Transitions
A MESSAGE FROM THE CHANCELLOR
Dr. Susan Phillips Speece

Transitions

It is so exciting to see the transformations that are taking place on the campus. The new building is making fantastic progress and I truly believe that we will be taking possession of the building in late summer 2011. The space is so desperately needed and it is space that originally was to have been completed in 2004.

As I reflect over the changes that have taken place in the past nearly ten years, I can smile and feel good about what our team has been able to accomplish. Together we have almost doubled the number of academic degree programs that we offer and more are coming down the pike. We have increased the student population by more than 40 percent and we have doubled our endowments. An addition to the Franco Building increased its size by 50 percent, our athletics program has become a member of NCAA Division III, and overall we are now recognized within the community as a true leader.

The college is a leader in not just academics, but also in the areas of economic development and outreach. These are all accomplishments that our team can feel good about and we know we are being recognized by the University for our work in the areas of strategic planning, assessment, diversity, police services, information technology, environmental stewardship, and so much more–not too bad for a ten-year run.

Why would I choose this time to reflect on the past? One typically does so when considering the future and the transitions that are planned. At the opening of the college meeting, I announced that I will be officially retiring on June 30, 2011. I have a little granddaughter that I would love to watch grow up, and with the near completion of our new building, now feels like the right time to draw to a close my career at Penn State.

I want to thank all of you for the support you have provided me over the years. Your comments and belief in what we are trying to accomplish here at Penn State Berks have been gratifying and will remain in my heart the rest of my life. During this year, there will be a search process to find my successor; I know that individual will walk into a Penn State family that is welcoming and supportive.

There is still much to do in the coming year, so don’t be surprised if I call upon you to help with this final chapter.

Thank you and God bless each of you.

Sustainable well wishes,

Dr. Susan Phillips Speece, Chancellor, Penn State Berks
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We Want Your Feedback!
The BLUE & WHITE is your alumni magazine, and we want to hear from you. Please take a few minutes to complete our online survey so we can bring you more of the types of articles you want to read. If you prefer to view the magazine online to reduce your incoming mail and conserve resources, you can choose to be removed from our mailing list—just be sure to include your alumni identification number found on the mailing label. Thank you for your time and attention. The link to the survey can be found at: berks.psu.edu/bwsurvey.

Chancellor’s Podcasts Keep Alumni and Friends Informed
Chancellor Speece’s monthly podcasts keep the college community informed through a series of brief interviews. Visit berks.psu.edu and click on Chancellor’s Podcasts under News & Events.

On the Cover: Transitions
From students, faculty, and staff, to academics and buildings on campus, the landscape of Penn State Berks is in a constant state of transition. As we say goodbye to one prominent figure and anticipate the completion of a new building, Chancellor Speece assures us that every transition on campus has been for the greater good. “We are no longer searching to become something, we have arrived and We Are ... Penn State!” Continued on page 8.

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Lisa R. Weidman, Penn State Berks, PO Box 7009, Reading, PA 19610-6009 or e-mail LRW6@psu.edu.
### Calendar of Events 2010

**September 9–October 15**
Art Exhibition: Mark Marchlinski: Teacher as Artist/Artist as Teacher. Reception: Sept. 9, 6 p.m. Exhibit showcases the late artist’s work created by acid etching and electroplating metals to paper, Freyberger Gallery.

**September 9–October 15**
Art Exhibition: Hot Wax—Contemporary Encaustic Work. Reception: Oct. 28, 6 p.m. Exhibit showcases art made from a blend of pigment and wax, Freyberger Gallery.

**September 11**
Football Tailgate for PSU vs. Alabama. (See ad on p.4.)

**September 14**
Alumni Society Texas Hold ‘em Night for students, 9 p.m., Perkins Student Center Multipurpose Room. Contact Ralph Tutlane, KingTut039@aol.com.

**September 21**
Long Trout Winery Tour and Wine Tasting, 6 p.m. Contact Ralph Tutlane, KingTut039@aol.com.

**September 21**
Lecture: When the Gays Move into Mr. Rodgers’ Neighborhood. Joe and Bil explore the realities of living as homosexuals in a heterosexual world, 8 p.m., Perkins Student Center Multipurpose Room.

**September 27**
Cultural Event: Nego Gato, a musical experience celebrating Afro-Brazilian culture, 9 p.m., Perkins Student Center Auditorium.

**September 29**
Cultural Event: Locos por Juana will share their soulful mix of Latin jazz and power rock, 9 p.m., Perkins Student Center Auditorium.

**October 5**
WPI Reunion, 11 a.m.–2 p.m., Perkins Student Center Multipurpose Room.

**October 6**
Cultural Event: Styles of Bollywood showcases authentic Indian costumes and choreography and features blockbuster hits from the 1950s to today, 9 p.m., Perkins Student Center Auditorium.

**October 9**
Football Bus Trip & Tailgate for PSU vs. Illinois. Bus departs 6 a.m., Franco parking lot. Cost: $50, includes lunch buffet, door prizes, snacks, and games. Attendees may bring their own alcoholic beverages. Tickets are not included. Contact Wendy Kimock, 610-396-6057.

**October 11**
Lecture: Crazy for Life is Victoria Maxwell’s real-life story of being diagnosed with bipolar disorder and anxiety, and her proactive role in her recovery, 8:30 p.m., Perkins Student Center Auditorium.

**October 12**
Lecture: Joe and Bil explore the realities of living as homosexuals in a heterosexual world, 8 p.m., Perkins Student Center Multipurpose Room.

**October 18**
Alumni Society Bingo Night for students, 9 p.m., Perkins Student Center Multipurpose Room. Contact Ralph Tutlane, KingTut039@aol.com.

**October 21**
Ghost Stories Tour–Join paranormal expert Charlie Adams for a tour of Berks County haunts. Cost: $25, 7 p.m., Contact Ralph Tutlane, KingTut039@aol.com.

**October 23**
Third Annual Alumni Reunion, Cost: $10, Crowne Plaza Reading. (See ad on p.4.)

**October 28–December 9**
Art Exhibition: Hot Wax—Contemporary Encaustic Work. Reception: Oct. 28, 6 p.m. Exhibit showcases art made from a blend of pigment and wax, Freyberger Gallery.

**October 30**
Football Bus Trip & Tailgate for PSU vs. Michigan. Bus departs 8:30 a.m., Franco parking lot. Cost: $40. Tickets are not included. Attendees may bring a covered dish and alcoholic beverages or enjoy lunch on their own. Contact Wendy Kimock, 610-396-6057.

**November 4–7, 11–14**
Theatre: Medea by Euripides, directed by Cleo House, Jr., tells the story of a woman seeking revenge against the husband who abandoned her, 8 p.m. [Sundays at 2 p.m.], Perkins Student Center Auditorium. Box Office, 610-396-6371.

**November 13**
Football Tailgate for PSU vs. Ohio State. (See ad on p.4.)

**November 14**
THON 5K, 9 a.m. Cost $25 for 5K and $15 for 1-mile walk. Everyone who preregisters at www.clubs.psu.edu/bk/thon gets a T-shirt.
November 15
Cultural Event: Echoes of the Past by Maxine Maxwell explores the turning points in the lives of five Black women, 1 p.m., Perkins Student Center Auditorium.

November 17
Lecture: Reed Timmer of Discovery Channel’s Storm Chasers discusses his experiences with over 250 tornadoes, 6 p.m., Perkins Student Center Auditorium.

November 18
Alumni Society Berkey Creamery Ice Cream Sale. Pickup in the parking lot behind the Janssen Conference Center. Orders and money due by November 1. (See p.16.)

November 20

November 29
Cultural Event: Dances and Drums of Africa, 9 p.m., Perkins Student Center Auditorium.

December 1
Lecture: Economist James Galbraith, writer for mainstream and liberal publications, 1 p.m., Perkins Student Center Auditorium.

December 5
THON Breakfast with Santa. Cost: adults—$10; children—$5, 8–11 a.m., Perkins Student Center Multipurpose Room. Register at clubs.psu.edu/bk/thon.

December 7
WPI Meeting, 2 p.m., Janssen Office Building.

December 9
Lion and Santa Sighting, 6:30–8:30 p.m., Janssen Conference Center. Cost: $3, includes cookie decorating, coloring, and photos. RSVP required, contact Wendy Kimock, 610-396-6057.

December 9
Cultural Event: Abzahrah, a Middle Eastern dance ensemble, showcases modern, traditional, and folkloric dance featuring flowing veils and rhythmic finger cymbals, 6 p.m., Perkins Student Center Auditorium.

December 18–February 17
Art Exhibition: Tim Prentice and Ray King: Up in the Air. Reception: Jan. 20, 6 p.m. Internationally recognized artists working with suspended sculptures will showcase their work, Freyberger Gallery.

January 26
Lecture: Tracy Kidder, author of Strength in What Remains, discusses the novel that is the subject of the college’s Common Reading Program. (See p.7.)

January 29
Alumni Night at the Reading Royals. (See ad on p.4.)

March 25—Save the Date
Annual HRIM Dinner at Stokesay

To be added to the Berks Alumni Events listerv, please e-mail berks-alumni@psu.edu.

*Alumni Event Refund Policy
If you cancel your paid reservation for any event hosted by the Penn State Berks Office of Alumni Relations, Penn State Berks Alumni Society, or the Penn State Berks Blue & White Society, please note our refund policy:

Cancellation Refund Amount:
Prior to 45 days of event start date.................100%
45 days to 21 days prior to event start date...............50%
Less than 21 days prior to event start date..............No refund

All refunds will be processed after the date of the event.
Alumni Society Meetings
Alumni Society meetings will be held on the following dates at 7 p.m. in the Janssen Office Building (unless otherwise indicated): September 16, October 14 (in room 109, Thun Library), November 18, January 20.

Berks County Chapter of PSAA Meeting
Berks County Chapter of the Penn State Alumni Association meeting will be held at 7 p.m. in the Janssen Conference Center on October 27.

Berks County Chapter of PSAA Happy Hours
Berks County Chapter of the Penn State Alumni Association Happy Hours will be held on the second Thursday of each month, 5–7 p.m. Contact Amro Fadel, afadel51@gmail.com or visit psuberkschapter.com.

Football Tailgate at The Reading Crowne Plaza
Watch the away Penn State games with fellow alumni and friends.

Time: Doors open one hour before kickoff (Tailgate parties will not be held for an 8 p.m. kick-off.)
Cost: $3 per person; children under 13, free

September 11—Alabama, doors open at 6 p.m., kick-off at 7 p.m.
October 23—Minnesota
November 13—Ohio State

Refreshments include hot hors d’oeuvres and a fruit and cheese tray, donated by The Reading Crowne Plaza. Penn State grilled stickies and Creamery ice cream will also be available. Drink specials and bar menu items will be available for purchase.*Bring your Penn State Alumni Association member card to receive discounts on beer.

3rd Annual Alumni Reunion & Football Tailgate
One date, one location–two great Penn State events!
Socialize with former classmates and their families during the third annual Penn State Berks alumni reunion and then stay to watch the Penn State vs. Minnesota game.

Date: October 23
Location: The Reading Crowne Plaza
Reunion Time: TBA
Cost: $10

Attendees can make their own fruit smoothies, dress their own soft pretzels, and make their own ice cream sundaes. Penn State Creamery ice cream, grilled stickies, and a cash bar will also be available.

Open to all Penn State Berks alumni and Penn State alumni who attended Berks campus, as well as their families and friends. There will be games and the indoor swimming pool will be available. Join us for a fun time for the whole family!

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, cider, and pumpkins will be provided, 5–7 p.m., The Village at Penn State Berks. Date will be set by September 17. Contact berks-alumni@psu.edu for date, additional information, or to RSVP. 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 the Residents Committee.

Penn State Night at the Reading Royals
Date: Saturday, January 29, 2011
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.
For more information, visit psuberkschapter.com or contact Shawn Hinkle at shinkle@psualum.com.
Sponsored by the Berks County Chapter of the Penn State Alumni Association.

Penn State Berks Alumni London Trip with ArawjoTours

Date: March 3–9, 2011
Deadline for reservation: December 1, 2010
Join Penn State Berks for our first-ever alumni trip!
London is one of the most exciting cities in all of Europe with attractions such as Covent Garden, Soho, the British Museum, Kensington Gardens, and Buckingham Palace. It’s all there in one magnificent city whose public transportation system makes getting around a snap. London has lots of dining options for almost every budget.

TOUR FEATURES: The ArawjoTours London tour includes round-trip direct air from Newark to London on Continental Airlines, private motor coach transfers for the group to/from the hotel and the airport, five nights in the four-star Novotel London West Hotel (conveniently located next to the Tube transportation system), full English buffet breakfasts daily, a half-day guided panoramic sightseeing tour, and a pre-departure orientation and pizza party.

TOUR PRICE: $969 per person based on double occupancy. Price includes Continental fuel surcharges. Air taxes of approximately $175 are additional and subject to change. For a single room, the supplement for five nights is $205.

OPTIONAL EXCURSIONS:
Stonehenge and Bath: $116 per person
Oxford, Stratford, and Warwick: $139 per person
Includes private bus for the group, a tour guide, all entrance fees, and lunch. Rates are based on a minimum of 20 passengers.

AVAILABILITY: Only 20 seats available.
For more information, contact Kevin Arawjo at arawjoTours@aol.com or 610-865-4816.
similar statements can be read over and over again in the many thank-you letters that Penn State Berks students write to the generous donors who made their scholarships possible. Financial aid, especially in the form of private, endowed scholarships, is crucial to assisting many students in paying for their college education. For some, it makes the difference between staying in school and having to withdraw. At Penn State Berks, more than 70 percent of all students receive some form of financial aid.

As Penn State embarks on the recently announced fundraising initiative, For the Future: The Campaign for Penn State Students, one of the primary goals is increasing support for students in the form of scholarships. At Penn State Berks, the goal is to raise $5 million in additional scholarships by the campaign’s closing date of June 30, 2014. Since the “quiet phase” of the campaign began on January 1, 2007, well over half of that amount has already been raised. The current economic climate has underscored the crucial nature of this priority, as families and students struggle with job losses and dwindling college savings.

The latest donors to help make the dream of a college education attainable for students are the members of the Penn State Berks Advisory Board. The Advisory Board was established in 1960, shortly after the Penn State “Wyomissing Center” opened its doors. It is made up of men and women representing business, education, agriculture, and local and state government who provide valuable input and recommendations for the campus and its administration.

At a recent board meeting, campaign co-chairs and board members Eugene Curry and Steve Weidman challenged the board members to consider a minimum $50,000 pledge to establish an endowed Advisory Board Scholarship. The board responded enthusiastically and is currently working toward that goal.

“I think it’s extremely important that our Advisory Board fund a student scholarship because it makes a public statement about our commitment to Penn State Berks and the value of a Penn State Berks education,” states board chairperson Tracy Hoffmann. “A student scholarship reinforces the notion that an investment in a Penn State Berks education is one of the best investments one could make in the future of our community as today’s students will be tomorrow’s leaders.”

Scholarships at Penn State Berks not only help students and their families to cover the cost of education, but also help the campus to attract a talented and diverse group of students. Nothing else we do to improve the quality of a Penn State education will matter if students and families can’t afford the opportunities we offer. Many Penn State Berks students work multiple jobs while carrying a full course load, yet they still graduate with an average educational debt of more than $26,000. Establishing a scholarship is a tangible way to make a great difference in the lives of these young people; it is a way to help make dreams come true.

For more information on how you can support Penn State Berks by establishing a scholarship or to find out more about For the Future: The Campaign for Penn State Students, contact the Office of Development at 610-396-6056 or visit the Web site: www.giveto.psu.edu.
Construction is well underway on the college’s new classroom and laboratory building, which is being built to meet the complex and varied needs of the Engineering, Business, and Computing Division, as well as the requirements of the Leadership in Energy and Environmental Design (LEED) Green Building Rating System. It is scheduled to be complete by the fall of 2011.

In addition to classrooms and laboratory facilities, the 62,188-square-foot building will include an Entrepreneurship Center, study areas for students, an enclosed café, and offices for the faculty and administration.

Plans include a covered main entrance leading into a central gathering space, which will include the café and a kitchen for students enrolled in the Hotel, Restaurant, and Institutional Management degree program, as well as a sitting area, which opens onto an outdoor patio. The first floor also will hold seven labs, three classrooms, a design studio, and a lecture hall.

The second floor will house six labs, five classrooms, and twenty-eight faculty offices; four conference rooms, a classroom, twenty-seven faculty areas, and the chancellor’s office round out the building plan on the third floor.

According to Kim Berry, Chief Operating Officer, crews have completed preparing ground support for the facility. The next stage will be completing foundation elements and erecting the steel frame. Efforts are also focused on specifying the mechanical, electrical, plumbing, and other major elements.

Construction of the new building also offers a unique opportunity for donors to take advantage of naming opportunities within the facility. Numerous labs, classrooms, lecture halls, and other areas—including the chancellor’s suite—are available for individuals and corporations to be recognized by purchasing the naming rights. Those funds will then be used to help provide additional state-of-the-art equipment and amenities that will benefit students and faculty members.

For more information on naming opportunities within the new classroom and laboratory building, contact Dave Delozier, Director of Development and Alumni Relations, at 610-396-6056 or via e-mail at DCD11@psu.edu.
College chosen to attend prestigious conference

Participation strengthens college’s reputation as a model for assessment

By Dr. Mary Lou D’Allegro

More than 100 schools applied to attend the 2010 Association of American Colleges and Universities (AAC&U) Summer Institute on General Education in June 2010, held at the University of Vermont. Penn State Berks was one of thirty-six institutions accepted.

By the end of the five-day institute, the Berks team had not only identified strategies to evaluate the breadth of a student’s general education experience, but also developed a plan for the implementation of these assessments. Currently, no other Penn State campus has engaged in a comprehensive assessment of general education. When the general education assessment plan is realized, Berks will be the first.

Representing the college were Dr. Paul Esqueda, Associate Dean for Academic Affairs; Dr. Martha Aynardi, Director of Academic Support and Projects; Dr. Janet Winter, Senior Lecturer in Mathematics; Jennifer Dareneau, Lecturer in English; and Dr. Mary Lou D’Allegro, Senior Director of Planning, Research, and Assessment.

The team focused on general education assessment, developing methodologies for each of the seven Penn State general education areas. These seven areas help students develop intellectual curiosity, improve the ability to think critically, and broaden cultural awareness and appreciate aesthetic values.

The main goal of Penn State’s general education curriculum is to prepare students to be productive in a dynamic and global workforce, to navigate societal change, and to acquire the capacity for lifelong learning.

The Summer Institute on General Education, offered annually for the last twenty years, provides colleges and universities with collaborative opportunities to advance general education development, reform, and assessment.

One Book: One College

By Jessica Didow

The college’s Common Reading Program gives students the opportunity to have a shared experience with classmates and faculty members. This year’s selection is Strength in What Remains by Pulitzer Prize-winning author Tracy Kidder, who will discuss his work on Wednesday, January 26, 2011, at 7:30 p.m. in Perkins Student Center Auditorium. This event is free and open to the public.

When students enter college, they can feel disconnected. For the last six years, Penn State Berks has tried to remedy that situation with its Common Reading Program. This year, the theme is an appreciation for diversity.

The selected reading is introduced to incoming first-year students during the summer First-Year Testing, Counseling, and Advising Program and is integrated into the First-Year Seminar courses. Several other areas of the college community are joining this initiative by basing the orientation program, residence life activities, lecture series topics, and service opportunities on the book selection.

This year’s selection is a real-life narrative in which Tracy Kidder tells the story of Deo, a young man who escaped from ethnic violence, civil war, and genocide in Burundi. He lands at JFK airport with two hundred dollars, no English-speaking skills, and no friends or family in the U.S. Deo carves out a precarious existence delivering groceries, living in Central Park, and learning English by reading dictionaries in bookstores. Then he begins to meet strangers who will change his life, pointing him in the direction of Columbia University, medical school, and a life devoted to healing. After Deo becomes an American citizen, he returns to Burundi to build a clinic and public health system.

Strength in What Remains is the story of one man’s inspiring American journey and the people who helped him, providing brilliant testament to the power of second chances, the human will, and the endurance of the soul.

Past selections have included Gaviotas by Alan Weisman, The Kite Runner by Khaled Hosseini, Fast Food Nation by Eric Schlosser, The Alchemist by Paulo Coelho, and Ithmaar by Daniel Quinn.

Through the Common Reading Program, first-year students will embark on a new adventure: becoming responsible and productive citizens of Penn State and the world.
Transitions
Looking to the Past  *  Building the Future

2001
Dr. Spence is named Dean and CEO of Penn State Berks-Lambert Valley College

2003
Athletic programs are accepted into provisional status in NCAA Division III.
Franco Building addition completed.

2004
The Labyrinth Garden located at the Jansen Conference Center Complex is completed.
The permanent outdoor Chartres replica labyrinth is open to the community.
Chancellor Speece announces retirement

By Lisa R. Weidman

After nearly a decade in her role as leader of Penn State Berks, Dr. Susan Phillips Speece has announced her retirement, effective June 30, 2011. Speece began her career at Penn State in January 2001 as Dean and CEO of Penn State Berks-Lehigh Valley College. When the University reorganized the campuses in 2005, she was named Chancellor of Penn State Berks.

“Susan Phillips Speece has played a major role in the growth and development of Penn State Berks,” said Penn State President Graham Spanier. “Under Susan’s leadership, this campus has become a destination of choice for many of our students, and it has had one of the fastest growth rates over the last decade of any Penn State campus. Susan has contributed greatly to this institution through new baccalaureate programs, student-centered initiatives, and campus improvements, and she has prepared Penn State Berks for a stronger future.”

In addition to the accomplishments noted by President Spanier during Speece’s tenure at the college, the athletics program became a full member of NCAA Division III, and the college’s enrollment has increased by 40 percent.

This spring, construction began of the long-awaited 62,188-square-foot classroom and laboratory building for the Engineering, Business, and Computing Division, scheduled to be complete by the fall of 2011.

“The past ten years have flown by,” comments Speece. “I think the team we have brought together is outstanding and together we have been able to move the college into the twenty-first century. Students affirm that by choosing to stay at Penn State Berks for their full four years more and more often.”

“I truly believe that we offer the very best of Penn State: We have the quality education, the opportunities to engage in cutting-edge research—even for undergraduate students—and the intimacy and personal attention of a small institution. There is, of course, still room to grow, and I look forward to hearing about all the progress the college will make in the coming years.”

Immediately prior to joining the college, Speece served as the associate dean of instruction and dean of the Division of Mathematics, Science, and Engineering at Fresno City College in California. Prior to that position, she served as head of the biology department at Anderson University, a private, liberal arts school in Indiana, and taught biology at Purdue University, where she had earned a bachelor’s degree in biology and a master’s degree in chemistry and biology. She earned her doctoral degree in education and biology from Ball State University, and completed a National Science Foundation (NSF) post-doctoral fellowship at Indiana University/Purdue University at Indianapolis.

Speece has an impressive background as an academic administrator and is nationally recognized for her contributions to science education. Named a Fellow of the American Association for the Advancement of Science (AAAS), her key areas of scholarship include AIDS and AIDS education, cell adhesion, proteins, and ecological diversity.

The author of more than thirty publications including two books, Speece has received funding for fourteen grants, including those from the NSF, the Lilly Foundation, and the Commission on Higher Education.

Speece has been actively involved in many civic and community organizations, including serving as a member of the Berks AIDS Network board, the Caron Treatment Committee, Berks Economic Partnership, and the Senior Arts Council. She worked with the United Way, served and chaired the Higher Education Council of Berks County from 2004-2006, and participated in a wide variety of community functions.

When asked about her plans for retirement, Speece stated that she wants to watch her granddaughter grow up, so she will move to Colorado with her Golden Retriever, Houston, to be closer to her family. She also plans to become involved in community organizations in that area.
Southeastern Pennsylvania is well known for its rich and fertile farmland and its strong presence of highly diversified food manufacturing facilities. This region also contains a high percentage of the state’s population, as well as a high percentage of its colleges and universities. These factors, combined with favorable demographics in the region, place Berks and the surrounding counties in a unique position to become a leader in agriculture, food processing, packaging, and agricultural biotechnology.

Over the last few years, faculty and staff from Penn State Berks and University Park campuses, along with the Berks County Industrial Development Authority and representatives from the USDA Eastern Regional Research Center, have been working together to turn the idea for a Center for Agriculture and Food Innovation (CAFI) in Berks County into reality.

These plans have gotten a boost as the college was recently awarded a $50,000 Keystone Innovation Zone (KIZ) grant as part of the state’s $2.5 million investment to develop new technologies.

“For several years we have been looking to establish the food/agriculture connection between Penn State Berks and the community,” states Chancellor Susan Phillips Speece. “With these funds we will be able to move that initiative forward. Clearly the impact will reach far beyond the borders of Berks County.”

The idea behind the CAFI is to connect researchers with those in the business of producing food, along with identifying opportunities to fund research.

“The center would bring industry and academia together to work on the research, development, and the processing of ‘foods for the future,’ namely organic and natural foods, nutraceuticals, health and wellness foods, ethnic foods, and specialty foods,” explains Walt Fullam, Director of Continuing Education at Penn State Berks.

Dr. Hassan Gourama, Associate Professor of Food Science at Penn State Berks, foresees the center utilizing the research capabilities of scientists and graduate students at colleges in and near Pennsylvania. The center is also predicted to bring high-paying jobs to the area.

“Knowledge at the university level isn’t being commercialized, and that knowledge isn’t going to the people who need it,” says Tom McKeon, Executive Director of the Berks County Industrial Development Authority.

The proposed CAFI base would be a 150-acre parcel off Route 183, which is currently owned by the Reading Regional Airport Authority.

The greatest problem with the project continues to be funding, according to McKeon. The development authority will need $2.6 million to buy the land, and has applied for a $2 million state grant. The panel also is awaiting word on a $250,000 federal grant to study the feasibility of the center.
In its second semester of operation, the Latino Unity Club was already making a difference. Last spring, this new student organization awarded Reading High School senior Angelie Mendez a $500 award in May 2010. Mendez began attending Penn State Berks this fall.

The club’s fourteen members began fundraising for the award during its first semester in the fall of 2009. Under the leadership of Admissions Counselor Maria Tinoco, efforts brought a Latin showcase to the campus, which included a traditional Mexican dance team and a salsa champion. A dinner was also held at a Latino restaurant.

Cory Varona, a senior, and Nicol Varona, a junior, cofounded the club last fall. The sisters are Reading High graduates who would like to inspire and help others from Reading to enroll at the college.

Applicants for the award were required to have a 3.0 GPA, to be active in school and their community, and to complete an essay on how they can make a difference.

“Angelie was the right candidate because her grades were excellent, and she has a strong desire to help her community,” says Cory Varona. “We all thought she wrote a very touching essay. She’s a great example for the Latino community.”

In an interview with the Reading Eagle, Mendez explained, “I wrote that I was going to be an example for Latinos and get more of them to go to college.”

She added that she chose Penn State Berks because of the school’s excellent reputation and location close to home. She plans to pay for college through a combination of scholarships, student loans, and a part-time job.

Looking to the future, the club plans to renew and grow this award each year. The club also plans to dedicate two of their four monthly meetings to giving back to the campus.

When asked about her motivation, Cory Varona states, “I have four sisters, and two of us are in college at the same time. Without all the scholarships I received, I probably wouldn’t be here.”
Michael J. Heimbach is on top of the world. At least it seemed that way during a visit to his office at ESPN headquarters in Bristol, Connecticut, where the former FBI terrorism expert has leveraged his twenty-two years of experience with the agency into a dream job as Senior Director of Global Security for the sports network.

Catching Heimbach in his office is no easy task. When he isn’t attending major sporting events around the world, he’s overseeing security at ESPN offices in Bristol, Los Angeles, and Charlotte, as well as ESPN Brazil and ESPN Argentina. Heimbach is also in charge of safety at the World Cup and the ESPYs, and remote events like the Super Bowl, Pro Bowl, and the top BCS bowl.

Heimbach stated jokingly that when he enrolled in the associate degree program in Administration of Justice at Penn State Berks, he never dreamed where it would take him in his career.

It was a long and winding road from Berks to ESPN. Heimbach recalls that in his youth, his aunt was dating a paramedic who worked for the Goodwill Fire Company in Pottstown. He introduced Heimbach to the junior volunteer firefighter program, where he got to know many of the local policemen.

“I knew that I had found my niche in police work and that I was going in that direction,” explained Heimbach. “It was something that interested me.”

The Shamokin, PA, native graduated from Owen J. Roberts High School and was accepted at Indiana University of Pennsylvania, where he planned to major in criminal justice, but soon realized that he couldn’t afford the tuition.

Several family members were veterans and suggested that he join the military. So Heimbach joined the Army and became a military policeman. He was stationed in Germany for nearly three years.

After his military service was complete, he applied to various police departments. He joined the Pottstown Police Department in 1980. At that time, many of his fellow officers were taking courses at Penn State Berks.

“Penn State Berks was very flexible, and they had so many police officers from the area,” Heimbach commented. “The campus was very amenable to our schedules, offering courses at night. And they were willing to give credit for on-the-job and military experience.”

After a year or so on the job, Heimbach enrolled at Penn State Berks and earned an associate degree in Administration of Justice in 1985.

A member of the canine unit at that time, he remembers giving a presentation for a speech course and bringing his canine partner to the Luerssen Building on campus.
When asked about the education he received at Berks, Heimbach stated, “This was the building block, the foundation for where I am today. It helped me to build my life and the lives of my children.

“The flexibility of the program and the campus’ foresight to adjust the curriculum to working students back in the 1980s was huge. We really connected to the two instructors—they were our teachers, our counselors, and our mentors. As former police officers, they understood what we faced on the job and were flexible to our needs.”

Heimbach went on to earn his bachelor’s degree in criminal justice from Alvernia College in 1988.

That same year, at the age of 30, he started his career with the FBI and was assigned to the New Orleans office, where he worked for twelve years. His career with the FBI continued for a total of twenty-two years.

During his time in New Orleans, he was assigned a variety of cases from public corruption to violent and organized crime to drug trafficking. His expertise was wire tapping.

One case that he remembers working was an unsolved murder of a Black deputy from 1965. Heimbach was featured on Unsolved Mysteries and 20/20 for his work on the case.

In the mid 1990s, New Orleans was considered the murder capital of the country per capita, explains Heimbach. His supervisors asked him to head the FBI’s first gang taskforce in New Orleans. During his six years in that role, the murder rate went from the upper 400-range to the 150-range per year. In recognition, Heimbach was awarded the FBI’s Director Award for Excellence in Management.

As a father of five, it was important to Heimbach to stay in one place while his children were growing up. He was able to remain in New Orleans while his three eldest daughters graduated from high school. All three went on to graduate from colleges in the South: University of Southern Mississippi, Southeastern University of Louisiana, and Louisiana State University. In addition, his eldest son graduated from Longwood University and his youngest son is currently enrolled at Old Dominion University.

In 2000, after working in the New Orleans office for twelve years, Heimbach was named Chief of the Crimes Against Children Unit in the Washington D.C. office, where his responsibilities included coordination of the FBI’s Innocent Images National Initiative involving online child sexual exploitation and all child-related abductions.

Then the terrorist attacks of September 11, 2001 changed the course of Heimbach’s career; he was pulled into the FBI’s anti-terrorism operation. In 2003, he was appointed Deputy Section Chief of the International Terrorism Operations Section within the Counterterrorism Division. His responsibilities included oversight of all FBI domestic and international terrorism investigations related to Al-Qaeda and other extremist organizations.

Heimbach was awarded the 2004 Attorney General’s Award for Exceptional Service for his involvement in the major disruption of an international terrorist network.

That same year, he was named Assistant Special Agent In-Charge of the Washington Field Office, Counterintelligence Division, where he was responsible for numerous classified intelligence investigations.

In 2005, Heimbach was appointed Chief of the International Terrorism Operations Section, where he had oversight of all FBI domestic and international terrorism investigations involving Al-Qaeda. During this time, Heimbach became one of the first FBI-certified intelligence officers.

Toward the end of the decade, at age 50, Heimbach started to look for a second career—a quest that eventually led him to his current position as Senior Director of Global Security at ESPN.

“There is mandatory retirement at age 57 in the FBI, so we all have second careers, and nobody wants to wait until they’re 56 to make a move,” Heimbach said.

He recalled that he heard about the opening through word of mouth and sent an email to ESPN’s human resources director.

“There was a series of nine interviews before I got the job,” he said. Before he was officially on the job, ESPN officials invited him to attend the Eagles-Redskin’s game at the Redskins’ home in Landover, Maryland. He was invited to lunch, and when he sat down, it was next to ESPN’s Monday Night Football crew of former Eagles quarterback Ron Jaworski; former Oakland Raiders and Tampa Bay Buccaneers head coach John Gruden, and commentator Mike Tirico.

“ESPN, the world leader in sports, this was hard to say ‘no’ to,” Heimbach said. “Bottom line, I don’t think I would have left for any other job. ESPN was a no-brainer for me. I felt like I was leaving one great family and joining another one.”

Heimbach was quick to add that although he has a “dream job,” his journey has been full of highs and lows.

So what would his advice be to college students and recent graduates?

“Set your goals, set your dreams, and don’t settle for less,” stated Heimbach. “Just know that there are peaks and valleys in your path in life. The true judge of a person is when they are in a valley, and how they come out of that valley and rise to the top of that mountain.”

“I view my transition from the FBI to ESPN as a valley because there are a lot of adjustments from government to the private sector, and the personal separation from family is tough.”

Family is very important to Heimbach, who has been married to his wife, Debbie, for twenty-one years. She is currently in the process of relocating from their Virginia home to Connecticut. They have five adult children, and two grandchildren with a third “on the way.”

He was quick to add that he was fortunate to know what he wanted to do at an early age. Students who aren’t sure of their career path should take advantage of every chance to try different occupations through internships and other opportunities.

“Even if the career is not the best paying, if the personal satisfaction is there, it will be worthwhile in personal rewards,” states Heimbach. “Be proud of what you do.”
Rugby Team Wins Division III National Collegiate Championship

By Bruce D. Hale

The Penn State Berks Rugby Team made college history, bringing home the first national title for any team at the college. After a turbulent start to the season, the team prevailed by taking the Division III National Collegiate Championship, and becoming the first Eastern Pennsylvania Rugby Union team to claim the national championship.

At the beginning of the fall 2009 season, the team was optimistic because it had many returning sophomores, a few upperclassmen, and a couple incoming first-year students who had played rugby in high school. As the league matches progressed, some of that confidence was lost when the team was defeated by Lock Haven in the second game of the season.

The team pulled together and was able to remain undefeated in the rest of league play. Their best game of the season was against Lehigh University, beating them by 40 points at home.

Next up was the league championship against three-time rival Widener University, who had shut out Berks the prior year by 21-0. Berks played hard and was ahead by a point at halftime, but lost by 12 points when Widener scored back-to-back tries (the equivalent of a touchdown, worth 5 points) late in the second half.

Then in the first round of the Middle Atlantic playoffs in the spring, Berks traveled to play Frostburg State in Maryland. After a quick lead, Berks won 23-5 and advanced to the Middle Atlantic Championships in Delaware the following weekend. Despite having only 20 players on the roster, Berks played with heart and dominated the Christopher Newport University, Virginia side by 20 points in its best performance of the year.

Sunday meant a rematch with Widener, who had beaten the team in the fall, and Berks was ready this time as it blew through for the win by 21 points.

By the end of April, the team would be off to its first National Small College Rugby Organization (NSCRO or Division III) Championship in Virginia Beach. In preparation, the coaches spent the next several weeks emphasizing defense after scouting the competition, William Paterson University and Keene State College, at playoff matches in New Jersey and Philadelphia.

Berks dodged a bullet in Saturday’s semifinal match against William Paterson University when they stormed back to score a try on the last play of regulation to bring them within one point of Berks. The conversion kick (worth two points) slid off the far post by inches to preserve Berks’ victory, 17-16.

The team entered the championship match against a strong Keene State. They closed out the first half with an 11-0 lead on a try from Joe Morrione and penalty kicks from Casey Correa and Eric Rubik, whose monster 48-meter kick gave Berks some momentum at the end of the half.

In the second half, Berks played defensive rugby against the wind and the foot of the Keene flyhalf, and Keene converted two penalty kicks to tighten the score to 11-6. In the remaining 15 minutes, Berks tackled every Keene player in sight and held up the ball on several attempted Keene tries to secure the dramatic victory. The defense won the day. 🏆
Penn State Berks held its first Practical Nursing Program graduation ceremony on June 13, 2010. Chancellor Susan Phillips Speece was the keynote speaker.

Penn State Berks’ first nursing class is a diverse and multi-talented pool of individuals. Many of the twenty-two graduates have worked for a number of years in elder care, some are making a complete career change, and others are just beginning their education. While their stories may be different, they all share one common denominator: caring about people.

Jennifer Njuki, a native of Kenya, stated that her dream is to use her nursing training to go back to Kenya and provide free clinical care to residents. She has family members who have also trained in nursing with this goal in mind.

“In Kenya, most people don’t have primary care physicians or health insurance,” Njuki explains. “In the villages, many die from curable conditions because they don’t have access to affordable healthcare. In fact, those who don’t have money are required to take the deed to their home to the hospital to receive care.”

When asked why she chose the Practical Nursing Program at Penn State Berks, Njuki states that her sister-in-law convinced her to enroll, and she’s glad that she did.

“At first I wondered how I was going to complete this program while working a full-time job and caring for two small children. The instructors were very understanding and made us feel that we could go to them with our concerns. I feel that the program has given me a good foundation for the future.”

Penn State Berks, in partnership with The Reading Hospital School of Health Sciences, launched the new part-time evening and weekend Practical Nursing Program in January 2009. The program is unique from other nursing programs in Berks County because it is the only one in which participants attend class three evenings a week, as well as every other weekend, and achieve their dream of becoming a nurse in just eighteen months.

The college’s partnership with The Reading Hospital School of Health Sciences, a state-of-the-art facility that opened in January 2008, provides tremendous opportunity to the students. Clinical work takes place primarily at The Reading Hospital, with The Phoebe Village, an adult retirement and care facility in Wernersville, serving as a secondary clinical site.

The State Board of Nursing approved the Penn State Berks Practical Nursing Program as a satellite of the Penn State Lehigh Valley Practical Nursing Program. Upon completion of the program, students will be able to take the National Council Licensure Examination-Practical Nursing (NCLEX-PN) for state licensure. Graduates from the program interested in continuing toward their Registered Nursing diploma may be able to challenge courses at The Reading Hospital’s School of Nursing.

The Practical Nurse Program is non-credit and it is priced competitively; in addition to instruction, program costs cover books, uniforms, shoes, nursing supplies, and malpractice insurance. For more information about the Practical Nursing Program, contact Elaine Berish, Continuing Education Area Representative, at 610-396-6230 or via e-mail at EMB1@psu.edu.
We Are Penn State Berks, the college’s full-color, coffee-table history book published for its golden anniversary in 2008, is going on sale for $10, just in time for the holidays. It would make an ideal gift for a Penn State Berks alumnus or friend of the college.

This comprehensive book features a photo retrospective of the college’s history, as well as information about the history of Penn State University and the college in relation to local, regional, national, and world events. The book also includes perspectives from key individuals who made the growth of the college possible.

We Are Penn State Berks will be available in the Penn State Berks Bookstore while supplies last. For more information or to order a copy, contact the Office of University Relations at 610-396-6053 or via e-mail at JLB58@psu.edu.
James Stoudt, former chairperson of advisory board and capital campaign

James Ralph Stoudt, 85, passed away on July 22, 2010.

Born in Reading, Stoudt graduated from Reading High School in 1942 and attended Wyominging Polytechnic Institute as a wood patternmaker apprentice. In 1943, he entered the Navy and was selected for officer training; he attended Swarthmore College and graduated in 1945 with a B.S. in mechanical engineering. He left active naval duty in 1946 and joined Gilbert Associates a month later, where he met his wife-to-be, Louise.

At Gilbert, Stoudt became a department head in 1957 and president in 1962. He remained a corporate director until 1990. During his tenure, Gilbert Associates grew from a small, privately owned firm to a leading engineering organization ranked among the world’s largest.

Stoudt served on the Penn State Berks Advisory Board from 1961–1966, acting as chairperson from 1966–1967. During this period, he and Louis R. Thun co-chaired the first Berks Capital Campaign in 1968-69 for initial development of the new Berks campus in Spring Township. With their strong leadership, the goal of $1,000,000 was reached providing major support for the Student Center. Stoudt also served a second term on the Advisory Board (1967-1972) and served as chairperson again from 1971-1972.

Under Stoudt’s leadership, Gilbert Associates made a major campaign gift to the campus in 1969: a detailed campus plan. This plan has guided the college through several “master plans” with minor alterations over forty years, and can be found today in the Archive Room of the Thun Library.

Stoudt was a Fellow in the American Consulting Engineers Council, a registered professional engineer in Pennsylvania and New York, and a member of the American Nuclear Society and the American Society of Mechanical Engineers. He and his wife were married 62 years, during which time they shared many interests including furniture making and decorating, music, travel, and enjoyment of family and friends. He taught woodworking classes to fellow retirees. He also greatly enjoyed the time he spent playing string bass with the Reading Philharmonic Orchestra.

Stoudt is survived by his wife, Louise; his son Thomas Stoudt; his daughter Margaret Wawousek; and four grandchildren.

Donald Schamber, B.S. in Chemical Engineering, is employed by SMART Agents, an advertising, marketing, e-commerce, and strategy service company located in Franklin, Maine.

Thomas A. Painter, B.S. in Mechanical Engineering, has found the path that leads from the research laboratory to the marketplace. He is the founder and president of Cable-in-Conduit Engineering, Fabrication & Test, Inc., (CICEFT), a Tallahassee-based company that is the national supplier of a specialized cable to be used in a fusion power project in Europe. The company’s contribution to the project is the result of research taking place at the National High Magnetic Field Laboratory where Painter also works. He earned a master’s degree in Mechanical Engineering from Massachusetts Institute of Technology in 1989 and has received several industry patents.

Jennifer (Adams) Maryniak, B.S. in Elementary Education, is employed as a teacher for the Ephrata School District. She resides with her husband, Richard Maryniak ’03, and their son Collin in Lebanon, Pennsylvania.

Amie L. (Hackman) Shank, B.S. in Elementary Education, is a kindergarten teacher at Washington County Public Schools in Hagerstown, Maryland. She resides with her husband Greg and son Lucas in Greencastle, Pennsylvania.

George A. Khoury, M.A. in Chemical Engineering, is employed as a National Science Foundation Graduate Research Fellow at Princeton University, where he will be continuing his studies this fall.

Births

Amie L. (Hackman) Shank and her husband, Greg, welcomed their first child, Lucas Scott, on 4/8/10.

Jennifer (Adams) Maryniak and her husband, Richard Maryniak ‘03, had their first child, Collin, on 4/8/10.

Estelle (Wynn) Dolan, and her husband, John, welcomed their first child, Dexter William, on 5/11/10.

In Memorium

Marvin H. Angstadt, 94, Class of 1938
Jeffrey R. Beck, 48, Class of 1983
John H. Body, 76, Class of 1955
Paul E. Braun, 58, Class of 1973
Walter E. Broadbelt, 85, WPI Class of 1948
Martin E. Devlin, 79, Penn State Berks Instructor in Computer Science
Joseph P. Finocchio, 81, WPI Class of 1951
Bart B. Hannahoe, 70, Penn State Berks Adjunct Professor of Economics
Charles Harhi, 79, Class of 1958
Victoria A. (Beard) Hodgkins, 50, Class of 1936
Terry L. Hoffecker, 57, Class of 1975
Mildred O. (Otterson) Holland, 96, Class of 1936
Vincent A. Iannucci, 82, WPI Class of 1950
Herman Imber, 92, Class of 1939
Gordon H. Madeira, 78, WPI Class of 1957
James S. Muller, 46, Class of 1985
George Alexander Patterson, Jr., 85, Class of 1950
Carl M. Roth, 85, WPI Class of 1947
Robert W. Rutolo, Sr., 62, Class of 1969
Susan J. (Nagle) Scharadin, 55, Class of 1975
Jesse P. Smith, 90, Class of 1949
Elwood B. Staudt, 90, Class of 1942
Margaret (Krug) Tarr, 93, Class of 1941
John A. Thomas, Jr., 63, Class of 2008
David W. Traub, 85, Class of 1950
George E. Williams, 90, Class of 1942

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We love to hear from you! Please keep us informed about where you are and what you’re doing. Let us know if you’ve moved, taken a new job, or have other news to share. Submit your information online at: berks.psu.edu/alumni/classnotes.htm
A gift for their future—and your own

Life income gifts allow you to support Penn State Berks and its students—and meet your personal financial goals. Through charitable remainder trusts and charitable gift annuities, you can guarantee the strength of the programs you care about while establishing a stable source of income for yourself, your spouse, or loved one, and you may be able to secure important tax benefits as well. For many donors, life income gifts are the best way to create a Penn State legacy that will endure for generations.

To learn more about these or other opportunities, please contact:

Dave Delozier
Director of Development
Penn State Berks
610-396-6056
ded@psu.edu
berks.psu.edu/giving

Kristine Otto
Gift Planning Officer
Office of Gift Planning
888-800-9170
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www.giftplanning.psu.edu

For the future
The Campaign for Penn State Students