

MUHLENBERG

SUMMER 2012

THE MAGAZINE

Making a Difference

Muhlenberg's student-centered polling institute has built an impressive reputation



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SUMMER 2012

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Cover Photo: Dr. Christopher Borick, associate professor of political science, works with Kathleen Rogers '14 in the College's polling institute.

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For upcoming events, news about the school and more, go to Muhlenberg.edu.

Features

12 Shedding Light on the Muhlenberg/Lutron Connection

What do a liberal arts college and a pioneer in the lighting control industry have in common? Much more than one might imagine!



Students working at the polling institute take the pulse of the nation

14 Making a Difference

Since the fall of 2001, Muhlenberg has run a polling institute that rivals some of the nation's most prestigious public research centers.

Departments

- 2 Door to Door
- 5 Alumni News
- 11 Focus on Philanthropy
- 18 Sports
- 20 Class Notes
- 32 Then and Now
- 33 The Last Word

Send Us Your Thoughts

Last spring, we began the process of revamping MUHLENBERG magazine with a new design and upgraded content. Our goal is to develop a more appealing design, provide more interesting and engaging stories, engage our alumni and foster pride in the College from all of our constituents.

The question now: how are we doing? We want your feedback. Do you like the new look? Do you have an idea for a story? Is there someone who is worthy of a profile? Not every submission will make the cut, of course, but each submission and story idea will be reviewed by our editorial board. Or, just feel free to write a Letter to the Editor. You can reach us by mail, or at bruckner@muhlenberg.edu.

We look forward to hearing from you. Best wishes and many thanks for your tremendous loyalty to and support of Muhlenberg College.

-Mike Bruckner, Vice President for Public Relations

A Modest Proposal

For those hoping the Democrats and Republicans will reach consensus more often, be careful what you wish for! The policies of the (George W.) Bush and Obama administrations regarding higher education, for example, have been virtually indistinguishable: equally simple-minded, equally unhelpful and equally intrusive.

Margaret Spellings, Bush's Commissioner of Education, sought to require every college and university in the country to create student unit record data systems (SURDS) – a massive collection of databases that would allow the federal government to track the academic whereabouts and academic performance of every student in the country from kindergarten through college. She also sought to require mandatory acceptance of transfer credits among institutions, public and private – a policy that would have required institutions great and small to accept credits for courses taken at any other institution – ignoring any differences in quality or academic rigor among institutions. Both regulations were shot down by Congress.

Arne Duncan, Obama's Commissioner, has sought to impose a federal definition of what constitutes a "credit hour" and to define acceptable ratios of job income to educational costs – an oversimplification of higher education's purpose which is in part, but only in part, workforce development. Congress is working on legislation that will shoot this down as well.

The federal government has a right to demand quality and accountability from colleges and universities – even private ones. It invests billions in student loans and student aid every year. But its ham-handed efforts to measure outcomes are not likely to do the job – and are certain to drive up educational costs as institutions spend more on collecting, entering and filing data and the bureaucracy of

compliance. And this is not to mention federal intrusion into the privacy of individual students and the educational standards of private institutions. Muhlenberg, along with every other college and university in the country has seen an explosion in such record-keeping over the past five years.

We just passed the season when all Americans are supposed to file their tax returns, and when millions of their children are making their final decisions about college. I have a modest proposal that will allow the federal government to assess which institutions are doing a good job and which are not. It will provide the Feds with the ability to analyze the graduates of every college and university by profession, by income level, and by the extent to which they are satisfied with the education they received and whether or not it was worth what they paid. My proposal will not require institutions to collect any more data than they are collecting now; it won't require any new bureaucracy. It is simple, accurate, definitive and cheap.

It involves adding three simple questions to the IRS 1040 form. Almost everybody files this form already. With a little cooperation from the IRS, the Education Department can link the answers of these three questions with any individual, his or her job, income, marital status and number of dependents – just about anything else they might care to know.

What are the three questions?

What College did you attend (if any)?

What degree did you receive?

and

Was it worth it?

Any institution that scores less than 50% on the "was it worth it?" question should be ineligible for federal funding. Any institution that scores less than 25% should lose its non-profit tax status (if it is non-profit). Muhlenberg could live quite happily with this. Our alumni



surveys generally report satisfaction levels above 95%. I suspect most reputable and productive colleges and universities would fare respectably too. The fly-by-night for-profit institutions that load students up with loan debt in exchange for a worthless credential would lose out – and good riddance to them!

The beauty of this modest proposal is that it doesn't assume everybody has the same reasons for pursuing higher education. Some will become bankers or accountants, entrepreneurs or chemical engineers. Others will be teachers, rabbis, social workers or scientists. Some will be drawn to poetry, philosophy or the performing arts. People have highly individual reasons for pursuing higher education, and the real value of their education will never be accurately captured by government-imposed categories and metrics. So just ask the customers if they got what they wanted and if it was worth what they paid. Pretty simple really.

A handwritten signature in blue ink that reads "Peyton R. Helm". The signature is fluid and cursive, written in a professional style.

Peyton R. Helm
President, Muhlenberg College

'Berg Mourns the Death of Chemistry Professor Charles Russell

By Stacey Prohaska, Director of Communication and Donor Relations

"Charlie loved both teaching and research," says Winnie Russell, lab manager for Muhlenberg's chemistry department, of her husband Dr. Charles Russell, associate professor of chemistry, who passed away unexpectedly on January 26, 2012. "To ask which one he loved more would be like asking someone which of their children he or she loved more. He loved lab work, but he was a wonderful teacher as well – animated, funny and devoted to his students."

Russell began teaching at Muhlenberg College in the fall of 1988 and found his home in Allentown. He was an active member of the American Chemical Society and received several summer faculty research grants that allowed him to continue working with students during the summer. His recent research interest was in the Heck Reaction and organometallic chemistry. Other long-term interests included p-allyl palladium chemistry and the development of enantioselective alkylation reactions. At the time of his death, Dr. Russell was working as a contributing co-author of Comprehensive Organic Transformations for Dr. R. C. Larock.

"Charlie was very special," says Winnie. "There are many outstanding professors at Muhlenberg, and he was definitely one of them. Quite frequently he would be in his office until midnight because students were studying outside his door, and he wanted to be there if they needed him. He was always there to help, and they knew this and appreciated it."

A 1978 graduate of Wesleyan University, Russell received his Ph.D. in organic chemistry from Colorado State University in 1983. After graduation he moved to France where he worked as a research assistant at the University de Paris Sud in Orsay, followed closely by post-doctoral work in Paris at the University de Paris VI. Returning to the states in 1984, he continued with post-doctoral work at Iowa State University before teaching two years at Kansas State University.

Having lost his father early in life, Russell was raised by his mother, herself a teacher, to love learning, books and travel. His interests continued to expand as he became an avid cyclist, music lover, model train enthusiast and accomplished cook. He frequently rode in the Bike MS 150 events, most recently completing both the PA Dutch and City to Shore rides in the summer of 2010. "Charlie would ride about 50 miles every weekend," says Winnie. "He loved cycling and living in the Lehigh Valley where cycling is an important part of community life." He owned 31 bikes, many of which he built himself and maintained in his basement shop. He did volunteer work with Community Bike Works for 15 years, helping out with their Earn a Bike classes in the fall and spring. Students in the Chemistry and Biochemistry Clubs raised money for a bike rack in his memory, which was installed near the front of Trumbower early in May.

Winnie says that Russell treasured his family, his friends, his students, his parrot, Tino. He loved everything about his life. "Charlie got many cards from students telling him that he had changed their lives," she says. "He was a sweetheart, the kind of person you feel proud to know."



Chemistry and Biochemistry Club members at the bike rack dedication

Contributions in Dr. Russell's memory may be made to the Muhlenberg College Chemistry Department to support the REBCS endowment fund for undergraduate summer research. You can make an online gift at www.muhlenberg.edu/makeagift, or write a check to Muhlenberg College, (please note "REBCS for Charlie" in the memo section). For more information, call Deb Kipp, Associate Vice President of Development and Alumni Relations, at 484-664-3223.

Beidleman Retires After 53-Year Affiliation with Muhlenberg

On November 28, 2011, Sam Beidleman '63 announced his retirement as athletic director. When he shuts off the lights in his office on June 30, it will end a relationship with Muhlenberg College that has lasted more than 50 years and touched on every area of athletics programming. Here's a look back at his long and distinguished career.

- 1959 Sam Beidleman enrolls at Muhlenberg College.
- 1962 In a game against Lebanon Valley, Beidleman returns a fumble 75 yards for a touchdown to set a school record for longest fumble return that stands to this day. Of course, the joke is that it is the longest in terms of time, not in terms of yardage.
- 1963 Beidleman graduates from Muhlenberg with a B.S. in mathematics.
- 1965 After two years teaching math at William Allen High School, Beidleman returns to Muhlenberg as an assistant football coach, a position he would hold until 1978.
- 1970 Beidleman is named head baseball coach.
- 1971 In his second season, Beidleman leads the Mules to their first MAC South championship.
- 1976 The Muhlenberg baseball team beats Gettysburg, 5-3, in a MAC Southwest tiebreaker game, for its first postseason win ever.
- 1979 Beidleman takes the baseball team on its first Spring Break southern trip to North Carolina. On one of these trips, the Mules were playing at Duke when Beidleman, decked out in a cranberry-colored uniform (shirt and pants) that was in vogue at the time, came out to the mound to talk to his pitcher, prompting a heckler to say, "Hey, there goes the Great Tomato!"
- 1980 The Mules beat Johns Hopkins, 12-3, to win their second MAC South title.
- 1982 The baseball team sets a program record that would stand until 2002 with 19 wins.
- 1980s (exact date unknown) Muhlenberg is playing at home when Beidleman gets into an argument with umpire Bernie Gallagher and is ejected. Told that he can't sit in the stands or stand behind a tree to watch the game, Beidleman asks where he can go. Gallagher: "You have to go someplace I can't see you." Beidleman: "How about if I stand right on home plate?!"
- 1988 In one of the most memorable games in Muhlenberg baseball history, the Mules score 10 runs in the bottom of the seventh – nine after being down to their last out – to stun Moravian, 14-13.
- 1991 Beidleman drives the bus that takes the Muhlenberg softball team to the NCAA regional in Ohio.
- 1992 After 23 seasons, Beidleman retires as baseball coach with 255 career wins – a record for a Muhlenberg coach in one sport that would last until 2006. He stays on at Muhlenberg as director of intramurals and recreation and business and facilities manager.
- 2000 Beidleman retires from Muhlenberg for the first time.
- 2003 Beidleman returns to Muhlenberg as interim director of athletics in April. Three months later, following a national search, he is named director of athletics.
- 2006 Beidleman serves as interim dean of students and is inducted into the Muhlenberg College Athletics Hall of Fame.
- 2011 Beidleman announces his second retirement, this one presumably permanent, as of June 30, 2012.



courtesy of the Morning Call



Harring Named ACE Fellow

Dr. Kathleen Harring, associate dean for institutional assessment and Professor of psychology, has been named an American Council on Education (ACE) Fellow for academic year 2012-13. Founded in 1918, ACE is the major coordinating body for all the nation's higher education institutions, representing more than 1,600 college and university presidents, and more than 200 related associations, nationwide.

Harring, a graduate of Franklin and Marshall College, earned her M.A. and Ph.D. in social psychology with a minor in quantitative psychology from the University of North Carolina at Chapel Hill. She joined the Muhlenberg faculty in 1984, teaching courses in statistics, social psychology, and health psychology.

Promoted to Professor of psychology in 1999, she was awarded the Lindback Award for Distinguished Teaching and the Paul C. Empie Memorial Award and served as chair of the department from 1993-2005. As a founding member of the Faculty Center for Teaching, she directed the Center from 1995-2007. Harring's research interests focus on group processes and the preconscious processing of emotion. In addition, she presents programs at national and international conferences on innovative pedagogies, general education reform, and faculty leadership development.

"Kathy Harring has distinguished herself at Muhlenberg as a teacher, scholar, department chair, and associate dean," said President Randy Helm. "The ACE Fellowship presents her with a marvelous opportunity to further develop her considerable talents in academic leadership while exposing her to best practices at other institutions. This will be a win-win for



Kathy and for Muhlenberg."

The ACE Fellows Program, established in 1965, is designed to strengthen institutions and leadership in American higher education by identifying and preparing promising senior faculty and administrators for responsible positions in college and university administration. Fifty-seven Fellows, nominated by the presidents or chancellors of their institutions, were selected this year following a rigorous application process.

Rosenwasser Rated in *The Best 300 Professors*

Dr. David Rosenwasser, Professor of English and co-director of the writing program, has been rated one of *The Best 300 Professors* by The Princeton Review. The Princeton Review is one of the nation's best-known education services companies, and RateMyProfessors.com, the highest-trafficked college professor ratings site in the U.S., in the first comprehensive guidebook to America's top undergraduate professors.

Rosenwasser's primary fields are Rhetoric & Composition, Irish Literature, and British Fiction. He also teaches courses in The Nature of Narrative, European Novel in Translation, Theory and Methods of English Studies, and Writing Theory (a training course for Writing Center tutors).

He received his bachelor's degree from Grinnell College and his M.A. and Ph.D. from the University of Virginia.

The Best 300 Professors profiles outstanding professors at 122 colleges. All of the professors won high praise from their most important audiences: the undergrad students they teach and inspire, class after class, year after year, in fields that range from ancient studies to neuroscience to sport management.

The Princeton Review developed the project in partnership with



RateMyProfessors.com and selected the professors in the book based on qualitative and quantitative data from survey findings and ratings collected by both organizations.

The book's profiles of professors are organized by academic fields. More than 60 fields are represented from accounting to engineering to writing, and within each field, the profiles are presented alphabetically by professor names. *The Best 300 Professors* also includes profiles of colleges at which one or more of the book's top-notch professors teach. The school profiles give students considering attending these

colleges information on admissions, tuition, SAT/ACT score ranges of admitted students, and other useful data.

Neither the professors nor the colleges are ranked in this book.

Said Robert Franek, Princeton Review's Senior VP/Publisher and author of the Company's flagship college guide, *The Best 376 Colleges*, "We developed this project as a tribute to the extraordinary dedication of America's undergraduate college professors and the vitally important role they play in our culture, and our democracy. One cannot page through this book without feeling tremendous respect for the powerful ways these teachers are enriching their students' lives, their colleges, and ultimately our future as a society."

David Yoder '69 Returns to "Welcome House" Alumnus Named Chairman of the Pearl S. Buck Foundation

By Kathryn Finegan Clark

It is a gripping story of kindness and rejection, and pride and prejudice, and it is a triumphant homecoming in a society that has grown wiser and more color-blind over the decades.

The story begins in 1947. The daughter of American teachers who had been working in India revealed her secret to her parents during their voyage home. She was, at 17, pregnant, and the baby's father was the son of the family's East Indian housekeeper.

The child, a boy, was born in Rochester, N.Y., and the family placed him with an adoption agency. But, in those laced-with-prejudice days, no one—neither American nor Indian—wanted a bi-racial child.

No one except an incredible woman named Pearl S. Buck, who opened her arms, her heart and her home to the boy she named David.

He was delivered to her Bucks County, Pa., estate on Christmas Eve in 1948. He grew up on the 68-acre Green Hills Farm—and to him the Nobel and Pulitzer Prize-winning author/humanitarian was simply "Gran."

Now, David Yoder '69 has come home again as new chairman of the board of Pearl S. Buck International, an umbrella group for the organizations Miss Buck founded while she lived at the farm.

David was the first Welcome House baby—the first of more than 7,000 bi-racial children from 28 nations given homes by the agency Miss Buck founded the year after Yoder arrived.

David grew up on the farm in Hilltown Township, one of 10 bi-racial children adopted by Miss Buck. He recalls her as being "very kind, very gentle, big on manners—making sure we ate properly. She didn't fuss about things like wet bathing suits on furniture."

David lived in Miss Buck's home for two years. After that he was reared in Welcome House, a second farmhouse on the Buck estate,



David Yoder visits the barn at Green Hills Farm in Bucks County, where he grew up, one of 10 bi-racial children adopted by Pearl S. Buck, world renowned author and humanitarian.

with his nine mixed-raced brothers and sisters, and Dale and Charlotte Yoder, children of Lloyd "Poppy" Yoder and his wife, Viola, who lived there and took over the day-to-day care of the 12 children.

The new chairman recalled a happy childhood—running and playing tennis, swimming and roller skating with his brothers and sisters, and staging pillow fights in the barn.

"The barn had whole walls that were nothing but books. That was our cultural center," he said. "Gran had a house in Vermont, and we went there every August. In the summers she also sent us to David Burpee's farm for a week or to visit Oscar Hammerstein. I guess she and the Yoders needed a break from us."

The seed catalog king and the Broadway librettist/producer were close friends of the novelist and her publisher-husband, Richard Walsh, as was novelist James A. Michener, all of whom were supporters of Welcome House.

David was close to Poppy Yoder, longtime football coach at Pennridge High School in Perkasio, Pa., and eventually he took his name.

He played football at Pennridge, and a

proud Miss Buck attended his high school graduation. It was his turn to beam with pride when his beloved Gran was awarded an honorary doctor of law degree by Muhlenberg in 1966, while he was a student there.

In those years what David cared about was sports. He ran in track for four years and was captain of the football team his senior year.

After he graduated from Muhlenberg in 1969 he earned a teaching certificate at Southern Connecticut State University, and served in the U.S. Army in Alaska.

He eventually settled into corporate life with its frequent moves in this country and abroad. He worked for Goodyear as a product supervisor and later for Atlantic-Richfield in human resources, mostly involved in labor relations.

When he was first offered a foreign assignment he needed a passport and that required a birth certificate, but the document listed the infant's name only as "Baby Boy," although it did list the mother's name.

David had to hire a lawyer to get through the legal entanglements of obtaining the passport. It was a challenging process because David had never formally been adopted. During that time, David said, his mother-in-law was attending a bridge party and offhandedly mentioned the problems involved.

Shortly after that, in a truth-is-stranger-than-fiction fashion, a stranger called and told him, "I think I know who your mother is." He and his children met his American grandmother, and he said it was a pleasant experience, but he never met his biological mother.

Now, David is human resource manager for Lockheed-Martin in Moorestown, N.J., and lives in Norristown, Pa. He and his wife, Nicki, have a daughter who is a pediatric surgeon in San Diego. Their son is an executive chef in

continued on page 31

Future Alumni Leaders: Where Are They Now?

By Jessica Strauss '12

Presidential Assistant, Office of Alumni Relations

Since 1952, Muhlenberg has honored members of its alumni community for their exceptional achievements with the highest award given by the Alumni Association: the Alumni Achievement Awards. In 1979, the first Undergraduate Merit Award, (now known as the Future Alumni Leader Award) was presented. This award is given to a member of the graduating class whose commendable achievements in either athletics or other extra-curricular activities stood out among the crowd during his or her undergraduate career at Muhlenberg.

Three past winners of the Undergraduate Merit Award, **Captain Richard Kipp '04**, **Dr. Lois (Curfman) McInnes '88** and **Michael Doyle, Jr. '94**, highlighted some of their most memorable Muhlenberg moments and related how their education has contributed to their current success. Although their undergraduate experiences were quite different, the positive impact that Muhlenberg has had on each is strikingly similar.

Rich Kipp was presented with the undergraduate merit award in 2004. Kipp graduated with a bachelor of science degree in biochemistry. At Muhlenberg, he was a member of Alpha Epsilon Delta (Pre-Health Honors Society), Omicron Delta Kappa (Leadership Honors Society), the Dean's List and *Who's Who Among American College Students*. In addition to his scholarly excellence, he was also an outstanding three-sport varsity athlete, earning numerous varsity letters in cross country and indoor/outdoor track and field.

Currently a flight surgeon in the United States Air Force, Kipp believes that the liberal arts education he received at Muhlenberg has contributed greatly to his current success. "Being a flight surgeon is unique because it has a dual-hat aspect to it," says Kipp. "I'm a part of the military, but I'm also a surgeon. I think that Muhlenberg really helped me develop as a well-rounded student when I moved onto medical school and then onto my career."

If there is one thing that Kipp could tell students now, it would be to take advantage of everything that Muhlenberg has to offer, because it is very rare that you will find these opportunities again. "I was getting paid to do research as a freshman at Muhlenberg," he says. "I wouldn't have had that opportunity if I had gone to a larger school. It's things like this that you really need to take advantage of while you can; do as much research as you can, get as involved as you can, and just really appreciate everything Muhlenberg has to offer."

Lois (Curfman) McInnes' hard work and dedication were recognized in 1988, when she became the 10th recipient of the undergraduate merit award. She was a member of Omicron Delta Kappa, Phi Beta Kappa and the freshman year task force, and she was inducted into *Who's Who Among American College Students* and elected President of Muhlenberg's leadership honor society.

Today, McInnes is working as a computational scientist in the mathematics and computer science division of Argonne National Laboratory. In 2011, she won the Ernest Orlando Lawrence Award in the category of Computer, Information and Knowledge Sciences for scientific leadership in advancing the innovative and transformative numerical software package PETSc. The Lawrence Awards are the most prestigious science and technology awards given by the United States Government.



Captain Richard Kipp '04



Dr. Lois (Curfman) McInnes '88



Michael Doyle, Jr. '94

ALUMNI NEWS

McInnes feels that her undergraduate education in mathematics and physics prepared her well for her career as a computational scientist, and that Muhlenberg's liberal arts curriculum really broadened her perspective. She also credits the passion and commitment of her professors for having provided a strong foundation and for encouraging her to challenge herself during her undergraduate career. "Professor Robert Stump of the mathematics department was an excellent teacher and mentor," she says. "Professors Walter Loy and Robert Milligan of the physics department had a huge impact on my career by convincing me that a second major in physics would be a strong complement to my major in math. Of course, they were absolutely right, and I value my physics foundation every day."

McInnes encourages students to enjoy the opportunity to learn about a broad range of topics. She also emphasizes the importance of writing and hopes that students will take advantage of all of the resources that Muhlenberg provides. "Writing is essential for virtually all careers, and Muhlenberg's liberal arts curriculum offers lots of opportunities to develop writing expertise," says McInnes. "Also, I encourage students to pursue extracurricular activities that provide new experiences and stretch their capabilities."

Mike Doyle, a 1994 graduate, was the epitome of a student leader during his time at Muhlenberg. He served as student body president, was a student representative to the College's Board of Trustees and was a member of multiple honor societies. He also played a key role as one of the organizers of President Taylor's 1992 Inauguration Celebration weekend.

Doyle is a partner and associate director for Ketchum Communications in New York City, a firm he has been associated with for about 16 years. During the course of his career at Ketchum, he has held 10 different positions within the company and has helped countless brands tell their stories, sell their products and maintain a positive image.

In answer to the age-old question posed by students, "Will what we learned in college benefit us in the long run?" Doyle would give a resounding, "Yes!" In fact, he is an excellent example of someone who relies on that academic training in his career each and every day. "Public relations is all about the marriage of communications and what's motivating consumers," says Doyle. "It's the perfect cross section of my college majors: English and psychology. What I learned at Muhlenberg has resulted in what I do for a living."

Doyle is among the many alumni who have a specific professor who made a big impact on them. He vividly remembers English professor Dr. Grant Scott's unique approach of teaching through media other than just literature, and he believes it has had a great impact on his career. "He is big on examining film, poetry, art, sculpture and all of the different representations of a theory, and I loved that," says Doyle. "Today I make my living thinking about different channels that a company can communicate to its consumer; it's very much in line with how Dr. Scott used to teach us."

Doyle's advice to students about to graduate? "Don't be worried about making mistakes at this point, because, well, you're going to! Take chances, build on them, learn from them; it's the only way that you're going to figure out what you're good at. You have to trust in what you've learned the past four years, and realize that any step forward is a step in the right direction."

Jennifer R. McLarin '86, Director • Patrick Fligge '10, Associate Director of Alumni/
Student Connections • Sean Morrow '91, Associate Director
Heather Fox '08, Assistant Director • Stephanie Wolbransky '13, Presidential Assistant

You can contact the **Office of Alumni Relations** at 2400 Chew Street, Allentown, PA 18104
Phone: 800.464.2374 • Fax: 484.664.3545 • E-mail: bergalum@muhlenberg.edu

Don't Miss Reunion/Homecoming: September 21-23, 2012!

ALL alumni are invited back to our third combined Reunion/Homecoming. Don't miss this exciting weekend that features a variety of activities and programs for all ages. Here are some highlights. Watch the mail for the full Reunion/Homecoming brochure in July.

THURSDAY, SEPT. 20:

- "50 for 50th" Bike Ride – join members of the Class of '62 who are celebrating their 50th Reunion on a 50-mile bike ride in the Lehigh Valley!

FRIDAY, SEPT. 21

- Faculty panel discussions
- "A Day in the Life" current student panel discussion
- Tribute to "Haps" Benfer and other Muhlenberg icons
- "Favorite Hangouts" welcome back cocktail reception featuring tributes to your favorite off-campus watering holes

SATURDAY, SEPT. 22

- President's "State of the College" address
- Alumni Achievement Awards brunch
- Tailgate lunch, class gift presentation and procession to the football field
- Football game: Mules vs. Johns Hopkins
- Academic department and affinity group receptions
- Reunion class dinners
- "Cool Jazz" dessert reception and/or DJ dance party under the tent

SUNDAY, SEPT. 23

- Alumni chapel service
 - Farewell brunch
- Are you in a Reunion-year class (1962, 1967, 1972, 1977, 1982, 1987, 1992, 1997, 2002, 2007 and 2012)? Check out your class web page to find out who else is coming back: <http://www.muhlenberg.edu/alumni/reunion/ClassPages.html>

Questions? Contact us at bergalum@muhlenberg.edu or 800-464-2374. We can't wait to see you back on campus!

'Berg Alumni Connect and Thrive at Universal Music Group

By Stacey Prohaska, Director of Communication and Donor Relations

In a tough job market, it can be challenging for new graduates to find employment – and even more challenging to find it in their field.

Who you know can make all the difference between just finding a job and advancing your career in a chosen field.

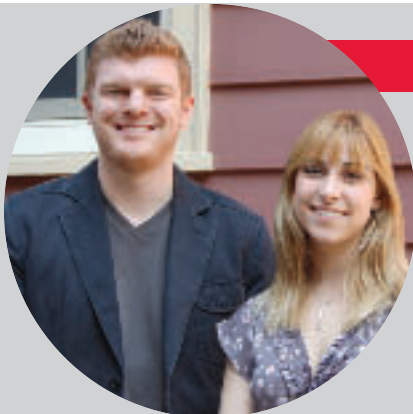
At Universal Music Group, alumni connections have made such a difference and for Tom Simon '01, Mike Alexander '05, Robbie Janowitz '09 and Anne LaRocca '14 (see sidebar). Mike got an internship by reaching out to Tom; Robbie got an internship by reaching out to Mike; and Anne will start an internship at Universal this summer, after reaching out to Robbie.

These valuable professional networking opportunities are the focus of a new position in the alumni relations office: Pat Fligge '10 has just been named associate director of alumni/student connections. "The alumni network at Universal Music Group came about on its own, and others have as well," says Pat. "At Muhlenberg, we'd like to be more proactive in developing networks for new graduates to connect with alumni. One of the tools we're developing is MuhlNet, an online alumni network designed to bring alumni and students together."

At Universal Music Group, it all began years ago when Tom Simon '01 was still a student. A media and communication major, Tom joined WMUH and became music director. Part of his responsibilities was reviewing submissions from record companies including Republic Records, which is now part of Universal Music Group. Tom started talking to representatives Republic and attended a winter conference, which led to an



Mike Alexander '05 with Robbie Janowitz '09



Anne LaRocca '14

The latest Muhlenberg intern at Universal Music Group is Anne LaRocca '14, a media and communication major from Perkasio, Pa. "I found Mike Alexander on Facebook after he came to Muhlenberg last year for the media and communication department's Alumni Week," says Annie. "I then applied for an internship. It felt good to carry my school's name with me and to connect with Muhlenberg alumni."

"I'm so grateful to Mike and Robbie. They didn't have to offer me the internship, but they did and they've been very supportive of me. I'm so glad I chose this school. Working for a record label is my dream; Muhlenberg sent me exactly where I wanted to go."

ALUMNI NEWS

internship between his sophomore and junior year. “One month before graduation, I was offered a job in their international marketing department,” says Tom. “I started my job two days after graduating from Muhlenberg.” Tom eventually came back to 'Berg for Career Day to talk to media and communication majors about his job in the field and gave his contact information to The Career Center.

Fast forward a few years and Mike Alexander, a media and communication major, found Tom's information at The Career Center and contacted him to talk about an internship. “At the time, I was thinking about a career in the music industry. Tom was able to offer me an internship in international marketing and the rest was history.”

“Mike was a killer intern,” says Tom. “And, of course, I'm going to pull for the home team every time.”

It's an attitude that has prevailed as Mike's internship eventually led to his current position as senior director for international marketing at Universal. Mike handles marketing outside of the United States for artists like Justin Bieber, Bon Jovi and Fall Out Boy. And when it comes time to hire interns, Mike, like Tom, is partial to Muhlenberg graduates. In fact, it was Mike who gave Robbie Janowitz, who earned his 'Berg degree in business administration, his start at Island as an intern in international marketing, which led to full-time employment for Robbie as well.

“My senior year, I talked with Melissa Falk '92 in office of admission about my job search and she suggested I call Mike,” says Robbie. “I interned at Island Def Jam [now part of Universal] the summer after I graduated and, when the assistant to the head of international marketing position opened, I got it.” Robbie has since been promoted to coordinator of international marketing.

“It's really incredible to think that two people in international marketing for one of the largest record companies in the world are Muhlenberg graduates,” Robbie continues. “I don't know any Muhlenberg alumni

who wouldn't want to help new graduates. It can be hard to figure out the channels and avenues you need to take to find a job. You don't always know where to turn, so you're looking for connections. It's a win-win – Muhlenberg gets better every year, so we know the quality of intern we're going to get.”

Tom, who started it all and now works for Geomagic, a 3-D software company, says that just being from Muhlenberg indicates that potential interns are going to show a solid skill set, and that seeing his alma mater on a résumé makes it stand out from the rest.

“Muhlenberg is an awesome community,” he says. “There is a quality to the students that you can count on when you're hiring. I think that students would be surprised to know how much alumni want to help.”

Mike agrees, “Someone calls me from Muhlenberg, I want them here. I'm very lucky to work in this industry, and I like giving others the chance I was given.”

Both Mike and Tom say that beyond the career opportunities they've been offered – which are invaluable – are just one part of the alumni connection. “The internships brought us all together,” says Tom. “But our connection transcends our careers because we're all really good friends. Without these chance opportunities, I wouldn't know Mike and Robbie, and I'm a better person because I do.”

With the new focus on alumni student connections in the office of alumni relations and The Career Center, Muhlenberg hopes to leave these opportunities less to chance and take a more deliberate approach to helping young alumni find employment. The friendships that develop from there are just icing on the cake.

“Tom was my best man at my wedding,” adds Mike. “He and Robbie are two of my best friends, which is pretty remarkable when you consider that none of us were at Muhlenberg at the same time. All anyone needs is an opportunity, an open door. You never know where it will lead.”

For more information on MuhlNet, visit muhlenberg.edu/MuhlNet.

Dr. Paul McEwan with
David Fricke '72



Rock writer brings idols to life

Rolling Stone magazine senior editor David Fricke '72 gave Allentown Art Museum visitors a behind-the-scenes look into the lives of some of the biggest names in rock 'n' roll as he shared stories from his long career as a rock writer. Fricke has been writing for *Rolling Stone* for more than 25 years and has interviewed such rock icons as Mick Jagger, Lou Reed, Patti Smith, Jeff Beck, Eric Clapton, Bob Dylan and Kurt Cobain.

In his talk, Fricke recalled an early concert by Pink Floyd where the admission was \$1, how he ended up onstage next to members of Spandau Ballet during a Live Aid show, and how professionally and personally satisfying it is to be on a first-name basis with performers such as Rolling Stones guitarist Keith Richards and R.E.M. singer Michael Stipe.

Fricke was introduced to the Museum crowd and interviewed in a sit-down format by Paul McEwan, associate professor of media & communication and director of the film studies program. McEwan is the author of a book about a film about a fictitious punk band: *Bruce McDonald's Hard Core Logo* (University of Toronto Press, 2011) and has himself written about music for *The Globe and Mail (Toronto)* and *Time Out Chicago*.

Fricke's lecture was part of the programming related to the Allentown Art Museum of the Lehigh Valley's show *Who Shot Rock & Roll: A Photographic History, 1955 to the Present*, organized by photography historian Gail Buckland and the Brooklyn Museum.

ALUMNI NEWS



Redefining Beauty – One Page at a Time

By Jillian Lovejoy Lowery '00,
Director of College Communications

Courtney Cooper Hall '97, editor in chief of BELLA NYC, loves magazines. A lot.

When asked what her favorite publications are, she simply can't choose one, listing a string of periodicals that's long and varied.

"But you know what the problem is? So many are one-dimensional. That's what inspired me to start my own," she says. "I'm taking a different approach. I'm taking my favorite elements of other magazines and combining them in BELLA."

BELLA NYC launched in January 2011 and released its ninth issue in May 2012. The publication is available in over 700 newsstands and in Barnes and Noble throughout New York, New Jersey, Connecticut and the Philadelphia region. It's also available via a smartphone app.

Flipping through BELLA's pages, it's clear that positivity is the theme that ties everything together, a sentiment that's very important to Hall. "I've always been interested in the definition of beauty, and that's something that can really get twisted in the media," said Hall. BELLA is about defining beauty in your own life. Once you do that, and embrace it, you start to realize how much is there. Being kind and charitable, being a good friend and a good parent – those things are the most beautiful of all. Physicality will only get you so far. Real beauty is all about personality and perseverance."

Though Hall has previous magazine experience (she worked for Elle Décor, Better Homes and Gardens and helped to launch Rosie mag-

azine), she never quite expected to be running her own show. "I had no idea this is where I'd be," she laughs. "I had a dream, and I made it happen. There was a lot of prayer and faith on top of trying my best."

"Having a dream and making it happen" is something with which Hall is quite familiar. Rewind to several years ago, and Hall's big dream was to attend Muhlenberg – and she wasn't comfortable with just submitting an application and waiting to hear.

"When I was starting out my college search, I thought that I wanted to go to Lehigh," she recalls. "In fact, I was considering Muhlenberg my 'practice' interview. I took one step onto campus, and I knew that this was the place. Not only didn't I even bother applying anywhere else, I made it a point to interview with every single person on the admissions staff. They must have thought I was a maniac!" Hall remembers the flood of relief that she felt upon being called by an admission officer, telling her that she was accepted. "I've always believed in the importance of determining your own fate," she says. "Take control. Make sure everyone knows your name and face, and make sure they see your passion."

Her love affair with the College only grew during her years as a student. "I love Muhlenberg," she says. "It's cliché to say, but they really were the best years of my life. I had a great, supportive experience and made life-long friends – which is why I'm so excited to be the Reunion Chair for my class." Hall says that she's enjoying working with the office of

alumni relations to plan events, and cannot wait to reconnect with her classmates.

A media and communications major, Hall also served as the Presidential Assistant for the office of public relations, and she remains close with her former employer, Mike Bruckner, vice president of public relations.

"In so many ways, I owe my career to having started out in that office," says Hall. "He taught me so much about how to be a professional, and that meant a lot. We're still very much in touch, and throughout my career, I've always gone back to him for advice."

Conscious of the ways in which Muhlenberg shaped her career, Hall is happy to give back, and has hired Muhlenberg students as interns. "It's only fair," she says. "After all, Muhlenberg helped me a lot. It feels good to help others get the experience that they need."

At the end of the day, Hall couldn't be happier. Though her days are jam-packed with work, she manages to balance life with her three children and her husband (who is BELLA's publisher and co-founder). She even had time to volunteer, and was recently elected to the board of the Arms Wide Open Childhood Cancer Foundation.

Though she has the kind of life that many people can only dream of, Hall remains humble and driven. She's certain that anyone can achieve whatever they set their minds to. "The best advice I could give anyone is to follow your heart and explore your passion," she says. "If you love what you do, you'll be successful."

FOCUS ON PHILANTHROPY

Muhlenberg's Annual Scholarship Luncheon Celebrates Donors and Students

On Saturday, January 28, 2012, Muhlenberg College trustees, scholarship donors, student scholars, faculty, staff and guests gathered for lunch in Seegers Union to honor individuals and organizations who have generously supported scholarships at Muhlenberg. The event also provided an opportunity for scholarship donors to meet and get to know their student recipients.

During the lunch, guests enjoyed remarks by President Helm, Karen White Wagoner '71 and Anna Hill-Moses '12. Wagoner is a trustee and donor, and spoke about what inspired her and her husband to establish The Mingma Norbu Sherpa Memorial Scholarship Fund. Hill-Moses is the recipient of The Dr. Richard D. Williams Scholarship Fund, and she described how a Muhlenberg education has made a difference in her life. To read excerpts of their remarks and information about scholarships at Muhlenberg, visit <http://www.muhlenberg.edu/main/devel/gallery.html>.



Pam Marino Weiss, her husband Andrew J. Weiss and Jeremy Thomas '15, first recipient of The Frank and Carroll ("Coach" and "Mrs. Coach") Marino Scholarship.



RuthAnn Alderfer Bartlett '71, Paul Bartlett '71 and Monica Arora '15, first recipient of The Rev. Dr. Ralph L. Alderfer '41 Scholarship



Karen White Wagoner '71, her husband Donald Wagoner and Abigail Stryker '14, recipient of The Mingma Norbu Sherpa Memorial Scholarship Fund established by the Wagoners.



Anna Hill-Moses '12, recipient of The Dr. Richard D. Williams Scholarship Fund

Supporting Muhlenberg is not really about giving to the institution, it's about providing opportunities for outstanding students to find their way into the future. It's about contributing to who they are going to be as people. It's a responsibility to society that we all should expect of ourselves.

– Karen White Wagoner '71

I hope that the students here today, myself included, can follow in your footsteps and become generous, thinking and contributing members of society. I know I want to allow another student to have the possibilities I had here at Muhlenberg. We all want to thank you from the bottom of our hearts, for helping to make our education a reality.

– Anna Hill-Moses '12

Scholarships at Muhlenberg

Muhlenberg's financial aid budget for Fund Year 2011-2012 exceeds \$29 million, 30% more than 2006-2007.

The overall amount of scholarship awards made possible by donors this year totals \$1,077,421.

In total, 140 named scholarships were awarded this year and these benefited 195 students.

Good People, Innovative Ideas: Shedding Light on the Muhlenberg/Lutron Connection

By Jennifer R. McLarin '86, Director of Alumni Relations



At first glance, Muhlenberg College, a private liberal arts institution, and Lutron, a privately held corporation and pioneer in the lighting control industry, may not seem to have much in common. However, digging just a little deeper uncovers a surprising number of similarities – and an even more amazing amount of connections.

In the late 1950s, Lutron founder Joel Spira was a young physicist living in Manhattan with his wife, Ruth. He had a “radical” idea about inventing a device that would allow people to control the intensity of light in their homes and began experimenting with this notion in the guest room of their apartment. Meanwhile, in Allentown, Pa., something “radical” was going on at Muhlenberg College as well. In 1957, the College took a bold step forward by admitting women to the formerly all-male institution. The world would be impacted by both decisions.

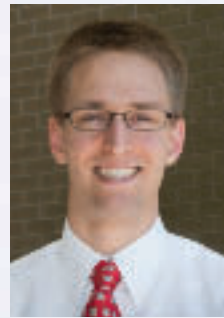
When Joel Spira decided to establish his company headquarters in Coopersburg, Pa. – a community that was then mostly farmland and is still quite rural – it created another connection between Muhlenberg and Lutron: their location in the beautiful Lehigh Valley. Although Muhlenberg has been a longer resident, the Lutron tie to the Lehigh Valley dates prior to the appearance of their physical footprint in Coopersburg: Joel’s wife Ruth’s maiden name is Rodale. (Headquartered in Emmaus, Pa., Rodale publishes *Prevention* and *Men’s Health*, among many other magazines and books.) The Rodale connection not only influenced the decision to establish Lutron as a company in the Lehigh Valley, but also provided a manufacturing facility for the young company to use in its first years of business.

In addition to seeking a home for his company, Joel Spira was concerned with building the character of his organization. To that end, he developed five principles:

- I. Take care of the customer.
- II. Take care of the company.
- III. Take care of the people.
- IV. Innovate with high quality products.
- V. Deliver value to the customer.

A focus on – and commitment to – its people are values Lutron shares with Muhlenberg College. Both organizations are extremely mission-driven, and their missions are centered around a whole-person approach to work and education.

The Muhlenberg/Lutron mission connection is perhaps best appreciated by a particular group of people: Muhlenberg alumni who now work at Lutron. One of those, **Michael Reitz '11**, explains, “Lutron really invests in its employees. Everything revolves around the founding principles.” Reitz, who was a double major in accounting and business at 'Berg, is a project accountant in Lutron’s financial reporting area. In March of his senior year, Reitz attended the Lehigh Valley Collegiate Career Expo and discovered Lutron. He began his career there just after graduation, in June 2011.



Michael Reitz '11

Reitz was impressed with Lutron’s all-day interview process, which he described as “extensive.”

“They are looking for people with a strong work ethic,” he explains, “and Muhlenberg develops and encourages that type of person.” Reitz credits Muhlenberg with preparing him well for his Lutron position. “My well-rounded liberal arts education really helped,” he says. “It gave me a perspective of exploration.” Reitz adds, “Lutron is very supportive of you moving

to different departments in the company. Like Muhlenberg, it’s a close-knit, caring culture. They want you and your career to grow and encourage you to ask questions and learn from your peers.”

Reitz, who believes in supporting Muhlenberg financially and is a Young HMMS-level donor, is also impressed with the philanthropic spirit at Lutron. “The founders are very connected to Lehigh Valley philanthropic concerns,” he says.

The Spiras have generously supported Lehigh Valley higher educational institutions. At Muhlenberg College, The Ruth and Joel Spira Prize for

COVER STORY

Some of the many Muhlenberg alumni working at Lutron include: (back row) Randy Brown '03, (middle row, l - r) Bess Estrella-Aquino '03, Amanda Palmer '11, Michael Reitz '11, Kate Amari '06 and (front row) Enid Cruz '05.



Dr. Susan Hakkarainen, Lutron Vice President, Marketing and Communications, and Muhlenberg President Randy Helm (right) congratulate Muhlenberg Education professor Dr. Michael Carbone, the 2011 "Ruth and Joel Spira Honoree for Distinguished Teaching." The award was created through a gift to the College by Hakkarainen's parents, Ruth and Joel Spira.

Distinguished Teaching was established with a gift made in October 2001. The Spiras wanted to establish the fund to recognize outstanding faculty and to reinforce the importance of superior instruction and research at the undergraduate level. Income from the endowed fund is used to award an annual prize to recognize a specific full-time faculty member as the "Ruth and Joel Spira Honoree for Distinguished Teaching."

The Spira Prize honoree determines use of the funds, which may include the acquisition of books, journals and other materials in the honoree's particular academic discipline. Funds may also be used for faculty/student travel and registration costs to attend professional research conferences. The 2011 honoree is Dr. Michael J. Carbone, chair of the education department. Other recent honorees include Prof. Karen Dearborn, theatre & dance, and Dr. Laura Edelman, psychology.

Another young alumna who ended up at Lutron right after graduation is history/religion studies double major **Amanda Palmer**



Amanda Palmer '11

'11. Palmer, herself the recipient of a prestigious award (Future Alumni Leader 2011), found out about Lutron from one of her economics professors: Dr. Sam Laposata. Palmer interviewed the day after graduation, and began the sales development program in June 2011. In January 2012, she started with the global project strategy team, working on commercial project sales.

Like her 'Berg classmate Michael Reitz, Palmer appreciated the "intense" interview

process at Lutron, which is an all-day undertaking for any open position. "It's very thoughtful process," she says. Once hired, Palmer went through a sales development program – a nine-month training program that included both in-house and field experience.

"The top-notch liberal arts education at Muhlenberg produces independent critical thinkers who are intellectually agile. At Lutron these traits drive innovation and collaboration for continued success.

We have benefitted from Muhlenberg as not only a source of great employees but also as a great place, through the Wescoe Program, to help our people develop their business skills."

– Dr. Susan Hakkarainen, Vice President, Marketing and Communications, Lutron

Palmer sees many similarities between Muhlenberg and Lutron. "At 'Berg, professors invest time and energy in students – Lutron does the same," she explains. "Muhlenberg professors want to see you grow and succeed, and so does Lutron. From the VPs to your supervisor, everyone at Lutron feels that way." Palmer appreciated the personal attention shown to her at Muhlenberg by PR Vice President Mike Bruckner and economics professor Dr. Sam Laposata. "They cared about me as a person," she says, "and wanted to help me succeed – not just at Muhlenberg but afterwards, too."

Palmer also credits her undergraduate experience at Muhlenberg with her success at Lutron. "My activities and involvement at 'Berg taught me to be a leader," she says.

"You take those

skills with you after graduation."

Also in sales at Lutron is Muhlenberg alumnus **Mike Misciagna '09**. Like Reitz and Palmer, Misciagna, a political science and business double major at Muhlenberg, started at Lutron right after graduation – he celebrated his third year with the company in June 2012. He, too, found out about Lutron at a career fair: this one an on-campus event in November



Mike Misciagna '09

continued on page 30

COVER STORY

By Lindsey (Aspinall) Getz '04

Muhlenberg's student-centered polling institute has built an impressive reputation

Since the fall of 2001, Muhlenberg has run a polling institute that rivals some of the nation's most prestigious public research centers. The Muhlenberg College Institute of Public Opinion adheres to the high standards set by the American Association of Public Opinion Research (AAPOR), training all institute personnel to follow the rigorous practices of quality scientific research. Under the direction of institute director Dr. Christopher P. Borick, associate professor of political science, the polling institute has built an impressive reputation, upholding long-standing partnerships with governmental, media, and research organizations.

Student Centered from the Start


While Borick is at the helm of it all, he's the first to say it's all about the students. And in fact, that is what makes Muhlenberg's polling institute unique. While other schools run such programs, their involvement in outside polling work has allowed them to drift into a separate entity. But at Muhlenberg, it's remained embedded into the core of the institution, says Borick. "The Institute has become a cornerstone of my courses," he explains. "Courses are intertwined with work at the Institute. And as is the nature of Muhlenberg as a whole, the Institute remains about the students. When we developed our mission we decided that it would always be a student-centered enterprise. It's not just a polling institute with the college name on it. It is largely student run with them handling almost every aspect of the operation."

That means that students manage the lab, handle the calling, help with data analysis and even manage payroll. Regardless of whether students pursue a career in research or political science, they are learning real world skills that are applicable to any future endeavors. A number of past staff members have gone on to careers in academics, research and industry. But Borick says that while most students aren't doing public opinion as the main focus of their career, their work at the polling institute has paid off in terms of management and business skills.

For Sarah Niebler '04, a political science and philosophy double major, her experience at the polling institute has strongly paid off and helped shape her decision to pursue academic political science as a career. Following Muhlenberg, Niebler got her master's at Lehigh in the Community Fellows program and took a job in Nashville as a research assistant doing public health research. Now she's finishing up her Ph.D. in political science at the University of Wisconsin-Madison. She's soon



Making a



Dr. Christopher Borick, associate professor of political science, with student pollsters: (Bottom row) Colleen Christian '12, Sarah Ochocki '12, Michael Weiner '12 (Top row) Kathleen Rogers '14 and Steven Alpert '13

Difference



Faith Aronowitz '12 puts her polling prowess to the test.

headed back to Nashville to do a one-year post-doc at Vanderbilt University in the Center for the Study of Democratic Institutions. Niebler says that her time spent working at the institute helped her realize that researching politics via public opinion polls could be a career.

“Working at the polling institute helped me gain the statistical and quantitative research skills necessary to pursue a Ph.D. in the field of political science,” continues Niebler. “Students and faculty are so lucky to have the polling institute on campus as it allows both groups to conduct research in a way that many larger colleges and universities don’t even have access to.”

Work at the polling institute has also led current student Michael Wiener '12, a history major and art history minor, to pursue a future career in research. Having begun as a caller at the polling center in 2009, during his junior year Wiener was invited to join the staff of managers that help oversee the calling center. “We deal with time cards, training employees, making sure student workers keep up their productivity, and daily troubleshooting,” Wiener explains.

After working as a manager for a year, Wiener was asked by Borick to become a research analyst, a position normally given to a Lehigh graduate student. Wiener says the student is expected to work approximately 15

hours a week for Borick and helps develop survey instruments as well as compiling, analyzing, and assisting Borick in the publication of the results. It has been these experiences that have led Wiener to choose pursuit of a research career.

“I have a great enjoyment for research and am looking for a job next year either continuing the type of research I’ve learned at the polling institute or combining it with my history research for a job that requires both quantitative and qualitative results,” says Wiener.

Finding a Niche

From its inception, one of the key goals of the polling institute was to find a niche. Borick says that the effort was to not just “repeat the same polls others were already doing but to

instead do research that could really make a contribution.” That contribution has always been focused on bettering students’ education and their understanding of public opinion and research—but also about helping those in government and non-profits to do their jobs better by the provision of comprehensive data. Over the years, the polling institute has continued to meet that goal. One of the ways it has managed to carve out a niche has been with a focus on public opinion and environmental policy. “We focus our national polls in this area, especially on issues related to climate change,” explains Borick. “We’ve partnered with the Brookings Institution [a nonprofit public policy organization based in Washington D.C.] as a means of releasing our findings and for some of that work have received national attention.”

The value behind the research performed is something that the institute puts an emphasis on. “We realize we’re not going to be all things to all people,” admits Borick. “We’re not the Pew Research Center and we’re not Gallup. We recognize that we’re not a huge entity that can poll all matters all the time. So what we do poll, we want to be the best at. That’s why we focus our efforts on Pennsylvania politics and policy and our national research on climate and energy matters.”

The institute has also continuously found ways to plug into other scholarly endeavors being undertaken by the college and its students. Borick says that they’re always trying to connect the research at the institute to what’s

2008 Election Madness

Though the 2004 elections positioned 'Berg's Institute of Public Opinion as a media darling, it was the 2008 election where the organization's popularity exploded. Polls were quoted extensively, and Borick became a go-to guy for the media once it became clear that Pennsylvania and the Lehigh Valley, in particular were areas crucial to the Presidential race. Because of Muhlenberg's geography and the Institute's reputation, the College was fortunate enough to host amazing politicians on the campaign trail: former President Bill Clinton, campaigning for his wife, Hillary; as well as future President Barack Obama and future Vice President Joe Biden.

“The idea that we can merge what we’re doing at the institute with the academic mission of our students and operations has always been a priority...”



going on around campus and to give students and faculty opportunities for involvement. For instance, the institute has worked with Hillel as well as students of the Dana honors program. Students and professors have even had the opportunity to get a question or two of their own onto a survey in order to help facilitate some of their personal research. “The idea that we can merge what we’re doing at the institute with the academic mission of our students and operations has always been a priority,” says Borick. “We’re always looking for ways to branch out and connect with the college as a whole.”

Building a Name

While the institute’s research has continually shown up in print and television media, Borick says it was the 2004 presidential election cycle where the center really proved itself as what he calls a “real player in public opinion research.”

“The 2004 presidential election was the first time we had the chance to go big time,” says Borick. “We wanted to make sure we got it right and we worked very hard. When Pennsylvania became a crucial state in that election, I can remember a moment when CBS News came down to our lab to talk to us and the Washington Post showed up on campus to hear our results—and it was on the front page of the paper. That was a neat moment for us. Thanks to the work of a lot of good people, we nailed the election. We said a two-point win in Pennsylvania for John Kerry and low and behold we were right. It

showed how our hard work paid off.”

Niebler was one of the students involved in research work during the election. She helped organize several large survey projects including a real-time debate evaluation project where people were brought to campus to watch one of the presidential debates between Bush and Kerry. After each debate question and set of responses by the candidates, the participants were surveyed about how they thought the candidate performed.

“I also helped coordinate the exit poll after the 2004 general election,” adds Niebler. “We sent Muhlenberg students all over precincts in Lehigh County and had them complete surveys with voters on their way out of the polling station. In doing this, we had some really early data about how different demographic groups voted in the election.”

More recently, senior Sarah Ochocki ’12, says she found the exit polls during the 2008 election very exciting. In fact, she says that a number of the surveys she’s been involved in have been interesting. “We’ve done surveys on gambling, quality of life, natural gas drilling, and lots of other subjects that affect the Lehigh Valley,” says Ochocki. “It’s very interesting to hear what people have to say on certain issues and just as interesting to hear the crazy stories they have to tell. My co-workers and I have spent many hours speaking to people who are living through the ‘Second Depression’ of their lifetime or who are fighting to keep their immigrant same-sex partner in the country – or

even who work in a Senator’s office and have witnessed corruption first hand.”

Ochocki, who is a theatre major and philosophy minor got involved with the polling institute when an upperclassman told her it was a great place for a non-work student job. She had no experience in political science but decided to give it a try. She credits the experience for making her increasingly up to date on current events. “I never used to watch the news or read the papers, but since I started working at the polling center I have a newfound understanding of how important it is to keep abreast of current events,” she says. “I have enjoyed becoming more involved in the political scene and getting to know what is going on in our country and across the world. College students tend to remove themselves from the political sphere with the mindset that they don’t matter or that nothing they can do changes anything and that’s just not true. Twenty-somethings are a huge demographic in the voting pool and in the world of activism our participation can make all the difference.”





Chili & Liddic

By Mike Falk, Sports Information Director

For the last four years, Muhlenberg basketball fans were fortunate to watch the talents of two of the top student-athletes ever to come through Memorial Hall.

Alexandra Chili and Spencer Liddic are extraordinary basketball players. Both were three-time first-team All-Centennial Conference picks and finalists for the Jostens Trophy (the Division III player of the year) and reached the record-breaking milestones of 2,000 points (Chili) and 1,000 rebounds (Liddic). Both led their teams to the CC championship game in 2012.

Both also are outstanding students and active participants in the Muhlenberg community. To have two such individuals playing the same sport at the same college in the same class year is extremely rare. We may not see the likes of this duo again for a long time!

At right, is a brief summary of their accomplishments as student-athletes.

MUHL SPORTS

	SPENCER LIDDIC	ALEXANDRA CHILI
major(s)	Business Administration/Finance	Political Science
Academic All-America	2011 (first team), 2012 (second team)	2012 (second team)
Academic All-District	2011 and 2012 (first team) 2010 (second team)	2012 (first team) 2011 (second team)
CC Academic Honor Roll	2010, 2011, 2012	2010, 2011, 2012
All-America	2012 preseason	2012 (first team), 2011 (honorable mention)
All-Region	2011 and 2012 (first team) 2010 (third team)	2011 and 2012 (first team) 2010 (second team)
All-Centennial Conference	2010, 2011 and 2012 (first team) 2009 (honorable mention)	2010, 2011 and 2012 (first team) 2009 (second team)
CC player of the week	six times	nine times
Scotty Wood Tournament MVP	2010 and 2011	2010 and 2011
all-time CC record	rebounds (1015), double-doubles (46)	points (2002), three-pointers (336)
career points	1,707	2,002
all-time rank in points	Muhlenberg 2nd CC 8th	Muhlenberg 1st CC 1st
career average	16.3	17.4
school record for points in a season	509 (2011)	546 (2011)
CC record tied	rebounds in a game (21)	three-pointers in a game (9)
Muhlenberg ranks in other categories	field goals (603 - 3rd) free throws (485 - 2nd) blocked shots (111 - 7th)	field goals (662 - 1st) free throws (342 - 2nd) assists (356 - 4th) blocked shots (79 - 5th) steals (159 - 9th)



SAVE THE DATE! SEPTEMBER 21, 2012

Start Reunion/Homecoming 2012 on the links!

Join us at Green Pond Country Club on Friday, September 21 for the 2012 Muhlenberg College Golf Classic!

Details to follow.

If you or anyone you know is interested in sponsorship opportunities, please contact Corey Goff, Director of Athletics, at 484.664.3395 or cgoft@muhlenberg.edu.

CLASS NOTES

1964

Carl Metzger has written a book, *You Don't Have to Live Alone*, which is now available on Kindle, Nook and print (at Magnico.com). It is a companionship book for seniors. He lives with his wife Linda in New York City. The couple has six children and 12 grandchildren. For more information on Carl, visit www.carlmetzger.com.

1965

Jon A. Thoenebe has retired from the Defense Contract Audit Agency after 20 years of service. Jon and his wife Joan now live at Ann's Choice retirement community in Warminster, PA. They have two children and five grandchildren.

1968

Betty Lewis Kasperski writes, "My first novel was just published, *Severed Yet Whole*, a story of courage, love and faith. It is an inspirational work geared towards those facing challenges, physical and personal. The website is: www.SeveredYetWhole.com. Check it out and post a comment. Reviews have been great and sales too, but there is always room for more!"

1970

Rob Loeffler M.D. was given two awards this March: one as the "Man of Valor" award by the Samuel's House Foundation as a humanitarian



Paul '78 and Denise Heier Silverman '79 hosted an annual Holiday Dinner for alumni friends

for his work in Key West, Fla. and Haiti, and a second as a leading physician in the world by the International Assoc. of Orthopedic Surgeons (IAO). Prior to practicing in Key West, he was a professor of Orthopedic Surgery and Sports Medicine at the University of Colorado Medical Center in Denver, CO.

1979

Stewart Abrams and Jackie (Weisman) Bernstein were engaged on a Southern Carribean cruise on March 10. Abrams writes, "As we have noted before, Jackie and I met on Sunday, August 24, 1975, at a party thrown by

Hans Peckmann '55 for incoming freshmen. My future roommate Steve Walker remembers my saying after meeting and speaking to Jackie, 'If I could get to know that girl up at school, it could be one heck of a four years.' It's been a bit more than that but we now have marital plans for August 24, 2012, which will be the 37th anniversary of when we first met. I conclude by saying simply - she was and is very worth the wait." • Rudy Favocci P'12 writes, "On March 3, 2012, alumni from New Jersey, Pennsylvania, New York, Connecticut, Massachusetts, Virginia and North Carolina gathered for their 14th almost-annual Holiday Dinner. Present were our hosts Paul Silverman



At the Hilton Head gathering, VP for Development and Alumni Relations Rebekkah Brown '99 with Dr. Don '54 and Joyce Kopenhaver.



For the fifth consecutive year, Ed '60 (back row, right) and Anne Davis (back row, left) hosted a get-together in Hilton Head, SC for Muhlenberg alumni, parents and friends. Twenty-two attended this year's event, held February 15 at Sea Pines Country Club. Also pictured are Dennis Reilly (back row, center) and (front row l-r) Helm and Mary Lou Wilden P'95 and Kathy Reilly.



Stewart Abrams '79 and Jackie (Weisman) Bernstein '79

CLASS NOTES

'78 and Denise Heier Silverman, along with Rich Romeo, Mike Haynes, Andy Wolfe '81, Mark Schwartz P '09, Lauren Anderson, Bob Wiener, Jon Lucas '81, Nancy Hamlin Bennett, Mitch Goldblatt, John Crow '81, Sam Stovall '77, Natalie Culp Hand '78, Chelsea Stettler '13 and Amy Stettler '09."



Catherine Donovan '81

1981

Catherine Donovan was promoted to the federal government's Senior Executive Service in December 2011. She now serves as Counsel, Office of Naval Research, Office of the General Counsel, Department of the Navy.

1987

Oliver Baer's book of poetry, *Baer Soul*, came out in March 2011. A CD of his poetry set to music called *Gathering Souls* will be released later in 2012. He is still helping to produce Broadway theatre while trying to do poetry readings at open mics in the East Village.

1991

Jennifer Stulberger Bucich writes, "On December 4, 2011, Robert Bucich '87 and I were married. We met in the summer of 1987 when I was on my way to Muhlenberg and he had just graduated. I was wearing a Muhlenberg sweatshirt. He approached me and we started a friendship that lasted on and off for years. We both married and had children only to meet up again years later while getting divorced. We have been together ever since. We really believe we were meant to be together." • Pamela



Jennifer Stulberger '91 and Robert Bucich '87

(Loftus) Marthins and Todd Marthins are proud to announce the birth of a baby boy, Ryan Thomas. He was born on November 13, 2011, and weighed 8 lbs, 4 oz. Ryan joins his big sisters Abby (10), Katie (8), Julie (7), Megan (5) and Olivia (4), and his big brother Lucas (2).

1994

Holli Harvey and Henry (Harry) Dudlek are happy to announce their marriage on September 10, 2011, in Middletown, Del. Alumni in attendance included Leigh (Harnish) Gable, Kathy Iacono and Meredith Mitstifer. Holli received her M.Ed in Student Affairs Practice in Higher Education from the University of Delaware in 1997 and is an Assistant Director in the Office of Student Conduct at the University of Delaware. Harry is



Holli Harvey '94 and Henry (Harry) Dudlek

an electrician at the University of Delaware. They reside in Middletown, Del.

1996

Marc Weinstein is now working in casting on ABC's upcoming reality shows *Duets* and *The Glass House* and the highly rated show *Shark Tank*.

1997

Nicole Carp and Frank Baldino are happy to announce their marriage on October 3, 2009, in New Jersey. Among the guests were Matron of Honor Lynne (Weiner) Wilkins, Allison (Cornish) Perrucci, Stephanie (Kelly) Imhof, Alexis (Tenedine) Kasowitz and Adam Kasowitz.



Andrew Joseph Coplin

1998

Brett Coplin and Jennifer (Harrison) Coplin are proud to announce the birth of a baby boy, Andrew Joseph Coplin. He was born on March 5, 2011 in Valley Hospital Ridgewood, N.J. Big sister Riley is very excited to have a little brother. Everyone is doing well, and the family is enjoying their new home in Mahwah, N.J. • Georgette (Weaver) Fitzpatrick and husband, Brad, celebrate the birth of their daughter, Brynn Morgan. She was born on July 27 at Holy Cross Hospital in Ft. Lauderdale, Fla. Brynn weighed 6 lbs, 1 oz, measured 18 3/4 inches and surprised the blessed parents a few weeks early!

CLASS NOTES



Brynn Morgan Fitzpatrick

• Robyn (Spivak) Dinallo, Kevin Dinallo '97 and big sisters Jordana and Lyla welcome with love Kenzy Jade Dinallo. Our third Mini Mule was born on November 1, 2010, and weighed in at 6lbs. 11 oz. The Dinallo trio is looking forward to a family trip to the 'Berg!

2000

Jennifer Mendelsohn Esq. is pleased to announce the formation of her new solo law practice in Fair Lawn, N.J. Jennifer's general practice is devoted to helping all different clients in connection with various needs inclusive of, but not limited to, personal injury



Jennifer Mendelsohn, Esq. '00

(automobile accidents, dog bites, slips and falls), medical malpractice, LBT Law, traffic ticket defense, debt collections and most civil litigation. Referrals from other 'Berg alumni and friends, family are appreciated! • Deirdre Macrino Varga is currently a kindergarten teacher at Village Elementary School in Holmdel, N.J. Lynn Carannante Saporito '92 recently attended her daughter's back-to-school night at the very same Village Elementary School. During Deirdre's presentation to the parents Lynn was delighted when Deirdre mentioned that she graduated from Muhlenberg College – she then felt 100% sure her daughter Julia was in great hands.

2001

Rachel (Scheiner) Karp and Michael Karp are happy to announce their marriage on October 3, 2010, in Cinnaminson, N.J. They currently reside in Mount Laurel, N.J. Alumni in attendance were Rachel Silberman '05, Scott Chester '03, Erica Heyer '00, Jessica (Neff) Brennan, Lori (Haynes) Spinder and Bonnie (Goodman) Hartman '02. • Since May 2011, Andrew Kent has been working with USAID in Haiti as Program Officer. He writes, "With my wife, Elizabeth, I moved to Port-au-Prince to lead the Haiti Program Office within USAID's Office of US Foreign Disaster Assistance (OFDA). I am monitoring humanitarian assistance programs related to the January 2010 earthquake, promoting emergency preparedness programs with the Government of Haiti, and developing humanitarian policies on assistance to displaced people."



Sydney Addison Leber

• Andrew Leber and his wife had a baby girl, Sydney Addison, on December 16, 2011.

2002

Joy Chen and Paul Tilton are proud to announce the birth of a baby girl, Sydney Rose Tilton. She was born on May 2, 2011, in



Jordana, Kenzy and Lyla Dinallo



Lynn Carannante Saporito '92, Deirdre Macrino Varga '00, and Julia Saporito (daughter of Saporito and kindergarten student of Varga, and quite possibly a future member of the Muhlenberg class of 2028)



Sydney Rose Tilton

CLASS NOTES



Alumni present at the wedding of Rachel Scheiner '01 and Michael Karp



Alumni in attendance at the wedding of Meghan Horner '05 and Gregory Callow '04



Rebecca (Richmond) Duffy '04, Jill (Friedman) Crosson '04, Erin (Devaney) Reynolds '04, Brian Weiner '04 and Rich Zimbalist '04 at Crosson's wedding.

Philadelphia, Pa., and weighed 9 lbs, 7 oz. • **Jacqueline (Getman) Fishman** writes, "I am so happy to announce that on September 30, 2011, my husband Michael and I had a beautiful baby girl, Madison Alexis Fishman. Madison weighed 6 lbs, 11 oz and was 20 inches long. She was born at Morristown Memorial Hospital in Morristown, N.J." • **David and Melissa (Leahy) McDonough** welcomed Patrick David and Norah Catherine on June 23, 2011. Patrick weighed 5 lbs, 2 oz and Norah weighed 4 lbs, 5 oz. Everyone is healthy and doing well!

2004

Stephen Sam-fong Chen writes, "I graduated in May 2008 with a Medical Degree (M.D.) from Drexel University College of Medicine. I just finished my internal medicine residency at Los Angeles County - University Southern California Medical Center as of June 30, 2011. I attained my board certification in internal medicine with the American Board of Internal Medicine (ABIM) on August 17, 2011. Since, August 2011, I have started working as a physician/hospitalist with the Bright Health Physicians medical group at Presbyterian Intercommunity Hospital in Whittier, California." • In April 2011, **Alice McGrail** began a new position as an account supervisor at Cooney/Waters Group, a mid size public relations agency in New York City. In March 2012, her team earned two Mercury Excellence Awards for an unbranded chronic pain awareness campaign with actress Jennifer Grey. Alice resides in Hoboken, N.J. • **Lauren (Stephens) Scarfo** and her husband Matthew are proud to announce the birth of their first child, Madaline Elizabeth Scarfo. She was born



Madaline Elizabeth Scarfo

CLASS NOTES



Luke S. Tomanelli '04

January 23, 2012, in Morristown, N.J. She weighed 7 lbs, 13 oz. The family is so excited, and Lauren and baby Maddie are doing well. • Luke S. Tomanelli has joined FaegreBD Consulting as an Assistant Vice President on the energy and environment practice team based in Washington, D.C.

2005

Meghan (Horner) Callow and Gregory Callow '04 are happy to announce their marriage on May 7, 2011, in Long Valley, N.J. They currently reside in Morris Plains, N.J. Alumni in attendance were Leo Adams '04, Shannon Burke, Jaclyn (Barone) Caputo '04, Phil Caputo '03, Matt Geffren '04, Shira (Roemer) Greenbaum, Christa (Carlstrand) Kachline, Kris Kachline, Jon Kerber '04, Dan Kerber '02, Dustin Laws '04, Joe Levey '04, Russ Miller '04, Jason Miller '04, Jeff Raup '04, Brian Richardi '04, Sun (Lee) Semel, Scott Semel '04, Regina Simone '04, Shannon Solheim, Larisa Yarmchuk, and Geoff Zodda '04. • Danielle (Bovelle) Jackson and Richard Jackson are happy to announce their marriage on July 16, 2011, in East Northport, N.Y. They currently reside in Newburgh, N.Y. Alumni in attendance were Lauren Bovelle '07, Allison Thomas,



Richard and Danielle (Bovelle) Jackson '05

Adrienne Wheeler, Jessica Rodriguez '06, Valena David '07, Jason Spencer and Amanda (Zappile) Morsch. Danielle and Rick were honored to share their special day with so many family and friends! • Sun Lee and Scott Semel '04 tied the knot at the Wainwright House in Rye, N.Y., on August 27, 2011. Alumni in attendance included Leo Adams '04 as the Best Man, Andrea Johnson as the

Maid of Honor, Rebecca (Levy) and Brad Levitt '04, Stephanie Krauss '04, Russell Miller '04, Jason Miller '04, Andrew Bagby '04, Laura (Mozlin) Sprow, Shannon Solheim, Katherine Parry, Shannon Burke, Jennifer Rogers, Meghan (Horner) and Gregory Callow '04, Joseph Levy '04, Jonathan Kerber '04, Mike Hogentogler '04, Matt Geffren '04, Charlotte (Adams) and Max Bertz '06, Julie (Goldstein) '04 and Stephen Marks '03, Mackenzie (O'Loughlin) '06 and Justin Saverine '05. The newlyweds reside in Greenwich Conn.

2006

Lari Luckenbill and Geoff Zinberg, DMD '07 are happy to announce their engagement in August 2011. They met at Muhlenberg in the



Lari Luckinbill '06 and Geoff Zimberg '07



Sun Lee '05 and Scott Semel '04

CLASS NOTES

winter of 2004. They are planning an October 2012 wedding in Rehoboth Beach, Del.

2007

After studying theater at Muhlenberg, **Rachel Bass** moved to New York City in 2007 to pursue her acting career. She booked work for Internet sites such as Collegehumor.com and



Rachel Bass '07

Realbeauty.com. Soon casting directors and agents began suggesting she get into the voice over industry. After developing a relationship with a company called Music Works, Inc, which specializes in building brands through audio and video production, Bass is now the voice of seven companies based from New York to Texas. • **Halley Cianfarini** played a role in the musical Chicago, which was presented at the Little Theater on the Square, in Sullivan, Ill., about four hours from Chicago. She played "June," a part of the chorus, who, in the "Cell Block Tango" is the one who says, "...he ran into my knife; he ran into my knife ten times!". She was offered the role of "ChaCha" in Grease for performances in June-July at the Arizona Broadway Theater in Peoria, AZ. • **Jillian (Hodge) Kittle** and David Kittle are happy to announce their marriage on November 5, 2011 in Somerset, N.J. They currently reside in Howell, N.J. Many Delta Zeta alumni attended the event. The couple honeymooned in beautiful Hawaii.



Kevin Graham '08 and Alissa Constantinople '08

2008

Kevin Graham and Alissa Constantinople are happy to announce their engagement on November 6, 2011. They both currently live and work in New York City and plan to wed in April 2013.



Alumni present at the wedding of Jillian (Hodge) Kittle '07



Alumni present at the wedding of Johanna Hurdes Cella '08 were:
Top row: Becky Duffy '04, Kate Richmond '00, Stu Chanin '08, Janis Coughlin '08; Middle row: Kristel Dow '08, Johanna Cella '08, Scott Cella '08, Danielle Scala '08; Bottom row: Stephanie Siegel '09, Meaghan Byrne '09, Liz Tursi '08, Becky Kolpak '08, Amy Appleton '08



Post your class notes online at http://www.muhlenberg.edu/alumni/form/class_notes/html

CLASS NOTES



We want to hear from you!

Reunion Chair and Class Fund Chair volunteers serve as liaisons between the College and your class. If you would like to get more involved with the College or your class, are interested in helping plan your upcoming reunion, or have relocated and are looking for other Muhlenberg alumni in the region – let us know. Please be in touch with your respective class liaison(s) (names and email addresses are below) and share with them your accomplishments, successes and other important life moments. We'll be sure to include your updates as part of Class Notes in the next edition of the magazine.

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- 1955**
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- 1957**
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- 1958**
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CLASS NOTES

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- 2012**
Jessica Strauss
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IN MEMORIAM

1928

John K. Heyl P'72, DHL'06 died on March 12, 2011 at the age of 104. A former Trustee of the College from 1950-1959, he is survived by sons, John II and Anthony '72; and daughters, Frances M. Heyl, and Mary Elizabeth Bauer. He was predeceased by his wife, Florence.

1931

Milton "Mickey" Weiner died on March 14, 2011. He is survived by his wife, Virginia; daughter, Karen Weiner Stollar '67; and son, Richard.

1937

Richard H. Rauch died on March 2, 2012. He is survived by his daughter, Rebecca Angelo. He was predeceased by his wife, Beatrice.

1938

William J. Marks died on July 27, 2011. He is survived by his sons, William and Jay. He was predeceased by his wife, Eleanor.

1940

Rev. Dr. Franklin L. Jensen died on February 15, 2011. He is survived by his wife, Miriam; and daughters, Anne Sabbatine and Kristin Slack. He was predeceased by his first wife, Evelyn. • **Dr. Byron E. Kern** died on January 12, 2012. He is survived by his children, Cheryl Kern Thomas and Douglas Kern. • **Dr. William J. Kuhns** died on April 20, 2011. He is survived by his wife, Gloria; daughters, Rosemary Rontino, Ann Shea and Jennifer Kesselman; sons, Bill, Jr., Ron, Edward and Michael; and step-children Paul, Joanne, Tim and Susan. He was a Circle of 1848 member.

1941

Woodrow W. Guth died on April 18, 2011. He is survived by his wife, Kathryn; and step-son, E. Dale Layos. He was predeceased by his brother, Gerald '39.

1942

Rev. Elwood W. Reitz, P'68, P'72 died on January 13, 2012. He is survived by his wife, Delphine; daughters, Doris Ann Gross '68, Carol Jean Reitz '72; and Marybeth Schneider. He is

the brother of the late Rev. Phares O. Reitz '36.

1944

Willard H. Gehman died on June 7, 2011. He is survived by his daughter, Jayne Moggio and Sue Mitch. He was predeceased by his wife, Claire.

1945

Dr. John C. Kistenmacher, Jr. died on November 22, 2011. He is survived by his wife, Mildred; and children, Susan, John and Stephen.

1946

Dr. Joseph J. Miller died on April 14, 2011. • **Donald A. Workman** died on November 21, 2011. He is survived by his wife, Betty; son, Terry; and daughter, Brenda Workman Hetrick.

1947

Dr. Donald A. Brobst died on July 3, 2011. He is survived by his wife, Marie; and daughter, Alice. • **Robert Kimmel** died on January 23, 2012. He is survived by his wife, Rose; sons, Robert, Jr. and Richard; and daughter, Rosemary Borsky. • **Fredrick R. Pauly** died on June 12, 2011. He is survived by his wife, Judy; daughters, Nancy Foy, Kathy Baker, Diane Jones, Kathleen Broom and Virginia Collins; and son, Don Westfall.

1948

Harvey H. Bleiler died on May 29, 2011. He is survived by his daughter, Allyson Carrizo; sons, Bob and Jim; and brother, Paul '44. • **David S. Kerr** died on November 12, 2011. He is survived by his daughters, Joanne Nixon and Beth Horomanski; and son, David. He was predeceased by his wife, Emily. • **Dr. Jacob C. Neupauer** died on April 14, 2011. He is survived by his daughter, Jeanette Parra. He was predeceased by his wife, Catherine. • **Titus W. Trupe** died on November 20, 2011. He is survived by his wife, Mary Ann; and daughters, Mandy Bass, Alison Kiss, Amy Trupe-Lou and Sara Cloherty '92.

1949

Richard A. Clauser died on June 19, 2011. He is survived by his wife, Mary; stepson, Jerry Walker; and stepdaughter, Diane Chaffins. • **Leroy W. Fegley** died on November 29, 2011. He is survived by his wife, Doris; son, Roy; and daughter,

Cathy Lambert. • **David K. Hoffman** died on November 22, 2011. • **Frederick L. Mahler** died on April 5, 2011. He is survived by his wife, Mary; sons, Douglas and Jeffrey; and daughter, Susan Mahler Ruff. • **James L. Weirbach** died on January 18, 2012. He is survived by his wife, Annabel; and sons, Stephen '76 and Mark.

1950

Sisto J. Averno died on March 26, 2012. He is survived by his wife, Margaret; and children, Kimberly Noppenberger, Dina Averno, Sisto Averno and Gia Muth. • **Dr. Warren T. Burns** died on February 6, 2012. He is survived by his wife, Geraldine; children, Tom Burns, John Burns, Rick Douglas and Lorene Clark. He was predeceased by his first wife, Helen. • **Donald W. Donschietz** died on March 23, 2012. He is survived by his sons, Michael, John and Richard. He was predeceased by his wife, Betty Lou. • **Roger E. Homm** died on November 29, 2011. He is survived by his wife, Harriet; son, Brian; and daughters, Cindy Argiro and Suzanne Siekierka. • **Dr. Robert A. Kolb, Jr.** died on April 3, 2011. He is survived by his wife, Janice; daughters, June Hudson, Laurel Kuhl, Barbara Egan, Jessica Drakely and Janna VanDorick; and son, George. • **Ralph E. Lichtenwalner** died on May 14, 2011. He is survived by his brothers, Earl '50 and Richard '53. • **Dr. William A. Lybrand** died on November 28, 2011. He is survived by his wife, Drew Conger; daughter, Karen Shimada; sons, (Gary) Steven and Jeffrey; step-son, Mark Conger; step-daughters, Sarah Holt and Kate Kelly; and former wife, Lois Blevins. • **Eugene F. Neyhart** died on June 28, 2011. He is survived by his wife, Jacqueline. • **Joseph W. Ott** died on March 21, 2011. He is survived by four nieces and four nephews. • **Dr. Charles A. Parker** died on February 13, 2012. He is survived by his wife, Miriam; daughters, Donna Parker Jaspers, Linda Clark, Carole Prozor; and son, James. • **Edward Schwob** died on December 10, 2010. • **Edgar W. Tappen, Jr. GP '04** died on December 7, 2011. He is survived by his wife, Joyce; and daughters, Diane Stammel P'04 and Janine Woodrome. Among his six grandchildren is Andrew Stammel '04. • **Donald F. Warmkessel** died on August 23, 2011. He is survived by his wife, Janice; and children, Donna,

IN MEMORIAM

Dawn, David, Diane and Bill.

1951

Rudolph R. Draudin died on December 10, 2011. He is survived by his wife, Eileen; and daughter, Nancy Hafers. • **Dr. Charles M. Friedman** died on December 31, 2010. He is survived by his wife, Sandra; and children; Deborah, Bernard and Jennifer. • **Melvin Roth** died on January 28, 2012. He is survived by his wife, Joan; sons, Michael, Jeffrey and Douglas; and daughter, Jennifer Roth. • **Rev. Richard H. Schaefer** died on April 29, 2011. He is survived by his wife, Ruth; daughter, Susan Stull; and son, Peter. • **Steven Voros** died on March 20, 2012. He is survived by his son, David; and daughters, Stephanie Sellers and Cecile Paules. He was predeceased by his wife, Theresa.

1952

Thomas G. Hummel died on June 18, 2011. • **Walter H. Kirschman** died on April 7, 2011. He is survived by his six children. He was predeceased by his wife, Linda; and infant son, Clifford. He is also survived by his brother, John '48; and nieces, Jane Kirschman '80 and Donna Kirschman '81. • **Clyde B. Kohl** died on January 12, 2011. He is survived by his wife, Louise. • **Dr. Edwin L. Rothfeld** died on June 15, 2011. He is survived by his daughters, Jane Rothfeld-Brunst and Laura Rothfeld Bond P'14; and son, Samuel. He is also survived by his brother, Donald '59; and grandson, Leighton Bond '14. • **Rev. Robert J. Wittlinger** died on January 25, 2012. He is survived by his wife, Velma; sons, Richard and Robert; and daughters, Cindy Bailey, Renee Keifer, Rhonda Siegfried and Ruth Brajkovich.

1953

Clyde Mart died on October 1, 2011. He is survived by his son, Eric; and daughter, Vivian Gatta. He was predeceased by his wife, Maureen; and daughter, Lisa. • **Charles D. Snelling '53** died on March 29, 2012. He is survived by his daughters; Adrienne Sullivan, Marjorie Snelling Caldwell, Elizabeth Snelling, and Leslie Snelling Bober; and son, Jonathan. He was predeceased by his wife, Adrienne. • **Rev. Robert J. Wilde** died on March 17, 2012. He was predeceased by his wife, Louise.

1954

La Verne R. Gaugler died on April 9, 2011. He is survived by his son, Eric; and daughter, Terri Ann Meyers. • **Richard J. Havir** died on March 12, 2011. He is survived by his wife, Rose; and sons, Richard and Thomas. He is the brother-in-law of Wallace Ely '58. • **Charles R. Staley** died on March 10, 2011. He is survived by his wife. He was predeceased by his daughter, Carolyn Baines. • **Donald A. Zeledon** died on May 14, 2011. He is survived by his wife, Glenda; children, Dana Frances Shill and Donald Jr.; and step-children, Regina Burns, and Brad and Rick Mouer.

1956

Verne A. Bray died on April 1, 2012. He is survived by his wife, Emma; daughter, Carol Palmer; and sons, Robert and Glenn. • **Howard M. Frank** died on November 6, 2010. • **Allan D. Mulford** died on May 8, 2011. He is survived by his partner, Glenn Miller. • **Virgil C. Scott** died on February 27, 2011. He is survived by his wife, Barbara; daughter, Sandra Kawczynski; and sons, Christopher and Stephen.

1957

Michael J. Egan died on January 20, 2012. He is survived by his wife, Susan; son, Michael; daughter, Alicia Kelly; stepsons, David and Peter White; and stepdaughter, Karen Salon. • **Ronald S. Treichler** died on January 7, 2012. He is survived by his brother, Samuel.

1958

William Nelson Holst died on May 23, 2011. He is survived by his wife, Maggi; son, Svend; and daughter, Amelia. • **Rev. Karl A. Schneider** died on February 7, 2012. He is survived by his daughter, Christy Schneider; and former wife, Carolyn Schneider.

1959

Edward Perkins died on February 2, 2011. • **Harry T. Simpson '59** died on November 7, 2011. He is survived by his daughter, Elizabeth.

1960

Gregory J. Kloiber died on May 16, 2011. He is survived by his wife, Rosemary; daughter,

Valerie Koehler; and sons, Gregory, Kevin and Jeffrey. • **C. Carlton Read** died on March 19, 2012. He is survived by his wife, Debra; and sons, Charles, John and William.

1961

Douglas T. Monk died on July 3, 2011. He is survived by his wife, Jean; son, Thomas; and daughter, Kathryn.

1962

Stanford E. Robbins died on April 12, 2011. He is survived by his wife, Linda; and cousin, Robert Robbins. • **John Superka** died on January 17, 2012. He is survived by his wife, Sandy; sons, Brad and Matt; step-daughter, Lori Gasiorowski; and step-son, Doug Perdick. He was predeceased by his first wife, Patricia.

1964

Fred R. Haverly died on April 14, 2011. He is survived by his wife, Shari; son, Robert; daughter, Amy Haverly Clark; and step-children, Lisa Schlonski, Tracy R. Miller and Shannon L. Mescall.

1965

John S. Miers died on February 8, 2012. He is survived by his daughter, Carrie LaCoe. He was the twin brother of Jim Miers '65. He was predeceased by his son, Matthew, and by Susan Miers, and his father, Charles '30. • **Robert Steven Opp** died on November 21, 2011. He is survived by his son, James Stephen.

1967

Paul "Roger" Byer died on March 10, 2011. He is survived by his sons, Eric and Jeff. • **David L. Darr** died on January 25, 2012. He is survived by his wife, Paula; step-children Lauren and Kristen; and sister, Nancy. • **James G. Gallagher** died on October 31, 2011. He is survived by his wife, Jo Ann; and sons, Thomas and James Gallagher, and Jeremy, Keith and Joshua Colston. He was predeceased by his first wife, Joan. • **John E. Gross, Jr.** died on February 7, 2012. He is survived by his wife, Joanne; his father, a sister and brothers. • **Grace A. Schenck** died on October 31, 2010.

IN MEMORIAM

1970

Thomas S. Curt died on November 30, 2011. He is survived by his wife, Barbara. • **Cynthia L. Harrison** died on April 26, 2011.

1971

Dr. Lewis C. Trusheim died on March 18, 2012. He is survived by his wife, Pamela; daughter, Kelly; and brother, Frank '56.

1972

Andrew L. Wienszczak died in July 7, 2011. He is survived by his father, Joseph. He was predeceased by his mother, Rita and brother, John.

1973

James L. Figuli died on May 10, 2011. He is survived by his wife, Diane; daughters, Elizabeth Page and Susan Figuli; and son, Christopher. • **Vincent R. Palmere** died on July 22, 2011. He is survived by his wife, Gail; daughters, Cassie Palmere and Corinne Sparling; and mother, Ruth Palmere.

1974

Patricia A. Barwick Caporale died on February 26, 2011. She is survived by her daughter, Alyson Caporale. • **Joel E. Holstein** died on November 21, 2011.

1975

Dr. Denise A. Conover-Rinehimer died on December 10, 2011. She is survived by her husband, Charles; and brother, Brian.

1978

Jeffrey L. Zotter died on December 23, 2011. He is survived by his wife, Mary Elizabeth; and step-children, Matthew DeWitt Holland and Sarah Elizabeth Holland.

1982

Darryl V. Yothers died on November 26, 2011. He is survived by his wife, Stephanie (Marchak) '77; son, Jordan; and daughter, Amber.

1983

Leslie R. Beatty died on January 7, 2012. He is survived by his wife, Whitney (Bromleigh) '84; and daughter, Casey.

1985

James K. Rowland died on May 22, 2011. He is survived by his wife, Mimi MacNichol Rowland; mother, Patricia; and brother, Christopher.

1987

William H. Nunziata died on February 2, 2012.

1991

Paul J. Pellicano, Jr. died on August 17, 2011. He is survived by his children, Jack and Francesca; and parents, Elaine and Paul Pellicano.

1999

Kimberly A. Chernosky died on March 27, 2011. She is survived by her husband, Kevin Wasser; and step children, Jeremy and Kyle Wasser and Samantha Roshannon. • **David M. Darlington** died on May 31, 2011. He is survived by his parents, and Barbara; and brother, Stephen.

2000

Suzanne M. (Cadden) Christman died on February 19, 2012. She is survived by her husband, Lewis; and daughter, Olivia.

2001

Lisa M. Kern died on April 24, 2011. She is survived by her companion, Chris Detrixhe; parents, Joseph and Gloria (Gulkewicz) Kern '70; and sister, Amy Keeler '99.

Special Note

1944

The College mourns the loss of **Wayne R. Keck '44, P'67, GP'91, GP'94**, former Chair of the Board of Trustees. He served on the board from 1975 to 1994. He was a Life Trustee of the College and was inducted into the Athletic Hall of Fame in 1999. He received an honorary Doctor of Humanities degree from the College in 1994, and received the Alumni Achievement Award for Service to the College in 1984. He was a founding member of the Cardinal & Gray Society and a Charter Member of the Circle of 1848.

The Muhlenberg/Lutron Connection; continued from page 13

2008. Lutron's name came up again after Misciagna attended the Senior Year Experience program over winter break. Business professor Dr. Roland Kushner contacted him after the program and recommended Lutron as a good company for him to consider.

Like all potential hires, Misciagna went through the full-day interview process. "It was quite an experience!" he remembers. Misciagna was impressed with the Lutron selection process, comparing it to Muhlenberg's comprehensive admissions process. "They choose people who fit the culture," he explains. "Just as Muhlenberg looks at the whole person, not just test scores, so does Lutron – they look at more than just your GPA. This results in a group of good people in the same place."

Unlike Reitz's and Palmer's experiences, Misciagna found himself one of only two people hired that June. "It was a down economy," he says, "and a Duke alumnus and I were the only ones who started that month."

Misciagna credits Muhlenberg for great preparation for getting his Lutron job and succeeding in sales. "You have to be able to sell yourself – the structure of classes at 'Berg (discussion-based as opposed to lectures) teaches you to formulate an argument and defend it," he says. "Those are very important skills in sales." His double major also helped, Misciagna explains. "My business major taught me how to make sound business decisions, and my poli sci major taught me to think critically and communicate well with other people."

Misciagna describes Lutron as "One of the best places to start your career." He trained for six months and was then stationed in the Philadelphia area for commercial sales. "Lutron is supportive of peoples' roles changing," he says, noting that his role has grown. In his sales role, Misciagna is mostly in the field and sets up appointments out of his apartment. He comes to the Coopersburg office a couple of times per month and only sees his boss

every two weeks or so. “It takes a lot of discipline to work like that,” he says.

Like Muhlenberg, Misciagna says, “Lutron takes care of its people. They put a huge emphasis on training and learning. If you decide to further your education, they will pay for your graduate degree.”

Another way that Lutron helps its employees to continue their education is through a non-degree program called “Lutron University.” One of their allies in this endeavor? Muhlenberg College. Specifically, the Wescoe School of Muhlenberg College – the College’s adult education division. According to Jane Hudak, dean of the Wescoe School, the Muhlenberg/Lutron program is a business leadership program that was created primarily for engineering/sales employees who already had undergraduate degrees and were moving into management. Lutron Senior Vice President Rob Weinberg, parent of a 2011 Muhlenberg graduate, had noticed the excellent preparation of Wescoe graduates who worked at Lutron, and called Hudak to see how the two organizations might work together on continuing education for Lutron employees. Those meetings led to a program that is now in its fifth iteration at Lutron.

“Lutron was very forward thinking in that when the economy was bad, they thought it was a good time to educate their people,” says Hudak. “They believe in comprehensive training and in bringing in the best to deliver it.”

The classes, which are taught at Lutron and are not for college credit, are a hybrid of the Wescoe School’s accelerated degree program. “The program is always fresh and slightly different from previous years,” says Hudak, “because we make adjustments based on the needs of the company in consultation with the Lutron University team as well as former participants.” The six-month program includes courses taught by full and part-time Muhlenberg faculty, and though not credited, the courses are transcripted. “It has been a great experience for Berg faculty,” says Hudak, “and has heightened Muhlenberg’s visibility. It’s been a win-win experience for both Lutron and Muhlenberg!”

Clearly Muhlenberg and Lutron are closely connected in many areas involving people; but what about technology? According to David

Rabold, capital projects manager in Muhlenberg’s plant operations department, that connection is just as strong. “Lutron is the expert in lighting management,” says Rabold. “We use computers to manage lighting, and Lutron technology is in just about every building on campus.”

According to Rabold, the new Hillel/Sociology/A Anthropology (HSA) building has a Lutron-managed lighting system. In the Shabbat Dining Room, which has movable walls to configure the space in different ways, the Lutron system knows if walls are open or closed and adjusts the lighting accordingly. “Consumers have a tendency to over light,” explains Rabold. “The HSA has a ‘green’ switch that provides 80% light rather than 100% – and no one notices.”

In Seegers Union, all major conference rooms and the Wood Dining Commons lights are tied into Lutron systems. Lutron technology is also present in the Rehearsal House and Miller Forum in Moyer Hall. “Lutron is the gold standard in lighting design,” says Rabold. “They are a very sophisticated company.” Rabold also appreciates Lutron’s attempt to educate the consumer on responsible lighting. “Instead of an occupancy sensor, they have a vacancy sensor,” he explains. “People have to respond to turn the lights on – this creates better habits than if lights automatically come on and people don’t have to do anything.”

Rabold is extremely appreciative of the relationship Muhlenberg has developed with Lutron. “We have an excellent relationship,” he says. “They are a very strong business partner and have helped us keep operating costs down. Lutron has always been there when we need them.”

Although Muhlenberg and Lutron may appear to be completely different entities, their common philosophies and relationships with people and technology have created lasting connections. This is exemplified by Joel Spira’s first founding principle: *Take care* of the customer. The customer is our number one priority and the reason we exist as a company. Replace “customer” with “student” and “company” with “college” – suddenly, it becomes clear that these two successful organizations share a lot more than one might imagine.

David Yoder, continued from page 5

Charlottesville, Va.

He said he never really told his story until a fund-raising breakfast last October when he was introduced as newly-named chairman of Pearl S. Buck International.

Kicking off the organization’s new Discover the Legacy program, he talked about his childhood and his brothers and sisters who were considered unadoptable. “They seemed less than normal to some people, but to us they were normal kids – and they were good kids,” he said.

Welcome House, the international adoption program that began with David Yoder, is part of the non-profit organization he now chairs.

Welcome House not only seeks homes where a child’s birth culture will be recognized and celebrated but it also prepares adoptive families for the challenges they will face.

Families who cannot adopt may sponsor a child through Opportunity House, just as David was sponsored. A sponsor who lived in Hawaii paid David’s college tuition.

The international group David heads also oversees operations at the Pearl S. Buck House, centerpiece of the estate.

The new program includes tours of the handsome stone farmhouse Miss Buck bought in the 1930s and lived in most of her life. David said he hopes the tours will shed more light on the children Miss Buck helped – children who now are making a difference all over the world – and lead to more adoptions and sponsorships.

And David will do all he can to carry on his grandmother’s legacy, to give those children “a second chance” – children who, like him, were victims of circumstance.

“There are a lot of little Davids out there,” he said.



THEN AND NOW.

Fashion is fleeting, even in athletic uniforms. The 2011-2012 men's basketball team was quite differently dressed from the 1956-1957 team, who sported shorter shorts – with the addition of belts. Today's team's hemlines are far longer, and there's not a pair of Converse to be seen!



News From the Front: College Admissions in the Early 21st Century

Christopher Hooker-Haring '72, P'08, P'10
Dean of Admission & Financial Aid

As I write this, we are in the home stretch of one admissions cycle, and at the front end of another. Our acceptance letters and financial aid packages are in the mail to high school seniors, and we are already hosting dozens of high school juniors each day for tours, interviews and information sessions.

That's the pattern in college admissions these days, where the cycles increasingly overlap. Juniors are out looking even as seniors are in final decision-making mode. And ambitious tenth graders are often out to get an early look-see at a few college campuses, and already using online resources to begin exploring colleges.

It's a multi-layered, sometimes chaotic scene in college admissions currently. Add a financial aid system nationwide that increasingly resembles the wild west, with no single set of rules, and lots of institutions doing whatever they feel they must to gain advantage at the top end, or simply to get a class at the bottom end, and the potential for student and parent confusion is huge.

It doesn't get a lot clearer on the college side. What used to be viewed as the "higher education marketplace" has now fractured into many "micro-markets." About 40% of college-going students are now starting at two-year community colleges. Another 39% are starting a four-year public universities and colleges. About 7% are attending for-profit institutions. Which leaves about 14% of the market for private higher education—and that is a market share that is distributing itself across a market segment that stretches from ultra-wealthy, uber-selective elites all the way to tiny, struggling privates whose future may be in doubt.

The good news for Muhlenberg in the

midst of this fractured, brutally competitive marketplace is that we experienced another record admissions year in the most recent cycle, breaking the 5,000 application barrier for the first time in our history. What matters for colleges like Muhlenberg is the ability to communicate value—and it has to be value that prospective students and parents care about—and then to consistently live up to the value that has been communicated.

Happily for us, many of the things Muhlenberg is good at are also things that the marketplace cares about. For example, the deep sense of community and connection on campus is something that students and parents often comment about, and something that can tip the balance of a college decision. Likewise, our emphasis on excellent teaching and on intense, collaborative student-faculty relationships makes a difference for many students. Finally, our curricular embrace of both the classical liberal arts and sciences together with a number of strong pre-professional programs is something that is especially attractive in this economic climate.

There are particular academic strengths as well, from theatre arts and dance to biology and pre-health, and from psychology and neuroscience to business or English. Our very real strength across a broad academic waterfront is important in the competitive climate in which we find ourselves. Co-curricular strengths, such as strong Jewish life, strong Catholic life, six a cappella singing groups, our own strong student EMT group, the Muhlenberg-Jefferson School project, and many other facets of campus life also speak to a wide array of important student interests.

Life is likely to get even more complicated for both prospective college students, and the



colleges they are considering, as we move deeper into the 21st century. The economics of higher education is difficult for all involved, and some predict the center cannot hold. The marketplace will continue to splinter into smaller and more highly specialized segments. Students will be challenged to make sense of the choices facing them, and how to pay for whatever they choose. Colleges will be challenged to clearly outline their own value and to live up to that value every day in order to continue to earn their place in a competitive world in which they are under increasing scrutiny.

For Muhlenberg, one of the goals must be to really know ourselves, to understand the world in which we live and compete, and to understand why students choose us and what they value most about us. We must also continue to strengthen our value proposition, and to live up to our own values of community, connection, excellent teaching, active learning, and powerful outcomes every day. Muhlenberg has carved out an important niche in a demanding world. We do some things very well that the world cares about and will support. Our progress on the admissions front is both a product of the College's performance and a reflection of our sense of ourselves and our ability to deliver for our students. It's important work—for the future of our college and the future of our students—and there are miles to go before we sleep!

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Jessica Strauss '12

Business Administration Major | Alumni Relations Presidential Assistant
Class of 2012 Senior Class Connections Campaign (SCCC) Committee

“Muhlenberg has given my class so much over the last four years. It’s our turn to give back, and that’s why I served on the SCCC Committee. We hosted events like the Senior Chill, TAG (Tuition’s All Gone) Day and the Senior Wine and Cheese this year to encourage our classmates to support the College.

“From the moment I stepped on this campus, I felt like this was a caring community I could call home. As I graduate, I’m proud to say Muhlenberg is my alma mater, and I want to give back any way I can.”

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