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- Berks Raises $23K for Pediatric Cancer through THON
On the cover: Luminaries glow along the path to the Labyrinth on the evening of the Spring Equinox Festival.

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MESSAGE FROM THE CHANCELLOR

“When you care enough to send the very best …”

Hallmark used this tag line for years and all of us know the slogan and believe that Hallmark represents the best in greetings cards. The idea of being the best has been replicated in many other advertising campaigns … “if you want the best, then buy our product.” Sometimes this is conveyed nonverbally through images that speak of quality. As I was considering this issue’s greeting, the Hallmark tag line kept floating through my mind and then I realized that we at Penn State Berks live that quality every day.

I believe that the faculty members we have here at Penn State Berks represent the best in higher education. They are excellent teachers and researchers and more importantly, they understand that we are here for the students. Our staff is unparalleled in quality and their ability to work with the students to meet their needs. They are always going out of their way to give students richer experiences while here at Penn State Berks.

Finally, I have to look at the students; they are the best! This year, Zachary Karazsia, president of the Student Government Association, presented the first SGA State of the College address. Zachary even beat me to using our new teleprompters for his address. Zachary understood that we all have to work together to find ways to “make life better” for everyone, especially the students. He made me “Penn State proud.”

Recently, Penn State Berks was given the opportunity once again to reach out to the world through our students when the ROTC program was scheduled to return to the campus after a six-year hiatus. The ROTC program falls under a unique designation in that it is taught by members of the military rather than by our faculty.

ROTC had been on our campus for decades but in 2002, when the military was trying to cut costs, they suspended the program at Berks. The good news is that in the reinstated form, students can take the full four years of ROTC here rather than having to move to University Park after two years. Once again this gives us the opportunity to train the very best.

So to our alumni, if you have friends, children, or grandchildren who are considering what school to attend, remember, “when you care enough to send the very best,” send them to Penn State Berks. We are the best and We Are … Penn State.

Dr. Susan Phillips Speece, Chancellor, Penn State Berks

Chancellor’s Podcasts Keep Alumni and Friends Informed

Want to know more about what’s happening at Penn State Berks?
Now you can hear current information about the college through Chancellor Speece’s monthly podcasts. Podcasts are digital audio recordings that are available on the Internet and can be accessed on a computer or portable MP3 player. Just visit berks.psu.edu and click on Chancellor’s Podcasts under News & Events.
Where Are They Now?

1955
Walter H. Imboden, B.S. in Mechanical Engineering, is a WPI alumnus. He has retired at age 77 from a full-time technical consulting position in the textile industry after serving as Vice President of Product Development at three large textile corporations and previously as Chief Engineer at Textile Machine Works in Reading. Imboden is the holder of more than 30 U.S. and foreign patents. He and his wife, Johanna, a Penn State alumnus, live in Burlington, NC.

1987
Kristy J. (Knutson) Cross, B.A. in Advertising, married Robert Cross in September 2006. She works for Armstrong World Industries in Lancaster as an Infrastructure Analyst. She and her husband reside in Lancaster, PA.

1990
Scott R. Burky, B.A. in Pre-Law, was recently selected by the Central Pennsylvania Business Journal for their Forty Under 40 Award, which recognizes business leaders under the age of 40 for their commitment to professional excellence and their community. Burky is employed as Vice President of Sales and Customer Service at D&E Communications in Ephrata. He currently serves on the Harrisburg Regional Chamber Board of Directors and the Junior Achievement of Central PA Board of Directors. He and his wife, Kay, reside in Lititz, PA.

1996
Estelle H. Wynn, B.S. in English, went on to earn a master’s degree in Environmental Studies: Conservation Biology from Antioch University, New England in November 2004. She works as an Easement Manager by Brandywine Conservancy in Chadds Ford. Wynn resides in Philadelphia, PA.

2006
Samantha S. Nelson (Smith), B.A. in Applied Psychology, is employed as an Associate Addiction Counselor at Caron Treatment Centers in Wernersville. She and her husband reside in Parkesburg, PA.

For only $10, you can provide a student with an extracurricular experience that will create a lifetime of memories.

Births

2005
Grant S. Persing ’05 and Nichole Persing, had their third daughter, Emma Noel, on 12/22/07.

In Memory

Charles E. Dauprich, 90, WPI Class of ’37
Paul W. Foster, 91, WPI Class of ’37
Daniel Alan Goulden, 39, Class of ’92
Bernard P. Kase, 83, WPI Class of ’48
Robert M. Kondrath, 52, Class of ’78
William J. Schucker, 69, WPI Class of ’58
Herbert W. Speck, Sr., 82, WPI Class of ’48
Kyle Lee Staniszewski, 36, Class of ’94
Joseph E. Zdanowski, 89, WPI Class of ’40

A Gift Wrapped in Blue and White

For less than $1 per month, you can open another door for a Penn State Berks student.

In an effort to extend the benefits of membership in the Blue and White Society to as many first-year students as possible, the Penn State Alumni Association invites you, as a life member of the PSAA, to sponsor a student’s membership. The Blue and White Society is a dues-paying student organization that provides a valuable avenue for social interaction and networking.

“The Blue and White Society is entering its second year at Penn State Berks. We are the largest group on campus and with your support we can continue to grow. I have encouraged all students to get involved in the Blue and White Society. It’s a great way to meet new friends, become involved in the community, and get connected to alumni.”

– Timothy Hillert, Berks Blue and White Society President

☐ Yes! I would like to sponsor ______ students.

Total: $10 x number of students your sponsoring = $_________

☐ I have enclosed a check payable to Penn State

OR please charge my:
☐ MasterCard ☐ Visa ☐ AmEx ☐ Discover

Card number Expiration date ___________ ___________

Signature on card __________________________

Please mail form and/or check to:
Penn State Berks Blue and White Society, c/o Heather Angstadt
Tulpehocken Road, PO Box 7009
Reading, PA 19610-6009

For more information, please contact the Office of Alumni Relations at 610-396-6052 or via e-mail at hla2@psu.edu.

CLASS NOTES RESPONSE FORM—Please keep us informed about where you are and what you are doing.

Alumni/Alumnus Name Last (Maiden) First M.I. PSU Class Year
Attended: ☐ PSU Berks ☐ U.P. ☐ Other __________________________________________ Degrees: ☐ Associate ☐ Bachelor’s ☐ Master’s ☐ Doctorate
Discipline (Do Not Abbreviate) __________________________________________

Spouse’s Name Last (Maiden) First M.I. PSU Class Year
Attended: ☐ PSU Berks ☐ U.P. ☐ Other __________________________________________ Degrees: ☐ Associate ☐ Bachelor’s ☐ Master’s ☐ Doctorate
Discipline (Do Not Abbreviate) __________________________________________

Address City State Zip Phone (day) (evening) E-mail
Place of Employment Title Address City State Zip
Special News (degrees earned at other colleges/universities, awards, children, etc.) __________________________________________

Return this form (with photos) to: Lisa Weidman, Penn State Berks, PO Box 7009, Reading, PA 19610-6009; or send information via e-mail to lrw6@psu.edu; or visit our Web site: berks.psu.edu/alumni/classnotes.htm
May 17—Spring Commencement, featuring graduates from Class of ’58, keynote speaker: Anne L. Stevens, Chairman, President, and CEO of Carpenter Technology Corporation, 10:00 a.m., Beaver Community Center.

July 1—Penn State Berks Day! Official 50th Anniversary of Penn State Berks! History book signing by Dr. Harold Perkins, Dr. Frederick Gaige, and Dr. Susan Phillips Speece, 3:00–5:00 p.m., Bookstore. Celebration including a short program from college’s leaders, birthday cake, “Berks Bits” 50th ice cream, and live music, 6:00–8:00 p.m., outside the Perkins Student Center. Rain Date: July 2, FREE.

July 16—Penn State Berks Alumni Society Meeting, 7:00 p.m., Janssen Office Building.

September 3—Penn State Berks Alumni Society Meeting, 7:00 p.m., Janssen Office Building.

October 4—Alumni Reunion Held in conjunction with Parents and Family Weekend (October 3–5). For more information or to join the reunion committee, contact the Office of Alumni Relations at 610-396-6052. Visit berks.psu.edu/alumni for updated information throughout the year.

October 21—WPI APG Meeting, 2:00 p.m., Janssen Office Building.

October 23—Chancellor’s Circle Dinner, 6:15 p.m.—reception, Freyberger Gallery; 7:00 p.m.—dinner, Perkins Student Center Multipurpose Room.

October 23—Ghost Stories Tour with Charlie Adams ’82. Join paranormal expert Charlie Adams for a tour of Berks County. For more information, contact Ralph Tutlane, 610-777-7312, KingTut039@aol.com.
Sustainability Tour of Berks County Is Theme of HRIM Dinner

—by Heather L. Angstadt ’04

Agriculture has always played a crucial role in the economy of Berks County, as well as the foundation of Penn State University, so it seems fitting that this year’s Hotel, Restaurant, and Institutional Management (HRIM) dinner would feature a “Sustainability Tour of Berks County.”

The four-course dinner was held on February 5 in the Perkins Student Center. The program began with an overview of the HRIM program from Dr. James Bardi, HRIM Program Coordinator and Assistant Professor of Hospitality Management, followed by students Alishia Mull, who discussed why she chose the major, and Kyle Farina, president of the HRIM Society.

Throughout the evening, John Walker ’93, Director of Housing and Food Services at Penn State Berks and HRIM alumnus, provided information on each entrée and wine and why the combination was paired together. Desserts were donated by Steve Stetzler ’93, HRIM alumnus, owner of the Deitsch Eck Restaurant, and president of the Schuylkill Valley Chapter of the Pennsylvania Restaurant Association.

Penn State Berks HRIM alumni and students host the annual theme dinner to give alumni the opportunity to reconnect while contributing to the HRIM program, and to allow students to showcase their skills and talents learned in the program to family and friends, while networking with alumni.

All Penn State alumni are invited to attend the annual HRIM dinner. If you are an HRIM alumnus or work in the hotel, restaurant, or institutional management field and would like to help organize the 2009 dinner, please contact the Office of Alumni Relations at 610-396-6052.

Financial Officer “Shows College the Money”

—by Lisa R. Weidman

There’s no bigger Penn State fan or loyal Penn State alumnus than Berks’ Financial Officer Dennis Mays. So it was no surprise that he and his wife, Joyce, committed $68,000 to endow a scholarship for business students.

The Dennis L. and Joyce E. Mays Trustee Scholarship for Business will be awarded to students who are majoring in business and have financial need.

“Some people say I bleed blue and white,” says Mays. “I’ve found that the Penn State spirit is that proud feeling within, knowing that you’re a part of something much larger that truly has a history of success—success achieved with dignity and integrity. We want to share that pride with others.”

Mays serves as the financial officer for both the Berks and Lehigh Valley campuses. He attended Berks campus for two years, beginning in the spring of 1975, and then continued his education at University Park, graduating in 1979 with a bachelor’s degree in finance.

Joyce Mays, an Albright College alumnna, earned her bachelor’s degree in mathematics. She is employed by FirstEnergy Corp.

They have a son, Matthew A. Mays, who is a sophomore business major at Berks campus, where he also serves as Student Government treasurer, a lion ambassador, and an orientation leader.

The Trustee Matching Scholarship Program, implemented in 2002 upon approval by the University’s Board of Trustees, is designed to keep a Penn State education accessible to all qualified students, regardless of their financial means. The program has a unique matching component: the University matches 5 percent of the principal of each gift annually and combines these funds with income from the endowment to effectively double the financial impact of the scholarship. The program assisted more than 4,000 students University-wide in 2006-07.

To learn more about the Trustee Matching Scholarship Program, visit giveto.psu.edu/Trustee online.
Alumnus Turns Lifelong Love of Trains into Iconic Art  —by Lisa R. Weidman

In his Arizona studio, Bob Eckel ’57 captures the essence of the old steam locomotives that were once a staple of the American landscape, a lifelong fascination for the renowned painter that began when he was growing up in Reading. “As a young lad, spare moments would find me at the station, or hiking down the railbed, wishing for a train to come by,” Eckel explained during an interview. “Railroading got into my blood and wouldn’t get out.”

In fact, he was so intrigued by trains that he saved his earnings from a paper route to purchase a camera and began photographing the splendid “iron monsters” as they roared past. These photographs and his vivid memories, along with vintage drawings, provided the inspiration for his detailed oil paintings.

“Today the steam locomotive has totally disappeared from American railroads,” Eckel commented sadly. “It is my desire to recreate for posterity this part of our history.”

Eckel recently donated one of his coveted paintings to Penn State Berks’ permanent collection. The painting titled Northmont Nemesis, which beautifully depicts the famous Reading Railroad, is proudly displayed in the campus’ Thun Library.

The donation was spurred by a gift of a history book about Penn State Berks, Eckel’s alma mater, from Penn State Berks Chief of Police Robert Rehrer. Eckel and Rehrer have a longtime friendship, dating back to when Eckel worked with Rehrer’s father at Carpenter Technology. Eckel and his wife, Noreda, would take Rehrer to see the trains when Rehrer was a young boy. Then Rehrer joined the Air Force, and he was stationed in Arizona where he reconnected with the Eckels, who had moved there in the 1960s.

“When I was just fourteen, I recall cruising up Route 61 with Bob and Noreda in an old Chevy, trying to beat one of the Reading Railroad’s steam engines to Port Clinton,” commented Rehrer. “We’d chase these big beautiful ‘ghosts from the past’ on weekend ‘rail rambles’ just looking for the right photo opportunity. Bob later turned some of those photos and memories into gorgeous paintings and captured history.”

Eckel attended Wyomissing Polytechnic Institute from 1955-1957, earning an associate degree in metallurgical engineering. He worked as a chemist for both Glidden Paints and Deer-O Paints. Later, he resumed his studies at Grand Canyon College in Phoenix, Arizona, where he earned a B.A in Art.

He began painting full-time after retiring from Allied-Signal Aerospace Company in 1989. He credits his wife with encouraging him to pursue this second career after she discovered unfinished train drawings in an old notebook.

It was during this time that Eckel honed his skill for rendering his beloved trains. His works invoke nostalgia with his attention to detail and remarkably accurate portrayals of these historic images.

Eckel’s works can also be found on display across the country in such prestigious venues as The White House, as well as the Pennsylvania Railroad Historical Museum; Steamtown USA in Scranton, Pennsylvania; and the Winfield Museum in Winfield, Iowa. He has presented paintings to celebrities such as the late singer Johnny Cash and former President Richard Nixon.

Penn State Berks is honored to be among the recipients of his iconic artwork.
HIGH SCHOOL CAMPS
For students entering grades 9–12
DISCOVERING ENGINEERING
Learn how engineers solve problems and create products with a special focus on rockets, robots, and race cars.
JULY 7–11

MIDDLE SCHOOL CAMPS
ENVIRONMENTAL ECOLOGY AND SCIENCE
Explore and learn about the world around us and how we contribute to its challenges and solutions.
For students entering grades 5–8.
JUNE 23–27

DISCOVERING FILM AND TV–BASIC
Go behind the scenes and learn how films and television shows are produced from a technical point of view. Middle schoolers and high schoolers work together in this camp.
JULY 7–11

DISCOVERING FORENSIC SCIENCE
Investigate the fascinating world of forensic science. Learn the tools and techniques of CSI professionals.
JULY 7–11

DISCOVERING MATERIALS ENGINEERING
An introduction to the classification and processing of metal, polymers, ceramics, and composite materials and how they are used in the production of everyday items from sporting equipment to iPods.
JULY 7–11

DISCOVERING VETERINARY SCIENCE
Gain an understanding of the tools, techniques, and realistic situations in a veterinary practice. Lots of hands-on learning as well as career options.
JULY 7–11

SCIENCE OF TECHNOLOGY
Learn about the world of engineering and technology through the use of K’Nex and LEGO systems.
For students entering grades 5–8.
AUGUST 4–9

A residential option is available for high school camps held July 7–11.
Scholarships are available.

For more information, call 1-800-BERKS-CE or visit berks.psu.edu/ce.
Featuring 50 Alumni for 50 Years

In honor of Penn State Berks’ fiftieth anniversary in 2008, the BLUE & WHITE will feature 50 alumni over the course of several upcoming issues. Although these proud Penn Staters work in a variety of different fields, they all share one thing in common: they graduated from or attended Penn State Berks at one time.

If you would like to be included in our “50 Alumni for 50 Years,” please send us your information (full name including maiden name, graduation year, major, current position, employer, and your favorite memory of your time at Penn State Berks) along with a high quality photo. If the photo includes other people, please include names. Photos will be returned with self-addressed stamped envelopes. Information can be mailed to Heather L. Angstadt, Office of Alumni Relations, Penn State Berks, PO Box 7009, Reading PA 19610-6009, or submitted via e-mail to hla2@psu.edu. We regret that we may not be able to include all entries in the magazine.

Paul Frankhouser, 1965, Engineering.
President, Frankhouser Medical Device Consulting

I remember...

“Some of the best years of my life were at Penn State Berks. I was SGA President, received the Outstanding Service Award at graduation, and was the first campus Alumni Fellow.”

Jim Walter, 1973, Chemical Engineering, Instructor in Business, Penn State Berks

I remember...

“Moving from my first year at Penn State Berks in the VF Outlet complex to my second year in the new Luerssen Building at the new campus was like going from the Stone Age to a ‘Jetson’ futuristic setting. I have always bled blue and white and am amazed that I was in the first class to graduate from the new Berks campus. In my wildest dreams, I would have never predicted that I would be privileged to be teaching at the same campus.”

Dave Apfelbaum, 1974, Hotel and Food Service, Manager of Risk Management, Osceola County Government, Kissimmee, FL

I remember...

“Catering the first banquet in the student center, we had to transport the food from the vo-tech school near the airport.”

Linda M. (Repoley) Fox, 1979, Spanish, ESL Teacher at Governor Mifflin Senior High School

I remember...

“At that time, there was no women’s soccer team at Berks. My friend, Sharon Hoffert, and I tried to get enough support to begin one, but we failed. My daughter, now 17, has played soccer since she was about 5, and cannot imagine a time when girls did not have soccer teams and leagues.”

Doug Keuscher, 2004, Business, Network Administrator, Penn State Berks

I remember...

“My most memorable moment at Penn State Berks was graduation because not only was my family there but also many of my friends and co-workers who I had worked with for many years. The well wishes I received from them that day made the moment all that more memorable.”
Stephen D. Janny, 1980, Chemical Engineering Technology, Senior Research Specialist, Wacker Polymers

I remember...
"Bathtub races during Nittany Lion Week and my adviser, Dr. Jack F. Chapin."

Andrew Marker, 1984, Finance, Assistant Vice President and Community Office Manager, National Penn Bank

I remember...
"I remember the Outing Club. We hiked many trails, cooked over open fires, and tent camped in Pennsylvania. Friendships I made at Berks campus continued when I moved to main campus."

Denise Wessels, 1993, Civil Engineering, Project Manager, SCS Engineers, Reston, VA

I remember...
"Some of my fondest memories have to do with being a Lion Ambassador at Berks. We had a LA outing at a Hershey Bears hockey game, and through a frenzied effort, we were able to get the whole arena to do the 'We Are … Penn State' cheer. We had great leadership at Berks from Jack Gemmell and Blaine Steensland with support (very tolerant support I might add) from Connie Dunston and Teddi Borelli. Blaine would give us the 'word on the street' each day we asked, words like somnolent, schema, erumpent, and nadir. I met some great people I will never forget."

Tara Romanyszyn, 2003, Marketing, Buyer, Mack Trucks (pictured far right)

I remember...
"My favorite memories of Berks are meeting my best friends. The friendships I made at Berks will last me a lifetime. The girls I went with were fortunate enough to meet the late Jenny Bender at Berks, who passed away in November after a two-year battle with cancer. She was truly an angel and because of Berks, we were all able to be close with her."

Jon Frankowiak, 1994, Exercise Science, Clinical Research Associate II, RPS Inc., Fort Washington, PA

I remember...
"Penn State Berks opened up my world to theatre and writing, and through ROTC, I learned discipline. SGA and SAC kept me civic minded, and I remain a steward to my community. Penn State Berks gave a provisional academic a strong base for success."

Gwendolyn (Weiser) Malecki, 1995, Curriculum and Instruction, Assistant Principal, Boyertown Area Senior High School

I remember...
"My best memories were the friends from all professional backgrounds and demographic areas and then, ultimately, bonding and networking with those whose goals and aspirations were the same as mine. We still remain friends and support each other, tell stories of carpooling, projects, papers and more papers, sharing school stories and events, and all the while giving big 'blue and white' smiles to each other!"

I remember...
“My second class I took as a night student was Psychology with Henry Patterson. Working full time and going to college at night were a struggle, but his words of wisdom that semester in class have helped me in my career, volunteering, and family life.”


I remember...
“My memory of Berks is the personal relationships I had an opportunity to make with both the instructors and students given the smaller class sizes than what is customary at University Park. I attended a small high school (Oley Valley), so the initial step to Berks campus made the transition to the larger scale of U.P. much easier. I also had the opportunity to grow and mature more gradually, since I was a commuter student. It allowed me to truly appreciate how the ‘real world’ worked in trying to balance both school and a working lifestyle. Berks campus has gone through some dramatic changes and I am glad to see how it has progressed since I attended Berks almost fifteen years ago.”

Joe Mazza, 2000, Elementary Education, Principal of Knapp Elementary School (pictured center)

I remember...
“My favorite memory of Berks is after a day of classes, coming home, changing, and playing mud/snow football outside the dorms—what a blast! There were many social opportunities offered at Berks.”


I remember...
“My second class I took as a night student was Psychology with Henry Patterson. Working full time and going to college at night were a struggle, but his words of wisdom that semester in class have helped me in my career, volunteering, and family life.”


I remember...
“Favorite memories of Berks include being the Nittany Lion on several occasions, building the network lab, winning a soccer championship, taking the Berks campus flag onto Beaver Stadium field for All U-Day, and being able to graduate from Berks campus.”

Ellen Bordner, 1983, Earth Science, Medical Technologist, Quest Diagnostics

I remember...
“Many fond memories of a laid back small campus. I was a cheerleader and I enjoyed a fencing class taught by Sue Monk.”

We Are ... Penn State!
Although Ken Fulmer is one of the newest members of the Advisory Board, his affiliation with Penn State Berks dates back to his days as a student, attending what was then referred to as the Berks Center from 1965–1966.

“I want to make sure that the tradition of engineering excellence started by Wyomissing Polytechnic Institute continues,” explains Fulmer when asked why he joined the board. “Penn State Berks is the only college in Berks County where you can earn an engineering degree.”

After graduation, Fulmer held a variety of positions in the engineering field, working for the Pennsylvania Department of Transportation and then for a consulting firm.

In 1991, he and his business partner, Scott Keefer, founded Great Valley Consultants. Fulmer serves as president of the company, which handles design of infrastructure improvements and rehabilitation. The company also represents planning commissions, mostly for municipalities, as well as doing some private work for developers. Some of their larger projects include preliminary design of the Marshall’s Creek Bypass in Monroe County and several large municipal sanitary sewer projects, just to name a few. Great Valley Consultants has twenty-nine employees, twelve of which are civil engineers. Seven of those engineers graduated from Penn State and four attended Penn State Berks.

When asked about his goals for the board, Fulmer emphasized the importance of the campus continuing the University’s land-grant mission of making education affordable to all, not just the wealthy.

Penn State is a family tradition for Fulmer; both his niece and nephew attended Berks campus and University Park. His niece earned a degree in Ag Science and is employed by the University’s Department of Dairy and Animal Science as an equine extension agent. His nephew is currently majoring in Recreation, Parks, and Tourism Management.

Fulmer resides with his wife, Denice, in Richmond Township.

Advisory Board Members Help College Reach Goals

Interview with Ken Fulmer, P.E., PLS, President, Great Valley Consultants —by Lisa R. Weidman

Ever since the first Penn State Berks Advisory Board formed in 1959, it has played a significant role in helping the college to achieve its goals through connections with the community. In this ongoing series of interviews with board members, Ken Fulmer, President of Great Valley Consultants, discusses his reasons for joining the board.

Come Celebrate with Us!

Sunday, May 18, 2008: Concours D’Elegance Car Show, Junior League’s Touch-a-Truck event, and West Reading/Wyomissing Chicken bar-b-q, student parking lots off Broadcasting Road. Concours: 10:00 a.m.–3:00 p.m., FREE; others: 11:00 a.m.–3:00 p.m., $5 for Touch-a-Truck, children under 2 FREE; $8 chicken bar-b-q includes cheesy potato, baked beans, macaroni salad, and a roll with butter.

Tuesday, July 1, 2008: Official 50th Anniversary of Penn State Berks! History book signing by Dr. Harold Perkins, Dr. Frederick Gaige, and Dr. Susan Phillips Speece, 3:00–5:00 p.m., Bookstore. Celebration including a short program from college’s leaders, birthday cake, “Berks Bits” 50th ice cream, and live music, 6:00–8:00 p.m., outside the Perkins Student Center. Rain Date: July 2. FREE.

Tuesday, September 10, 2008: College celebration, open to the community, featuring comments from Penn State President Graham Spanier and other University officials, a special Penn State Berks commemorative postage cancellation stamp, “Berks Bits” 50th ice cream, and much, much more! FREE.

For more information, please contact the Office of University Relations at 610-396-6053, e-mail jlb58@psu.edu, or visit our 50th Anniversary Web site at berks.psu.edu/50.
Penn State Berks’ new B.A. degree in Communication Arts and Sciences (CAS) is a unique program that prepares students for a wide variety of careers. With an emphasis on personal communication skills, problem solving, teamwork, and critical thinking, graduates will be prepared to deal with issues in today’s workplace.

The degree program is especially valuable for future leaders in business, politics, and human services. Students who want to learn how to think critically, make compelling arguments, solve problems, get along with diverse groups of people, develop successful relationships, and function effectively as a member of a community will develop and refine these skills in the program.

Penn State Berks offers the CAS degree program with the two pathways or areas of emphasis: Organizational Communication and Strategic Communication. In the Organizational Communication Pathway, students will learn about leadership, decision-making, interviewing, supervision, and teamwork in business and other organizations. This pathway is highly recommended for future managers, administrators, entrepreneurs, or professionals in training.

The Strategic Communication Pathway prepares students to critique or engage in public communication through effective message design and analysis, persuasion, and argumentation. This pathway leads to professions that involve oral or written persuasion such as sales, marketing, media, management, politics, or law.

Since the CAS degree program prepares students for a wide variety of careers, there is flexibility in the curriculum. Students take core courses that teach the foundational concepts in language, culture, and communication; rhetorical and communication theory; and communication research methods.

The curriculum can be customized with additional courses in topics such as Organizational Communication; American Political Campaigns; Intercultural Communication; Small Group Communication; Rhetoric of Film and Television; Business and Professional Speaking; Social Influence; Interpersonal Communication; Popular Culture and Communication; Conflict and Negotiation; Gender and Communication; Black American Rhetoric; Ethnographic Methods; Social Movements and Campaigns; Nonverbal Communication; Rhetorical Criticism; Language, Culture and Communication; and Communication Information and Technology.

CAS majors can pursue a number of employment opportunities after graduation. Graduates will be qualified for positions in social and community services, law and politics, business, management, human resources, event planning, marketing and public relations, college settings, health services, and entertainment. Students who want to continue their education will also be well prepared for graduate or law school.

For more information about Penn State Berks’ Communication Arts and Sciences degree, please contact Dr. E. Michele Ramsey, CAS Program Coordinator and Associate Professor of Communication Arts and Sciences and Women’s Studies, at 610-396-6148 or emr10@psu.edu.
Desjardins Uses Experience To Help Others
—by Jess M. Krysiuk and Lisa R. Weidman

When Anne Desjardins was waiting tables to work her way through college, she had no idea that someday the experience would put her in a position to help other young workers.

It all began when Desjardins, 29, began an internship last summer with United Community Services (UCS) of Reading, where she investigated the various youth coalitions operating across the country and determined their mission and where they attained their funding.

After two months of research, Desjardins created a sixty-page document that dissuaded the UCS from creating their own youth coalition. Instead, the UCS has become a community resource, providing information and assistance to established groups in Reading and Berks County.

The research compiled by Desjardins inspired the UCS to offer her a position with the organization. In her new role, she is continuing her research and providing young workers with general information on topics such as what to expect in the job market and what it truly means to be a young worker.

After compiling her information, Desjardins plans to visit community organizations and schools to educate young people on the importance of understanding their rights and organizing to attain better benefits.

Desjardins has also decided to focus her initiatives on an issue that is particularly important to her: the lack of affordable health insurance for workers age 19-35.

She explains that because young workers are often viewed as disposable, they are usually excluded from health insurance plans, or they choose to not subscribe to a plan because they do not have the responsibilities of a family. Lack of health insurance often leads to troubling predicaments for young workers who find themselves in financial dilemmas when they become sick or get injured.

“I am fortunate for the opportunity to make an impact on young workers. I would like to become the person that young people can ask for help or advice,” comments Desjardins.

No stranger to conducting research, Desjardins has received the Young Investigator Award from Penn State Berks this year, as well as the Communication Arts and Sciences Outstanding Student Award for 2008 and the American Studies Outstanding Student Award for 2007 for her research and educating young people on healthcare and insurance issues.

The American Studies major with a minor in both Communication Arts and Sciences and Global Studies will graduate in May. When asked why she chose to major in American Studies, Desjardins explains, “I really like people and learning about different cultures: American Studies allowed me to focus on these issues and helping people.”

Her dedication to the region’s young workers is proof that one person can have a far-reaching impact on the lives of many others in the community.

The architectural firm RMJM Hillier was given a daunting challenge: design a new academic building that would serve the complex and varied needs of the Business, Engineering, and Information Sciences and Technology (BEIST) Division, meet requirements of the Leadership in Energy and Environmental Design (LEED) Green Building Rating System, and fit into the picturesque landscape of Penn State Berks. They rose to the challenge with their schematic design concept for the new building, which has been dubbed the BEIST for the division it will house. The 58,000-square-foot building, which will be located between the Franco building and Thun Library and is slated for completion in 2010, will make use of technology in keeping with the college’s commitment to the environment. Additional information on the building’s progress will appear in future issues of the BLUE & WHITE magazine.
Students at Penn State Berks put on their dancing shoes for a worthwhile cause and raised more than $23,000 to help conquer childhood cancer at Penn State’s Children’s Hospital through THON, the dance marathon to benefit the Four Diamonds Fund held at Penn State every year. This is the highest amount Penn State Berks has raised for THON to date. Penn State University raised more than $6.6 million, a record-breaking total that exceeds the 2007 total by more than $1 million.

From February 22–24, Penn State students from every campus gathered at the Bryce Jordan Center on University Park campus for a forty-six hour, “no sitting, no sleeping” dance marathon. Representing Penn State Berks were juniors Aurora Beani and Chris Konnick, and sophomores Stephanie Cubillos and Garrett Guinivan.

Konnick, a Business major from Pottstown, had a personal reason for dancing. “I chose to dance because, after losing my sister to pediatric cancer, I knew one of the things that helped me get through it was the support of family and friends,” explains Konnick. “Showing support for these families and kids over the months we spent preparing for THON is the least we could do to help a battle they fight every day. THON is my way of giving back all the support that was given to my family.”

Penn State Berks raised $23,787, which was counted toward the total of $6,615,318 raised University-wide, a record for Penn State. This year’s proceeds brought the total raised since its inception to more than $50 million for the Four Diamonds Fund.
Cancer through THON

Lecturer Donates CD Proceeds to Benefit THON

In his blues CD titled Storyville, Micheal Kane tells tales through his music, from driving in a 1955 Buick Century without air conditioning from Pennsylvania to Texas, to more serious issues, such as teenage soldiers whose youth is a casualty of war.

But it’s the story of what he did with the proceeds from his CD that is most compelling. He is donating all proceeds to the campus’ THON fundraising efforts.

“Since this is my last year here at Berks, I’ve come up with a project to give something back,” explains Kane.

“I’ve calculated that I have had more than 7,000 students over the last twenty-five years at the campus, plus nearly 700 advisees. I wanted to give something back to the campus and University, and I believe that THON is a great way to do that.”

Kane, senior lecturer in speech communications, has been playing the piano since age eight, and has played in local bands since the late 1960s. He has conducted research on American jazz at Tulane University in New Orleans and taught jazz courses at Penn State Berks during his twenty-five year tenure at the campus.

To purchase a copy of Storyville, contact the campus Bookstore at 610-396-6100, or visit their Web site at psuberks.bkstore.com.

Students Boost THON Fundraising through Events

The road to THON began at Penn State Berks in October 2007 with various fundraising activities and events throughout campus, including canning weekends, a Halloween dance, a 5K walk/run, a sweatshirt and button sale, a “Berks Idol” competition, a fashion show, and late night ice skating. Approximately forty students participated in these events, leading to a record total raised by the college in support of this worthwhile cause.

One of the larger fundraising events was a dance organized by two Berks students who work as learning assistants with the Penn State Educational Partnership Program (PEPP). They coordinated a dance at Northeast Middle School in Reading. The event, called “Dance for the Cure” was held on December 14, and it not only raised more than $1,000 to benefit THON, but also instilled the importance of community service in the middle school students.

In planning the dance, sophomores Mathew Kovalich, an Elementary and Kindergarten Education major, and Kahlie Long, an Elementary Education major, enlisted the help of the middle school’s PEPP students, engaging them in various tasks such as advertising, decorating, and collecting and accounting for the raised funds.

“Dance for the Cure” was an overwhelming success. It drew about 225 teens, who kicked up their heels, enjoyed snacks, and had their pictures taken with the Penn State Nittany Lion.

Kovalich and Long both are learning assistants for PEPP, an educational partnership under the auspices of the Penn State College of Education. PEPP supports academically underrepresented youth at middle schools and high schools, encouraging them to pursue their full academic potential. Learning assistants provide assistance to PEPP students with homework support, study-skill development, and individual and social growth.

“I have been a PEPP learning assistant at Northeast Middle School for two years now,” said Kovalich. “These are some of the greatest kids I’ve ever seen, and I wanted to show them that they can make a difference.”

Sophomores Kahlie Long and Mathew Kovalich with the Nittany Lion.
Bachelor's Degree in Communication Arts and Sciences

The Bachelor of Arts in Communication Arts and Sciences is a unique degree program that prepares students for a wide variety of careers in today's workforce. With an emphasis on personal and public communication skills, graduates will be prepared to think critically and creatively, to solve problems, make effective arguments and presentations, form valuable interpersonal relationships, and work successfully in diverse environments. Students who want to continue their education will also be well prepared for graduate or law school.

For more information, contact:
Dr. E. Michele Ramsey
at 610-396-6148 or emr10@psu.edu

Bachelor's Degree in Security and Risk Analysis

The Bachelor of Science in Security and Risk Analysis can help put students on the front line in confronting threats to our security, responding to emergencies, protecting vital information, and helping to create laws and policies that ensure personal privacy. This degree program will prepare students to work in fields such as cyber-forensics, financial crime investigation, emergency and crisis management, and contingency planning.

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