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MESSAGE FROM THE CHANCELLOR

Happy Birthday to us,
Happy Birthday to us,
Happy Birthday
Penn State Berks,

Happy Birthday to us!

Fifty years: fifty years of service to the community, fifty years of educating young and not-so-young men and women, fifty years of being a part of one of the finest universities in the nation—so much has been accomplished over the past fifty years. For those who are over the age of fifty, do you remember what you were doing in 1958? I was in eighth grade in 1958 and it was the year after Sputnik I was launched. I can remember going out in the yard in the evening to watch for the satellite to bleep across the night sky.

January 2008 begins a year-long celebration with fifty events for fifty years of service. We will be looking back on what Penn State Berks has accomplished, the partnerships and friendships that have been instrumental in our success, and the major events that have distinguished the college. Many of those events are presented in this issue of the Blue & White. Additionally, January 2008 will begin the design phase of the new Business, Information Sciences and Technology, and Engineering building. So much is going on in the life of Penn State Berks, and it all started with conversations between the Thuns, Janssens, and Penn State University Park campus.

The next time you think that one individual might not be enough to make a difference in a community, think about the power of the many “ones” over the past fifty years here at Penn State Berks. Each of us has the power to make a difference and many have had a profound impact on this college. To each of you, I say “thank you” and make the promise to continue the great work that you started. Penn State’s philosophy of Making Life Better is embodied here at Penn State Berks. 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?

1964
Ronald J. Witwer, B.S. in Mechanical Engineering, has retired from his position as a senior engineer at Dupont Company. He and his wife, Janet, reside in Palmyra, PA.

1994
Greg L. Miller, B.S. in Recreation and Park Management, along with his business partner, purchased Knight’s Rental, Inc. in April 2007. Miller assumed the role of president. He resides with his wife, Heather, and their two children in Reading, PA.

1998
Mary-Jo Mullen, B.S. in Accounting, is employed as an executive director by Pennsylvania District Attorneys Association in Harrisburg. She earned her doctoral degree from Dickinson School of Law in 1995, and she resides in Camp Hill, PA.

In Memory

Paul J. Adam, 85, Class of ’48
Conrad Harry Busch, Sr., 89, Class of ’39
Freddie P. Copeland, 89, formerly employed as a nutrition aide at Penn State Berks
Deacon George J. Faller, 85, Class of ’42
Frederick D. Hafer, 66, member of 1989 Berks Capital Campaign Steering Committee
Henry C. Harbster, 83, Class of ’48

Don’t miss “Berks Bits,” our 50th Anniversary ice cream flavor made with chocolate ice cream and chocolate-covered pretzel pieces. Available only for a limited time!

2001
Elizabeth DeAngelo, associate degree in Human Development and Family Studies, is employed by Davidheiser Insurance as an associate agent. She resides in Douglassville, PA.
Sara J. Gilbert, B.S. in Applied Psychology, is employed at KidsPeace in Reading. She resides in Emmaus, PA.

2001
Terry A. Kaucher, 55, Class of ’75
Melvin E. Kreider, 79, Class of ’46
William J. O’Connell, Sr., 87, Class of ’40
Charles J. Reeser, 95, Class of ’30
Clarence W. Speiss, 73, Class of ’54

In Memory

Doris M. Reaser-Yoder, 74, wife of William Esser Yoder, Sr. ’40, who created the William Esser Yoder, P.E. Trustee Scholarship for Engineering at Penn State Berks.

Hotel, Restaurant, and Institutional Management

Berkey Creamery Ice Cream Sale
Thursday, March 6, 2008
Proceeds to benefit the Penn State Berks HRIM Program.

Name: ____________________________
Address: _____________________________________________________________
City: ___________________ State: __________ Zip: _______________________
Phone: __________________ E-mail: _____________________________

Flavor (sold by the half gallon) Qty x Price = Total
Berks Bits—50th Anniversary Flavor (chocolate covered pretzels in chocolate ice cream) __________ $6.50 ______________
Bittersweet Mint ___________ $6.50 ______________
Butter Pecan ___________ $6.50 ______________
Chocolate __________ $6.50 ______________
Chocolate Chip Cookie Dough ___________ $6.50 ______________
Coconut Chip __________ $6.50 ______________
Cookies & Cream ___________ $6.50 ______________
Peachy Paterno ___________ $6.50 ______________
Peanut Butter Swirl ___________ $6.50 ______________
Strawberry ___________ $6.50 ______________
Vanilla ___________ $6.50 ______________
WPSX Coffeebreak ___________ $6.50 __________________

Total __________ $ ______________

All orders are due by February 16, 2008.

Orders will be available for pick-up in the parking lot behind the Janssen Conference Center from 5:00–6:00 p.m. on March 6, 2008.

Unfortunately, ice cream that is not picked up that evening cannot be held and is non-refundable, no exceptions.

Please contact Laura Harak at 610-396-6057 or llm18@psu.edu if you have any questions.
Berks Alumni Calendar of Events

January 17–February 14, 2008–Art Exhibition: Our Own Alumni Exhibition, highlights creative pursuits of Penn State alumni from as far away California and Florida. Reception: January 17, 6:00 p.m., Freyberger Gallery.

February 19, 2008–WPI APG Meeting, 2:00 p.m., Janssen Office Building Living Room.

February 21, 2008–Lecture: Ronald Mallet, Professor of Theoretical Physics at the University of Connecticut and author of Time Traveler: A Scientist’s Personal Mission to Make Time Travel a Reality, discusses his studies on this controversial topic, 7:30 p.m., Perkins Student Center Auditorium.

February 21–March 27, 2008–Art Exhibition: Temptation and Transformation: Kristen T. Woodward. Using “found” papers, the artist creates another layer to her highly charged paintings on both a physical and conceptual level. Reception: February 21, 6:00 p.m., Freyberger Gallery.

February 25, 2008–Cultural Event: Brazz Tree, duo of musicians who have created a new genre of music–New World Acoustic Rock–inspired by compositions from places as far-flung as Ireland and India, 7:30 p.m., Perkins Student Center Auditorium.

March 15, 2008–Easter Egg Hunt with the Nittany Lion, 10:00 a.m., Janssen Conference Center. FREE event. RSVP by March 1. (RAINDATE: March 16, 1:00 p.m.)

March 20, 2008–Annual Spring Equinox Labyrinth Walk, featuring music, poetry, plantings, and crafts, 7:00–9:00 p.m., Labyrinth Garden on the Janssen Conference Complex.

March 22, 2008–Lecture: Mythbusters Kari Byron and Grant Imahara, the mad scientists of the Discovery Channel’s hit series, discuss how they put popular urban myths to the test, 7:00 p.m., Perkins Student Center Auditorium.


**50 Alumni Needed**

In honor of Penn State Berks’ 50th anniversary in 2008, we would like to feature one alumnus who graduated each year during the campus’ history, from 1958–2007, in upcoming issues of the *Blue & White*. For consideration, you must be a Penn State Berks graduate or a Penn State graduate who attended Berks campus. Since one alumnus will be featured for each year, it will not be possible to include all submissions in the publication.

Please complete the form below and return it with your photo. Photos will only be returned with self-addressed stamped envelopes.

**50 Alumni Needed—Information Form**

| Last Name (Maiden): ____________________________________________ |
| First Name: __________________________ | Middle Initial: __________ |
| PSU Class Year: ______________ | Years at Berks Campus: ____________________________ |
| Degree: ______________________________________________________ | |
| Discipline (do not abbreviate): __________________________________ | |
| Current Position: _____________________________________________ | |
| Place of Employment: __________________________________________ | |
| Special News (spouse, children, degrees earned at other colleges): | |
| | |
| Memory of Berks: _____________________________________________ | |
| | |
| | |

Please submit the following information for our records in the event that we have any questions. This information will not be published in the magazine.

- **Phone number:** ____________________________________________
- **E-mail:** __________________________________________________

All submissions are due by February 15, 2008. Information can be mailed to Laura Harak, Office of Alumni Relations, Penn State Berks, PO Box 7009, Reading PA 19610-6009, or submitted via e-mail to llm18@psu.edu.

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Penn State alumni events are open to all Penn State alumni and friends of the campus. For more information or to RSVP to any of these events, call the Office of Alumni Relations at 610-396-6057, e-mail llm18@psu.edu, or visit berks.psu.edu/alumni.

*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:

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<tr>
<th>Cancellation Notice:</th>
<th>Refund Amount</th>
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<tr>
<td>More than 45 days prior to event date</td>
<td>100%</td>
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<tr>
<td>45 days to 21 days prior to event date</td>
<td>50%</td>
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<tr>
<td>Fewer than 21 days prior to event date</td>
<td>No refund</td>
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**April 3–5, 10–12, 2008**—Theatre: *The Laramie Project* by Moises Kaufman, directed by Rob Napoli. In October 1998, Matthew Shepard, a 21-year-old student at the University of Wyoming, was kidnapped, beaten, and left to die because he was gay. The performance explores the depths to which humanity can sink, and the heights of compassion it can reach. For tickets, call the Box Office at 610-396-6371.

**April 21–26, 2008**—Theatre: *The Unlikely Martyrs* by Penn State Berks student Savannah Ganster, directed by Radhica Ganapathy. Told from both the American and Iraqi point of view in flashbacks and the present time, the play asks bold and poignant questions. For tickets, call the Box Office at 610-396-6371.

**April 10–May 8, 2008**—Art Exhibition: *Stitched Expressions*, featuring contemporary regional quilts for audiences of all ages, Reception: April 10, 6:00 p.m., Freyberger Gallery.

**April 22, 2008**—Annual WPI Breakfast, 8:00 a.m. Perkins Student Center Lion’s Den, Cost: $5 per person, RSVP by April 11.*

**May 7, 2008**—Berks Alumni Society Meeting, 7:00 p.m., Janssen Office Building Dining Room.

**June 17, 2008**—WPI APG Meeting, 2:00 p.m., Janssen Office Building Living Room.
Love.

How many gifts does it take to make a difference? Just one—yours.

Show your love and loyalty for Penn State Berks as you join your gift of any size with thousands of others.

Every gift counts. Make yours today.

Penn State Berks
Office of Development and Alumni Relations
610-396-6058
www.MakeADifference.PSU.edu

You make a difference.
This year was a busy and exciting year for the Berks Alumni Society, the Office of Alumni Relations, and the Nittany Lion at Penn State Berks. The Hotel, Restaurant, and Institutional Management (HRIM) alumni kicked off 2007 with their annual theme dinner in February, featuring a “Tour of Italy.” This year’s six-course dinner was hosted by Jeff Hollenbach ’82, general manager of the Lantern Lodge restaurant.

Later that month, the Nittany Lion traveled to Planet Teddy at the Berkshire Mall to meet future Penn Staters and their parents while they “stuffed” plush Nittany Lion look-alikes. Meanwhile, the Berks Alumni Society formed a team to compete in College Feud, Penn State Berks’ version of the popular game show, Family Feud, in February. Despite a noble effort, the five-member alumni team lost in the third round to the student lion ambassador/orientation leader team.

The Penn State University Park Singing Lions performed music arranged for mixed voices, including jazz, Broadway, and pop, at the campus in March. Along with choreographed dance routines, this unique ensemble delivered an exciting and energy-packed show with nearly 200 alumni, family, and friends in attendance.

In the spring, the Easter Bunny joined the Nittany Lion to help children look for Easter eggs at the annual Penn State Easter Egg Hunt on the Janssen Conference Center Complex.

In September, the society hosted an alumni winery tour and tasting at Calvaresi Winery in Bernville, providing a delightful evening and the opportunity to learn more about the Alumni Society. Later that month, the society sponsored a Texas Hold ’em Night, followed by a Bingo Night in October at the campus, giving Berks students a chance to win various prizes.

Football bus trips and tailgating remained popular activities for alumni in the fall. This year, 250 alumni participated in bus trips to the Blue and White game, Notre Dame game, the Homecoming game against Wisconsin, and the Ohio State game, all sponsored by the Office of Alumni Relations.

Penn State alumnus Charlie J. Adams, III ’69, local author and expert on paranormal activity, led a haunted tour of Berks County for the society in late October, visiting ghostly sites in Oley Valley, Kempton, and Hawk Mountain.

The Office of Alumni Relations hosted the popular Lion and Santa Sighting in December in the Janssen Conference Center. This year, the student photography club was on hand to take family portraits with Santa and the Nittany Lion for a donation to the club. Santa and the Nittany Lion passed out gifts and judged contests, while parents and family members were able to spend time socializing and meeting other Penn State alumni.

The year ended on a high note with a New York City bus trip in December, another popular and successful outing organized by the society, which allowed alumni to meet and socialize while enjoying a day of sightseeing, shopping, and entertainment in the “Big Apple.”

This year also marked the first event for the Berks Blue and White Society, the student contingent of the Penn State Alumni Association. The Blue and White Society co-sponsored a Trick-or-Treat Night for children of alumni, along with Penn State Berks students who decorated Laurel Hall in the Village Residence Hall Complex to create a family-friendly haunted house.

The Office of Alumni Relations is currently working on the 2008 calendar and several new and exciting events are already scheduled. For more details, make sure you check out our Web site: berks.psu.edu/alumni.

For more information on events or how you can become involved as an alumnus, please contact the Office of Alumni Relations at 610-396-6052 or via e-mail at hla2@psu.edu.

Photos top to bottom: In September, the Alumni Society sponsored a Texas Hold ’em Night. The Nittany Lion invited children to trick-or-treat at the family-friendly haunted Laurel Hall. The HRIM alumni annual theme dinner featured a “Tour of Italy.” The Nittany Lion traveled to Planet Teddy at the Berkshire Mall to meet future Penn Staters and their parents while they “stuffed” plush Nittany Lion look-alikes. The Singing Lions delivered an exciting and energy-packed show. The Berks Alumni Society formed a team to compete in College Feud, Penn State Berks’ version of the popular game show, Family Feud.
Mentoring Sessions Unite Students with Alumni —by Heather L. Angstadt ’04

You may have heard of speed dating, but how about speed networking? This past fall, the Offices of Alumni Relations and Career Services offered a Speed Networking and Mentoring Program for Penn State Berks students, alumni, and friends of the University.

Approximately 50 mentors and students participated in the Engineering and Business mentoring sessions. The mentors met with students one-on-one, gave brief overviews of their current positions, and shared insights needed to land high quality jobs in today’s workplace. Alumni mentors also explained why their education at Penn State was so important to their careers.

The goal of the program is to provide students with the knowledge to allow them to make choices that will help them reach their goals, succeed in their academic careers, prepare for the workforce, and become successful alumni and community leaders.

Mentors also find the program to be personally rewarding. The program does not have strict guidelines or time constraints, and mentors do not have to be Penn State alumni to participate. Some mentors attend the campus networking program once a semester and spend approximately two- and-a-half hours with several students; others choose to serve as a personal mentor for a student for the semester. Commitments range from e-mail and phone conversations, to monthly meetings, to meetings two or three times a semester.

The Office of Alumni Relations is currently seeking mentors in Education; Hotel, Restaurant, and Institutional Management; Information Sciences and Technology; Professional Writing; and Science. There are numerous ways you could have a positive impact on the lives of our students.

For more information or if you are an alumnus or friend of Penn State and would like to help students by participating in the Alumni Mentoring Program, please contact Heather Angstadt, Coordinator of Alumni Relations, at 610-396-6052 or via e-mail at hla2@psu.edu.
Dear Alumni,

It’s hard to believe that 2007 has come to a close, but what a successful 2007 the Berks Campus Alumni Society had, raising more than $2,000 for the Berks Campus Alumni Society Scholarship!

In addition, six new members joined the society board, and we hosted several successful events including a Texas Hold ‘em Night and Bingo Night for students, a tour and wine-tasting event at Calvaresi Winery, a Ghost Stories bus tour hosted by Charlie Adams, III ’69, and our annual holiday bus trip to New York City.

The Alumni Society’s slogan is, “Volunteering today for a better Penn State Berks tomorrow.” I am thankful to all the great board members and volunteers who make this goal a reality.

Finally, I would like you to consider becoming a life member of the Penn State Alumni Association. While the Penn State Alumni Association still ranks as the world’s largest dues-paying alumni association with more than 159,000 members, it is ranked second in total life members. I encourage you to become a life member today and receive the great benefits (listed on the right). Already a life member? Then who better than yourself to talk about the value of a life membership in the Alumni Association to a fellow alumnus?

If you would like more information about the Penn State Alumni Association or the Penn State Berks Alumni Society, please feel free to contact me at ggggyoung@psualum.com.

For the Glory,
Greg Young ’86, President, Penn State Berks Alumni Society

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Members of the Penn State Alumni Association enjoy these benefits:

- **The Penn Stater magazine**—This award-winning publication will be sent to your home bimonthly.
- **License Plates**—Show travelers your pride with a Penn State license plate.
- **Inter-State Move**—Take advantage of a 40% discount on your move.
- **Car Rental Programs**—Members receive discounts with major rental companies.
- **Home & Auto Insurance**—Purchase auto, home, and renters insurance at low group rates.
- **The Football Letter**—Access this exciting newsletter online after each game.
- **Online Directory**—Members can look up other Penn Staters in our online directory.

For additional benefit information, please visit our Web site at alumni.psu.edu.

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**Membership Application**

**Member Information** please print

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<th>Name</th>
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**Joint Member Information**

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<th>Joint member’s name</th>
<th>Is this person your spouse/partner?</th>
<th>Penn State graduate?</th>
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**Payment Information**

If paying by check, make payable to Penn State. If paying by credit card, call our toll-free number: 800-548-5466.

Charge to: | MasterCard | Visa | American Express |
|-----------|------------|------|------------------|

Card number | Expiration date | Signature on card |

**Electronic Funds Transfer (EFT) Information:**

- Please deduct (check box)
  - $30/month (for 20 months)–individual
  - $30/month (for 25 months)–joint
  - $15/month (for 20 months)–individual or joint 60+
  - $6/month (for 25 months)–second person at same address

Complete all the EFT information below.

**Signature**

Please send completed membership application form to:

Penn State Berks Alumni Relations
Attn: Heather Angstadt
PO Box 7009, Reading, PA 19610-6009

For more information or questions, please contact the Office of Alumni Relations at 610-396-6052 or hla2@psu.edu.
From Law Enforcement to Community Service, Pease Makes Life Better —by Laurie A. Yarger

From protecting and serving as a Pennsylvania State Trooper, to raising money to build an animal shelter, Pease has dedicated his life to the Penn State motto of “Making Life Better.”

As a non-traditional student, Pease knew what he wanted to do when he arrived at Penn State Berks.

“I always knew I wanted to be in law enforcement; my father worked with the Reading Police Department, so I knew this is what I wanted to do.” Pease explains. “And I always believed in education.”

Born and raised in Reading, he graduated from Reading High School in 1962, and served in the United States Army as a military police officer in Vietnam. After he completed his tour of duty, he began working for the Pennsylvania State Police and taking classes at Penn State Berks. After earning an associate degree from Penn State Berks in 1976, he wanted to continue his studies in law enforcement, but the campus didn’t offer this degree. So, Pease and his classmates convinced officials at University Park to offer a baccalaureate program in law enforcement and community justice at Berks. Pease graduated in the first class of students with this degree in 1978.

By the time he completed his bachelor’s degree, he was a working as a detective, investigating burglaries, sexual assaults, and homicides. Within a few years, he was assigned to a white-collar crime unit specializing in political corruption and financial crimes. As a member of this unit, Pease worked on one of the first major computer crime cases in the state, resulting in the first criminal statutes for computer crime in Pennsylvania.

After retiring from law enforcement in 1985, Pease ventured into a slightly different line of work: insurance fraud. He became a Certified Fraud Examiner and a Certified Insurance Fraud Investigator, and was named a Fellow of the Life Management Institute for Insurance Companies. He then went on to work for The Mutual Life Insurance Company of New York and the MONY Financial Group, where he retired as the Director of the Special Investigations unit in 1999. He continued to work as a self-employed contractor, investigating insurance fraud and other types of “white-collar” crime, until 2006.

Since retiring, Pease has come full circle, teaching criminal justice at Reading Area Community College. He has also conducted seminars for the Association of Certified Fraud Examiners and independent seminars for the International Association of Special Investigation Units.

“Criminal justice, like anything else, is an ever-changing field,” Pease explains. “The technology and the forensics are continuously changing, and if you don’t continue to learn and keep up with the changes, you will fall way behind. The education that I received from Penn State was amazing and really kept me interested in learning. I have been either teaching or going to school myself for my entire career, even after my retirement.”

“My experience as a student at Berks was great; Penn State was very welcoming towards state troopers and local police,” he continues. “I credit my success to Penn State because without this education, I would never have been able to teach and do an effective job as a detective.”

These days, Pease’s main passion is serving as the president of the board for the Animal Rescue League of Berks County. The shelter is currently in the middle of a $1.5 million building project. He and his wife, Barbara, have also been involved in Golden Retriever Rescues since the early 1990s. Currently, they are in the process of training their puppy for certification as a therapy dog, to be used for visits to hospitals, nursing homes, and other facilities to provide comfort to patients.

“Overall, I think the thing that I will be most proud of is the completion of the Animal Rescue League building; I will feel like I have accomplished something really good in my life. I think when you can make it possible for people to adopt animals, it makes them happy and changes their life, and it changes the pet’s life. And as strange as it may seem, my Penn State education even pays off here because the courses I took and the study habits that I formed gave me the knowledge and capabilities that I need to make the Animal Rescue League a professional organization.”

Barrie Pease and his wife, Barbara, along with their 40-pound, eight-month-old Pyrenees who was born at the Animal Rescue League.
WPI Alumni Reunite —by Heather L. Angstadt '04

More than fifty graduates of the Wyomissing Polytechnic Institute (WPI) and their spouses joined together for the fourteenth annual WPI Reunion, which was held on campus on Saturday, September 29, 2007.

Dave Delozier '79, Director of Development and Alumni Relations, gave a warm welcome to the alumni and guests and spoke about the WPI Scholarship. After the group enjoyed lunch, Chancellor Susan Phillips Speece presented the Penn State Berks Master Plan. After the program, the attendees were invited on a campus tour of various buildings given by Lion Ambassadors. They then had time to reminisce and socialize.

For more information about the Wyomissing Polytechnic Institute alumni programs, please contact Heather Angstadt, Coordinator of Alumni Relations, at 610-396-6052 or hla2@psu.edu.

WPI Scholarship Benefits Students —by Heather L. Angstadt '04

In November 1999, Wyomissing Polytechnic Institute (WPI) alumni set a goal for themselves: they wanted to raise $25,000 to fully endow the Wyomissing Polytechnic Institute Scholarship, which honors all those who attended and graduated from WPI, as well as the faculty and staff who taught and served at the institution. This scholarship was created to support engineering students at Penn State Berks.

In December 2002, solicitation letters were mailed to 900 WPI alumni and widows worldwide. Prior to this mail campaign, $18,000 had been raised toward the $25,000 goal from individual gifts.

As of December 2007, five years after the mail campaign, WPI alumni have raised $89,757 for the scholarship. Due to the generosity of donors and the efforts of the WPI Affiliate Program Group, twelve students have received WPI scholarships and the WPI tradition continues to live on in the studies and academic achievements of these students.

Funding the WPI Scholarship continues to be an initiative of the WPI Affiliate Program Group so that the legacy of WPI lives on at the college forever. The scholarship survives in perpetuity only through generous support of alumni.

For more information concerning the scholarship, please contact the Office of Alumni Relations at 610-396-6052 or hla2@psu.edu. If you would like to make a contribution to the WPI Scholarship, please make your check payable to “Penn State University,” note the WPI Scholarship, and mail it to Heather Angstadt, Penn State Berks Office of Alumni Relations, P.O. Box 7009, Reading, PA 19610-6009.

Juniors Omar Ashour (top) and Ryan Ananko (bottom) received the WPI Scholarship in 2006-2007. Ashour transferred from Berks campus to University Park and is majoring in Civil Engineering. Ananko transferred from Berks campus to University Park and is majoring in Aerospace Engineering.
Advisory Board Members Help College Reach Goals
Interview with Pat Langiotti, PMC

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 the first of a series of interviews with Advisory Board members, Pat Langiotti, PMC, President of Creative Management Concepts, discusses the board’s mission and future goals.

Langiotti is no stranger to the Penn State Berks’ Advisory Board. She began serving on the board at the request of Dean and CEO Emeritus Frederick Gaige in 1996. During that time, she served two three-year terms before taking a year off. She returned to the board in 2002 and currently serves as chairperson.

“I have great respect and admiration for Penn State Berks, so when Fred Gaige asked me to join the Advisory Board, I agreed without hesitation,” she comments.

When asked about her goals for the board, she emphasized the importance of strengthening the link between the strong group of community volunteers on the board and the community.

“I want to leverage this group of ambassadors to make sure the community is aware of all Penn State Berks has to offer, and that the college is aware of the community’s wants and needs,” she explains.

“One of my personal goals for the college is to help develop a clearer alignment between real-world experiences and the classroom environment for students,” she continues. “The college already offers internships, which are an important part of this process. I’d like to see how that connection between the real world and education could be strengthened in the future.”

Langiotti has a great deal of experience in this area. She is the Founder and President of Creative Management Concepts, a consulting firm that provides services to a wide variety of closely-held small businesses. She also conducts corporate board work for several larger companies. In this capacity, she has served as Director of National Penn Bank since 1986. She is also a member of the board of directors of National Bank Bancshares.

She has always had a fondness for Penn State Berks. After she first moved to Berks County from Jackson, Tennessee in 1982, she taught bridge at the campus. Later, she authored and taught “The Entrepreneurial Series” through the Office of Continuing Education. One of her daughters, Jordana Swank ’99, and son-in-law, Mark Swank ’99, are Penn State alumni. Both have a degree in Engineering.

Langiotti resides with her husband, Ed, in Wyomissing. They have four children and six grandchildren.

Penn State Berks is continuing to grow and expand, which is reflected in the fall enrollment numbers. The total enrollment for fall 2007 is 2,824—a new enrollment record that exceeds the fall 2006 enrollment of 2,660 students.

New baccalaureate student enrollment totals 848 students this fall. Total minority student enrollment increased from 420 students last year to 467 students this fall, 17% of the total enrollment at Penn State Berks.

Nearly all of the University’s twenty-four campuses experienced enrollment increases this year over the fall 2006 figures.

“The continued growth that Penn State Berks has been experiencing over the past years speaks volumes about the quality of the educational experience our students find here,” comments Chancellor Susan Phillips Speece. “Top notch faculty and staff, beautiful surroundings, and solid curriculum and extracurricular experiences are key to our success.”
Penn State's Board of Trustees approved the Berks Campus Master Plan on September 7, 2007. The plan is divided into three parts that address campus development possibilities over time.

The first part looks at current priorities—opportunities in the University’s Capital Plan (funded by the University) and projects that may be funded by the campus over the next five years.

Current priorities include construction of a 60,000-square-foot classroom building, which will house Engineering; Hotel, Restaurant, and Institutional Management; Business; and Information Sciences and Technology, according to Kim Berry, Chief Operating Officer at the college. The building will provide classroom and office space for faculty and staff in the division, who are currently housed in the Luerssen Building. When the new classroom building is completed, attention will turn to renovating the Luerssen Building to more appropriately support the science programs, as well as student and faculty research.

Other current priorities include an addition and renovation of the Beaver Community Center. The addition will provide recreation and fitness space to support the college's participation in NCAA Division III athletics, kinesiology research and instruction, and the recreational needs of the growing student population.

The second portion of the plan addresses future opportunities—the next generation of enhancements that support the campus’ vision, but are beyond the current University Capital Plan. Plans include increasing campus residence hall space to accommodate an additional 400 students. Supporting the increased resident population is a two-story addition to the Perkins Student Center, connecting to the Beaver Community Center. This bridge addition will provide additional dining, as well as space for student organizations and support services.

Other future opportunities include relocation of the soccer field to a new athletic field complex on the north side of Broadcasting Road. Plans call for the main campus entrance on Broadcasting Road to get new signage with enhanced landscaping. An agriculture research center for the horticulture programs is also planned.

The final part of the plan examines long-term possibilities, which illustrate a vision for the campus that may be decades in the future, but will affect near-term decisions regarding physical development. These include construction of an event/sports center complex, expanding athletic fields, adding tennis courts, renovating the Beaver Community Center, adding another classroom building between the Bookstore and Luerssen Buildings, improvements to the outdoor quad area, an expansion of the Thun Library, construction of a nondenominational spiritual center, and renovations to the Janssen Conference Center.

The Master Plan was developed in such a way as to protect the aesthetic qualities of the campus landscape and architecture.

“Penn State Berks is a vibrant, interactive undergraduate college offering an interesting spectrum of baccalaureate degrees and eight associate degrees,” explains Dr. Susan Phillips Speece, Chancellor of Penn State Berks. “We are fortunate to be located in a growing area of the Commonwealth. Our Master Plan preserves the natural environment that not only draws students to the campus, but also welcomes the community. Now that we have the Board of Trustee’s approval, the Master Plan provides a clear path to the future.”
D’Allegro Named Senior Director of Institutional Research, Assessment, and Planning —by Lisa R. Weidman

Dr. Mary Lou D’Allegro was recently named Senior Director of Institutional Research, Assessment, and Planning at Penn State Berks. In this position, she oversees institutional research projects that will be used to improve academic programming and inform college-wide policy decisions. She is also facilitating 2008-2013 strategic planning activities and is responsible for the development and implementation of assessment initiatives.

According to D’Allegro, plans for this academic year include conducting a multifaceted market research project to determine options for new academic majors that will be most attractive to incoming students. In addition, Penn State Berks will continue to participate in several national survey projects. The purpose of participation in these surveys is twofold. First, the results will help determine the academic practices that are associated with student success. Second, the results will provide national benchmark comparisons.

Previously, D’Allegro was Director of Institutional Research at West Chester University. She earned a doctorate in education from Nova Southeastern University, a master’s degree in mathematics from Montclair State University in New Jersey, a master’s degree in management from Stevens Institute of Technology in New Jersey, and a bachelor’s degree in psychology from the University of Scranton.

D’Allegro served as president of the Pennsylvania State System of Higher Education (PASSHE) Institutional Research group and is still a member of the PASSHE Institutional Research Steering Committee. She volunteers with Berks Community Television, Friends of the Library in Morgantown, and the Humane Society of Berks County.

Since arriving at the college in January 2001, Speece has played an active role in the community. From 2004–2006, she served as chairperson of the Higher Education Council of Berks County (HECBC), which is comprised of the five colleges in Berks County. Under her leadership, Penn State Berks received a $15,000 Keystone Innovation Zone (KIZ) planning grant from the Pennsylvania Department of Community and Economic Development’s Technology Investment Office. This was accomplished by working with the Berks Economic Partnership and partnering with the other four institutions of higher education in the Greater Reading Area. The planning grant was successful in securing the full KIZ grant for the county and all five higher education institutions. The grant focuses on the strengths and the partnerships of the HECBC, as well as the technology, corporate, and health centers that exist within the county and specifically along the Route 183 Corridor.
A new study released by the Higher Education Council of Berks County (HECBC) shows direct and indirect impact is as much as $1.2 billion, with the most conservative estimate at $923 million.

HECBC is a consortium of the five Berks County colleges and universities: Albright College, Alvernia College, Kutztown University, Penn State Berks, and Reading Area Community College. These institutions formed the HECBC as a vehicle to work together for educational, financial, and community interests.

Results of the economic impact study included the following:

- More than 21,000 students enroll in Berks County colleges.
- Campuses employ more than 2,600 full-time employees.
- There are more than 128,000 visitors to campus venues.

“We are an economic engine in the region and a major employer, and we play a key role in the region’s economic vitality,” says Dr. F. Javier Cevallos, president of Kutztown University and chair of HECBC.

The study was based on 2004 figures, and the multipliers used to calculate the total economic impact (1.7 percent and 2.3 percent) are conservative compared to industry standards, according to Dr. Lolita Paff, Associate Professor of Business Economics at Penn State Berks. Paff and Dr. Mary Lou D’Allegro, Senior Director of Institutional Research, Assessment, and Planning at Penn State Berks, coordinated the study, which examines both direct and indirect impact.

Total Economic Impact = Direct Economic Impact + Indirect Economic Impact
- Total of core expenditures of five campuses is almost $200 million.
- Economic impact estimate of student spending is between $28–$65 million.
- Estimated student spending for rent and housing is $10–$16 million.
- Visitors spend an estimated $102–$114 million.
- Total of direct spending by campuses and students is estimated between $328–$378 million.

With direct plus indirect economic impact estimates, the gain to Berks County is between $923 million and $1.2 billion.

Additionally, as colleges and universities have grown, they have added many new white-collar and blue-collar positions with benefits to support increased enrollment.

The study did not address the local colleges’ role in serving the underserved, the unemployed, and the underemployed.

Other activities outside the scope of the study are also beneficial to the region’s economic welfare and quality of life, including:

- availability of library resources
- tax revenues from visitors
- entrepreneurial enterprises of campuses/faculty services and consulting to the community
- internships and co-ops
- workforce readiness of graduates
- cultural events

The HECBC conducted a previous economic impact study in 2001, and recalculated the impact due to new capital investments and continued growth in student enrollment.

The Economic Impact Report can be downloaded online at berks.psu.edu/hecbc.
Penn State Berks Celebrates 50 Years 1958-2008

1914 Penn State University and Berks County share a long and productive history, dating back to when the University first offered agricultural extension courses to county residents. As Berks County evolved, so did its relationship with the University.

1927 The roots of Penn State Berks are in the textile industry, which captured the imagination of two German entrepreneurs, Ferdinand Thun (left) and Henry Janssen, who moved to Berks County to start their own business. As their business expanded, they found they needed trained workers, so they started an education program in 1927, called the Educational Department of Textile Machine Works. Penn State instructors helped facilitate the program.

1933 The school was granted a state charter and renamed the Wyomissing Polytechnic Institute (WPI), the predecessor to Penn State Berks. That same year, Penn State announced that it would give two years’ college credit to graduates of the WPI program.

1958 Despite its excellent reputation and popularity within the community, graduating approximately 1,500 students, WPI closed its doors, a victim of the difficult economic times for the textile industry. Since WPI and Penn State had a long and successful relationship, its founders offered the WPI buildings to Penn State for the establishment of an extension center. The University accepted the offer. The Wyomissing Center of The Pennsylvania State University opened on July 1, the fourteenth commonwealth campus in the University’s growing system.

1959 Dr. Harold W. Perkins was named director, and quickly began establishing connections with the community, forming an advisory board, which was instrumental in helping the new center to achieve its goals.

1964 The school was renamed the Berks Center to reflect its broadening service area, and by 1968, the first two years of nearly all University baccalaureate degrees were offered. As the school continued to grow in size and scope, it became apparent that it would need to move to a larger site.

1972 The institution moved to a new 105-acre site in Spring Township, and was renamed Penn State Berks campus. The first campus structure, the Luerssen Building, was built in 1972. It was followed by the Perkins Student Center in 1973, the Thun Library in 1975, and the Beaver Community Center in 1979.

1981 The campus acquired a significant gift of land including a home, a barn converted for social use, four ancillary buildings, and 25 acres of land.

1984 Dr. Frederick H. Gaige succeeded Perkins, who retired after 25 years of service. At this time, Penn State Berks had a student enrollment of 1,092 students. Under Gaige’s leadership over the next 16 years, enrollment grew to more than 2,000 students.

1987 The campus continued to grow with construction of a classroom building, known today as the Franco Building. Expansion continued as the campus acquired a 110-acre farm on which a greenhouse was constructed in 1990, as well as athletic fields and a stand-alone bookstore.

1990 A major milestone was reached with the addition of student housing. The first phase housed 200 students, and the second phase housed an additional 200 students in 1992. The new residence halls offered suite-style living and included amenities such as a refrigerator/freezer, microwave, telephone jacks, computer ports, and much more.
Penn State University reorganized its campus structure, and as a result, Penn State Berks campus merged with Penn State Lehigh Valley campus to form Penn State Berks-Lehigh Valley College. This was significant because the new institution now had the authority to grant baccalaureate degrees.

1999 Berks campus added a learning and technology addition named the Boscov-Lakin Information Commons at the Thun Library. An additional 400 beds were added in two phases in 1999 and 2000, bringing the total residential population to more than 800 students.

2001 Dr. Susan Phillips Speece was named dean of the new college after Gaige’s retirement. With an impressive background in science, she brought an increased focus on technology and a commitment to protecting and preserving the environment of the college.

2003 The college was accepted as a provisional member of NCAA Division III, allowing students to participate in collegiate sports for all four years.

2005 Although the new college was successful, the University decided to reorganize once again, and two-campus colleges, including Berks-Lehigh Valley, returned to being individual campuses. Penn State Berks retained its college status.

2008 Today, Penn State Berks has a total enrollment of 2,824 students, and offers 13 baccalaureate degrees, eight associate degrees, and a wide variety of Continuing Education programs. The campus includes 28 buildings on 258 acres, with residence halls providing housing for 804 students.

History Book
From its beginnings as Wyomissing Polytechnic Institute to becoming part of the Penn State system in 1958, Penn State Berks has experienced many changes. For a more detailed, comprehensive look at this evolution, the college has published a history book to celebrate its golden anniversary. This full-color, coffee-table 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. The book is available at the Penn State Bookstore for $35, and a portion of the proceeds benefit the college’s 50th Anniversary Scholarship Fund. For more information, contact the Office of University Relations at 610-396-6053 or via e-mail at jlb58@psu.edu.

Save the Date
Tuesday, July 1, 2008:
Penn State Berks Day! A special celebration of the 50th anniversary will be held on this date.

Tuesday, September 9, 2008:
College celebration, open to the community, featuring the premiere of the 50th anniversary ice cream flavor, comments from Penn State President Graham Spanier and other University officials, a special Penn State Berks commemorative postage cancellation stamp, and much, much more!
Reliant Energy Equipment Donation Benefits Students

—by Lisa R. Weidman

Engineering students at Penn State Berks will be able to make a smoother transition to the workforce due to an equipment donation from Reliant Energy’s Gilbert and Titus Stations. The electrical equipment will be used for advanced training in electrical concepts and will assist students in applying classroom information to workplace situations.

“From our educational partnerships of more than ten years, we knew the electrical programs at Penn State Berks would benefit from the equipment,” says Jeffrey Marks, Titus Station Plant Manager. “Having better qualified students entering the workforce can only help to solve some of the hiring challenges now facing our industry.”

The donation to Penn State Berks is valued at $11,500 and includes four work stations and dozens of components used to simulate and demonstrate practical electrical concepts.

“Students in our engineering and engineering technology programs will find the hands-on experience this equipment will provide an asset when they begin working in this field,” said Dr. Robert J. Buczynski, Associate Professor of Engineering at Penn State Berks.

Michael Schmehl, Titus Station Administrative Manager, approached Gilbert Station Plant Manager Neil MacIntosh about donating the equipment not currently used at the New Jersey facility. Schmehl knew from past involvement in educational and workforce efforts that the training equipment would help prepare students who seek employment in the field after graduation.

The equipment donation is part of Reliant Energy’s larger equipment donation initiative to Pennsylvania education programs. In addition to Penn State Berks, the Berks Career and Technical Centers received equipment, as well as several other educational facilities in the region.

DeLozier Named Director of Development and Alumni Relations

—by Lisa R. Weidman

David Delozier was recently named Director of Development and Alumni Relations at Penn State Berks. In his new position, Delozier is responsible for planning, directing, and providing leadership to Penn State’s new capital campaign for the Berks campus. His priorities include raising funds for scholarships and other needs at the college, as well as providing oversight to the alumni relations program at Berks.

The Altoona native who spent two years at his hometown Penn State campus before completing his bachelor’s degree in Arts and Sciences at University Park in 1979, and the father of four children between the ages of 17 and 23, Delozier knows firsthand how hard it can be for families to shoulder the costs of education. “My children have been able to attend college because of scholarships and aid,” says Delozier. “This really motivates me to help increase the scholarships available here. I’m very aware that financial aid helps young people to achieve their dreams.”

Delozier went on to earn a master’s degree from Gordon Conwell Theological Seminary in South Hamilton, Massachusetts, and he lived in the Greater Boston area for eight years before returning to southeastern Pennsylvania fifteen years ago. He has worked in marketing and communications for healthcare and faith-based organizations for many years. Prior to this new position, he served for over a year as Associate Director of Development at Penn State Berks.

“This ‘We Are ... Penn State’ stuff may seem corny to some, but there is no more loyal group than Penn State alumni,” says Delozier, who met his wife, Lisa, while they were both students at the University. “Promoting and raising funds for Penn State is a dream job for me. I’m looking forward to building relationships with many of our donors and connecting their philanthropic goals with initiatives here on our campus. We have a great history of giving here at Penn State Berks that I hope will continue long into the future.”
Losoncy Gift Benefits Physics Program

—by Laurie A. Yarger

For nearly fifteen years, George Losoncy has enjoyed his work at Penn State Berks as a dedicated member of the Maintenance and Operations Department. “I love working here and I feel like I am part of a big family,” he says proudly.

So when he heard that the college was expanding its Physics program, Losoncy decided to help. He committed $25,000 to establish a program endowment at Penn State Berks. The George J. Losoncy Endowment in Physics and Astronomy at Penn State Berks will be used for programming, courses, and other initiatives in physics and astronomy in the college’s Division of Science.

The Losoncy family is no stranger to philanthropic initiatives at Penn State Berks. “A part of my motivation for this endowment was the example of my uncle, Joseph R. Himmel, who in 1998 established a program endowment at Berks named the Joseph R. Himmel Endowment for Theatre Arts.”

Program support endowments are designed to enhance the academic environment of our students and faculty, often merging the special interests of a donor with enrichment opportunities. Examples range from endowments supporting student tutorial services and undergraduate research, to professional development initiatives for students and faculty. For more information about endowments, please contact David Delozier, Director of Development and Alumni Relations, at 610-396-6056.

Griesemers Endow Trustee Scholarship for Engineering

—by Laurie A. Yarger

Robert M. and Gloria W. Griesemer have committed $52,000 to endow a Trustee Scholarship for students, with first preference going to engineering majors.

Robert Griesemer graduated in 1958 as a member of the last class of Wyomissing Polytechnic Institute, before its facilities were donated to the University and it became Penn State Berks. In 1966, he was awarded a Rotary Foundation Scholarship and he traveled to Leicester College in England, where he completed a year of intensive technical studies.

Griesemer retired in 2002 as a marketing manager for Arrow International, a leading supplier of central vascular access catheterization products worldwide, based in Reading.

“Penn State Berks carries on WPI’s dedication to excellence in technology and engineering education, and Gloria and I are proud to be part of that tradition through this new scholarship,” Griesemer explains. “I am proud of the accomplishments I have made with Textile Machine Works and my affiliation with Wyomissing Polytechnic Institute.”

His wife, Gloria adds, “We feel a connection with this area and the Thun and Janssen families. Since we are retired and set financially and also since Arrow has helped us, we felt that we needed to give the money to someone who can really use it, which makes us feel good.”

Griesemer has been an active member of the Wyomissing Polytechnic Institute Affiliate Program Group and a Berks Alumni Society board member. The Griesemers enjoy traveling, especially to visit their only daughter, Vicki, and son-in-law, Jay Vaughn, and three grandchildren, Victoria, Jay, and Tyler, in North Carolina.

Penn State’s Trustee Matching Scholarship Program is designed to ensure that a Penn State education is accessible to qualified students, regardless of their financial means. Implemented in 2002 upon approval by the University’s Board of Trustees, the program has a unique matching component in which the University matches 5 percent of the principal of each annually and combines these funds with income from the endowment to effectively double the financial impact of the scholarship. The program assisted nearly 4,400 students University-wide in 2006-07.

To learn more about the Trustee Matching Scholarship Program, visit GiveTo.PSU.edu/Trustee online.
Penn State Berks has partnered with the Reading School District to help bridge the gap in educating Hispanic and other students who speak a foreign language through Project ISLAS (Increasing Second Language Learner Acquisition Skills).

With a school population that is nearly 75 percent Hispanic in the Reading School District, there is an increasing need for qualified educators to teach English as a second language (ESL).

The U.S. Department of Education has awarded a grant in the amount of $1,351,534 to Walt Fullam, Director of Continuing Education at Penn State Berks (pictured above). The grant supports Project ISLAS and will be awarded to the college over a period of five years, from July 1, 2007–June 30, 2012.

Project ISLAS, which also means “islands” in Spanish, is a five-year professional development program that prepares teachers and support staff to increase the number of qualified ESL educators in six Reading schools: Tenth and Green Elementary, Tenth and Penn Elementary, Thirteenth and Union Elementary, Northwest Elementary, Northwest Middle School, and Reading High School.

To help prepare teachers to obtain their ESL licensure, the ISLAS program provides fifteen hours of graduate credits through Penn State Berks. These courses emphasize linguistic, academic, and socio-cultural dimensions.

Currently, forty teachers from the Reading School District are enrolled in the two-and-a-half year program. Since the grant is for five years, another group of forty is expected to follow.

For more information about Project ISLAS, contact the Office of Continuing Education at 610-396-6225.
Veteran Honored with Prestigious Scholarship

—by Jess M. Krysiuk, Professional Writing major and Lisa R. Weidman

When Heather Stoneroad enlisted in the Air Force, she could not have predicted that it would eventually lead her toward pursuing a business degree. But that’s exactly what happened.

Stoneroad enlisted soon after graduating from high school. She was stationed in Turkey, where she worked in medical logistics, keeping track of medical supplies. When she completed her tour of duty in 2003, she took a civilian job, also in logistics. So when she lost her position due to downsizing, she decided to return to school to earn a degree in Business.

She enrolled at Penn State Berks in the summer of 2007, and is now well on her way to reaching her goal of earning an associate degree in Business Administration. She then plans to matriculate into a bachelor’s degree in the college’s Business program. With a Penn State degree on her résumé, she hopes to attain a position in supply chain management and procurement.

Her hard work and dedication have not gone unnoticed at the college; Stoneroad was selected by Chancellor Susan Phillips Speece to receive Penn State Berks’ Pennsylvania Governor’s Conference for Women Scholarship. The scholarship was designated for an adult student with financial need.

“Stoneroad and Speece attended the Pennsylvania Governor’s Conference for Women in November 2007, where the scholarship was presented. “I was very grateful to hear that I received the scholarship and it is a great blessing,” Stoneroad comments.

In addition to attending school full-time, Stoneroad recently married. She and her husband, Daniel, have a daughter, Aliya, and are expecting another child. They reside in Denver, Pennsylvania.
Imagine a college where in the Science Division, faculty members are conducting research on fetal alcohol syndrome, mammary gland development, and astrophysics. In the Engineering, Business, and Computing Division, faculty develop facial recognition software for police in Brazil. Meanwhile, in Humanities, Arts, and Social Sciences, faculty and students visit Rwanda to conduct research on how cultures deal with the devastation of genocide.

If you think this scholarly activity is taking place at a major research university, you are correct. Penn State University is a world-renowned leader in research, and Penn State Berks shares that same distinction. At Berks campus, faculty members work closely with undergraduate students in conducting academic research in these subjects and many others.

“These intellectual pursuits not only add value to student learning, but generate new ideas when discussed in the classroom,” explains Dr. Paul D. Esqueda, Associate Dean of Academic Affairs at the college. “In this fashion, a circle of excellence is created between teaching and research, giving rise to intellectual growth.”

In the last few decades, research at Penn State Berks has increased exponentially. Sixty percent of the 109 full-time faculty members conduct research in addition to their teaching duties.

Penn State Berks has a strong group of researchers in the sciences. Several members of the science faculty have received research grants from the U.S. Departments of Agriculture and Energy, the National Institutes of Health, and the National Science Foundation, just to name a few.

In the Penn State tradition of agricultural science research, faculty at Berks study areas such as horticulture, food science, and turfgrass management. In chemistry, research efforts cover topics such as the application of nuclear magnetic resonance (NMR) spectroscopy to characterize materials. In physics, the college has top researchers in areas ranging from atomic and molecular physics, cosmology, subatomic particle physics, crystal symmetry, optical physics, and laser-assisted cancer therapy. The biology team has addressed important research topics such as bacterial evolution and sporulation. In the field of kinesiology, research is conducted on sports and exercise psychology and the learning of new movement patterns.

In the Engineering, Business, and Computing Division, the college has a unique group of industrial engineering researchers applying optimization techniques to diverse problems such as manufacturing plant layout. The electrical engineering laboratories have benefited from the research of a faculty member on developing tools and techniques for data acquisition systems in a learning laboratory. In Business, faculty members are actively conducting research in negotiations and conflict management, marketing management support systems, and corporate finance and investment.

The Division of Humanities, Arts, and Social Sciences has a large group of faculty dedicated to researching the culture, economy, and development of Europe, Latin America, and Africa. Similarly, multiculturalism in the United States has been an area of scholarly interest in the division. Other areas of endeavor include women’s studies, creative writing, English literature and poetry, and applied psychology. In 2006, research in the humanities included award-winning books, journal articles, creative writing, and engagement in fields ranging from gerontology to professional theatre. Faculty and students also conducted local research, working with the Reading Chapter of the NAACP to chronicle African American contributions to Berks County history.

“Penn State Berks has a strong and varied research agenda that has shown impressive results in terms of impact in our community and growth in the last few years. We are proud to be the think tank of Berks County,” concludes Esqueda.

Dr. Mike Fidanza ’87, ’89, Associate Professor of Horticulture (right), works with students on turfgrass research.
Faculty Member Goes to the Dogs
—by Margaret A. Hopkins, College of Information Sciences and Technology

In some respects, Ruthie is a model student: she comes to class on time, sits in the front, and pays attention to the instructor. On the other hand, she tends to sleep through the lectures and activities designed by Bill Bowers, Senior Lecturer in Information Sciences and Technology at Penn State Berks.

Bowers doesn’t take offense. After all, Ruthie is a Labrador Retriever puppy in training with him to become a service dog for people needing mobility support in order to live independently.

“When you see what a dog can do for someone needing help, it is incredible,” says Bowers, who trains the dogs for the nonprofit Canine Partners for Life, based in Cochranville, PA. “Dogs can help with retrieving, help if their owners drop something, can hit buttons to open doors, and even help pay cashiers.”

Bowers and his wife, Andrea, don’t teach those skills. Their job, while the pups live with them in their “puppy home,” is to teach basic obedience commands: sit, down, stay, heel. They also introduce the dogs to social situations.

So, their canine charges go with Bowers to class, the grocery store, restaurants, and Penn State Faculty Senate meetings at University Park every other month. One dog even went to the opera with the couple.

“He didn’t like the soprano—he growled—and then went to sleep, snoring loudly enough for the people in the row in front to hear him,” Bowers quipped.

Bowers started with Canine Partners for Life as a volunteer handler, later becoming a senior handler. Before making the full-time commitment, he helped out as a “temporary puppy home,” taking pups for shorter periods when their families weren’t able to take the dogs on trips.

Ruthie stayed with Bowers until mid-December 2007, when she went for the year-long formal training. Bowers won’t see her again, although he will get updates on where she is placed. But Bowers won’t have much time to miss Ruthie, as he already has his next pup in training, “Fagan.”

“Most of my IST students aren’t aware of the dogs until I mention them,” Bowers says. “While some students assume they are my service dogs, word has pretty much gotten around about ‘the guy with the dog.’”

Bill Bowers, Senior Lecturer in IST, and Ruthie, a Labrador Retriever, work together for a nonprofit organization called Canine Partners for Life. Bowers has been socializing her since she was a young pup (upper right), and at just over one year old (lower left and right), she is ready to go on to her year-long formal training.

Penn State Pride Reaches Russia

This Russian nested doll, also called a Matryoshka doll, depicting the Penn State University football team, was spotted by a friend of Chancellor Susan Phillips Speece in a Russian market and sent to her. While the dolls are not a licensed Penn State University product, they demonstrate just how strong the Penn State name is throughout the world.
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MESSAGE FROM THE DIRECTOR OF DEVELOPMENT AND ALUMNI RELATIONS

Since arriving at Penn State Berks, I have had the opportunity to meet with many of our alumni and friends. Some attended Penn State Berks and finished a degree at University Park; others took classes part-time. Some were a part of the historic predecessor to our campus, the Wyomissing Polytechnic Institute; others are good friends because of the strong presence Penn State Berks has had in this area for some fifty years and counting. Whatever their connection, they share a common love for our college and a great appreciation for the work being done here.

These people have a passion for this institution because they know that Penn State Berks is making a difference. It is making a difference in the lives of students, in the quality of life in Berks County, in the Commonwealth of Pennsylvania, and ultimately, the world. Every day, our faculty, administration, and staff work together for one common purpose: to educate and prepare tomorrow’s leaders in business, education, science and technology, and many other fields and to prepare them for the future. Our central mission remains, and always will be, serving our students.

To continue on with this mission, we rely on you, our many alumni and friends who share this fondness for our college. We are fortunate to have a growing number of alumni and friends who have demonstrated their interest in and loyalty to Penn State Berks. We hope you will consider some of the many ways to partner with us in shaping that future: volunteering, participating in our mentoring program, serving on a board or committee, supporting our Annual Fund, or providing new scholarships for students in need. Your gifts of time, talent, and treasure, no matter how big or small, are a way that you too can make a difference in the lives of our students, faculty, and staff.

On the pages of this annual report, you will find many examples of those who have chosen to become a part of our efforts in making Penn State Berks the beloved institution it is today. To learn more about how you can help continue our tradition of excellence, please contact me at 610-396-6056 or via e-mail at dcd11@psu.edu. Should your plans ever bring you to campus, please feel free to visit our offices in the Janssen Office Building. Also, please don’t ever hesitate to let us know if there is anything we may do for you.

As always, thank you for your support,
David C. Delozier ’79

CHANCELLOR’S CIRCLE DINNER CELEBRATES PHILANTHROPY

—by David C. Delozier ’79

“We make a living by what we get; we make a life by what we give” –Winston Churchill

David Delozier, Director of Development and Alumni Relations, opened the evening with these words at the fourth annual Chancellor’s Circle Dinner, an event that honors individuals and organizations that have demonstrated exceptional generosity throughout the past year. The event took place on October 18 and began with a reception in the Freyberger Gallery, followed by a formal dinner in the Perkins Student Center Multipurpose Room.

Chancellor Susan Phillips Speece continued with words of gratitude toward the attendees in her opening remarks. “It is in giving that we receive,” Speece told the donors. “It is through your generosity that so many good things are happening here at Penn State Berks. One student at a time, you are changing the world for the better.”

During the evening’s program, junior Atiba Ovid expressed the impact of receiving the Irvin and Lois E. Cohen Trustee Scholarship on his education. Originally from Trinidad, Ovid is a Business major, a member of the soccer team, and a math and accounting tutor. “It has been a dream of mine and my family to be able to attend college,” Ovid remarked. “Receiving the Cohen scholarship was so wonderful; it inspired me to do the very best I can. My stay at Penn State Berks has been the best time of my life.”

The donor speaker for the evening was Gene Curry ’59, who grew up in Reading and has worked for more than forty years as an insurance broker at his own firm in Wyomissing. He and his wife, Fran, have been very active in sharing their time and resources with Penn State Berks and have recently committed to helping lead the new capital campaign, “For the Future.” Curry spoke about the difference Penn State has made in the world. He also noted the impact scholarships can make on the lives of students. He concluded by sharing his perspective and experiences at the Berks campus as a donor, and why he and his wife were motivated to establish the Eugene R. Curry, Jr. ’59 and Frances Franks Curry Scholarship.
David J. and Carol Batdorf Trustee Scholarship

The David J. and Carol Batdorf Trustee Scholarship provides financial assistance to undergraduate students enrolled at Penn State Berks who have a demonstrated financial need. There have been twenty-five recipients since the scholarship's inception in 2004.

Sheneik D. Meade of Macungie is currently a junior pursuing a Bachelor of Science degree in Crime, Law, and Justice with a minor in Psychology. This fall, Meade is continuing her education at the University Park campus. Her goal is to attend a prominent law school and become an entertainment lawyer.

“I am extremely fortunate to attend Penn State. I am very thankful for this scholarship, which will allow me to further my education and help me achieve my life-long goals.”

Pictured (left to right) are donor David J. Batdorf, Esq. ’54 and junior Sheneik D. Meade.

Doris Stapleton Scholarship Fund

Doris S. Stapleton established this undergraduate scholarship to provide recognition and financial assistance to students enrolled at Penn State Berks who have a demonstrated need for funds to meet their necessary college expenses. First preference for this scholarship is given to adult learner undergraduate female students. Since the scholarship’s inception in 2005, there have been three recipients.

Veronica Acuapa of Reading is a junior majoring in Life Sciences. She is an adult student, works full-time at Lens Crafters, and is a single parent raising two children. Acuapa is planning to further her education and attend graduate school to become an optometrist.

“After serving in Operation Iraqi Freedom, I decided that it was imperative that I finish my college degree for both myself and my children. This scholarship has made this all possible, and I hope that when I graduate, I’ll be able to return the favor and help out another student.”

Pictured (left to right) are donor Doris S. Stapleton ’75 and junior Veronica Acuapa.
PROJECTS SUPPORTED BY THE ANNUAL FUND
—by Marga H. Row

When you contribute a gift to the Penn State Berks Annual Fund for Academic Excellence, you invest in the college and help develop new programs for our students. Donations to the Annual Fund help provide students with enhanced courses, service-learning opportunities, guest speakers, field trips, and special extracurricular activities. This funding helps creative new ideas come to life. Each spring, all college faculty and staff are invited to submit proposals to use undesignated gifts to the Annual Fund. The Administrative Council reviews the proposals and chooses those that best serve students and enhance the mission of the college. For more information on how you can contribute to the Annual Fund for Academic Excellence, contact the Office of Development at 610-396-6056.

- **Alumni Relations** received $2,000 to assist with Lion Sighting events, on- and off-campus social functions for all local Penn State alumni and their families who live in the Berks County community.

- **Jayne Brown**, Lecturer in English, received $2,000 to support the Literary Arts Series. The funding will bring local, regional, and national poets and writers of fiction to Penn State Berks. Students, faculty, staff, and the public are invited to enjoy these special events free of charge.

- **Eric Byrne**, Advanced Engineering Aide, received $2,000 towards his project, “Biodiesel Manufacturing from Reclaimed Waste Fryer Oil at Berks Campus,” a feasibility study evaluating the benefits in reclaiming waste fryer oil from Food Services for the manufacture of biodiesel fuel.

- **Lion Ambassadors** received $2,000 for various recruitment activities in which they play a role, including providing campus tours, hosting open houses and group campus visits, assisting with college fairs, and conducting phone-a-thons.

- **Society of Automotive Engineers** (SAE) Baja Project received $2,000. The project provides students with an opportunity to compete in an SAE international collegiate design series competition.

- **Dr. Jennifer Arnold**, Assistant Professor of Biology; **Dr. Rungun Nathan**, Assistant Professor of Engineering (second from left); and **Dr. Stephen Oswald**, Instructor in Biology, received $1,885 towards a field study of bird behavior and surveillance applications. This project is the first step in the collaborative development of a realistic autonomous ornithopter (mechanical bird) to be used for several areas of research in the modeling and control of flapping flight and bird behavior and ecophysiology.

- **Student Services** received $1,750 to help support multicultural mentor events and activities. These mentors are upperclassmen who provide peer support and guidance to first-year students.

- **Multicultural/International Affairs** received $1,100 to support the academic and work related progress of interns and work study students.

- **Career Services** was awarded $1,000 to establish a new student group, Student Advocates for Career Services, to provide students with the opportunity to network with employers and administrative personnel of the University to broaden internship and employment opportunities.

- **Marilyn Fox**, Director of the Freyberger Gallery, received $1,000 towards the design and creation of artwork for Penn State Berks. These funds will assist with the expansion of Penn State Berks’ outdoor sculpture exhibitions.

- **Brenda Russell**, Associate Professor of Psychology, was awarded $750 towards her research project, “Berks Advocates Against Violence: Improving Information Delivery Systems and Investigating Domestic Violence Education in Berks County.” The project will help improve the information delivery systems by creating a database containing case file information, which can assist in understanding perpetrators of domestic violence in Berks County.

- **Dr. Janet Winter**, Senior Lecturer in Mathematics, received $500 to help support “Science for the Schools,” an outreach program which offers science programs for elementary, middle, and high school students in Berks County.

- **Student Affairs** received $483 for the establishment of a Chi Alpha Epsilon (XAE) Honors Society Chapter. XAE is a national honors society for educationally disadvantaged students.

- **Academic Affairs, Science Division** received $400 to help support the Reading/Berks Science and Engineering Fair Awards, an annual event that recognizes the achievement of outstanding students in science and engineering.

- **Dr. Jeannne Marie Rose**, Associate Professor of English, received $300 to bring a facilitator to campus for the “Working with ESL Students” workshop. The workshop will provide writing instructors with formal preparation in working with bilingual or second-language students.
Glenn E. ’73 and E. Jane Moyer Family Scholarship

Glenn and Jane Moyer established this scholarship to provide recognition and financial assistance to outstanding juniors or seniors enrolled in Business, Applied Psychology, Professional Writing, Interdisciplinary Liberal Arts, and Education at Penn State Berks who have a demonstrated need for funds to meet their necessary college expenses. First preference for this scholarship is given to students who graduated from the Oley Valley High School and second preference is given to graduates of Boyertown Area Senior High School. To date, three students have received this scholarship since its inception in 2002.

Scholarship recipient Jeremy C. Harvey, originally from Chicago, is currently a senior majoring in Business with a concentration in Marketing and Management. Before attending Penn State Berks, Harvey spent five years in the United States Marine Corps. His goal upon completing his business degree is to work for a government agency such as the FBI or CIA.

“The generosity and kindness displayed by donors is a prime example of what makes Penn State so unique. I know that receiving a degree from such a prestigious university will only increase my chances of success in the future.”

Schofer-Speidel Scholarship Endowment

Edwina Schofer-Speidel ’79 established this scholarship to provide recognition and financial assistance to outstanding undergraduate students enrolled at Penn State Berks. It benefits students who have come from a single-parent household and have demonstrated a need for funds to meet their necessary college expenses. Speidel was inspired to establish this scholarship partly because of the assistance that she received, which gave her and her son the opportunity to graduate from Penn State. Since the scholarship was created in 2002, there have been twenty-one recipients.

Recipient Christopher S. Uhl of Boyertown is a junior majoring in Business. Upon graduation, he aspires to become a project manager for an electrical construction firm. “This scholarship has brought me one step closer to living up to not only the dreams of my father but also my own. It also helps relieve the financial stress and allows more time for me to tend to my studies and not have to graduate in debt.”

Scholarship recipient Sarah M. Bollinger of Montrose is a senior majoring in Professional Writing. Bollinger plans to continue her education and study rhetoric and composition in graduate school. “That someone is helping me achieve my dream of earning a college degree at such a wonderful institution is deeply touching. I truly appreciate this kindness and will strive to make all who have contributed to my college education very proud.”

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Pictured (left to right) are senior Jeremy C. Harvey and donors Jane and Glenn Moyer ’73.

Pictured (left to right) are junior Christopher S. Uhl, senior Sarah M. Bollinger, and donor Edwina Schofer-Speidel ’79.

Pictured (left to right) are senior Jeremy C. Harvey and donors Jane and Glenn Moyer ’73.

Pictured (left to right) are junior Christopher S. Uhl, senior Sarah M. Bollinger, and donor Edwina Schofer-Speidel ’79.

Penn State’s benefactors are as diverse as their endowments. While donors may establish these funds to perpetuate a special cause or interest close to their hearts, one common thread unites these special alumni and friends. In every case, this common thread is a profound and abiding commitment to the protection and endowment of Penn State’s future.

The foresight and generosity evidenced by our benefactors today will perpetually shine through the endowment they each create. They become part of a rich tapestry of endowment tradition at the University—a legacy of caring individuals providing support today to ensure the strength of Penn State for all time.

Alumni and friends who invest in Penn State through endowments can be certain that their philanthropy will benefit the University community far into the future. Named endowment opportunities are available in four strategic support areas: undergraduate, graduate, faculty, and program support. The Board of Trustees has established minimum support levels (shown below) to guarantee that income will remain adequate to achieve the benefactor’s intent.


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For some students, a scholarship is the determining factor in attending college—or not.

With your help, we can ensure that these students have the same educational opportunities as their peers.

The Trustee Matching Scholarship Program represents an innovative partnership between Penn State and private donors, doubling the amount of need-based scholarship dollars available for our students.

To learn how you can help create opportunity, contact the Office of Development and Alumni Relations at dcd11@psu.edu or 610-396-6056, or visit GiveTo.PSU.edu/Trustee.