jamie L. Nolan, D.O. (B.S.), earned a doctor of osteopathic medicine degree from Philadelphia College of Osteopathic Medicine last May. She is continuing her medical training at York (Pa.) Hospital.

Molly T. Sandrian, D.O. (B.S.), received a doctor of osteopathic medicine degree from Philadelphia College of Osteopathic Medicine in May and is continuing her medical training at Loyola University Medical Center in Maywood, Ill.

Tara Zakorchemny and David Voell (B.S. ’93)

Kristy Campbell (B.S. ’99) and Matthew Noonan (B.S. ’99)

Katie Bean (B.S. ’01) and Stephen Talon

Kristen Scavone (M.A. ’01) and Jeff Lanzilotto (M.A. ’00)

Kristen Breshock (B.S. ’03) and Peter Baylor

Kelly Dougherty (B.B.A. ’05) and Joseph Wagner (B.B.A. ’04)

Lisa Levandoski (B.S. ’05, M.S. ’06) and Kevin George

Colleen Klees (B.A. ’07) and Anthony Molchany (B.S. ’06, M.S. ’08)

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Compassionate Leadership

Lots of people send Lori Herndon ’94 (M.B.A.) thank-you notes. The twins who spent their first days in her hospital’s Neonatal Intensive Care Unit, on celebrating their 21st birthday. The trauma patient whose life was saved after a horrible motorcycle accident. A grateful family member expressing appreciation for the care his ailing mother received in her last days.

President and CEO of AtlantiCare Regional Medical Center (ARMC) since July, Herndon says she is often overwhelmed at the impact of the work they do. Her empathy and compassion come from working as a staff nurse in the hospital’s Intensive Care Unit, where she began her career at AtlantiCare 26 years ago.

“Her experience as a nurse caring for patients in this community has made her an empathetic leader who has her eye on quality and the patient experience,” said David Tilton, president and CEO of AtlantiCare, the parent company of ARMC, in the press release announcing Herndon’s appointment.

“I call on my experience as a bedside nurse every day,” Herndon said. “As a nurse, you need to rely on teamwork. You need to take action and make thoughtful decisions.”

At the helm of ARMC, she runs a two-campus regional medical center in Atlantic City and Pomona, N.J. Since her promotion, Herndon has overseen considerable expansion — the opening of the AtlantiCare Cancer Care Institute in Egg Harbor Township, N.J., two wound care centers — one in Egg Harbor Township, one in Hammonton, N.J., and a satellite emergency department in Hammonton. In her prior post as COO, ARMC opened the George F. Lynn Harmony Pavilion, a private suite patient tower, which included ARMC’s new Emergency Center and the new ARMC Harrah’s Regional Trauma Center and helipad. When she was a vice president and campus administrator in 2005, she oversaw the development of the ARMC Mainland Campus in Galloway, a $35 million expansion of its Emergency Department and Maternal Newborn Center.

In December, U.S. President Barack Obama and Department of Commerce Secretary Gary Locke named AtlantiCare one of only five winners of the 2009 Malcolm Baldrige National Quality Award. The hospital was also recently named one of the 100 Most Wired Hospitals and Health Systems by Hospitals & Health Networks magazine.

The hospital’s growth has not come at the expense of its charity care. In 2008, ARMC provided more than $46,250,000 in assistance to low-income patients — more than all seven of the region’s other hospitals combined. Herndon hopes to continue the hospital’s charity work, noting, “Our values of safety, teamwork, integrity, respect and service mirror St. Joe’s values in many ways.”

Besides her Saint Joseph’s M.B.A., Herndon earned a bachelor’s degree in nursing from Richard Stockton College of New Jersey and a nursing degree at Geisinger Medical Center School of Nursing.

Her passion for health care and healthy lifestyles are apparent in her own life. In addition to golfing and running, Herndon competed in the annual Brigantine Triathlon for the 13th consecutive year last August. Supporting all of her endeavors are her husband, Dorie, a chiropractor, and her college-age sons, Dorie and Eric.

— Tom Clark ’10
Bill Gwynn (B.B.A.) graduated from AmeriCorps National Civilian Community Corps (AmeriCorps NCCC) Pacific Region after 10 months of nationwide community service.

Jordan Marie Teuber (B.A.) is in her second year of teaching fifth grade at the new Antonia Pantoja Charter School in Philadelphia. She was also part of the 2009 Ballgirl Squad for the Philadelphia Phillies.

Annie VanTornhout (B.S.) of New York, N.Y., is a supervisor of sports communications with Showtime Network.

2009

Tiffany Conde (B.A.) began a fellowship last fall with Philly Fellows, a year-long program that offers first-year graduates from local colleges the opportunity to serve in Philadelphia’s non-profit sector and engage in the city’s cultural life. She works full time as the outreach coordinator for White-Williams Scholars.

Sarah Hegarty (B.S.) is undertaking advanced studies in mathematics at Cambridge University in the United Kingdom.

Michele Y. Lawrence-Rector (M.S.) has returned to SJU for a post-master’s certificate in organizational leadership before beginning doctoral classes in counseling studies at Capella University. She plans to eventually offer transitional housing for women who have completed treatment for substance dependence and need a safe environmental residence.

Jennifer McKenzie (M.B.A.) is president of Assurance Media, a certified female-owned business that designs, sells and installs voice and data structure cabling, premise security and audio-visual systems.

BIRTHS

John III is the son of Kimberly (Leigh, B.S. ‘07) and John Pawlowski, a Philadelphia police officer killed in the line of duty on Feb. 13, 2009.

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Quinn Cogan to Suzanne and Dan Gallagher (B.S. ’94, M.S. ’99)
Maya Frances to Lauren (Rozansky, B.S. ’97) and Eric Kuminika
Cole Joseph to Susan (Armstrong, B.A. ’98) and Ralph Tancredi
Anna Adelina to Jeanine (Gorrie, B.S. ’98) and Robert DelVesco
Charles Robert to Jamie (Desciak, B.A. ’99) and Michael Zogby (B.A. ’99)
Joseph Antonio to Alisha (Trespalacios, B.S. ’99, M.S. ’07) and John Mancinelli (B.S. ’99)
Matthew James to Lauren (Cameron, B.S. ’00) and James Tate (B.A. ’00)
Nora Jean to Lauren (DeFrancesco, B.S. ’00) and Christian Elsasser (B.S. ’98)

Karthik Hawk to Justine (Kirkwood, B.S. ’00, M.S. ’06) and Kannan Durairaj (B.S. ’01, M.S. ’05)
Madeline Hanie to Kelly, Esq. (MacCready, B.A. ’01), and Matthew Garson, Esq.
Molly Elizabeth to Brianne (McKeown, B.S. ’01) and Jesse Rober
Philip Connor to Janine (DiMauro, B.S. ’02) and Philip Gianatasio
Olympiada Anastasia to Gracy (Korczykowski, B.A. ’02, M.B.A. ’07) and Elias Kokkalis
Alexander Aeneas to Beth (Witiw, B.A. ’02) and Pat Pulaski (B.S. ’02)
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JASON BRENnan ‘98

A Stream of Energy

For many, the thought of heading to the office each weekday morning comes with a sigh and a brimming cup of caffeine. Between sips, they grumble into their travel mugs as mental replays of pleasant weekends flash through their minds. In the crawling traffic of a Monday morning, they silently long for Friday.

That’s not the case for Jason Brennan ’98 (B.S.), cofounder of Stream Companies, a full-service advertising agency in Malvern, Pa. The firm works with businesses ranging from small mom-and-pop enterprises to Fortune 1000 companies, and prides itself on passion, energy and creativity. These qualities, in fact, led to Stream’s philosophy of “Viva La Orange,” because, according to the company’s Web site, “orange stimulates thought, stands out and encourages a reaction, just like our advertising.”

Brennan and his business partner, David Regn, started Stream Companies right out of college, building off an idea born during Brennan’s junior year at Saint Joseph’s. That summer, Brennan and Regn — friends since high school — worked together, printing brochures for a mutual friend. By the time he left the job, Brennan was sure of two things: his interest in advertising and a desire to “do his own thing.”

And he has, quite successfully. Since the company’s founding in 1998, Stream has caught national attention. Inc. magazine named it one of the 500 fastest-growing companies in America in 2006 and included it among its 5,000 fastest-growing companies in the nation in 2008. Stream has also made the Philadelphia 100 for four consecutive years and was named to the Philadelphia 100 Hall of Fame in 2008. And that’s in addition to its industry honors — four Davey Awards, two Telly awards, four Hermes, two Print Media Distinctions, three Avas, and, to top it off, two Communicator Awards — for creative excellence.

Despite Stream’s external accolades, for Brennan, the pride is in the work itself. “Being able to know that every project really is our own blood, sweat, and tears?” he said, “That’s the most rewarding.”

So how do two 21-year-old college graduates found a company that takes off at lightning speed and powers through a recession? Brennan credits their successes to their unique approach to business and somewhat unconventional backgrounds. While many agencies are run by more seasoned executives, Brennan and Regn’s youth feeds Stream’s goals of keeping their work innovative and progressive. This same mentality may be, says Brennan, the reason they, at such young ages, were able to start the company when most other new graduates were joining the entry-level workforce. They didn’t think about success and failure, but focused on the task at hand. “When it comes down to it,” he says, “we didn’t know any better. So there really wasn’t risk involved.”

“Jason epitomizes my definition of a leader,” said Richard J. George, Ph.D., professor of food marketing, who knew Brennan as an undergraduate at Saint Joseph’s and keeps in contact with him today. “He’s a preacher of vision and a lover of change. Building a new business is one thing. Growing it is an altogether different challenge.”

— Nicole Katze ’11 (M.A.)
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Spouse Name ___________________________ SJU Grad? _____ Year __________

Spouse Maiden Name ________________________________________________________________________


College/School □ College of Arts & Sciences □ Haub School of Business □ College of Professional & Liberal Studies

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Seasonal Address ______________________________________________________

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This news for publication in both print and on the SJU Web site? □ Yes □ No   Non-returnable photo enclosed? □ Yes □ No

Alumni news is contributed to SJU Magazine by the Office of Development and Alumni Relations. The magazine’s policy is to print as many Alum Notes in each issue as space and timeliness permit. Submissions may be edited for length and content.
Answering That Next Call

Human beings are, as they say, social animals. It is part of our nature to “reach out and touch someone.” Perhaps that’s why we swim so easily in the sea of new communication technologies. Cell phones. Email. IM. Text. Facebook. Twitter. MySpace. LinkedIn. Indeed, perhaps “swim” doesn’t do us justice. “Plunge headlong into the deep end” may be more accurate.

Yet many people feel a bit conflicted about using all this communication technology. We’re still offended by the rude woman in the restaurant who talks loudly on her cell phone. We are exasperated by the teenager who continually sends text messages but never actually gets together with her friends. We roll our eyes at the guy who can’t stop whipping out his iPhone. The popular press plays up the tension with alarmist books decrying how dumb and distracted we are becoming as a result of technology. Even students confess that they are uncomfortable with how addicted they are to their electronic tethers. Don’t get me wrong; we love our gadgets. We just aren’t sure we love what they are doing to us.

One challenging aspect of technology is that it may be increasing our expectations of change. Through the Internet, cell phones, tweets and RSS feeds, we receive an incessant stream of new information, giving us the impression that the world advances more rapidly than it really does. Four years after Hurricane Katrina, some were surprised to hear that the area hasn’t completely recovered. Many people who were initially moved by the tragedy have long since moved on to the next disaster, and the next. We have lost patience for how much time and effort working for good really takes.

Another challenge of the current communication landscape is the “always on” mentality. Constantly connected, we get uncomfortable when, for instance, we can’t check our e-mail or update our Facebook status. Many students visibly struggle with turning off their cell phones for an hour of class. No one wants to miss anything.

Unfortunately, this nonstop connection can make it difficult to do things that require undivided attention. Central to the spiritual life, for instance, is the habit of taking one’s self out of circulation for a while, of finding somewhere to be alone and reflect on life. Whether this alone time revolves around reciting prayers, reading devotional texts or becoming silent in God’s presence, it opens up space to hear the word of God and notice the movement of the spirit in one’s life. It is hard to respond to this kind of “call” when it’s drowned out by the digital noise.

Given such realities, it might come as a surprise that the Catholic Church takes a solidly positive view of communication technologies. The pastoral instruction *Communio et Progressio* describes communication as a way of building community by creating connections among people. Through this “giving of self in love,” we help one another in our common task of becoming our full selves. As a result, the means of communication have an “allotted place in the history of Creation, in the Incarnation and Redemption.”

It’s easy to see the potential of communication technologies to serve as a truly positive force in our lives. My students, for example, are much closer to their families than when I was in college, due in large measure to the frequent contact cell phones enable. This new habit of maintaining close connections with family — the center of faith formation in the Catholic tradition — is a positive development.

Beyond improving relationships, communication technologies can contribute powerfully to the common good by facilitating economic participation. In developing nations that never had reliable telephone networks, hundreds of millions of people now have access to cell-based Internet and phone services. These services allow access to basic information and markets previously unavailable, enhancing people’s ability to provide food for their families and strengthen their communities. Gains like these show that some advances in communication technology have had profoundly positive effects.

In the end, amid the contemporary consternation lies the simple fact that we are still pretty new to this “digital lifestyle” thing. The Internet and cellular telephony have only been in widespread use for 25 years, at most. We are a bit like new college students, oscillating back and forth between fear and wild abandon in the face of limitless possibilities. Hopefully we will, like most students, calm ourselves down, learn to enjoy the world around us, and embrace the new world of technology in ways that always seek the common good.

— James F. Caccamo, Ph.D.

Jim Caccamo is an assistant professor of theology who teaches media and technology ethics.
On a March Morning

This yellow sheet, stilled in shake above the bed, makes such beauty in its lilts of shade and light its breadth bounding left, right and forward from my hands —

as that delicate quilt of fog last week on my way to work, lying low, unstirred above the waking field, layered against the early sky: two geese beneath — she, nesting, he, guarding — a few yards off the road amid the wind of rush hour — their quiet an invitation to the simplicity of bed-making.

— Bernadette McBride ’06 (M.A.)

Named the 2009 Bucks County Poet Laureate, Bernadette McBride teaches writing and literature at Temple University and Bucks County Community College. Her poetry has appeared in numerous journals, and she placed second in the 2006 International Ray Bradbury Writing competition. She has a masters degree in writing studies from Saint Joseph’s University.
Alumni like James J. Nealis ’69 provide innovative educational opportunities for Saint Joseph’s students through financial support. He and his wife, Bernadette, are the key donors behind the Asian Studies Program. Learn more about why they give at www.campaign.sju.edu/profiles.

Your Support Makes a Difference: The Saint Joseph’s Fund in Action

A first generation Chinese American, Jon Wong ’10 understands the significance of the opportunities afforded to him by SJU. In September 2009, he was awarded the Class of 2009 Scholarship. “The scholarship allowed me to stay at St. Joe’s,” says Jon. “It helps reduce the burden on me so I can concentrate on other things.”

From the first time he set foot on Hawk Hill, Jon knew it was a place where he would fit in. An RA and Orientation leader, Jon also volunteers with the Appalachia Experience, serves as a Student Ambassador, and studied abroad in China for a semester. In 2008, when SJU established the interdisciplinary Bernadette B. and James J. Nealis III ’69 Program in Asian Studies, Jon seized the opportunity to pursue a double major in International Relations and Asian Studies.

With gifts to the Saint Joseph’s Fund, donors directly impact students like Jon and position the University to educate and inspire future generations. “SJU produces individuals who take the world by its horns and succeed,” says Jon. “Especially in this economy, it is crucial to give back to the place that has given us so much.”

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To read more about how Jon is making a difference on and off campus, go to www.campaign.sju.edu/profiles.
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