Faculty, Staff, and Administrators Honored with Merit Awards

A ceremony held last Tuesday in the Haub Executive Center of McShain Hall honored Saint Joseph’s faculty, staff, and administrators for their achievements and service to the University. The following were recognized:

Teaching Awards:
Jennifer Ewald, Ph.D., Assistant Professor of Foreign Languages & Literatures
Terrance Furin, Ph.D., Assistant Professor of Education
Melissa Goldthwaite, Ph.D., Assistant Professor of English
April Lindner, Ph.D., Assistant Professor of English
Melissa Logue, Ph.D., Assistant Professor of Sociology
Elizabeth Linehan, RSM, Ph.D., Associate Professor of Philosophy
Lisa Baglione, Ph.D., Associate Professor of Political Science
John Lord, Ph.D., Professor of Food Marketing
Kathleen Bogle, Ph.D., Visiting Assistant Professor of Sociology
Carolyn Choh Fleming, M.S., Visiting Instructor of Pharmaceutical Marketing
Robert Fleeger, Visiting Instructor of Philosophy

Research Awards:
Rachel W. Hall, Ph.D., Associate Professor of Mathematics/Computer Science
Raymond A. Horn, Ph.D., Associate Professor of Education
Anthony James Joes, Ph.D., Professor of Political Science
Althier Lazar, Ph.D., Associate Professor of Education
Benjamin Liebman, Ph.D., Assistant Professor of Economics
Karen Snetselaar, Ph.D., Professor of Biology

Advising Awards:
Julie Stanton, Ph.D., Assistant Professor of Marketing
Susan Liebell, Ph.D., Assistant Professor of Political Science

Service Awards:
Elizabeth Doherty, Ph.D., Associate Professor of Management
Claire Simmers, Ph.D., Chair and Associate Professor of Management
Karen Snetselaar, Ph.D., Professor of Biology

Justice Award:
Julie McDonald, Ph.D., Assistant Professor of Philosophy

The Administrative/Staff Council handed out the following awards at the ceremony:

Administrative Service Award:
Patty Martin, Associate Director of Government & Community Relations

Administrative Special Event Award:
Senah Owereko-Andah, Associate Director of Graduate Admissions

Staff Service Award:
Dolores McCaughan, Circulation Supervisor, Drexel Library
Colleen Morris, Administrative Assistant, Biology

Staff Special Event Award:
Fran Donnelly, Administrative Assistant, HSB Dean’s Office

University Eliminates Trans Fats, Offers Healthier Menu Options

Saint Joseph’s University announced the elimination of trans fats from fryer oil in all of its dining locations on campus. This move follows announcements by Starbucks, Kentucky Fried Chicken, and others to eliminate trans fats from their menus.

“I think this is a great step in the right direction,” says senior Lauren Taniguchi. “As a college student I’m always looking for healthier options in the cafeteria.”

Trans fats are considered by health professionals to be damaging to a person’s health and pose a significant increase in the risk of developing heart disease. The University is replacing the trans fats from fryer oil with a combination of corn and sunflower oils, which is expected to taste the same.

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News

“‘We have seen consumers responding favorably to the number of restaurants and food providers eliminating trans fats over recent months,” says Professor of Food Marketing at Saint Joseph’s Richard George, Ph.D. “This announcement by the University shows that the institution is responsive to this issue and will not compromise the health of our students.”

Aramark, the University’s food service provider, will have converted the fryer oil used throughout Saint Joseph’s Dining Services to a zero grams trans fat product by February 1, 2007. —Carolyn Steigleman

A New ‘Star’ Shines on 54th Street

The opening of a Starbucks on the corner of 54th Street and City Avenue has drawn a steady flow of Saint Joseph’s students seeking a caffeinated start to their spring semester.

Aramark, the University’s food service provider, opened the Starbucks on Tuesday, January 16, to a crowd of very anxious students.

“Having a Starbucks practically on campus is a great convenience. It gives us a place to enjoy some quality coffee while catching up with our friends or schoolwork,” says Saint Joseph’s graduate student Jennifer Barre. “The addition of Starbucks definitely helps the area around Saint Joseph’s campus feel more like a neighborhood.”

The café’s hours of operation are Monday through Friday 7 a.m. to 9 p.m., and Saturday and Sunday, 8 a.m. to 5 p.m. Students from the University are able to use the declining balance at the SJU community seven days a week. (continued on page 3)

SJU Freshman to Compete in National Ice Dance Competition

While many Saint Joseph’s students were relaxing during their month-long break from classes, Pilar Bosley remained hard at work. After winning the Eastern Sectional Junior Ice Dance Competition of the United States Figure Skating Association with partner John Corona in November, the freshman international marketing major set her eyes on the national competition to be held January 21 - 28 in Spokane, Wash.

“This year, there’s a spot open for the junior world team, and my partner and I are vying for it,” said Bosley. “We skate about three hours a day, five days a week, and we also work out in the gym with a trainer. The spot on the world team is within our reach; we just have to make sure we are doing everything in our power to put us there.”

Competing internationally on the Junior Grand Prix Circuit and earning high marks in France and Norway last year, Bosley and Corona are ranked in the top 25 ice dance teams internationally. They will perform in the national competition against the top four medalists in the Pacific Sectionals, held in Seattle, Wash., the Mid-Sectionals, held in Birmingham, Ala., and their fellow Eastern Sectional medalists from the competition in Atlanta, Ga.

“Skating is very important to me, but so is school,” Bosley added. “I’m a huge perfectionist, so I try to work equally hard at both. After graduation, I definitely want to put myself in the business world and maybe attend law school someday.”

In addition, Bosley hopes to remain part of the ice skating community in the future, explaining that it has had a huge role in making her into the person she is today.

“One thing that sets me apart from many other young people is that I have already found my passion in life,” said Bosley. “I am very lucky to be able to fulfill my dreams every day.”

—Lauren Taniguchi ‘07

English Professor and Jesuit Aids in Efforts to Improve Education in Haiti

Patrick Samway, S.J., professor of English, spent three weeks during winter break in Haiti, where he served as the chief judge of a literary competition for high school teachers of English. The competition, jointly sponsored by Saint Joseph’s University and the Jesuit-run Collège de Saint Ignace in Croix-des-Bouquets, Haiti, awarded Haitian students Ykerline Seme, Herbert Julier, and Gary Cherilus first, second, and third prize, respectively.

The competition was comprised of a three-hour exam on Reynold Price’s short story “The Warrior Princess Ozimba,” as well as a 15-minute interview in English by Fr. Samway with each candidate. First prize was $750, second prize was $500, and third prize was $250—a notable amount of money given the level of severe poverty in Haiti.

Fr. Samway, who has traveled to Haiti frequently for approximately 20 years, described the current state of the country as the worst he has ever seen it.

“At present, the political, civic, and financial problems of the country are overwhelming,” said Samway.

However, Haitian Jesuits have recently started three new schools in Jacmel, Port-au-prince, and Ouanaminthe, with a kindergarten class in each. Each consecutive year will yield an additional grade until each school offers a full, kindergarten...
Gerald J. Beyer, Ph.D., assistant professor of theology, presented his paper “Prolegomenon to the Revival of an Ethic of Solidarity in a Neoliberal Capitalist World,” at the annual meeting of the Society of Christian Ethics in Dallas, Texas.

Milica Bookman, Ph.D., professor of economics, was quoted in the Miami Herald on the potential growth of medical tourism.

Christopher Coyne, Ph.D. ’78, professor of finance, was seen on WCAU/NBC-10 News discussing our increasingly cashless society.

Richard J. George, Ph.D. ’67, professor of food marketing, was quoted in Meating Place magazine on a story about “retro” marketing. In addition, he was quoted in the Asbury Park Press on a story about online shopping. Finally, he was quoted in the cover story of Grocery Headquarters on a feature about marketing “good-for-you” products to children.

Randall M. Miller, Ph.D., professor of history, was quoted in the Philadelphia Inquirer on the failure of the Republican Party in Philadelphia to develop potential mayoral and other candidates for citywide offices, and in a story on the failure of Mayor John Street to cultivate political and public support for his programs. Dr. Miller was interviewed on CN-8’s Its Your Call about Senator Hillary Rodham Clinton’s presidential prospects.


W. Richard Sherman, J.D., LL.M., professor of accounting, published “Capitalizing on Tax Benefits for Parents of Children with Special Needs,” as a two-part article in the November and December issues of Exceptional Parent. The article was co-authored with Thomas M. Brinker, Jr. ’81, professor of accounting at Arcadia University.

Michael Solomon, Ph.D., visiting professor of marketing, will deliver the keynote address at “Best Brands College,” a conference hosted by The Munich Center for Global Brand Leadership on February 7, in Munich, Germany. Participants of the event include approximately 150 top management of German and international companies.

Through the Eyes of Digital Personas

SJU Professor Explores E-Commerce

As credit card bills from the most recent holiday shopping season begin to impact our wallets, many people will notice that a greater percentage of their debts are being paid to online retailers. And even though e-commerce continues to see significant growth, many shoppers fear the impersonality of the practice, preferring to hand their card to a sales representative instead of typing the account number into a text field. Thanks to avatars, a technology studied in depth by Natalie Wood, Ph.D., assistant professor of marketing, online shopping could become a bit more personable.

“An avatar is an online digital persona created and employed by companies to help with navigating sites, locating products, and interacting with others online,” Dr. Wood explained. “Avatars became popular in games and online communities in the 1990s, but their use has recently spread to e-commerce.”

More than simple, cartoon-like renderings of human faces, avatars have evolved into virtual consumers. The online community Second Life, inhabited by nearly 3 million avatars representing real people, allows users to buy and sell virtual land with the Linden dollar, its own currency that can be converted to U.S. dollars at a number of online currency exchanges. “In October 2006, residents of Second Life spent approximately $9 million of real money on virtual land, products and services,” Dr. Wood said. “Avatars are spending big and the corporate world is taking notice.”

Dr. Wood’s research explores the effectiveness of avatars as online retailers begin to utilize them in customer service situations. Her paper, “Is the messenger as important as the message,” published in the International Journal of Internet Marketing and Advertising in 2005, studied female apparel shoppers. The study showed a more positive response to the shopping experience when the shoppers had a familiar, realistic avatar guiding them through their purchases. Michael Solomon, Ph.D., visiting professor of marketing, and Basil Englis, Ph.D., chair of business administration at Berry College, co-authored the study.

In a follow-up study, “The Impact of Web Avatars on Users’ Response to E-Commerce Sites,” Dr. Wood observed that the inclusion of avatars in e-commerce sites can increase a consumer’s confidence in selecting a particular product. The study will be published in the Journal of Website Promotion this year.

Beyond the scope of e-commerce, Dr. Wood’s extensive research also imagines the role that avatars will play in online interaction. She noted that, in addition to shopping and sharing thoughts on products, users of Second Life are taking virtual university courses and participating in corporate training programs. “Imagine if all the online courses we offered included a virtual professor,” she said, “Will it enhance the learning experience? Despite their popularity and huge potential, very little research has been conducted exploring the role and impact of avatars on users. My goal is to help fill this knowledge gap.”

—Jeffrey Martin ’04 (M.A. ’05)

January 29, 2007
Emblem Book Exhibit Moves to Fordham Venue

The exhibition, “Emblemata Sacra: Emblem Books from the Maurits Sabbe Library, Katholieke Universiteit Leuven,” which was on view in the Francis A. Drexel Library, has now traveled to its other U.S. venue. The exhibit opened on January 16 at the William D. Walsh Library, Fordham University, where it will continue through June 30. The catalogue accompanying this exhibition, which was published by Saint Joseph’s University Press, was described in a recent review as “a stunning record of an important exhibition held in the Francis A. Drexel Library of Saint Joseph’s University, Philadelphia. . . . The meat of this book is by Ralph Dekoninck, Agnès Guiderdoni-Bruslé, and Marc van Vaeck: a high-powered team if ever there was one, and that responsible for the original conference and exhibition on which this is based, held in Leuven in January 2005. . . . this book is a remarkable illustration of the Catholic exploitation of emblems, and sits helpfully and impressively alongside the massive, more traditionally academic works of its authors.” (Stephen Rawles [Glasgow University], in the Society for Emblem Studies Newsletter, Number 39 [July 2006]: 5-6)

More Flu Shots Arrive

The Student Health Center received more flu shots. They are on a first come, first serve basis. The cost is 10 dollars for faculty, staff and administration and five dollars for students. Contact the Student Health Center at 610-660-2000 for more information.

Dance Therapy Workshop To Begin

The workshop Dance Therapy: Healing Through Movement, will be offered again this semester to students, faculty, and staff. The workshop will be held at Merion Gardens on the Lower Level, from 5:30 to 7:30 p.m. on Tuesdays. Classes start January 30. It is free to members of the University community. No previous dance experience is required. Attendees should dress in comfortable clothes. For more information and to register, contact Brenda Green at brendadancetherapy@yahoo.com.