ONE on ONE

with Penn State Berks’ New Chancellor,

Dr. R. Keith Hillkirk
Dear Friends of Penn State Berks,

What a pleasure these past few weeks have been as I have been familiarizing myself with this beautiful campus! My wife, Suzanne, and I deeply appreciate the warm welcome, which all have extended to us, and we look forward to getting to know each of you.

These past months have been a challenging and trying time for Penn State and other public higher education institutions across Pennsylvania as the state has worked to address a significant budget shortfall. As President Spanier has noted, the ultimate outcome for this year’s state appropriation to Penn State represents a 19 percent reduction from the previous year, and yet it will be manageable because of the ongoing work of the University to contain costs and increase efficiencies.

In addition, the relatively modest composite tuition increase of 3.8 percent for undergraduate students, which was recently approved by the Board of Trustees, was welcome news. Because of the hard work of many faculty and staff members at Penn State Berks and the campus’ excellent academic reputation, enrollment remains robust, and we look forward to dealing with the positive challenges of full classes and residence halls this fall!

Anticipation is building as well as the campus observes the ongoing construction of the Gaige Technology and Business Innovation Building, which will be a wonderful addition to the campus and will be named in honor of Dean and CEO Emeritus Fred Gaige, who led Penn State Berks for sixteen years and left a lasting legacy of committed and caring leadership. With more than 60,000 square feet of classroom, laboratory, and office space, the Gaige Building will house four degree programs and will integrate a number of sustainability initiatives including rainwater collection and heat recovery. We all look forward to the formal dedication of this newest addition to the campus later this fall.

To paraphrase Dickens, these truly are the worst of times in regard to the continuing struggles of the world’s nations, and state’s economies and yet simultaneously one of the best times in Penn State’s and Penn State Berks’ histories. Penn State continues to receive more applications than any other university in the country, and Penn State Berks continues to be one of the most popular and attractive Penn State campuses.

We value and celebrate the outstanding legacy of leadership and service, which has been passed on to us, and we are committed to assuring that Penn State and Penn State Berks continue to thrive. Thanks to each of you for your interest and support of the college! And please know that you are always welcome to visit and explore the campus.

Dr. R. Keith Hillkirk, Chancellor, Penn State Berks

On the Cover: Dr. R. Keith Hillkirk

On July 1, 2011, Dr. R. Keith Hillkirk officially assumed the position of Chancellor of Penn State Berks, following the retirement of Dr. Susan Phillips Speece. In this interview, readers will get to know Dr. Hillkirk as he shares his vision for the college. Continued on page 4. Cover photo by Theo Anderson
September 14
Long Touch Winery Tour with Wine & Cheese Tasting, 8:30 p.m., Sponsored by Alumni Society. Cost $3 per ticket, 8:30 p.m. Alumni Function (Join location: Perkins Student Center Multi-purpose Room) RSVP by Sept. 10 to the Alumni Office. 610-396-6057, berks-alumni@psu.edu.

September 17
Football Bus Trip & Tailgates for PSU vs. Temple at Lincoln Financial Field Bus departs 6:30 a.m., Franco parking lot. Cost: $110 includes transportation and game ticket. Attendance may bring a covered tailgate, or enjoy lunch on their own. Sponsored by the PSU Berks Alumni Society (Tulip, kingoG9W9x.com) and Berks County Chapter of the PSAA. (Mike Rowley, michaeltowel@comcast.net)

September 22
Alumni Society Bings Night for students, 9 p.m., Perkins Student Center Multipurpose Room. Contact Ralph Tutine, kingoG9W9x.com.

October 23
Ghost Stories & Walking Tour with Paranormal Expert Charlie Adkins 82, Greggs Mill, Cost: $10 per person, lace 100 people. Walking tour along campus, 6:15 p.m., ghost stories and refreshments to follow in the barn. Contact Ralph Tutine, kingoG9W9x.com.

October 25
Alumni Chapter of FSAA Meeting, 6:30 p.m., Janssen Conference Center. Contact Shawn Hinkle, shinkle@psu.edu.

November 10
Social/Networking Event, 5–7 p.m., Viva Bistro & Tapas Lounge, Westy, Sponsored by the Berks County Chapter of FSAA. Contact Ann Fadel, afadel51@gmail.com.

November 12
Alumni Society Berkeys Creamery Ice Cream Social, 4–6 p.m. Pick up a pasting to behind Janssen Conference Center: Orders due October 28 for those interested. Dick Dillin, Gring's Mill, Cost: $10 per ticket. Join us on Twitter: @benberksalumni.

November 13
Cultural Event: Taylor Mali, one of the most well-known poets to ever grace the stage of the Perkins Student Center Auditorium.

November 16
Social/Networking Event, 5–7 p.m., Viva Bistro, Social/Networking Event, 5–7 p.m., Viva Bistro & Tapas Lounge, Westy. Sponsored by the Berks County Chapter of FSAA. Contact Ann Fadel, afadel51@gmail.com.

November 19
Alumni Society Bings Night for students, 9 p.m., Perkins Student Center Multipurpose Room. Contact Ralph Tutine, kingoG9W9x.com.

November 20
Cultural Event: Father & the political regime draws on his Mexican and Spanish influences, 7:30 p.m., Perkins Student Center Auditorium.

November 20
Cultural Event: John F. Kennedy, please note our event start date.......................50% refund policy:

November 21
WPF Reunion, 11 a.m.–2 p.m., Perkins Student Center Multipurpose Room.

November 22
Football Tailgates for PSU vs. Northwestern. (See ad on p. 4.)

November 23
Social/Networking Event, 5–7 p.m., Viva Bistro, sponsored by the Berks County Chapter of PSAA. Contact Shawn Hinkle, shinkle@psu.edu.

November 24
Cultural Event: Sally to make tough choices, 7:30 p.m., Perkins Student Center Auditorium. Sally to make tough choices, 7:30 p.m., Perkins Student Center Auditorium. Contact Shawn Hinkle, shinkle@psu.edu.

November 24
Cultural Event: Sally to make tough choices, 7:30 p.m., Perkins Student Center Auditorium. Sally to make tough choices, 7:30 p.m., Perkins Student Center Auditorium. Contact Shawn Hinkle, shinkle@psu.edu.

November 25
Social/Networking Event, 5–7 p.m., Viva Bistro & Tapas Lounge, Westy, Sponsored by the Berks County Chapter of FSAA. Contact Ann Fadel, afadel51@gmail.com.

November 29
Cultural Event: Cleo House, Jr., tells the story of Sally. Sally to make tough choices, 7:30 p.m., Perkins Student Center Auditorium. Sally to make tough choices, 7:30 p.m., Perkins Student Center Auditorium. Contact Shawn Hinkle, shinkle@psu.edu.

December 1
Alumni Society Bings Night for students, 9 p.m., Perkins Student Center Multipurpose Room. Contact Ralph Tutine, kingoG9W9x.com.

December 2
WPF Holiday Meeting, 6:30 p.m., Perkins Student Center Auditorium. Box Office, 610-396-6371.

December 3
WPF Holiday Meeting, 6:30 p.m., Perkins Student Center Auditorium. Box Office, 610-396-6371.

December 9

December 10
New York City Bus Tour, 9:30 A.M. Cost: $40. Enjoy free time to shop or see a show. Contact Ann Fadel, afadel51@gmail.com.

December 26

January 9
Alumni Society Bings Night for students, 9 p.m., Perkins Student Center Multipurpose Room. Contact Ralph Tutine, kingoG9W9x.com.

January 10
Social/Networking Event, 5–7 p.m., Viva Bistro, sponsored by the Berks County Chapter of PSAA. Contact Shawn Hinkle, shinkle@psu.edu.

January 10
WPF Holiday Meeting, 6:30 p.m., Perkins Student Center Auditorium. Box Office, 610-396-6371.

January 19
Lecture: In Chasing Crazy, P.M. Ford, co-founder of the John Hopkins Cycling Project, identifies the 25 rules that are most essential in connecting effectively with others. 7:30 p.m., Perkins Student Center Auditorium.

January 20
WPF Holiday Meeting, 6:30 p.m., Perkins Student Center Auditorium. Box Office, 610-396-6371.

January 25
Cultural Event: Sally’s story and the world, 7:30 p.m., Perkins Student Center Auditorium. Sally’s story and the world, 7:30 p.m., Perkins Student Center Auditorium. Contact Shawn Hinkle, shinkle@psu.edu.

January 26
Cultural Event: Sally’s story and the world, 7:30 p.m., Perkins Student Center Auditorium. Sally’s story and the world, 7:30 p.m., Perkins Student Center Auditorium. Contact Shawn Hinkle, shinkle@psu.edu.

January 29

January 30
Social/Networking Event, 5–7 p.m., Viva Bistro, sponsored by the Berks County Chapter of PSAA. Contact Shawn Hinkle, shinkle@psu.edu.

February 4
Cultural Event: Sally’s story and the world, 7:30 p.m., Perkins Student Center Auditorium. Sally’s story and the world, 7:30 p.m., Perkins Student Center Auditorium. Contact Shawn Hinkle, shinkle@psu.edu.
Alumni Society Meetings
Alumni Society meetings will be held on the following dates at 6:30 p.m. in 109 Tifer Library:
September 22, October 20, November 17, January 19

Berks County Chapter of PSAA Events
The Chapter holds a monthly social networking event the second Sunday of every month from 5-7 p.m. at Viva Bistro & Tapas Lounge in Wyomissing. Check the Chapter website (psuberkschapter.com) for a full listing of events. Dates: October 13, November 10, December 8, January 12.

Football Tailgate at the Reading Crowne Plaza
Enjoy Penn State football away games without ever leaving Berks County! The Berks County Chapter of the PSAA and Reading Crowne Plaza are hosting a series of football tailgate parties for away games. Doors open one hour before kickoff.

Tailgate refreshments will include wings, hot dogs, sausages, and a traditional cheese tray, donated by the Reading Crowne Plaza. There will be door prizes, games, and free for the first 500 family!

Attendees must RSVP by contacting Aimee Friel at sfriel91@gmail.com.

October 22-Northeastern
November 19-Ohio State
November 26-Wisconsin

Football Bus Trips
Do you have tickets for a Penn State game but don’t want the hassle of driving? Then join the Berks County Chapter of the PSAA for their football bus trips to all home games with an evening kickoff. Schedule will be set when game times are announced. All bus trips depart from the Francis Building parking lot, depart time TBA. Seating is limited, so register early. Contact Aimee Friel, sfriel91@gmail.com.

September 17
Bus Trip/Tailgate for Penn State vs. Temple at Lincoln Financial Field. Bus departs 6:30 a.m., Francis parking lot. Cost $310, includes game ticket. Attendees may bring a covered dish or enjoy lunch on their own. Sponsored by the Berks County PSAA Alumni Society (Walsh Tutino, kingstu@biokids.com) and Berks County Chapter of the PSAA (Mike Rowley, michaelrowley@comcast.net). For more information, visit psuberkschapter.com or contact Shawn Hinkle at shinkle@psu.edu.

October 15
Bus Trip/Tailgate for Penn State vs. Purdue. Bus departs 6 a.m., Francis parking lot. Cost $110 for chapter members/$120 for nonmembers, includes game ticket. Visit the website psuberkschapter.com for more information.

Trick-or-Treat Night with the Nittany Lion
Bring the kids for a “child friendly” night of trick-or-treating with the Penn State Nittany Lion! Cookies, candy, and pumpkins will be provided. 5-7 p.m., The Village at Penn State Berks. Date will be set by September 17. Contact berksalumni@psu.edu for date, additional information, or RSVP.

NOTICE: Although the event is free and open to children of all ages, an RSVP is required. Sponsored by the Office of Alumni Relations, the Blue & White Society, and the Residence Life Faculty and Residents Committee.

Berks County Chapter of the PSAA Events
Sponsored by the Berks County Chapter of the Penn State Alumni Association

Penn State Night at the Reading Royals
Date: January 21, 2012 (Tentative)
Time: 7:05 p.m.
Location: Sovereign Center

Enjoy a night of hockey, fun, and the fight against pediatric cancer as proceeds from the evening’s activities benefit THON, the largest student-run philanthropy in the world for the Four Diamonds Fund at Penn State Children’s Hospital. The Royal players will be wearing special Penn State football-themed jerseys, which will be autographed and auctioned off following the game, with a portion of the proceeds benefiting THON.

Tickets, special event packages, and sponsorship opportunities are available. For more information, visit psuberkschapter.com or contact Shawn Hinkle at shinkle@psu.edu.

Alumni Trip to Krakow, Poland
Date: March 1-8, 2012
Registrations Deadline: October 1, 2011
Travel to Krakow, Poland with the Penn State Berks Alumni Offices and Airneo Tours of the college’s second international trip. The setting of Steven Spielberg’s masterpiece Schindler’s List, Krakow is a city whose contemporary youthfulness and energy, coupled with the medieval landscape, make it an up-and-coming tourist destination. Visitors will enjoy delectable Polish cuisine, the Jewish Quarter, and world famous museums. The trip is scheduled for your Mar 1 st to Mar 8 th .

Alumni News

Fleming Named 2011 Alumni Fellow
Gregory F. Fleming, '81, a retired executive from IBM Corporation, was named a 2011 Alumni Fellow, the most prestigious award given by the Penn State Alumni Association. The award will officially be presented on October 5, 2011, at the Alumni Fellow Dinner at the Penn Stater Conference Center Hotel, where Fleming will participate in the special induction ceremony.

Throughout his professional career, Fleming has had the opportunity to be part of, and witness firsthand, the computer industry’s growth and impact on our society. Now he is sharing his expertise in the industry to help cultivate young entrepreneurs at Penn State Berks. Business Development and Business Alliance Executive...

Adams Receives Philip Philip Mitchell Alumni Service Award
Carole J. Adams, ‘09, a graduate of Penn State Berks, was selected to receive the Philip Philip Mitchell Alumni Service Award, which recognizes an individual University-wide each year who has made significant contributions in the area of public service by sharing or volunteering his or her talent, time, and resources on behalf of Penn State.

Adams, who is known best in Berks County as a paranormal activity storyteller and author of more than thirty ghost story books, has held an annual Penn State Berks Ghost Stories Night in which all proceeds were donated to the Penn State Berks Alumni Scholarship. He also has a morning talk show, “Charlie & Company,” on WEEU-AM Radio Station.

As part of the award, Adams will receive a $1,000 cash gift to designate to the program of his choosing, a certificate, and a plaque for the University’s permanent permanent plaque. The Penn State Alumni Association will honor him on November 22, 2011, at the Alumni Awards Dinner at University Park campus.

Berks County Chapter Receives New/Innovative Event or Program Award
The Penn State Berks Alumni and Chapter Recognized by University
The Berks County Chapter of the Penn State Alumni Association received the New/Innovative Event or Program Award, which recognizes an affiliate program that has held an exceptional new and innovative event or program.

The Reading Royals Night was held in January 2011 to raise funds for THON. During the game, all Royals players wore special Penn State themed jerseys that were autographed and auctioned off following the game. In addition, five dollars from every ticket sold through the event website was donated. The auction and ticket sales raised more than $11,000, which the Chapter then donated to THON on behalf of Penn State Berks.

The award will be presented, along with a commemorative patch for their banner and a $500 grant to be used toward a future alumni program, to the Berks County Chapter executive board at the Penn State Alumni Association’s Annual Alumni Volunteers Awards dinner on October 22, 2011, at University Park campus.

Berks Alumni and Chapter Recognized by University
One with Penn State Berks’ New Chancellor—
Dr. R. Keith Hillkirk

By Lisa R. Weidman

On July 1, 2011, Dr. R. Keith Hillkirk officially assumed the position of Chancellor of Penn State Berks, following the retirement of Dr. Susan Phillips Speece. In this interview, readers will get to know Dr. Hillkirk as he shares his vision for the college.

How did you become interested in education?
My father was an educator. He was a teacher, then a principal, and eventually a superintendent. In addition, my wife, Suzanne, and I served for two-and-a-half years as Peace Corps volunteers, teaching in Malaysia. That showed me how much I enjoyed teaching.

What influences have shaped your philosophy of education?
The director of training in the Peace Corps was a guy named Dick Salinger, who was the younger brother of Pierre Salinger, President Kennedy’s press secretary. Dick was a great role model for us: He taught us how to use the discovery method of teaching, which uses hands-on activities to get students actively involved, rather than relying on lecture. It also places a lot of emphasis on developing a deep understanding of concepts in math and science.

How did you put that method to work in the classroom?
When I was an English teacher, I tried to learn as much as possible about concepts like cooperative learning and different ways to engage students through creating hands-on learning activities and having lots of debate and discussion to get students actively involved. This is something that I’ve been interested in from a research perspective, and I have written articles about team learning and about ways of engaging groups of students. I published an article on the use of the dialectic of thesis, antithesis, and synthesis, and I have utilized it a great deal with students of different ages as a way of getting them actively involved around a topic that is controversial.

What brought you to Penn State?
I’ve kind of grown up at Penn State—it’s been a part of my life for virtually my entire life. I spent my first summer at Penn State University Park when I was 4 years old. My father was a veteran of World War II and he was able to earn his master’s degree at Penn State through the G.I. Bill. I have great memories of running around campus with my younger sister and taking a blanket to the lawn of Old Main to watch the movies they would show there. It was a fun time to grow up on campus.

What do you like to do in your spare time?
My wife and I love the outdoors. We’re active walkers and joggers. On a weekend, I’ll get up early with my dog and run a few miles. I like to fly fish, and we have kayaks. This is a beautiful setting for these types of activities. We enjoy traveling. I also like to read. I’m very eclectic in terms of what I enjoy reading. I enjoy the author Robert Wright. The first book of his that I read was The Moral Animal, about evolutionary psychology. More recently, I read Nonzero, about zero sum versus nonzero sum thinking and acting, and the Evolution of God, about the changing ways people think about religion. I just finished a book called Born to Run by Christopher McDougall about what motivates people to run.
How do you see Penn State Berks facing the challenges of the state budget cuts?
I think we’re going to be okay because Penn State Berks has strong enrollments and Penn State University is so tuition dependent. Having strong enrollment-reflected not only in new students but also in retaining current students—is critical to our budget. It is obvious that the pressures on Penn State and other public universities are going to continue. We just need to continue to recruit the best students and make sure that they have a great experience at Penn State Berks and are successful in completing their degree. That spells success for us.

Do you envision the college offering more online courses and degrees?
When you look at today’s students, technology is interwoven in their world. Students want to be able to talk to an adviser and meet face-to-face, and be engaged in discussions. However, Penn State faculty members are very creative in using technologies such as the Video Learning Network. Students are able to continue. We just need to continue to recruit the best students and make sure that they have a great experience at Penn State Berks and are successful in completing their degree. That spells success for us.

What are your main priorities in your role as Chancellor?
My main priority is to continue to build upon Berks’ many successes. Enrollment is strong and we want to see the campus continue to grow at a pace that makes sense. It’s exciting that the Geoge Technology and Business Innovation Buildings is going to be opening—what a great addition to the campus that is going to be. I am excited about moving forward with some of the campus beautification projects, such as the Perkins Plaza. I anticipate that there will be an increasing number of international students coming to Penn State Berks, which enhances the rich diversity of the campus. Also, it’s clear that Penn State Berks has had strong ties to the community, and I’m looking forward to learning more about Berks County.

What would you like to say to our alumni and friends?
I love Penn State. I think it’s a great university, and I’m delighted to be here, and for the opportunity to serve as Chancellor. I think we’re going to be okay because Penn State Berks has strong enrollment and Penn State University is so tuition dependent. Having strong enrollment—reflected not only in new students but also in retaining current students—is critical to our budget. It is obvious that the pressures on Penn State and other public universities are going to continue. We just need to continue to recruit the best students and make sure that they have a great experience at Penn State Berks and are successful in completing their degree. That spells success for us.

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Freyberger Gallery Presents
9/11 Tenth Anniversary Memorial Exhibition

Part I, Crisis and Reaction, September 11–October 20, 2011

Part II, Response and Healing, November 6–December 15, 2011

On the tenth anniversary of 9/11, the Freyberger Gallery of Penn State Berks will honor the loss and the victims of the attacks through this multiview exhibition. The Freyberger Gallery will hold a memorial event, which will include a short documentary shown and after 9/11, a performance by the Gamma Epsilon Performing Arts Group, guest speakers discussing political, cultural, and social understandings, talks by the artists whose works are displayed, and symposiums across campus. The memorial event will be immediately followed by a reception. Both events are free and open to the public.

By Marilyn J. Fox, Freyberger Gallery Director

The creation of art is motivated by many factors. Many of the artists are still searching for answers: to build resolution—a way to persevere—and finally, come to peace. These artists are mothers and fathers, single and married; privileged and working class. They hail from the East Coast to the West Coast. Some lost siblings, friends, and spouses; some were working and living near the target zones. Some saw and smelled the burning structures, flesh, and objects, most watched events unfold on television. Yet they all shared the experience: They felt the pain, lost faith and trust, and were shattered.

In this two-part exhibition, the artists focus on universally human themes: anger, shock, fear, loss, pain, disbelief, and suspicion in Part I, Crisis and Reaction. Themes of quiet, reflective explorations also emerge, embracing reaffirmation of community and identity, healing, spirituality, resolve, and determination in Part II, Response and Healing. Throughout the exhibition, the artists make these feelings, both positive and negative, palpable through their work. They contextualize in paint, photography, brass, and video what needs to be studied, observed, and valued. Art is created, too, with tangible effects, utilizing the paper and scraps that were found all over Manhattan—and making a statement about those very real materials. There is work about communities and how they came together, about children, unaffected by newly found suspicions of post 9/11, and even about advertising campaigns that incorporated the Twin Towers as a defining and ever-present logo. For centuries, the creation of catastrophic societal, natural, and cultural events has been distillated, encapsulated, and defined by artists.

These artists made other contributions, as well. Some went to hospitals to donate blood; others volunteered to clean up at various sites, and one brought her therapy dog to a firehouse (where eleven firefighters were killed), sharing moments of joy with the surviving firefighters.

These artists are no different from the ordinary citizens who became heroes when they wrestled terrorists inside Flight 93 and ultimately lost their lives; no different from the men and women who stopped to pull strangers along or assist these too injured to get away from a collapsing skyscraper; no different from the hundreds of individuals in New York City who offered rides to stranded commuters; no different from the people living in New Jersey who took their boats across the bay to bring people home. This galvanizing force of caring gave us hope as a country that helped us to pull through the tragic events of 9/11.

Our post-9/11 world is fragmented and fraught with anxiety—anxiety that began ten years ago. But it is also balanced by heroic deeds, determination, and a new sense of purpose. ☞

In addition to the Freyberger Gallery, the exhibition will be on display at the following venues:

- Jewish Federation of Reading/Jewish Cultural Center, 1100 Berkshire Boulevard, Suite 125, Wyomissing, PA 19610; Tammy Hrynycz, director; Reception: Sept. 7, 2011, 5:30–8:30 p.m. Exhibit duration at the various venues: From mid-September to early December.
- Jewish Federation of Reading/Jewish Cultural Center, 1100 Berkshire Boulevard, Suite 125, Wyomissing, PA, 19610; Susan Rohn, director; Reception: Sept. 21, 2011, 5:30-8:30 p.m. Exhibit duration at the various venues: From mid-September to early December.
- National Museum of Industrial History, 2002 Allen Street, Easton, PA 18042; Robert Schrader, director; Reception: Oct. 11, 2011, 5:30–8:30 p.m. Exhibit duration: From mid-September to early December.
- The Yocum Center for the Arts, 1960 1st Street, Reading, PA, 19611; Mary Eichelberger, director; Reception: Sept. 9, 2011, 5-7 p.m. Exhibit duration: From mid-September to early December.
- The Reading Museum Center for the Arts, 1960 1st Street, Reading, PA, 19611; Martha L. Fox, director; Reception: Sept. 9, 2011, 5:30–8:30 p.m. Exhibit duration: From mid-September to early December.
- Penn State Lehigh Valley, 2000 Sanac Road, Center Valley, PA, 18030; Anne Eiel, gallery director; Reception: Sept. 8, 2011, 5:30-8 p.m. Exhibit duration: From mid-September to early December.
- Jewish Federation of Reading/Jewish Cultural Center, 1100 Berkshire Boulevard, Suite 125, Wyomissing, PA, 19610; Susan Rohn, director; Reception: Sept. 21, 2011, 5:30-8:30 p.m. Exhibit duration: From mid-September to early December.

For more information on the 9/11 Memorial Exhibitions, contact Marilyn Fox, Freyberger Gallery Director, at 610-396-6140 or via e-mail at MJF14@psu.edu.
New building to be named in honor of CEO Emeritus Gaige

By Lisa R. Weidman

It seems only fitting that the new state-of-the-art classroom and laboratory building currently under construction on campus will be named in honor of the college’s Dean and CEO Emeritus Frederick H. Gaige, who was well known for his innovative approach to education.

Known to many as a visionary leader, Gaige served as Dean and CEO of Penn State Berks from 1984 to 2001, helping to transform the campus into a college with four-year academic programs and residence halls. He was also instrumental in significantly increasing student enrollment, endowments, and physical facilities.

The new Gaige Technology and Business Innovation Building will house the college’s Business, Engineering, Information Sciences and Technology, and Hotel, Restaurant, and Institutional Management degree programs. To be completed by the end of 2011, the Gaige Building will include more than 60,000 square feet, making it the largest academic facility at Penn State Berks.

Designed to complement the natural beauty and existing architecture of the campus, the three-story structure will be as cutting-edge as the learning and discovery that will take place within it: A range of sustainability strategies, including rainwater collection and a heat-recovery system will allow the building to be submitted for LEED certification as a “green” facility.

For more information about the Gaige Technology and Business Innovation Building, contact Dave Delozier, Director of Development and Alumni Relations, at 610-396-6054.

Wakemen named HRIM Program Coordinator

By Lisa R. Weidman

You could say that Jennifer (Peters) Wakemen, the newly named coordinator of the associate degree program in Hotel, Restaurant, and Institutional Management, has come full circle. From her roots as a student in the Berks HRIM program, to holding several positions at Penn State Berks, to working in the restaurant industry, she has returned to her alma mater as HRIM program coordinator.

“I’m looking forward to giving students a true view of the hospitality industry by using community connections and giving them the opportunity to apply what they’re learning in class to real life,” states Wakemen.

She adds that the new laboratory/kitchen space in the café of the Gaige Innovation and Technology Building, which is slated to be complete by the end of the year, will provide valuable space for students in the food production classes in the HRIM program.

Wakemen earned her associate degree in HRIM from Berks in 1994 and her baccalaureate degree in HRIM from University Park in 1996. After working for Disney, she returned to Berks as Assistant Manager in Housing and Food Services. Her love for Penn State then led her to a job in the Admissions Office.

In 2001, she accepted a position with California Pizza Kitchen. During that time, she earned her master’s degree at Fairleigh Dickinson University in hospitality management studies, where she was also an adjunct instructor.

Wakemen is succeeding her mentor, Dr. Jim Bardi, in this position. She adds that this is her dream job: It combines her passions for HRIM and Penn State Berks.

Outreach News

Penn State Berks | Fall 2011

A Dedication Ceremony will be held Thursday, November 3, 2011, 4:00–6:00 p.m. Event is free and open to the public. For more information, contact the Development Office at 610-396-6054.

CONTACTS

For more information about the Gaige Technology and Business Innovation Building, contact Dave Delozier, Director of Development and Alumni Relations, at 610-396-6054.

Perkins Plaza being constructed in honor of CEO Emeritus

By David C. Decker

Next year, the center of campus at Penn State Berks will have a whole new look. Not only will our new Gaige Technology and Business Innovation Building be open and occupied by students, faculty, and staff, but there will be a new outdoor feature as well. The “Perkins Plaza” is a planned outdoor seating and gathering area that will not only beautify the center of campus but also honor a great leader in our campus’ history.

Dr. Harold Perkins served as Chief Executive Officer of Penn State Berks from 1959 to 1984 and was instrumental in laying the foundation for the campus. He helped the school grow from its small beginnings in the Wyoming Polytechnic Institute buildings on Hill Avenue, to a new, expanded campus location where the college is located today.

At a ceremony honoring Dr. Perkins in May, his family and former colleagues shared their memories of the CEO Emeritus with the 250 campus and community members present. Following the ceremony, ground was broken for this project. Construction is scheduled to begin in Spring 2012, as soon as the semester’s classes have ended.

Located between the Perkins Student Center and the Thun Library, the plaza will provide a beautiful gathering place for students, faculty, staff, and community members. It will include outdoor seating, a water feature, and most importantly, a clock carousel, which for many years was a passion of our first campus CEO.

Many years ago, Dr. Perkins had recorded his vision for “a central gathering place that is an entry point from which to embrace and enter the campus scene” that included a clock that could both chime and play songs, much like the tower at Old Main at University Park.

This project will both enhance the campus and fulfill this longtime vision of a beloved campus leader. Funding is currently underway for the project with a goal to raise $500,000 by early May 2012. The students at Penn State Berks have already committed $75,000 for the water feature and up to $35,000 for seating, which they plan to donate from their student facilities fee. Gifts of all sizes are welcomed and needed to help this project become a reality. Gifts of the following amounts will be recognized by various naming opportunities within the plaza itself.

With an individualized plaque recognizing the donor:
- Clock carousel—$100,000
- pergola columns—$25,000 each

Also a group plaque will be located within the plaza recognizing names of individuals or companies making gifts at the following levels:
- Gold donors ($10,000)
- Silver donors ($5,000)
- Bronze donors ($1,000)

All gifts are tax deductible and also count toward the campus goals for the capital campaign, For the Future: The Campaign for Penn State Students. For more information on a gift to the Perkins Plaza project, contact the Office of Development at 610-396-6054.
Alumni Couple Creates $100,000 Trustee Scholarship

By Lisa R. Weidman

Victor and Dena Hammel have always had a soft spot for Penn State, having built their careers on the education they received, so it seemed only fitting that they demonstrated their appreciation by creating a $100,000 trustee scholarship.

The Hammels have committed $100,000 to create the Dena and Victor Hammel Trustee Scholarship at Penn State Berks to assist students with financial need. This scholarship is one of the many ways the couple is creating educational opportunities for children and students who are facing financial challenges in their local community and across the globe.

In addition to the Dena and Victor Hammel Trustee Scholarship, the couple has supported Penn State students through gifts to the Renaissance Fund, Penn State Hillel, and the Smeal College of Business. Victor Hammel has also served as a member of the Penn State Berks advisory board.

“We’ve been fortunate in our careers, and for those who may not be as fortunate, we wanted to provide the opportunity to come to the University,” Victor Hammel said. “My wife attended Penn State on a partial scholarship, so we know how difficult it can be to afford a college degree. Now, we’re able to help students receive the same great Penn State education we did.”

Victor Hammel graduated from Penn State in 1967 with a degree in accounting. He rose through the ranks at J.C. Ehrlich Company to become president, growing it into the largest privately owned pest control management company in the country when it was sold in 2006. He currently serves as its chairman in a part-time capacity. Dena Hammel graduated from Penn State in 1968 and served as a dialysis social worker in the Reading area. Dena Hammel serves on the board of GoggleWorks Center for the Arts, an institute that offers art programming for inner-city children and provides a venue for local artists to show their work.

Victor Hammel has served on The Reading Hospital and Medical Center board of directors since 1992, and both are involved with the Jewish Federation of Reading. Their other philanthropy includes community organizations that assist youth with limited financial means in the Reading area until her retirement.

Longtime residents of Berks County, the Hammels are active in community organizations that assist youth with limited financial means in the Reading area. Dena Hammel serves on the board of GoggleWorks Center for the Arts, an institute that offers art programming for inner-city children and provides a venue for local artists to show their work.

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Family & Alumni Homecoming Weekend
Friday, September 30–Sunday, October 2

Bring the entire family to campus to enjoy a weekend filled with fun events for all ages!

**Friday, September 30**
Join us for a float building party from 5–9 p.m. in Beaver Community Center parking lot. Want to participate but don’t have a trailer? Get creative—enter your bicycle, scooter, RV, truck, car, etc... there may be a prize for the most unique entry! There will be a live band, balloon artist, and caricature drawings from 6–9 p.m. outside the Perkins Student Center, and funnel cakes will be available from 7–11 p.m. The night’s activities conclude with a bonfire from 10–11 p.m. in front of the Luerssen Building.

**Saturday, October 1**
**Homecoming Parade**—12:30 p.m. Crowning of the Homecoming King and Queen will take place during half-time at the Penn State Football Tailgate Party.

**THON Tuition Bingo**—3–6 p.m.—Perkins Student Center Auditorium.

**Carnival**—4–8 p.m., lawn in front of Perkins Student Center and the Luerssen Building. Features a dunk tank—visit our website (berks.psu.edu/alumn) for a list of participants.

**Bathtub Derby Races**—4:30–5:30 p.m. Alumni and students will bring a campus tradition back to life. Prizes will be awarded to the top three teams.

**Mystery Dinner Theatre**—5:30–7:00 p.m., Perkins Student Center, cost: $20 per person.

**Homecoming Dance**—10 p.m., Perkins Student Center Multipurpose Room (students only).

**Sunday, October 2**
**THON Flapjack Fundraiser**—8–11 a.m., Applebee’s in Wyomissing.

***PSU vs Indiana Football Tailgate Party***—Hosted by the Berks County Chapter of the PSAA. Starts one hour prior to kick-off under the tent in front of the Perkins Student Center. Hamburgers, hot dogs, ice cream, and grilled stickies will be served. Activities include bean bag toss, ladder golf, face painting, games, contests, and much more!

***All activities are open to alumni, family, friends, and students.***

For additional details on Family & Alumni Homecoming Weekend, contact Heather Angstadt, Alumni Relations, at 610-396-6052 or Andrea Pfaff, Campus Life, at 610-396-6367.