GETTING INTO THE GAME
The Business of Sports Marketing

Saudi Students at SJU: Women Are on the Rise
Alumna Aligns with The Stars
How Do You Assess the Value of a College Education?
From the President

In my travels as president of Saint Joseph’s University, one question is more common than most. It comes from alumni, parents, friends and business leaders. And it deserves our full attention.

“How are we going to afford college?”

The most honest answer begins with an unpopular admission: College is expensive, and private higher education is even more so. Yet we cannot simply throw up our hands or ignore the reality of the situation. We must seek creative solutions to the tuition spiral and should articulate the need for the experience we offer even more clearly.

At Saint Joseph’s, the Board of Trustees and senior administration are committed to pricing strategies that no longer race beyond the rate of inflation. We are instituting new financial models that link expenses far more directly to revenue and ensure that what we invest internally pays the greatest possible dividend to our students.

But what we are doing most of all — in both quantitative and qualitative terms — is measuring the true value of a Saint Joseph’s degree. And what we’re finding (see feature article, page 20) is that we may be answering the wrong question.

It’s not, “How are we going to afford college?” Instead, it’s, “Why should we consider SJU?”

With 19 of every 20 graduates employed, attending graduate/professional schools or choosing full-time service opportunities within six months, Saint Joseph’s must be doing something right. With nine of every 10 alumni stating they would “do it all over again” when recalling their time on Hawk Hill, that’s quite an affirmation.

Media and government scrutiny of college costs is appropriate and overdue. What’s often lacking from the discussion is a similar evaluation of its value. The average college graduate earns far more and is unemployed far less throughout his or her lifetime than non-degreed workers.

In terms of value, we know Saint Joseph’s alumni are anything but average. Their contributions to society’s greater good, inspired by a Jesuit education, are both recognized and increasingly compensated. The most recently surveyed graduates (Class of 2012) reported a starting salary of $46,800, and that figure rises to $53,000 for students participating in on-campus recruitment programs. It seems professional success combined with personal service is the norm, not the exception.

We are also thankful the net tuition average for SJU’s full-time undergraduates, given ample scholarship and financial aid awards, is a very competitive $36,769 (including room and board). More significantly, the median debt load for these students upon graduation was last measured at $24,787 per student. This figure is much closer to the cost of their first car than their first home, an important consideration when measured against lifetime earnings nearly 85 percent higher than those with only a high school diploma. It is also just $1,800 above the debt incurred by students attending our nation’s public colleges.

So I would add a second question to those asking, “How can we afford college?” In a modern, global society, how can we not afford it? And we thank all those who believe in the unique, enduring value of Saint Joseph’s University.

Sincerely,

C. Kevin Gillespie, S.J. ’72
President
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By Michael Bradley
Alumni in sports marketing offer their expertise to SJU’s new program.

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By Annette John-Hall
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20 Bright Lights, Big Publicity
By Robert DiGiacomo
Caroline Bubnis ’01 shines a light on her celebrity clients.

22 More Valuable Than Ever
Contributors: Joseph M. Lunardi ’82 (B.A.) and David King ’08
The value of a college education is about more than the cost of tuition, especially at Saint Joseph’s University.
The value of the overall experience is what makes Sports marketing professor John Lord, Ph.D. ’71 (B.S.), available and wide-ranging, to creating ballpark of obtaining tickets, to making concessions readily and enthusiastically about Saint Joseph’s and what their lifestyle at home, but the women were lovely, strong in America and on campus is very different from their degrees will mean for their future.

Weren’t sure how female students from Saudi Arabia would feel about talking to our writer and being discovered. Read about how the administration and baseball game, as families across the country have complicated for a college education than for a value — the return on investment — is more.

Sports marketing professor John Lord, Ph.D. ’71 (B.S.), and members of the Sports Marketing Advisory Board offer their thoughts on successfully breaking into and working in the industry in this issue’s cover story.

The value of the overall experience is what makes a difference for sports fans, and it does, too, for college and university students. Calculating the value — the return on investment — is more complicated for a college education than for a baseball game, as families across the country have discovered. Read about how the administration and students assign value to a Jesuit, Catholic education at Saint Joseph’s University. This feature story begins on page 22.

I wasn’t sure how female students from Saudi Arabia would feel about talking to our writer and being photographed for an article about the value they find in their SJU educations. The freedom they experience in America and on campus is very different from their lifestyle at home, but the women were lovely, strong and enthusiastic about Saint Joseph’s and what their degrees will mean for their future.

I’m looking forward to my next big league games — the Philadelphia Phillies and Philadelphia Union in September. I’ll cheer on our home teams with the rest of the crowd, visit a concession stand for a snack, watch the advertisers’ names roll across the big screen and maybe even purchase a shirt. All contribute to this fan’s experience, although the real value for me is always time well spent with good friends and family.

Molly Crossan Harty

— Molly Crossan Harty
sju@alumni.sju.edu

ACADEMIC CALENDAR
Last day of classes, Mon., Dec. 9.

ACADEMIC EVENTS
Initiative for Family Business and Entrepreneurship:
• Leadership Transitions, Thu., Sept. 26, Haub Executive Center, McShain Hall (7:30 a.m.-11 a.m.). Speakers: Carolyn Greenspon, Relative Solutions; Tom Clemens ’06, Hatfield Meats; Christin McClave, Cardone Industries.
• Your Money Motto, Thu., Oct. 24, Hall of Fame Room, Hagan Arena (7:30 a.m.-11 a.m.). Speaker: Franco Lombardo.
• Real Estate as a Strategic Asset, Wed., Dec. 4, Hall of Fame Room, Hagan Arena (7:30 a.m.-11 a.m.).
• Acquisition- or Organic-Driven Growth, Wed., Jan. 29, Hall of Fame Room, Hagan Arena (7:30 a.m.-11 a.m.).

Alumni Christmas Mass and Brunch, Sun., Dec. 8, Mass, Chapel of St. Joseph-Michael J. Smith, S.J., Memorial (11 a.m.); brunch, Doyle Banquet Hall, Campion Student Center (noon).
Hawks in Florida Weekend in Naples, Thu., Feb. 6-Sun., Feb. 9, LaPlaya Beach and Golf Resort. Contact: Jeanne Riddagh, jriddagh@sju.edu or 610-660-1233. alumni.sju.edu/florida

ATHLETICS
Women’s basketball, pre season NIT vs. Mount St. Mary’s, Fri., Nov. 8, (7 p.m).
Men’s basketball home opener vs. Marist, Wed., Nov. 13 (7 p.m). For tickets, email: tickets@sju.edu.
Athletics Hall of Fame Induction and Brunch, Sun., Nov. 17, Doyle Banquet Hall, Campion Student Center (noon). www.sjuhawks.com

CAREER DEVELOPMENT CENTER
Fall Career Fair, Thu., Sept. 19, Athletics Center (10 a.m.-2 p.m.). Contact: Jen Rossi, jross@sju.edu or 610-660-3021.

KINNEY CENTER FOR AUTISM EDUCATION AND SUPPORT
Programs: Adult Life Skills, Adults Night Out, Adult Social Skills, Family Kids Night Out, Kids Night Out/Sibshops, Kinney Sports and Social Skills. To register: kinneyautism@sju.edu.
Walk/Run for Autism, Sat., Oct. 12 (8:30 a.m.). To register: alumni.sju.edu/Kinney5K

MINISTRY, FAITH AND SERVICE
Liturgy of the Word and Eucharist in the Chapel of St. Joseph-Michael J. Smith, S.J., Memorial during the fall semester:
• Sundays (11 a.m., 8 p.m. and 10 p.m).
• Weekdays (12:20 p.m.).
• Seasonal Celebration, Sun., Dec. 8 (9 p.m).

MUSIC, THEATRE AND FILM DEPARTMENT
Student Piano Recital, Thu., Nov. 21, Ensemble Room, Nicoletti Music Studio (7 p.m.).
Jazz Band Concert, Thu., Dec. 5, Bluett Theatre, Post Hall (8 p.m).
Senior Guitar Recital: William Foley ’13, Fri., Dec. 6, Chapel of Saint Joseph-Michael J. Smith, S.J., Memorial (7 p.m).
Student Guitar Recital, Mon., Dec. 9, Chapel of Saint Joseph (7 p.m).
Contact: Donna Cammisa, dcammisa@sju.edu or 610-660-2277.

SJU THEATRE COMPANY
*Next to Normal,* Wed., Oct. 2-5, Bluett Theatre (8 p.m.). Sun., Oct. 6 (2 p.m).
“Seven Minutes In Heaven,” Bluett Theatre, Thu., Nov. 14- Sat., Nov. 16 and Fri., Nov. 22-Sat., Nov. 23 (8 p.m.). Sun., Nov. 24 (2 p.m).

STUDENT LIFE
Non-traditional Student Week, Mon., Nov. 4-Mon., Nov. 11. www.sju.edu/unit/academicstools/resources/index.html

UNIVERSITY GALLERY
Abstract paintings and drawings, Deborah Zlotsky, Mon., Nov. 16- Fri., Nov. 30. Contact: Vivian Castillo, vcastill@sju.edu.
"Your Money Motto," Thu., Oct. 24, Bluett Theatre (7 p.m.). For tickets, email: tickets@sju.edu.
Wood sculpture, Jay Walker, Fri., Dec. 20-Tue., Feb. 4. Reception: Thu., Jan. 23 (6-8 p.m).
Contact: Jeanne Bracy, jbracy@sju.edu or 610-660-1840/1845. www.sju.edu/gallery

On the Calendar
From the Editor

There’s nothing like an afternoon at the ballpark on a warm summer day. For me, it’s all about relaxing and watching the game with family and friends, scarfing down a hot dog while enjoying an icy cold beverage, catching the game highlights and mascot’s antics on the big screen, and maybe strolling through the concourses during the 7th inning stretch to see what they have to offer.

And that’s what those who work in sports marketing are counting on.

Sporting events have evolved into much more than the game itself, at least for sports marketers. For them, the play on the field may not matter as much if the fan experience is positive. From easing the process of obtaining tickets, to making concessions readily available and wide-ranging, to creating ballpark sponsorships, naming for video screens and securing advertiser signs that circle the field, sports marketers are racing to keep fans and their clients happy.

Sports marketing professor John Lord, Ph.D. ’71 (B.S.), and members of the Sports Marketing Advisory Board offer their thoughts on successfully breaking into and working in the industry in this issue’s cover story.

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Molly Crossan Harty

— Molly Crossan Harty
sju@alumni.sju.edu
On Saturday, May 11, nearly 2,600 students from Saint Joseph’s University’s undergraduate and graduate programs became alumni, as the 162-year-old institution celebrated a weekend of commencement ceremonies.

Elisabeth A. Hagen, M.D. ’91 (B.S.), under secretary for food safety for the U.S. Department of Agriculture, gave an address at the undergraduate ceremony and received an honorary Doctor of Public Service. She oversees the policies and programs of the Food Safety and Inspection Service, the USDA’s public health regulatory agency that ensures that the nation’s commercial meat, poultry and egg products are safe, wholesome and correctly labeled and packaged.

Also at the undergraduate ceremony, honorary Doctors of Education were awarded to Ambroise Dorino Gabriel, S.J., director of Foi et Joie: Haiti; and Rafael García Mora, S.J., national director of Fe y Alegria: Bolivia.

Fr. Gabriel is working to create a new educational system in Haiti. Inspired by his efforts, a group of Saint Joseph’s faculty, administrators and staff, along with others from Archmere Academy in Claymont, Del., chose to help Foi et Joie: Haiti by forming a partnership with SJU Project Haiti.

Fr. Mora, a biologist, provides leadership for a national, regional and local staff who work with more than 400 schools in Bolivia, involving 160,000 students. Celebrating 10 years of collaboration, the SJU and Fe y Alegria: Bolivia partnership is best known for its faculty and staff immersion experience.

Jesuit author and historian John W. O’Malley, S.J., spoke at the graduate ceremony and received an honorary Doctor of Humane Letters. Fr. O’Malley is a university professor in theology at Georgetown University focusing on the religious culture of early modern Europe. The recipient of several best-book prizes, he has edited or co-edited a number of volumes, including The Jesuits and the Arts, published by the Saint Joseph’s University Press in 2005.

Baccalaureate Mass homily: delivered by Joseph J. Feeney, S.J., professor of English: www.sju.edu/magazine/homily

2013 graduate stories: www.sju.edu/news/commencement-stories

Commencement weekend photos and video: www.sju.edu/gradrecap

FACULTY AWARDS

Lindback Award for Distinguished Teaching
- Phyllis Anastasio, Ph.D., Associate Professor, Psychology

Tengelmann Award for Distinguished Teaching and Research
- Richard George, Ph.D. ’67, Professor, Food Marketing

Lifetime Service Award
- John Lord, Ph.D. ’71, Professor, Marketing 38 years of service

Bene Merenti
- 25 years of service
  - Judi Chapman, Ph.D., Professor, Psychology
  - Robert Moore, Ph.D., Assistant Professor, Sociology
  - David White, Ph.D., Professor, Health Services

New Professors Emeriti
- Mary Applegate, Ed.D., Professor, Teacher Education
- Richard George, Ph.D. ’67, Professor, Food Marketing
- Anthony Joes, Ph.D. ’65, Professor, Political Science
- John Newhouse, Ph.D., Assistant Professor, Health Services
- John Tudor, Ph.D., Professor, Biology
- David White, Ph.D., Professor, Health Services
STUDENTS WIN SCHOLARSHIPS

Jennifer Cush ‘13
Teaching Assistant Program in France
A French major and secondary education minor from Washington Township, N.J., Jennifer Cush has won a spot in the Teaching Assistant Program in France. She will instruct middle and high school students in the Provence region of France at the Academy of Aix-Marseille through the 2013-14 academic year.

During her sophomore year at SJU, Cush spent six months in Poitiers, France, through Middlebury College’s study abroad program. The language-intensive program required her to sign a contract agreeing to speak, read and write solely in French during her time overseas. She hopes to become more proficient in the French language as well as in the country’s culture, traditions and customs.

“I applied for the teaching assistantship because in order to be the best French teacher that I can be, I must be exposed to the target culture as much as possible,” Cush said. www.sju.edu/news/cush

Shannon Spencer ‘14
Barry Goldwater Scholarship
Shannon Spencer, a senior biology major/chemistry minor from Swarthmore, Pa., has been named a 2013 Barry Goldwater Scholar. Established by Congress in 1986 to honor the late Senator Barry M. Goldwater, the scholarship is the premier undergraduate award of its type.

Spencer is an SJU Presidential Scholar and has been a Summer Scholar and an undergraduate research associate for the past three years. After she graduates next year, she plans to enroll in an M.D./Ph.D. program, pursuing a career as a physician and furthering her interest in molecular biology research, which was sparked by her grandfather’s battle with cancer and eventual death from age-related illness. “My grandfather’s struggle inspired my desire to study the role of protein regulation in the processes of natural aging and cancer,” Spencer said. www.sju.edu/news/spencer

Emily Miller ‘15
Cmdr. George C. McFarland Scholarship
The Saint Andrew’s Society of Philadelphia has awarded Emily Miller, a Havertown, Pa., native, the Cmdr. George C. McFarland Scholarship, granting her $20,000 to study at the University of Edinburgh in Scotland. This award marks the fourth consecutive year an SJU student has received a scholarship from the Saint Andrew’s Society, which was founded in 1958 to promote understanding between the United States and Scotland.

“This is the chance of a lifetime,” said Miller, an English and communication studies double major and gender studies minor. “Edinburgh is home to both the National Library of Scotland and the oldest English department in the U.K. These resources will help me tailor my study to my honors thesis, which will focus on gender and sexuality in literature.” www.sju.edu/news/miller

HAUB SCHOOL RANKS NO. 4 FOR ROI

The Haub School of Business came in at No. 4 among business schools in PayScale’s 2013 College Education ROI Rankings. An online company providing real-time salary data, PayScale measured more than 1,500 schools by the 30-year return on investment for bachelor’s degrees. www.payscale.com/college-education-value-2013

The largest Jesuit business school in the country, the Haub School also rated high for mid-career and beginning salaries. PayScale lists the typical starting salary after graduation at $45,900.

Top employers include: ACE Group, Ernst & Young, Grant Thornton, Johnson & Johnson, JP Morgan Chase, KPMG, MMI Brand, Philadelphia Insurance Companies, PricewaterhouseCoopers, Sanofi Pasteur, and Wegmans.

PayScale’s ratings were based on a methodology that surveyed graduates and employees, taking into account a number of variables. Ultimately, the organization determined the potential financial return of attending a college given the cost of tuition and the payoff in median lifetime earnings associated with each school.

ACADEMY OF FOOD MARKETING RECEIVES MILLION DOLLAR GIFT

Wakefern Food Corp., in partnership with its ShopRite stores and partner vendors, made a $1 million gift to the Academy of Food Marketing this year, the academy’s largest financial contribution ever. Headquartered in Keasbey, N.J., Wakefern has also supported the academy in previous years.

“We need leaders in the industry,” said Wakefern Chairman and CEO Joseph Colalillo, “and we think an important way to grow the industry and develop future leaders is through programs like Saint Joseph’s food marketing.”

The only wholly industry-supported program of its kind nationwide, the Academy of Food Marketing helped secure employment for 94 percent of food marketing graduates within six months of graduation last year. Food marketing is the largest undergraduate major in the Haub School of Business and the only internationally accredited program offering food marketing at the undergraduate, graduate and executive continuing education levels.
INAUGURAL MCNULTY SCHOLARS GRADUATE IN MAY

The McNulty Scholars program, which fosters the professional success of Saint Joseph's women in science and math, graduated its first cohort of students in May.

Kim Nguyen, Corinna Noel and Maura (Molly) Southwell began their studies in fall 2009 with four-year, full-tuition, merit-based scholarships. They are now moving on in diverse paths, after participating in intensive research and mentoring with faculty and other scholars as Saint Joseph's undergraduates.

Nguyen earned a B.S. in biology and is now a student at Drexel University College of Medicine. With a B.S. in mathematics, Noel has begun a master's in food science program at Cornell University, where she participated in a Food Science Summer Scholars Research Program last year. Southwell earned a B.S. in biology with a minor in Asian Studies and is considering whether to continue her studies in animal behavior/zoological studies or wildlife ecology.

Following in their footsteps are young women from each ensuing class, 2014 through '17, which marks a full complement of scholars who are preparing to join leadership ranks in their chosen STEM (science, technology, engineering and mathematics) fields.

www.sju.edu/news/mcnulty2013

Did you know?

BEGINNING THIS FALL, MOST DAY DIVISION UNDERGRADUATE CLASSES WILL HAVE 15 MINUTES BETWEEN CLASSES INSTEAD OF 10.
www.sju.edu/newsclasstimes

REGIONAL STUDENTS VIE IN KPMG ETHICS COMPETITION AT SJU

SJU’s Pedro Arrupe Center for Business Ethics held its inaugural KPMG Intercollegiate Business Ethics Case Competition in Mandeville Hall last April. Haub School undergraduates competed against students from Drexel, La Salle, Temple and Villanova universities as well as the University of Delaware before a panel of KPMG judges.

Using case studies based on real-life issues, participants grappled with ethical issues and experienced the rewards and demands of working in the accounting field.

The Arrupe Center’s activities prepare students to engage in careful, sustained and critical reflection on ethical issues and ultimately, their business decision-making.

“The mission of the Arrupe Center for Business Ethics,” said Stephen Porth, Ph.D. ’80 (B.S.), associate dean of HSB and professor of management, “is to ensure that all Saint Joseph’s students receive a strong business education grounded in an awareness of ethical issues and an ability to make ethical business decisions.”

John McCall, Ph.D., the John McShain Chair in Ethics, director of the Pedro Arrupe Center for Business Ethics, and professor of management and philosophy (left) and David Steingard, Ph.D., associate director of the Pedro Arrupe Center for Business Ethics and associate professor of management (right), with the SJU undergraduates. The student team members are Sutula Scholars, majoring in accounting (from second-to-left): Tom Heleniak ’14, Brandon Talsesky ’14, Pam Jones ’14, Mike Slonim ’14.
MARKETING STUDENTS WIN TOP HONORS
The SJU American Marketing Association (AMA) Chapter competed against more than 300 other chapters to win four top honors at the 35th Annual AMA Collegiate Conference in New Orleans in March:

- Best Marketing Week (second time in three years)
- Outstanding Website
- Communications
- Membership

PROJECT HAITI CONTINUES TO GAIN EXTERNAL SUPPORT
Now, more than three years after Haiti’s devastating earthquake in January 2010, SJU’s Project Haiti, with 23 faculty, administrators and staff members, is still going strong. A recent $5,000 grant from Haitian Professionals of Philadelphia is maintaining the momentum started by a $25,000 grant last fall from the Raskob Foundation for Catholic Activities of Wilmington, Del.

Project Haiti remains committed to its goals of helping the nation “rebuild and sustain” by raising funds and providing professional development opportunities for teachers in Haiti. www.sju.edu/haiti

The University has partnered with Foi et Joie: Haiti (meaning faith and joy), a Jesuit educational initiative in the country, to develop a viable educational model based on sound pedagogy. Under the guidance of Foi et Joie Director Ambroise Dorino Gabriel, S.J., 17 grammar schools and 10 schools with a vocational focus have been established since the earthquake.

HAUB SCHOOL DEAN EARNs ACCOLADES
Two regarded organizations in business education recognized Joseph A. DiAngelo Jr., Ed.D. ’70 (B.S.), dean of the Haub School of Business, in April:

- The Association to Advance Collegiate Schools of Business (AACSB), honored him for his vision as board chair in recasting international standards for business school accreditation; creating initiatives aimed toward increasing liberal arts offerings in business programs; and mobilizing a task force to review doctoral programs in business. DiAngelo ended his term as board chair in July.
- The Philadelphia Insurance Society saluted DiAngelo for his leadership and contributions to insurance education with its 2013 Franklin Award, which is sponsored by the CPCU Society (a designation for Chartered Property Casualty Underwriters).
An associate professor of food marketing at Saint Joseph’s since 2008, Ferdinand Wirth, Ph.D., originally intended to become a biologist. It was a fleeting interest, though, and he embarked on a career in sales after attaining his bachelor’s degree in biological sciences from the University of Maryland.

At age 37, he returned to school to earn a master’s degree in agricultural economics at the University of Delaware and went to work for the Delaware Department of Agriculture.

Academe enticed Wirth again, to the same discipline, in which he gained a doctorate at Louisiana State University. Afterward, he taught at the University of Florida for a decade. But when a position came up at SJU, he says, “I jumped at the opportunity.” He hasn’t looked back.

Wirth, whose research has generated more than $1 million in grants and external funding, is now principal investigator and project director for a three-year U.S. Department of Agriculture Higher Education Challenge Grant at SJU. Under his direction, two of six course modules have been implemented to teach students about the needs of people living in food deserts, defined by the USDA as a community where at least 500 people and/or at least 33 percent of the census tract’s population resides more than one mile from a supermarket or large grocery store.

“We focus on the social consequences of food desert communities and the problems that will affect them,” says Wirth, who is also an SJU Morris Grant recipient. “The project addresses social justice issues that clearly fall within the SJU mission.”

More than 530 food marketing students will learn about food deserts in required courses, as will other students who have the modules in three courses outside of food marketing. The plan is for the final modules to be shared beyond SJU, with schools in the Food Industry University Coalition, under the auspices of the National Grocers Association.

“I’ve been very blessed in my life,” says Wirth. “This is a way to give back and affect a lot of people. When it goes national, even more will be affected.”

— Molly Harty
Much of the work of Allen Kerkeslager, Ph.D., associate professor of religions of the ancient world, centers on understanding the past. But he also applies the theories and technologies he relies on to study ancient history to improve the well-being of others in the present day. He does so through his work with an environmental initiative he helped create five years ago.

Visiting family in upstate New York over the past several years, Kerkeslager noticed signs of neglect along the Genesee River, which runs from northern Pennsylvania into western New York state and the Finger Lakes region. The southernmost section of the river, the Upper Genesee, flows northward through Allegany County, N.Y., one of the most economically depressed areas in the state.

An expert in how ancient peoples interacted with the environment around them, Kerkeslager saw his chance to put into practice some of the history he teaches his students. Ancient societies built cities near water sources because access to water promotes the economy. Kerkeslager felt that if the environment of the Upper Genesee could be improved, it would aid the economic revitalization of the surrounding communities.

In the spring of 2008, Kerkeslager co-founded the Genesee River Wilds Project — a group of devoted volunteers and professionals working to create a system of trails and parks along the Genesee — with the project’s president, William Hart. Kerkeslager acts as a liaison between local officials in Allegany County and the planners and support groups that help move the project forward. Last April, the Genesee River Wilds dedicated a park with a canoe-kayak launch in Allegany County, the first in a series of planned river access areas that will enhance tourism, recreation and restoration of the Genesee River.

“Cleaning up the Genesee provides a great opportunity to draw educated young professionals to a rural area and make local communities more attractive,” says Kerkeslager. “We realized that improving the water quality and creating recreational sites as tourism resources would create jobs.”

— Nicole Katze ’11 (M.A.)
For the first time in program history, the Saint Joseph's softball team claimed the Atlantic 10 regular season title. The team finished with a 17-5 record in conference play and was the runner-up to Fordham University for the A-10 Championship, while advancing to the A-10 title game for the second time in three years.

Three Hawks earned special recognitions from the A-10:

- Pitcher of the Year, Taryn Ashway '13 (B.S.)
- Rookie of the Year, Sarah Yoos '16 (B.S.)
- Coach of the Year, Terri Adams

For the third straight year, SJU posted four players on A-10 All-Conference aquads. Ashway and Yoos joined Dana Parks '13 (B.S.) on the A-10 All-Conference First Team, while graduate student Monica Aguilar '12 (B.S.) was selected to the A-10 All-Conference Second Team. Additionally, Parks was selected to the A-10 All-Academic Team for the third straight season, while Yoos becomes the sixth SJU player to be named to the A-10 All-Rookie Team.

The Hawks distance standout and current graduate student Kevin McDonnell '12 (B.S.) capped his sensational SJU career with a 10th place finish in the 10,000-meter finals at the 2013 NCAA Division I Outdoor Track and Field Championships at the University of Oregon in June. With a time of 29:55.58, McDonnell's Top 10 finish earned him All-American Second Team honors.

McDonnell was just the fifth men's track athlete in Saint Joseph's history to earn All-American status and the first SJU competitor in 10,000 meters at the NCAA Championships. He was also the first men's track standout in 27 years to place at the NCAA Championships.

“It's been so much fun representing Saint Joseph's,” said McDonnell, who leaves his mark as the school record-holder in the 10,000 meters (29:16.01), set last season at Bucknell's Bison Outdoor Classic in May. “It’s been great to do well and to get St. Joe's out there. The program has grown ever since I got here, and that has to do with everyone around the program.”
SCENES FROM ORIENTATION
Welcome to the Class of 2017!
RECENT GRADUATES CHOOSE TO SERVE OTHERS

Thirty-four members of the Class of 2013 are engaging in 11 full-time local, national and international service programs. Placements include:

- ACESJU (Alliance for Catholic Education at Saint Joseph’s University)
- Action Reconciliation Service for Peace
- Alumni Service Corps
- Augustinian Volunteers
- City Year
- Lutheran Volunteer Corps
- Mercy Volunteer Corps
- Jesuit Volunteer Corps
- Jesuit Volunteer Corps: Northwest
- Peace Corps
- Teach for America

In addition, four alumni from earlier classes have enrolled in AmeriCorps’ Teach for America or ACESJU. Time commitments to these programs range in duration from one to three years.

“As a Jesuit, Catholic university, our mission inspires our students to serve a faith that does justice,” said University President C. Kevin Gillespie, S.J. ‘72 (B.S.). “This credo informs all that we do at Saint Joseph’s, from educational activities to our athletic programs, and culminates in our extraordinary service-learning and Campus Ministry community service programs. I’m grateful and proud that these recent graduates have committed to spend this special time in their lives to serving others and the greater good.”

Contributors: Patricia Allen ’13 (M.A.), Phil Denne ’96 (B.A.), Brooke Elser ’13 (M.B.A.), Harriet Goodheart, Molly Crossan Harty, Amanda Sapio ’13 (B.A.), Carolyn Steigleman ’10 (M.A.), Kelly Welsh ’05 (M.A.), Brianna Willard ’13 (B.A.) and Marie Wozniak.

CHILDREN DELIGHT IN KINNEY CENTER’S SUMMER CAMP

For the fourth year, the Kinney Center for Autism Education and Support offered its five-week summer camp, designed to provide fun, stimulate imaginations and encourage social growth for all children by bringing together those with autism and their neurotypical peers. Sixty campers and 83 SCHOLARS (SJU undergraduates trained to work with individuals with autism) participated.

The camp has grown significantly since its inaugural year, largely due to three years of support from the Wawa Food Stores coin collection program, which has brought in more than $400,000.

Camp highlights this year included visits from Philadelphia Circus Arts (below), Philadelphia Zoo animals, the Franklin Institute, the Phillie Phanatic and the Eagles Book Mobile.

SENIOR ART MAJOR DISPLAYS DIGITAL PHOTOGRAPHY

“Bridge Under the Water,” a digital photograph by Nehru Ganeish ’13, was displayed in the University Gallery at the end of the spring semester as part of the annual senior art thesis exhibition.

A native of Singapore, Ganeish moved to Philadelphia to study art at Saint Joseph’s. “Bridge” is one in a series of digital photographs for his senior project. Ganeish describes them as “my interpretation of Frank Lloyd Wright’s philosophy, Frank Gehry’s sculpturesque forms and my desire to strike a balance between the organic and synthetic.”
GETTING INTO THE GAME

The Business of Sports Marketing

by MICHAEL BRADLEY
Big-time sports involve much more than the action on the field.

It was going to cost a lot of money. Tom Pippet ’73 (B.S.) knew that. And the payoff wasn't going to come in a direct flow, either. But, in the long run, that's where the value would be found.

The Philadelphia Phillies were relocating their AAA minor league franchise, the IronPigs, to Allentown, Pa., and their new stadium needed a corporate sponsor to put its name on the park. Pippet, director of marketing and key accounts in the Lehigh Valley and Chester County for Pittsburgh-based Coca-Cola bottler ABARTA, wanted pouring rights in the new spot. But he also wanted the Coke name attached to the Phils and the team. It wouldn't come inexpensively.

“When we had discussions with the management of the IronPigs [about acquiring naming rights], we knew we would spend a lot of money,” Pippet says. “We weren't going to get it all back in sales. We needed intangibles that could help us sell the product.”

One of those difficult-to-measure metrics was “pass-through rights” that allowed ABARTA to divert some of its signage space in the stadium to a large, regional supermarket chain that wanted to advertise at newly named Coca-Cola Park. It was a win-win. The grocery retailer received a plum promotional spot in front of 10,000 fans a night, in return for granting favored status to Coke in its stores.

Welcome to the world of sports marketing.

“This field is expanding into a much wider berth of opportunities than some people thought it could,” Pippet, an SJU Hall of Famer for soccer, says. “It was once a niche, but now it gives people so many different options.”

To some advertisers, gaining prime positioning in a store for a product has nothing to do with the world of athletics. But as Pippet's relationship with the IronPigs shows, it absolutely can.

By partnering with the team, Coke was able to improve its bottom line in a way that didn't involve balls and strikes or wins and losses. The beauty of the sports marketing world is that, thanks to the growing interest in professional and collegiate — and in some places, even high school — competition, just about any business has a chance to enhance its image and influence sales by partnering with teams, leagues and athletes.

“Almost none of [sports marketing] has to do with who won the game,” says John Lord, Ph.D. ’71 (B.S.), SJU sports marketing professor and program director. “It’s important, and it creates fan interest, but everything we talk about in the classroom is separate from what goes on on the field.”

SJU’s sports marketing program debuted in 2011 and was the result of years of dedicated work by Lord, who received the Lifetime Service Award at graduation this year. A food marketing professor and youth baseball coach when he started at Saint Joseph’s in 1975, Lord still, at age 63, plays senior baseball and is...
the pitching coach for a local American Legion team. He also serves as league commissioner. Lord has always known there were plenty of students interested in learning about the business of sports and the opportunities available within the commercial pursuits surrounding athletics.

He says 80 students were in the major during the first year (2011-12), and he expects, as time goes on and a track record emerges for hiring graduates, that number will grow. By mid-summer, nearly 150 students had signed on for the program for the 2013-14 academic year.

Lord enlisted a Sports Marketing Advisory Board of industry professionals (www.sju.edu/int/academics/hsb/sportsmarketing/board.html), like Pippet, to help infuse the program with real-world experiences and open doors to internships and potential full-time positions. His goal for the program is to not only teach the business of sports, but also expose students to the realities of a wildly popular industry that requires those interested in gaining entry to demonstrate keen interest and a driving passion.

The program’s board includes administrators and managers from many different sports business areas, including media, event management, arena operations, ticketing, marketing and teams/leagues. Their support and knowledge buttress the efforts of Lord and other full-time faculty members. The big winners are the students, who receive training in theory and practice.

“Unlike our food marketing department, where 50 to 60 companies come in to interview students, there are no campus interviews for sports marketing,” Lord says. The field is so competitive, he explains, employers don’t have to seek out candidates on college campuses. “People ask about placement, and there is no placement,” he says. “You have to go out and find a job, and you do that through internships.”

Sports marketing majors are, in fact, required to take an internship to gain that all-important, hands-on experience and cultivate the ability to develop contacts. The Sports Marketing Club presents additional networking possibilities through events that bring students together with industry veterans.
One of the most important parts of the curriculum — featuring courses in the business of sports, sports law, event marketing, sports media and the administration of collegiate athletics, in addition to the courses required of all Haub School of Business matriculants — is the teaching lineup, which is alsoculled from industry professionals who can bring theory to life with their firsthand knowledge and experience. Visiting executives provide students further expertise.

“Learning from the book is fine, but the experts and guest speakers are invaluable,” says Ashley Dabb ’08 (B.S.), who, as an undergraduate, took electives in sports marketing before it officially became a major. “The chance to pick their brains is a huge opportunity.”

Eric Lipsman, senior vice president of corporate sales and partnerships for the Trenton Thunder minor league baseball team, spoke to a sports marketing class when Dabb was a student, and she sensed an opportunity. Lipsman talked about the value of internships for those interested in careers in sports and mentioned that the Thunder was looking for program applicants.

Dabb spoke with Lord, who arranged a lunch for them with Lipsman. She landed a spot, interning for the Thunder while working on campus at the Fieldhouse (now Hagan Arena) and taking classes at the same time. She says the experience and contacts she made were priceless and have helped her move forward in her career.

“There are times when you’re running on fumes, and you have to keep going,” she says. “This is an exciting business, and no two days are the same.”

Major League Expansion Team
A new franchise located in an area where there is high interest in the team to ensure that it will be profitable in the long run.
Sportingcharts.com

The enthusiasm Dabb mustered for her daily work with the Thunder — despite the other requirements of her busy student’s life — helped her when she became the first-ever employee of the Philadelphia Union, the city’s major league soccer expansion team. Dabb graduated in 2008 with a pair of job offers in the financial sector, neither of which enticed her. She heard the Union had an opening and forwarded a resumé, never expecting a response. Two hours later, she received a call from a team representative. Two days later, she was interviewing. Two weeks later, she had a job.

“I was an administrative assistant, which is not what I went to college for or what I wanted to do, but I had my foot in the door,” Dabb says. “It was basically a catch-all position, and it was a good start.”

Promoted several times since then, Dabb is now the Union’s director of marketing and special events. Her experience is not unlike that of most people breaking into the sports marketing business and its related fields. Lord reiterates that fact as students move through the program. Students learn about sponsorships, the media, events and other areas of the industry, but Lord and other professors are sure to share stories of how even the most successful people in the sports world started at the bottom. If NFL Commissioner Roger Goodell had to begin his career as a post-graduate intern, it’s likely that even the most successful SJU students must work their way through several levels to reach their goals.

“We try not to oversell the students,” Lord says. “In fact, we give them tough love about how challenging it’s going to be to get a job — unless they show outstanding initiative.”

That’s what happened with Mike Bantom ’73 (B.S.) when his basketball career came to an end. The former Hawk hoops star and 1972 Olympian played for nine years in the NBA and seven in Italy, but afterward, the 6-foot-9-inch power forward/center had to decide what his post-basketball life would look like. When he surveyed his options, he came back to one thing: his love of the game. Bantom went to work for the NBA and has served the league in a variety of capacities, including international licensing manager, international director of marketing programs and senior vice president of player development. He is currently executive vice president of referee operations, based in New York.
“When I started my second career, I had to ask myself what I was passionate enough about to make me work as hard as I did as a player,” Bantom says. “When I broke it down and looked at the intrinsic value of sports, I was able to see what sports did for me. They educated me, introduced me to new areas of the world and helped build my character.

“Because of that realization, it was easy for me to make a transition from being a player.”

On the administrative side of the NBA, Bantom has seen the span of opportunities in the sports industry. When he was developing coaching clinics and other grassroots marketing efforts for the NBA in Europe, Gatorade and Sprite had virtually no presence on the continent. They teamed with the NBA as part of the overseas initiative and were able to establish footholds.

“Now, they are entrenched,” Bantom says.

Such is the power of sports in the business world. When Pippet looks at Coke’s relationship with the IronPigs, he can’t help but see other entities that have connected with the team. The IronPigs partner with financial, insurance and food companies, and each business needs people, like him, who are fervent about their work, to help build the associations necessary to benefit both parties.

The connections between sports organizations and the businesses with which they partner aren’t always obvious. Former SJU track star Fred Maglione ’71 (B.S.), president and CEO of New Era Tickets in Exton, Pa., and a Sports Marketing Advisory Board member, says he attends many meetings that, at least on the surface, appear to have little to do with his company, which provides ticketing and marketing services to teams and arenas. Dig a little deeper, though, and New Era’s role becomes clearer.
“We have to know what teams and arenas are doing,” says Maglione, who started New Era 11 years ago and was previously a founding partner and president of Globe Information Systems, the company that created the Select-a-Seat Ticketing System used by more than 400 organizations worldwide. “We don’t have any involvement in player personnel decisions, but when they happen, we are notified. If a team makes a big trade or signs a player, we have to know, so that we can staff up to handle ticket demand.”

While New Era handles ticketing for several teams and arenas — 12 million tickets worth $550,000,000 — including Philadelphia’s Flyers, 76ers, Soul, Union and Wings as well as the Oakland Raiders, Portland Trail Blazers and, soon to open, Singapore National Stadium. The company has expanded its reach into the creation of digital marketing platforms that allow clients to increase their ROI. Through concepts like dynamic pricing and the booming re-sale market, New Era uses high-tech channels to help companies get their messages to customers and prospects.

“How you reach, touch and communicate with consumers is constantly changing,” says Maglione.

At SJU, sports marketing students are learning about these concepts and channels, and that, for every game played by a collegiate or professional team, there’s a company working toward the same goal — brand recognition through sports. Fans focus on the action, but businesses affiliated with teams care about much, much more.

Take the data and statistics involved in business analytics, for example.

“We’re concerned with how analytics drive season ticket sales, attendance and sponsorship revenues more than we are the on-field stuff,” Lord says. “You can’t afford those multi-million dollar salaries with just ticket revenues.”

Just as you won’t necessarily boost soda sales exclusively with naming rights to a stadium. You have to go further. You have to form creative partnerships, push unusual ideas and generate additional revenue. You have to want it more.

This is the world of sports marketing.

Michael Bradley is a writer and broadcaster based in Broomall, Pa. He teaches sports journalism at several local universities, including Saint Joseph’s.
Women like Abdulkarim, a recent SJU graduate with a master’s degree in health administration, endure many social taboos — driving a car is just one of them — in their home country of Saudi Arabia. Living in the United States offers Saudi students, especially women, unprecedented opportunities to explore the open road of education. “Here, it’s a free country,” she says. “You get to go anywhere you want.”

Saudi Arabia is a vast, oil-rich monarchy on which the United States depends for Middle East stability. In 2005, then-President George W. Bush met with Saudi Crown Prince Abdullah (who shortly thereafter became king) to discuss ways to strengthen their countries’ mutual ties. From that discussion, the King Abdullah Scholarship Program (KASP), now the largest scholarship program in the history of Saudi Arabia, was born.

The idea is for Saudi students, including more and more women, to gain academic degrees abroad and return home as global, visionary thinkers — leaders for the 21st century. The program offers full-tuition scholarships at colleges and universities in America and around the world, including up to 18 months of language lessons. A monthly stipend for the student, spouse and children, along with annual round-trip tickets home, is also provided.

The Saudi Arabian Cultural Mission (SACM), the arm of the Saudi embassy that administers the program, began sending scholarship recipients to SJU primarily because of its association with the globally recognized ELS Language Center, which has taught English to international students and business professionals from Saint Joseph’s campus for 32 years.

In seven short years, SJU went from not hosting any Saudi students to welcoming 49 in 2012-13. Saudi students now make up one of the largest international populations on campus, second only to students from China.

The infusion of Middle Eastern students initially concerned Meryl Halpern, assistant director of international student services at the SJU Center for International Programs, who didn’t want them burdened with stereotypes. “Are they getting strange looks on the bus?” she asks. “Is anybody giving them a hard time?”

Judging from Abdulkarim’s warm smile, Halpern has nothing to worry about. Dressed in a simple tunic and coordinating hijab (head scarf) — which by law she must replace with a black, cloak-like abaya and head covering when going out in public in her home...
As the face of SJU’s international population shifts, a new type of student emerges. By Annette John-Hall

country — Abdulkarim answers questions confidently and candidly. And when she gets lost in translation, she whips out her iPhone and Googles in Arabic.

What else would you expect from someone enjoying the benefits of her new-found freedom?

Since Soher Barnawi, 26, was in high school, she dreamed of experiencing life in another country. She arrived at SJU in 2011 and, after sharpening her English in the ELS program, is on track to earn her master’s degree in education in December. Nearly 30 percent of the KASP recipients in 2012 were female, in fact, according to the SACM. Barnawi is seriously considering going one step further to earn a doctorate.

“So hopefully,” she says, “I will stay.”

The oldest of six children, Barnawi lives with her brothers. One is a student at Widener University in Chester, Pa., and another attends Benjamin Franklin High School in Philadelphia. Along with the rest of the 21 female Saudi students at SJU in 2012, Barnawi had to seek permission to apply for a scholarship from her father, who was resistant at first. After a female applicant is accepted, Saudi rules stipulate that she must come with a male escort — usually a relative, who is required to live within a 60-mile radius.

Despite the restrictions, Halpern has observed that the female students tend to thrive. “We are amazed at how well the women are doing,” she says. “Not to say that men aren’t thriving, but the women are going into doctoral programs and acclimating … really trying to take advantage of everything they can do here.”

When Abdulkarim returns to Saudi Arabia, she hopes to work in the same hospital as her father, who is a doctor in the country’s capital, Riyadh. “Before, at home, I had no social life, no friends, no self-confidence,” she says. “I didn’t like the way I used to be. Here, I have to stand up for myself. I feel good. You know?”

As living in the United States affords Saudi women liberties they would not have known otherwise, their own country’s restrictions on them are relaxing a bit. Starting in 2015, women will have the right to vote and run in municipal elections for the first time. Ruba Abdoh is quick to point out that the gradual changes in her country, like the King Abdullah Scholarship Program, will benefit benefit women politically, economically and even personally. She and Abdulkarim assisted Halpern in the research for a presentation at a national conference earlier this year on women from Saudi Arabia studying in the United States. This July, about one year away from getting her doctorate in education at SJU, Abdoh, 29, was getting married in her home state of Jeddah, in the western part of Saudi Arabia.

That’s a lot to juggle. “It’s going to be a new life, and I have to leave him,” says Abdoh of her husband, who works for an industrial company in Jubail. “But he will be here for vacation so I’m hoping it won’t be a big problem.”

Theirs, she believes, will be an equal relationship. “He knows my situation,” she says. “I’m going to travel with my friends, and that’s fine with him. We have to take what we want from American culture. … It will be a mixed challenge.”

Annette John-Hall is a journalist and writer.
BRIGHT LIGHTS, BIG PUBLICITY

By Robert DiGiacomo
This alumna makes sure the spotlight is always shining for her clients.

Caroline Bubnis ’01 (B.A.) can often be found in the company of boldface names, but you’ll rarely see hers in print. She’s been seen with supermodel Naomi Campbell and her fashionable set in the south of France, has flown on Donald Trump’s jet to attend the Miss Universe pageant in Ecuador and has accompanied Colombian-born singing sensation Shakira to the Latin GRAMMYS.

A longtime publicist for high-profile music, food and fashion celebrities, Bubnis has worked with supermodel rocker-turned-designer Gwen Stefani, rapper-turned-mogul Sean Combs and one-woman brand Jennifer Lopez. Now, as executive vice president in the New York-based firm The Door, she helps represent lifestyle and TV personality Rachael Ray, music artist Tom Moon, Food Network chef Marcela Valladolid, and Philadelphia’s own famed restaurateur Stephen Starr.

Bubnis thrives on the variety of her profession. “There’s writing and pitching and attending events, walking clients down the red carpet, lots of strategizing and lots of messaging,” she says. “Sometimes it’s putting out fires; sometimes it’s creating fires. I like doing it all.”

Her interest in other people’s stories started during her childhood in small-town Wyomissing, Pa., where Bubnis regularly devoured newspapers and magazines featuring Hollywood megastars. According to Lois Najarian O’Neill, a founding partner at The Door, that sense of discovery is the key to Bubnis’s success. “Caroline is a reader, a student of the media, who is always thinking about how to craft unique stories for her clients,” Najarian O’Neill says. “She’s relationship-oriented, she pals up quickly with media — they trust her — and relationships make a huge difference in our job.

“She’s also tough — way tougher than me — and stands up for herself. These are assets you truly need in this business.”

Bubnis began to hone her PR skills when she moved to New York shortly after graduating from Saint Joseph’s with an English degree in 2001. While sharing an apartment with her two older sisters — one is a longtime producer at “The View” — she landed her first PR job at Dan Klores Communications. There, she worked with Hilfiger, Campbell, Combs and W Hotels, among other high-profile clients.

Najarian O’Neill, a colleague at the time, would later recruit Bubnis for the publicity department of Epic Records and to help found The Door. In Bubnis, she recognized a PR natural. “You can only be great at PR if you love it as a true craft and get a jolt when you score a great piece of press for a client,” she says. “You just have to have a certain chemical make-up for it. Caroline has this in her blood.”

Those instincts serve Bubnis well when she thrusts her clients into the media spotlight, facilitating one-on-one interviews and red carpet moments. At Epic, Bubnis helped create a buzz around album launches for Jennifer Lopez, Shakira, Los Lonely Boys and other artists. “It’s a totally different set of circumstances when you’re working from the inside out,” she says. “Your client is sitting next to you — they’re not a phone call away. You have to manage [the press opportunities], so those media folks walk away with a positive impression, but also to make sure you take care of your client.”

Her work can range from planning and executing Rachael Ray’s four-day music and food showcase at South by Southwest in Austin, Texas — booking newer bands, such as Macklemore & Ryan Lewis, along with the long-established Kenny Loggins — to advising budding celebrities such as “Top Chef: Season 4” contestant Spike Mendelsohn on projects, personal appearances and media opportunities to establish his name. According to Mendelsohn, Bubnis has a particular knack for helping clients develop their brands. In his case, that meant determining where to take his budding fame from “Top Chef.”

“I was just a cook and a chef, and she’s helped launch me into notable chef status and has helped keep me current,” he says. Under her guidance, Mendelsohn launched his first book, The Good Stuff Cookbook, and landed several partnerships with brands and TV deals. He’s also the chef and owner of Good Stuff Eatery and We, The Pizza, both in Washington, D.C.

“No matter what their level of success is, you take something from everybody, whether it’s learning about a new band — or becoming more of an adventurous eater,” she says.

Building her own agency with partners Najarian O’Neill and Charlie Dougiello has proved to be another valuable experience for Bubnis. In five years, The Door has grown to include 21 employees, with offices in New York, Chicago and Philadelphia.

“It’s a dream job,” says Bubnis, who is now based in Philadelphia. “I’m constantly learning things. We still consider ourselves a young agency with plenty of room to grow and change, as the world around us changes.”

Robert DiGiacomo is a Philadelphia-based writer. His work has appeared in The Washington Post and The Huffington Post and on MSNBC.
Every spring, the story repeats itself. Graduates nationwide cross stages, shake hands and receive their college diplomas. Meanwhile, across the country, their high school-aged counterparts check their mailboxes — and, increasingly, email and text messages — as they wait to hear which college will welcome them into the fold and prepare them for a new chapter in their lives.

Both groups face myriad challenges. Both also see the promise of a bright future ahead.

Yet much of the national conversation revolving around these erstwhile college grads — and higher education as a whole — is focused solely on cost, not the value returned on this investment.

For many students and families, in their lifetimes, the cost of a college education will be second only to the cost of a home. Many new graduates will find themselves facing debt for the first time in their lives. A few may even question whether their education was worth it.

Sometimes overlooked in this assessment is that, in the long term, higher education has been documented time and time again as a truly outstanding investment.

Bureau of Labor Statistics figures show the unemployment rate for college graduates is almost half that of workers with no college education. Over the course of their lifetimes, these graduates will earn 84% more than non-college grads, a Georgetown Center on Education and the Workforce study has found and the Wall Street Journal has reported.

In fact, according to the Brookings Institution, the average rate of return for a bachelor’s degree over the career of a college graduate is 13.2%. Compare that to the average rate of return for the stock market (6.8%) and AAA bonds (2.9%), and it’s clear that, for a large majority of students, higher education has a significant payoff.

At Saint Joseph’s University, however, the value of an education goes beyond financial metrics. The Jesuit tradition of educating the whole person provides value beyond the numbers. “We understand a college education is far more than a consumer purchase, but also a lifetime decision,” says C. Kevin Gillespie, S.J. ’72 (B.S.), Saint Joseph’s second-year president. “It is an investment that shows a great deal of trust in the University and its values. Every decision we make as an institution has to be focused on securing that trust and delivering an experience that meets and exceeds the investment.”
The results bear this out. Within six months of graduating, 94% of Saint Joseph’s Class of 2012 was employed, pursuing further studies in graduate or professional school, or enrolled in full-time volunteer programs.

More specifically, PayScale.com recently ranked the Haub School of Business, the largest Jesuit business school in the country, fourth in the nation in financial return on investment among its peers. The ratings were based on a methodology that surveyed graduates and employees, comparing the cost of tuition with the median lifetime earnings associated with each school. www.sju.edu/news/haubroi

Similarly high value is delivered by non-business curricula. Responding to a Congressional request, the American Academy of Arts and Sciences reported over the summer that “study of the humanities and social sciences must remain central components of America’s educational system at all levels. Both areas are critical to producing citizens who can participate effectively in a democratic society and become innovative leaders.”

Time Magazine further reported that “employers have expressed a preference for students who have received a broadly based education that prepares them not just for their first job, but for their fourth and fifth jobs.” The report continued, “There is little reason to doubt that those entering the workforce today will be called upon to play many different roles over the course of their careers. Those who do best in this new environment will be those whose educations have prepared them to be flexible.”

But these numbers and trends only tell part of the story, according to Brice Wachterhauser, Ph.D., Saint Joseph’s provost and chief academic officer.

“Of course our students leave with degrees that are competitive in the marketplace,” Wachterhauser says. “But they’re also getting a complete Jesuit, Catholic education. It’s an education that focuses not only on academics, but also students’ lives and their obligations to become lifelong contributors to a greater good.”

The message is clearly getting through. Approximately 90% of SJU freshmen return for their sophomore year, which is more than 20 percentage points better than the national average. And nearly 80% of Saint Joseph’s students overall complete their degrees within the six-year matriculation period measured by the federal government (compared to just over 50% nationally).

“The conversation isn’t only about financial returns,” says John Haller, associate provost for enrollment. “Students leave Saint Joseph’s with a total educational experience that translates to much more than salaries and earnings.”
Four years ago, Mary Sisti '13 (B.S.), received two pieces of news from SJU that would change her life: an acceptance letter, and along with it, a notification that she had received the University’s Presidential Scholarship.

Sisti was eager to apply because she heard graduates of SJU’s food marketing program go on to jobs with top companies. Additionally, she was attracted by the school’s reputation for providing scholarship support to promising students.

“I wouldn’t have been able to attend Saint Joseph’s without the Presidential Scholarship that came with my offer of admission,” Sisti says.

The Presidential Scholarship — along with three other scholarship offers — made Sisti’s decision and the logistics of attending Saint Joseph’s University easier.

“Ultimately, I chose to attend SJU because of the investments it was willing to make in its students,” says Sisti, who now works as a sales analyst with the future leaders program at Merck Consumer Care. “My scholarships provided the opportunity to study at a private, Jesuit university without breaking the bank.”

Sisti’s financial aid puts her in good company.

A vast majority of SJU undergraduates — more than 90% — receive assistance in the form of scholarships, tuition discounts, financial aid or other awards. This year’s aid totals $76.2 million.

“From top to bottom, Saint Joseph’s University is working diligently to make college as affordable as possible,” says Lou Mayer, Ed.D. ’79 (B.S.), vice president for financial affairs and treasurer. “There’s a real dedication to making a Saint Joseph’s education available to everyone. Specifically, it will be our practice to set our annual tuition rate increases at levels closer to the national rate of inflation.”

This effort has been ongoing and is central to Fr. Gillespie’s vision for his presidency. Since he began his term in July 2012, Fr. Gillespie, himself a Saint Joseph’s graduate (B.S., Class of ’72), has emphasized a strong desire to enhance the value of an SJU degree.

“What we offer is too important, and what our graduates bring to the world is too critical, to limit the pool of future students,” he says. To this effect, Fr. Gillespie announced the launch of the President’s Magis Scholarship Initiative in November 2012, aimed at increasing scholarship support for Saint Joseph’s students by raising $50 million in current-use and endowed scholarships. The initiative aims to make Saint Joseph’s Jesuit, Catholic education more accessible for students who cannot afford an education without full financial support, students who cannot afford a private university, and academically gifted students who have their choice of private universities.

campaign.sju.edu

More than 70% of financial aid at SJU is need-based to promote this accessibility. Since fall 2007, there has been an 80% increase in the amount of financial need met overall.

Today the challenges of providing that access are greater for a university than ever before.

“Since the fall of 2007, every additional financial aid dollar spent has gone to meeting need,” says Haller. “That’s due to a real effort to make a quality education available to as wide a range of students as possible.”
Lisa Mariani, a senior with a 3.9 GPA, says that she is receiving more than financial aid through her John P. McNulty Scholarship. The dual physics and theology major had many opportunities out of high school. But none matched the overall SJU experience. www.sju.edu/news/mcnulty2013

“At other schools, I received half- or three-quarter scholarships,” Mariani says. “But the McNulty Scholarship at Saint Joseph's covered my full tuition and allowed me to benefit from having a faculty mentor who supported my research experience.”

The McNulty Scholars program, and other scholarships made possible with the support of alumni and friends, provide students who may not otherwise have had the opportunity to attend SJU with financial assistance to pursue their education.

“Many undergraduates do not get the research experience that the McNulty Scholars program has provided me,” says Mariani, who plans to pursue a Ph.D. in engineering after graduation. “It has greatly enhanced my education at Saint Joseph’s University and is encouraging me to strive for greater pursuits.”

These scholarships make a difference in students’ lives, says Fr. Gillespie, and he believes that they drive students to achieve more, academically and professionally.

“Scholarship is the lifeblood of a Jesuit, Catholic education, which was founded on providing access to learning and developing the breadth and depth of each person,” says Fr. Gillespie.

The University’s benefactors agree, says Marty Farrell, ’88 (B.S.), ’98 (M.S.), vice president for development and alumni relations. “Not only has the University made a substantial commitment to enhancing students’ academic experience through scholarship support, so have our alumni, parents and friends,” says Farrell. “Last year our benefactors contributed more than $3 million toward scholarships and financial aid, which is double the amount raised the previous year. The importance of the impact of this support cannot be overstated in light of the financial pressures on both the University and the families we serve.”

The national discussion of whether higher education is worth the cost will persist, with some insisting that the value of attending college is declining as tuition and the cost of living rise. Missing from that argument is the commitment of schools such as Saint Joseph’s to provide financial assistance through scholarships and other means, as well as the earnings potential of students when they graduate. In the end, the value of a college education cannot be measured simply by the price tag, but in the quality of the educational experience and its value for years to come.

Students like Sisti and Mariani speak to the value of their Saint Joseph’s educations and the scholarships that made them possible. Likewise, 2013 graduate EuTchen Ang has attested to the worth of his SJU degree — “I have discovered my inner potential” — as he begins a Ph.D. program in bioinorganic chemistry at Princeton University this fall.

Now a fellow with ACESJU (the Alliance for Catholic Education SJU) at Gloucester Catholic High School in New Jersey, Danielle Critelli ‘13 says she appreciates how the “members of the SJU community embrace and support individuality and hold each other to high expectations within relationships. These are the values that will stay with me as I continue to grow personally and professionally.”

Dominique Howard, another May graduate, was the first in her family to graduate from college. After completing two internships with Big Five accounting firms while an undergraduate, she now begins her career with Deloitte in Philadelphia.

“Coming here [to SJU], I couldn’t have anticipated … the job offer, the scholarships, the travel opportunities,” says Howard. “This has been an incredible experience. I feel incredibly blessed.”
Dear Hawks,

Please join me in congratulating the Class of 2013 as they become the newest members of the SJU Alumni Association. With the graduation of the 2013 class, our alumni association is fast approaching 60,000 members across the globe.

I had the privilege of leading the procession of our newly inducted Golden Hawks from the Class of 1963 into this year’s commencement ceremony on the James J. Maguire ’58 Campus. Although 50 years separates the classes, both displayed the passion and spirit indicative of what it takes to be Hawks.

As undergraduates, we were all involved in a myriad of activities, organizations or clubs. Through those associations, we established lifelong relationships. You never stop being a Hawk. As alums, you are encouraged to continue your engagement by participating in and promoting the numerous programs and events our alumni association offers. The varied events take place within our global and national footprint and keep us connected with our University and classmates. One such annual event is Global Community Day, which was held on April 20, 2013. Alumni, students and parents volunteered their time and talent to enrich the lives of others through many different projects.

I encourage you to become more engaged with our University by volunteering to assist the alumni relations staff in the planning, organizing, promotion and participation of our many events. Visit alumni.sju.edu to learn more.

The Hawk Will Never Die!

Rich Brennan ’81 (B.S.)
President
Saint Joseph’s University Alumni Association

Robert T. Healey Sr. ’51, this year’s recipient of the Shield of Loyola

CATHOLIC EDUCATION ADVOCATE ROBERT T. HEALEY SR. ’51 TO RECEIVE SHIELD OF LOYOLA

Robert T. Healey Sr. ’51 (B.S.) will receive the Shield of Loyola at the 33rd annual Alumni Gala Nov. 9 at the Hyatt at the Bellevue in Center City Philadelphia.

The SJU Alumni Association’s most prestigious honor, the Shield of Loyola is awarded to a distinguished alumnus or alumna who has had remarkable professional success, led a life reflecting the values of St. Ignatius Loyola and demonstrated unparalleled loyalty to the University.

Putting into practice the Ignatian ideals he learned at Saint Joseph’s, Healey is a recognized leader who has made it his life’s work to help communities enhance and preserve Catholic education.

Healey, a Camden (N.J.) Catholic High School graduate, established the International Education Foundation (IEF) in 1998 to help children from disadvantaged families attend Catholic schools and public and private universities. In 2004, he and his daughter Christine Healey ’01 (M.S.) created the Catholic School Development Program as an extension of the IEF because of their concern for the sustainability of American Catholic elementary schools. His father’s assistant in all enterprises, Robert T. Healey Jr. ’05 (B.S.) has been tapped as his father’s successor.

In 2001, Healey founded the Healey International Relief Foundation (HIRF), a nonprofit organization focused on helping residents of the West African third world country of Sierra Leone. HIRF provides medical assistance, stocks food banks, offers health care education, clean water and other basic essentials for orphaned children.

A practicing attorney for 25 years, Healey co-founded the Viking Yacht Company in 1964 with his older brother, Bill Healey ’51 (B.S.). While Bill focused on design, engineering and production, Bob focused on the financial and business side of the company. This division of labor has resulted in a 50-year track record of success and spawned three other enterprises: Viking Associates, real estate management and development; Viking International Resources, oil and gas exploration and production; and Healey Investment Partnership, financial investment and money management.

A member of the SJU Magis and Barbelin Societies, Healey was involved in international relations, debate and intramural clubs, as well as the Interracial Justice Commission, as an undergraduate.

For more information about the 33rd Alumni Gala, visit alumni.sju.edu/gala.
POST LEARNING COMMONS MARKS FIRST ANNIVERSARY

Located in the heart of campus, the John and Maryanne Hennings Post Learning Commons has had an immediate impact on the University community from the day it opened its doors a little more than a year ago. To mark its first anniversary, students, faculty and staff gathered to sing “Happy Birthday” and share cake.

“Prior to my Jesuit education at SJU, my life was empty, and now it’s filled to overflowing,” said John Post ’60 (B.S.). “I attribute much credit for my transition to SJU, and hence, my expression of thanks to the University’s capital campaign, which established and developed the Post Learning Commons.”

The 35,000-square-foot facility opened on March 22, 2012, and includes 22 group study rooms; a digital media zone; audio and video editing rooms; a presentation practice room; a café; on-site writing, career development and learning resource centers; and the University’s Special Collections.

“It is hard to believe it’s been a year since the Post Learning Commons opened its doors,” said University Librarian Evelyn C. Minick. “It’s become such an integral part of campus life that it seems like it’s been here all along.”

Students expressed how valuable they find the new study and collaborative learning space in the more than 85 thank-you notes written to the Posts:

- Words can’t begin to describe my gratitude. I can only hope that through my education at SJU, I may one day be able to give back to SJU as you have.
- The Post Learning Commons has changed the whole concept of the library. It has revolutionized learning here on campus.
- Not only have I spent hours studying and preparing here, but many of my favorite memories have taken place with friends here in the library.

In just one year, the Post Learning Commons has had an incredible impact on academic life.

- **2,000,000** Student- and faculty-initiated online database searches
- **7,400** Research consultations with students
- **70%** Percent increase of student library use over the previous year
- **65,000+** Visits routinely exceeded each month
- **200** Programs, meetings and workshops hosted
- **25%** Percent of students visiting four or more times a week

U.S. Air Force Lt. Col. James Turnbull, commander of the Saint Joseph’s University Air Force ROTC Detachment 750, believes there are lessons to be learned and examples to follow from those who served before him and the cadets under his command. To highlight their accomplishments, Turnbull has established a detachment alumni Wall of Fame. Inductees’ pictures and short biographies are displayed prominently at Detachment 750.

The first four Wall of Fame members were formally inducted at the annual Military Dining Out event for cadets and their guests on April 26. Members of the first class are:

- Lt. Gen. Ronald Kadish, Ret. ’70 (B.S.), who spent 34 years in the Air Force and retired as a three-star general;
- Brig. Gen. Thomas Gioconda, Ret. ’70 (B.A.), who spent 31 years in the Air Force and retired as a one-star general;
- Capt. Ralph Galati ’70 (B.S.), who spent 14 months as a POW in Vietnam after being shot down and is an adjunct faculty member in the Haub School’s MBA program; and
- Lt. Col. David Dorsey, Ret. ’54 (B.S.), who was a member of the detachment’s first commissioning class, spent 20 years as an Air Force pilot, served as the University’s longtime director of alumni relations, and is executive vice president of the SJU National Alumni Board.

“It’s important not to forget where our detachment started and how far we’ve come in that time,” Turnbull said. “There have been many individuals who’ve done great things, and they should be recognized.”

For more information on the Wall of Fame inductees, visit sju.edu/magazine/walloffame.
HAUB HALL OF FAME AWARD BESTOWED ON JOSEPH McLAUGHLIN JR. ’81

A widely respected leader with more than a quarter of a century of experience in the financial services industry, Haverford Trust Company Chairman and CEO Joseph J. McLaughlin Jr. ’81 (B.S.) became the latest recipient of the Haub School of Business Hall of Fame Award in April. McLaughlin’s son, Joseph III, a sophomore at SJU, introduced his father.

Since 1990, the Haub School has honored corporate citizens for excellence in business management, entrepreneurship and ingenuity with the Hall of Fame Award. Beneficiaries are extraordinary performers in their fields, who have achieved success in business and have had a positive and tangible impact on those they’ve led. The roster of honorees embodies the integrity, steadfastness and self-reflection that the Haub School hopes to instill in its students.

McLaughlin takes seriously his responsibility to give back and has instilled that commitment into the culture of Haverford Trust, a wealth advisory and investment management services firm. According to McLaughlin, charitable giving in support of programs for at-risk children, the arts, education and healthcare is not an expense but an investment in the community and the future.

Previously chairman of the Haub School Board of Visitors, McLaughlin is deeply dedicated to the University. He is a member of the SJU Board of Trustees and is part of its finance, marketing and communications, investment, and banking committees. He and his wife, Ellen, are members of the University’s Loyola Society Executive Council (for parents) and Magis Society. McLaughlin maintains an active role in supporting the Haub School’s students through job and internship placements and guest speaking engagements.

LAW ALUMNI CHAPTER HONORS CHARLES McKEE, ESQ. ’65, GRANTS STUDENT SCHOLARSHIPS

A partner in the Havertown, Pa., law firm Donohue, McKee & Mattson, Ltd., Charles McKee, Esq. ’65 (B.S.) was honored with the Gem Award from the Law Alumni Chapter in May.

Granted since 1983, the Gem Award recognizes a loyal alumnus or alumna who has shown dedication and worked for the good of others as a servant leader. McKee joins the Honorable Paul Innes ’77 (B.S.), 2012, Patrick Shea, Esq. ’79 (B.A.), 2011, and Martin Corr, Esq. ’58 (B.A.), 2010, as the most recent recipients of the award.

The Rev. Henry McKee ’67 (B.S.), Charles’s younger brother and pastor at Sacred Heart parish in Havertown, Pa., paid tribute to his sibling in an introduction. During the event, the chapter awarded its Law Alumni Scholarship to 2012-13 SJU student body president George Tsoflias ’13, who is attending Villanova Law School this fall. Megan Donovan ’13, a first-year student at the University of Richmond Law School this fall, received the chapter’s Kenneth Mines Award, an endowed scholarship founded in 1997.

(Above) Law Alumni Chapter President Ila Bhatnagar, Esq. ’91 (center), joins scholarship awardees George Tsoflias ’13 and Megan Donovan ’13.
(Below) Honoree Charles McKee, Esq. ’65, is flanked on his right by sister Kate Nolan ’74 and her husband John ’75, and on his left by daughter Meghan and brother Henry ’67.
More than 60 members of the SJU Class of 1963 reconvened on Hawk Hill during May’s commencement weekend for their induction as Golden Hawks, an honorary society of alumni who graduated 50 or more years ago. Hugs and smiles prevailed, old connections were rekindled and new friendships were made. These proud Hawks picked up where they’d left off half a century before.

The weekend events began Thursday, May 9, with “Tea” or “Tee.” Attendees could either enjoy a spot of tea while taking in a 21st century technology lecture by physics department chair Paul Angiolillo, Ph.D. ’78 (B.S.) or “tee” it up at Bala Golf Club.

Class members began a full schedule on Friday with a memorial Mass honoring their 87 deceased classmates, followed by a class picture, induction luncheon, campus tour and Memory Lane dinner.

Caps and gowns were the order of the day on Saturday, as the Class of 1963 processed en masse one more time. A deafening round of applause from the Class of 2013 and other attendees topped off the festivities.

Enthusiastic and energetic from the start, the reunion committee led the class gift effort totalling $215,000, more than double the goal.

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**BASEBALL ALUMNI DAY**

(From left) Ann (Smithson) Callaghan ’01, SJU Senior Vice President and Baseball Hall of Famer John Smithson ’68, ’82 and former head coach Harry Booth ’62 at Alumni Day festivities with the Phillie Phanatic in May.

**SJU ROWING BOAT DEDICATION**

(From left) SJU Athletic Director Don Dülia ’67 joined Mary and Jean Dougherty for the dedication of a boat named in honor of their father and longtime Dad Vail fixture Vince Dougherty ’52.

**NEW YORK COUNCIL DINNER**

(From left) Nick Leopard ’02, University President C. Kevin Gillespie, S.J. ’72, Bob Caruso ’91 and special guest speaker James Martin, S.J., at the annual SJU New York Council dinner in April. Event proceeds benefited the SJU Summer Scholars program.

**COMMENCEMENT CHALLENGE**

Christian O’Brien (above) and members of the Class of 2013 issued a Commencement Challenge to alumni, parents, friends, faculty and staff of one donation for every graduate. SJU’s benefactors answered the call in a big way, totalling 1,236 gifts during the monthlong challenge.

**Martelli’s Plunge for SJUGives**

(From left) Men’s basketball coach Phil Martelli with SJUGives committee members Dan Russo ’13, Gillian Alexandra ’13 and Mark Morrison ’13 before Martelli jumped into the Schuylkill River as the payoff for this year’s successful campaign that raised $7,000. Scan the QR code for the video.

**22ND ANNUAL PRESIDENT’S SCHOLARSHIP CELEBRATION**

Corinna Nöel ’13 (above) delivered the keynote address about how her McNulty Scholarship influenced her life and development as a scholar at the 22nd annual President’s Scholarship Celebration, which attracted the most students and benefactors yet.
**Alum Notes**

E-mail us at alumni@sju.edu, and we’ll keep you in touch with the latest SJU happenings!

To submit information for Alum Notes, send an email, visit alumni.sju.edu/classnotes or see the Tell Us Your News form on page 38. The magazine’s policy is to print as many Alum Notes in each issue as space and timeliness permit. Submissions may be edited for length and content.

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**1957**


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**1958**

James J. Maguire (B.S.), founder and chairman emeritus of Philadelphia Insurance Companies, was the undergraduate commencement speaker at Cabrini College and received an honorary Doctor of Humane Letters. Also, the Irish American Chamber and Network presented Maguire and his wife, Frances, with the Taoiseach Award in March for exceptional business leadership and compassion.

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**1962**

Tom Prior (B.S.) is project coordinator of Currie’s Cabiracle, the life story of Rob Currie, S.J., published in 2012. Joe Sosnowski ’62 (B.S.) served as writer and researcher and Tom Lyons ’64 (B.S.) was the editor. All attended St. Joseph’s Preparatory School. To purchase the book, contact Prior at tom.prior@verizon.net or Al Zimmerman at azimmerman@sjprep.org.

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**1968**

William A. Conway Jr., M.D. (B.S.), was named one of the 50 Most Influential Physician Executives in Healthcare by Modern Healthcare magazine. He was also named one of 50 Experts Leading the Field of Patient Safety by Becker’s Hospital Review. Conway is executive vice president and chief quality officer of Henry Ford Health System and CEO of Henry Ford Medical Group in Detroit, Mich.

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**1969**

Patrick M. Stanton (B.S.) was named 2013 Management Employment Lawyer of the Year for New Jersey by Best Lawyers in America. Listed in Best Lawyers for more than 20 consecutive years, he is a fellow in the College of Labor and Employment Lawyers. Stanton retired from the New Jersey office of Ogletree, Deakins, Nash, Smoak & Stewart. He and wife Kathy now live on Dataw Island near Beaufort, S.C.

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**1971**

James R. Hedtke, Ph.D. (B.S.), received the 2013 Buzzallino Faculty Scholarship at Cabrini College for “fostering a climate of lifelong learning and enriching the intellectual life of the campus.” Hedtke is a professor of history and political science.

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**1975**

Glenn R. Ortley, D.O. (B.S.), was reelected to the board of trustees of the Pennsylvania Osteopathic Medical Association, a statewide organization. Medical director of the Delaware County Memorial Hospital Home Care Services Program in Drexel Hill, Pa., he is also an active staff member with the Crozer-Keystone Health System. Ortley is a member of the Pennsylvania College of Osteopathic Family Physicians, the American Academy of Family Practice and the Pennsylvania Medical Directors Association.

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**1976**

Kevin Quinn (B.S., M.B.A. ’78) announced the launch of Quinn Wealth Advisors, an investment advising company located in Chadds Ford, Pa. Previously, Quinn was senior vice president of wealth management at Citadel Credit Union in Chester County, Pa., and also president of First National Bank of Chester County.

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**Time-Sensitive Opportunity for Donors 70½ and Older to Make a Tax-Free Charitable Gift from Your IRA**

The American Taxpayer Relief Act of 2012 (“Fiscal Cliff” legislation) extends the popular charitable individual retirement account (IRA) rollover through December 31, 2013. This provision allows donors aged 70½ and older to transfer funds from their IRA to a qualified charity without having to count that transfer as taxable income. Consider making an IRA rollover contribution in 2013 for a significant philanthropic impact — create or add to a named fund, scholarship or a family legacy to support Jesuit, Catholic education at Saint Joseph’s University.

Peter J. Byrne ’48 recently established his tenth charitable gift annuity (CGA) with Saint Joseph’s University. “Laddering,” or funding a new CGA every few years, is a technique other SJU alumni and friends use to support the University while enjoying a steady income stream during their lifetime.

— Peter J. Byrne ’48

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For more information, contact
Anat Becker
Director of Gift Planning
p. 610-660-1968
e. abecker@sju.edu
giving.sju.edu/ignatiancircle

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“Investing in SJU through charitable gift annuities has been a win-win opportunity for me. I benefit spiritually from assisting qualified students in establishing a lifetime infrastructure for success and also by assisting the University. I receive lifetime tax-advantaged income on my schedule. There is no downside.”

— Peter J. Byrne ’48
Although 2013 graduate Chatilla van Grinsven spent just more than two years on Hawk Hill, she made quite an impression. A transfer from Colorado State, the 6-foot-3 forward was influential in her single season in an SJU women’s basketball uniform as she led the team to the 2013 Atlantic 10 title and an appearance in the NCAA Tournament, while becoming only the fifth player in team history to average a double-double — accumulating double digits in scoring and rebounding — for a full season.

While the accomplishments and accolades have piled up on the court for the Philadelphia Big 5 Player of the Year, van Grinsven’s philanthropic efforts off the court are continuing to leave a lasting legacy on Hawk Hill. A passionate participant in the team’s Heart of a Hawk volunteer program, the former international business major recently established the nonprofit organization Children’s Hope United.

www.childrenshopeunited.org

Van Grinsven, who was raised in the Netherlands, says it goes back to when her father, a Moroccan native, adopted an orphanage there. “At a young age, I was exposed to an entirely different world where poverty and hunger were present,” she says, “yet I also saw how one’s help and effort immensely improved the situation of those underprivileged children, along with the joy that came with it.”

The mission of Children’s Hope United is “to contribute significant amounts of assistance in order to improve the situation of deprived children in Morocco.” The organization supports projects for orphanages and schools in need of immediate help, and also for the promotion of education, establishing food sources, building housing and shelter, and creating clean water wells, in addition to constructing sports facilities to encourage movement activities.

“We give hope to children on the other side of the globe to strive for their greatness by the opportunities that we create for them,” she says.

The service-minded van Grinsven, twice named the Hawks Roosevelt Hunter Community Service Award recipient, was selected as one of two Atlantic 10 nominees for the NCAA Woman of the Year award. The award is unique, because it recognizes not only athletic successes, but also academic achievements, community service and leadership. (The national winner will be announced in October.)

During the summer, van Grinsven returned to her native Netherlands with the Dutch National Team. She is playing professionally this fall with CJM Bourges Basket in France.
IN MEMORY

Richard Desmond, father of Mary Beth Catania, O’Pake Recreation Center
Pearl DuBoise, mother of Nancy, Human Resources
Benjamin L. Leitner, father of Donald, Ph.D., professor and chair, psychology
Audra Parker, mother of Jo Alyson, Ph.D., professor, English
Georgia Zeleznick, student teaching supervisor and former adjunct professor
Charles Furey ’38, brother of Joseph A., M.D. ’40 (deceased)
Milton Kite ’40
Robert L. Boylan ’43
Daniel N. Ehart ’48
Edward C. Christ ’49, father of Donna Marie Celano ’80 and Michael ’82
David Claude MacNamara ’49
Stanley E. Luongo ’50, father of Rosemarie
David Leto ’54
Joseph D. Delfini ’56
Ann C. McKernan, wife of Thomas ’55
Martin J. Meade, Ph.D. ’53
Walter J. Joyce ’55
Ann C. McKernan, wife of Thomas ’55
Joseph D. Delfini ’56
James J. Golden ’56
Harry J. Wolfitington, brother of Eustace ’56 and Joseph ’56 (deceased)
John F. Morrow ’57
John P. Bartley ’58
Charles DiLullo ’59
Austin Hogan Jr., Esq. ’59, brother of Joseph ’68 and Michael F. Sr. ’63
Joan M. Stapleton, wife of Michael ’59 (deceased)
Sara T. Geddes ’61
Paul J. Scheib ’62
Mary Subers Lee ’65
Joseph Klein ’67
Patricia Rossi, wife of Ronald J. Sr. ’68
Ida V. Benedetto, mother of Anthony, D.O. ’70, Ernest, M.D. ’75, and Conrad, Esq. ’78
Ronald Matulevich ’72
Daniel Graham ’73
David B. Wood ’73
Anthony L. Nappi ’74
Charles Roeskin Ill ’74
Edwin L. McDevitt ’75
Joseph Mahoney ’76, husband of Patricia (McElwee) ’76
William N. Kanehann, son of William ’79 and Lisa, M.D. ’82
Andrew J. Dougherty Jr. ’81, brother of Larry ’82, Mary ’91 and Brian ’93
Mary Jane Campbell, mother of Colleen Kiernan ’82 and Katie, visiting instructor, decision systems sciences
Kathleen Waldron Heil, mother of Marie Northington ’82 and Julie Cizek ’89, sister of Mark ’84
Robert McDevitt, father of Robert ’85
Michael J. Rosati, father of Michael ’87
Henry “Hank” Backe, father of Karen O’Brien ’92 and Louis ’94
Stephen J. Sgro ’93, husband of Meghan (Rafferty) ’93
Anthony L. Voell, father of Anthony “T.J.” ’93 and David ’93
Robert E. Miller ’97
Robert E. Bischoff, father of Craig ’93
Linda Mullen, mother of Andrew ’06 and Matthew ’14
Thomas Pany, father of Catharine ’06
Jessie Scott Sr., father of Joel ’11, Web Services
Warren Dean, father of Kelly ’13
John McKelvey, brother of R.J. Nestor ’16, son of Susan, ELS Language Center

Alumnus Meets Pope Francis

Madelyn and Andy von Eschenbach ’63 were “blessed and privileged” to meet Pope Francis in June after they attended the pontiff’s celebration of Mass in the Vatican. “His humility is only exceeded by his charisma,” said von Eschenbach, who was inducted as one of the University’s Golden Hawks this year.

1981

Francis J. Leto, Esq. (B.A.), was elected to the board of trustees of AIM Academy in Conshocken, Pa., which provides educational opportunities to children with language-based learning disabilities. Leto is an executive vice president of Bryn Mawr Trust and a member of the executive management team, serving as general counsel for the bank.

1982

John Lund, Ph.D. (B.A.), was named senior vice president of Integrated Supply Chain Management for the Walt Disney Company. He is responsible for integrating into one organization both the operational and compliance functions necessary to protect the integrity of the company’s supply chain.

1985

Marguerite (Corr) Quinn (B.A.) was sworn in for her fourth term as a Pennsylvania State Representative for the 143rd district in Bucks County.

1986

Kevin Neary (B.S.) published his seventh book, Closer: Major League Players Reveal the Inside Pitch on Saving the Game (Running Press, 2013), along with former Philadelphia Phillies pitcher Brad Lidge, who wrote the book’s foreword. Already working on his next two books, he has spent the last 20 years writing for the Walt Disney Company.

1991

Marianne Grace (M.S.) received the Holy Child Faith in Action Award from the Society of the Holy Child Jesus, an international community of Roman Catholic Sisters. For more than two decades, she has served in key positions in Delaware County, Pa., currently as the county’s executive director. She was honored for her commitment to improving the lives of others through her work in developing health and social service programs that address the needs of county residents.

1993

Joseph Carver, S.J. (B.A.), joined Seattle Nativity School, a faith-based middle school for low-income, at-risk children, as its first president. A teacher both in and out of the classroom for more than 15 years, he most recently served as regional superior of the Jesuits in Montana and prior to that, he spent two years teaching theology, ecology and ethics at Seattle Preparatory School. Fr. Joseph has written on the topics of theology and ecology and, in particular, on Ignatian spirituality and ecology.
Hot Off the Press

When Robert Repino ’00, M.F.A. (B.A.), took his work-study position doing research for Saint Joseph’s University Press, he knew he was in the right place at the right time. An undergraduate history major, Repino got to dig into the past of Saint Joseph’s University and the Philadelphia area, visiting local archives, for the job. In the course of his time there, his investigative efforts contributed to David R. Contosta’s Saint Joseph’s, Philadelphia’s Jesuit University: 150 Years and Stained Glass in Catholic Philadelphia, edited by Jean Farnsworth, Carmen Croce ’71 (A.B.), director of the Saint Joseph’s University Press, and Joseph F. Chorpenning, S.J., editorial director of the University Press. www.sjupress.com

Now, as an editor in the New York office of Oxford University Press, the world’s largest university press and a division of the University of Oxford in England, Repino is building from the expertise he gained at SJU Press. He helps run the websites for Oxford Islamic Studies Online, Oxford Biblical Studies Online and the Oxford African American Studies Center.

“These websites are poised to act as the ‘Google’ for their respective fields,” Repino says.

Landing the job at Oxford University Press resulted from the combination of his diverse experiences and the connections he made after graduating from Saint Joseph’s. In 2000, he joined the Peace Corps and found himself teaching in Grenada for two years — and also rekindling a passion for writing. In his downtime, he wrote a story about Peace Corps volunteers fighting to obtain HIV medicine for people without adequate medical care. After writing it, he realized one of the fictional characters too closely resembled himself. Repino describes the unintentional move toward the autobiographical as a “classic mistake of young writers.”

Still, the piece led him back to a love of writing, and eventually to the creative writing M.F.A. program at Emerson University. There, Repino collaborated with students in the publishing program and developed contacts that would lead him to Oxford University Press. He now wears two closely related hats: editor in the workplace and writer when he’s at home.

“My job satisfies the interest I’ve always had in history and religion without messing with what I do on my own,” Repino says. “Because I work in a field so far removed from fiction, I don’t go home fried.”

Repino’s debut novel, Mort(e), will be released this fall by Soho Press of New York. In addition, he has taken a teaching position at the Gotham Writers’ Workshop, a private creative writing school in New York City.

— Nicole Katze ’11 (M.A.)
MARRIAGES

Robert S. Dolansky Jr., D.O. (M.B.A.), was elected president of the Pennsylvania Osteopathic Medical Association, a statewide organization. He is director of osteopathic medical education for St. Luke’s University Health Network and director of medical education at St. Luke’s Hospital-Allentown campus.

Christine Pluta, D.O. (B.S.), recently founded and is medical director of Schuylkill Medical Associates, a geriatric house-call practice serving the Delaware Valley.

Did You Know?

SJU alumni/ae* are eligible to be married at the Chapel of St. Joseph-Michael J. Smith, S.J., Memorial

Reservations are now being accepted for March-October 2014 weddings.

For more information, visit: wordpress.sju.edu/weddings or contact Diane Hankee, wedding coordinator, at dhankee@sju.edu, 610-660-1673.

*Also current SJU seniors and employees

1994

Bill Avington (B.S.) was named director of alumni and public relations at Saint Joseph’s Preparatory School in Philadelphia. A 1990 Prep graduate, he is the school’s main contact for alumni, overseeing alumni events. Avington continues in his roles as the point person for media and crisis communications and editor of The Prep News magazine.

Dean Bozman (B.S.) was named principal of Ebenezer Elementary School in Lebanon, Pa.

Celeste Morello (M.S.), a historian and criminologist, successfully nominated Old St. Mary’s R.C. Church, founded by the Jesuits of Old St. Joseph’s, for a historical marker by the Pennsylvania Historical & Museum Commission. The marker was dedicated during the summer. Morello has also nominated 40 other sites in Philadelphia.

1995

Rap Curry (B.S.) was inducted into the Delaware County (Pa.) Athletes Hall of Fame. Curry played guard for Saint Joseph’s men’s basketball from 1990 to 1994, was a three-time All-Big 5 selection and is still ranked second on the Hawks’ all-time assist list with 580. Curry led the Hawks in steals during three seasons and currently ranks seventh on SJU’s list with 195.

1997

George Brunner (M.B.A.), vice president of analytics and technology of Acumen Analytics, was recognized as a 2013 Emerging Leader by Pennsylvania Bio, the statewide life sciences industry trade association.

1998

Frank Gurcsik (M.S.), a retired police officer, completed a year as a risk management investigator at Ancora Psychiatric Hospital in Hammonton, N.J.

Nikki Johnson-Huston, Esq. (B.S.), a tax attorney for the City of Philadelphia, was named a 2013 Diverse Attorney of the Year for Pennsylvania by the Legal Intelligencer. She was also appointed diversity chair to the Philadelphia Bar Association.

2001


2002

Alison McGearystella (B.S.) is a learning instructor with Realogy Corp. in Parsippany, N.J.

2004

Robert Hartshorn (B.S.) owns an entertainment and sports management company.

2005

Lauren Molinaro (B.A.) is an operations training assistant in the education department at SAP headquarters in Newtown Square, Pa.

2006

Ashley (Finch) Hartshorn (B.S.) is an elementary school teacher. She and husband Robert ’04 reside in Newark, Del.
Emmanuel Isaac, D.O. ’03 (M.B.A.), decided to go into medicine, he says, because “I thought it was my chance to serve the underserved and provide better health care.”

When he was just 10 years old, he and his family moved from Haiti to the Miami area of the United States. He remembers episodes when he or his parents received medical care and thinking it could have been better.

Those memories etched a permanent impression on his mind, and Isaac set about pursuing a career in medicine. He earned a bachelor’s degree in microbiology from Florida Atlantic University and ultimately went on to enroll at the Philadelphia College of Osteopathic Medicine (PCOM). Not satisfied that his education would be complete, he simultaneously enrolled in the MBA program at Saint Joseph’s.

“Most doctors do not get the experience necessary for the business side of medicine,” Isaac explains.

Now, as medical director at Broward Community & Family Health Centers (BCFHC) in Florida, he’s making sure that families like his own get high-quality medical care. In addition to tending to patients, he supervises six other doctors in BCFHC’s three clinics.

Isaac is also a National Health Service Corps (NHSC) Loan Repayment Program member. NHSC members typically commit to work for two years in government-subsidized clinics that serve patients in low-income areas who otherwise could not afford to see a doctor. The program helps medical practitioners aid needy people while easing the financial burdens of earning a medical or health-related degree.

He says being from Haiti and having lived in Florida when he was new to the country allow him to connect with his patients, most of whom are also from Haiti.

“I have a medical understanding of the patients who come in, and where they come from,” says Isaac, whose ability to speak Haitian Creole is a comfort and relief to his patients. “I know their culture as well as what they expect and what they can and cannot do.”

Isaac now has a family of his own. He and his wife have an adopted daughter, 20, and three young sons. He plans to continue his work with BCFHC and hopes to expand his efforts to provide better medical care to more people.

— Dara Driscoll ’15

What if You made a difference in a student’s life?

If you would like to learn more about the President’s Magis Scholarship Initiative, please contact:
Molly Robbins ’11 (M.S.)
p. 610.660.3295  e. molly.robbins@sju.edu  f. 610.660.3210

To make your gift online, visit giving.sju.edu
McDermott cousins (from left) Brian, Luke and Brendan, born within five weeks of each other to brothers and former Hawk golfers Brian ’04, Michael ’97 and Kevin ’99, respectively, plan to follow in their fathers’ footsteps at SJU, Class of 2035.

BIRTHS

Devon Mary to Susan (DeVuono, B.S. ’93) and Michael McDyer (B.S. ’93)
Sophie and Anthony to Karen and Anthony Ziomek (B.A. ’93)
Luke to Brooke and Michael McDermott (B.S. ’97)
Brendan to Lauren and Kevin McDermott (B.S. ’99)
Kevin, Thomas and John to Katie (Kyle, B.S. ’01, M.S. ’02) and Greg Klemm
Sienna Francis to Tara and Greg Santarsiero (B.A. ’01)
Mallory Jo to Lisa (Moulton, B.S. ’05, M.S. ’11) and Nick Ashton (B.S. ’05)
Sabrina Natalie to Monica (Hartman, M.B.A. ’09) and Greg Withelder
Brian Jr. to Katie (Hooven, B.S. ’10) and Brian McDermott (B.B.A. ’04)

Alumnus Named to Lead SJU Public Safety

John Gallagher ’02 (B.S.), ’08 (M.S.) is the new public safety director at Saint Joseph’s University.

An accomplished leader in the Philadelphia Police Department, he began as a patrol officer in 1989 and was subsequently promoted to detective, sergeant, lieutenant and finally captain. In his most recent role, he was involved with counter-terrorism operations, detective divisions, investigations, police districts, the Major Crimes Unit and the Gun Permits & Tracking Unit.

“The University’s public safety department is an integral part of maintaining the highest level of safety and security both on campus and in the surrounding community,” said Kevin Robinson ’93 (M.B.A.). “John’s relationships with the City of Philadelphia and Lower Merion Township police forces will reinforce and strengthen these partnerships.”

Gallagher earned his SJU bachelor’s and master’s degrees in criminal justice.
Meet Our New Alumni!

SJU News reached out to exemplary members of the Class of 2013. Here are some of their stories. For more information about them and other outstanding 2013 graduates, visit sju.edu/news/commencement-stories.

1. Camille Padilla Dalmau ’13 (B.A.)
   English major
   Communications Studies and International Relations minors
   With an English major and minors in communication studies and international relations, Camille Padilla Dalmau was accepted to the Columbia University School of Journalism this fall to pursue a master’s degree. She is a member of the Phi Beta Kappa Honor Society.

   Dalmau says SJU challenged her academically, socially and spiritually. “I’m a stronger and more confident writer,” says the San Juan, Puerto Rico, native. While an undergraduate, Dalmau taught English to immigrants at Philadelphia’s Welcoming Center and worked with the bilingual after-school program at the city’s Providence Center.

   She says her participation in the Appalachian Experience made her more aware of social justice issues in the United States. “As a journalist, I hope to shed light on some of these issues,” Dalmau says, “and also empower those who cannot tell their own story.”

2. Joleen Duarte Rodriguez ’13 (M.S.)
   Health Administration program online
   Informatics specialization
   Supervising cardiovascular laboratories across three counties in Washington State for Pacific Medical Centers, Joleen Duarte Rodriguez wanted to pursue her master’s degree at a school with an innovative health administration program and a foundation in ethics and moral decision-making. She had obtained her bachelor’s degree from Seattle University, a Jesuit school, and says that she “knew an advanced degree from an institution with the same core values would set the cornerstone for a successful career in healthcare.”

   “SJU integrates important social and Catholic values, such as social justice, into its curriculum, making its approach to healthcare management stand out from other programs,” says Rodriguez.

3. Kelsea Henderson ’13 (B.S.)
   Biology major
   Philosophy minor
   Kelsea Henderson was only 13 when she was diagnosed with cancer. She overcame the odds against her — undergoing chemotherapy, radiation treatments and 18 major surgeries — and is now a student at Creighton University’s School of Medicine in Omaha, Neb. She hopes to specialize in pediatrics.

   Henderson’s many honors, awards and achievements include a Howard Hughes Medical Institute Grant, the Patients of Courage: Triumph over Adversity Award from the American Society of Plastic Surgeons, the Saint Joseph’s Eagles Fly for Leukemia Scholarship, the SJU Medical Alumni Scholarship, and the Biology Award for highest GPA. She was also a member of the Alpha Epsilon Kappa Academic Honor Society.

4. Anjelica De Sanders ’13 (M.S.)
   Health Education program
   A 2012-13 participant in the Albert Schweitzer Fellowship (ASF), Anjelica De Sanders has worked with the Black Women’s Health Alliance to bring health education to underserved communities and has traveled to the United Kingdom, France, Germany, the Netherlands, and twice to Russia — as well as a member of the Arnold Air Society. He has traveled to the United Kingdom, France, Germany, the Netherlands, and twice to Russia — once through a Department of Defense program sponsored by the National Security Education Fund and the other as part of the Alternative Spring Break program.

5. Melanie Solano ’13 (B.S.)
   Elementary and Special Education major
   Autism Studies, Faith and Justice Studies, and English minors
   Former Dean’s List student Melanie Solano is continuing her education at SJU this fall, staying on to pursue a master’s degree in education, a reading specialist certification, an English as a Second Language endorsement and a Wilson Reading Program certification. Ultimately, she hopes to find an elementary school teaching position in a local suburban public school district.

   The 2011 winner of the Writing Center’s Tutor of the Year and the Women of Purpose awards says, “My SJU education has definitely made me a more well-rounded individual. The Jesuit ideals have shown me the importance of both serving and walking in solidarity with the people around me. While these are things that are not traditionally taught in schools today, I feel that they are an important contribution to any lesson.”

6. Aaron Bateman ’13 (B.A.)
   Political Science major
   Russian Area Studies concentration
   The months following graduation were very busy for Aaron Bateman, a senior member of Air Force ROTC. He received his commission as a U.S. Air Force officer, attended intelligence officer training at Goodfellow Air Force Base in Texas and began his service as an active duty intelligence officer. He also squeezed in an August wedding to fellow Hawk Marissa Hunt ’13.

   While enrolled at SJU, Bateman interned with Langley Intelligence Group and served as the cadet commander of Air Force ROTC Detachment 750 as well as a member of the Arnold Air Society. He has traveled to the United Kingdom, France, Germany, the Netherlands, and twice to Russia — once through a Department of Defense program sponsored by the National Security Education Fund and the other as part of the Alternative Spring Break program.

Contributors: Patricia Allen ’13 (M.A.), Michael McCurry, Amanda Sapio ’13 (B.A), Kelly Welsh ’05 (M.A.) and Elisabeth Woodward.
Use the form below to tell us your news. We welcome non-returnable photographs.

Mail: Development and Alumni Relations, Saint Joseph's University, 5600 City Avenue, Philadelphia, PA 19131-1395
Fax: 610-660-3210 • Email: alumni@sju.edu • Web: alumni.sju.edu/classnotes

**NAME ____________________________________________________________**
**TODAY’S DATE _______________**

**MAIDEN NAME ___________________________________ GRADUATION YEAR(s) __________________________________**

**DEGREE**

**COLLEGE/SCHOOL**
- □ COLLEGE OF ARTS & SCIENCES □ HAUB SCHOOL OF BUSINESS □ COLLEGE OF PROFESSIONAL & LIBERAL STUDIES

**SPOUSE NAME __________________________________ SPOUSE MAIDEN NAME __________________________________**

**DEGREE**

**COLLEGE/SCHOOL**
- □ COLLEGE OF ARTS & SCIENCES □ HAUB SCHOOL OF BUSINESS □ COLLEGE OF PROFESSIONAL & LIBERAL STUDIES

**EMAIL ADDRESS____________________________________________________________**

**HOME ADDRESS __________________________________________________________________________________________________**
**HOME PHONE (         ) ______________________________________________ BUSINESS PHONE (         ) ______________________________**

**EMPLOYER ___________________________________________________________**

**YOUR POSITION _______________________________________________________**

**BUSINESS ADDRESS __________________________________________________________________________________________________**

**SEASONAL ADDRESS ______________________________________________________ PHONE (         ) ______________________________**

**WILLING TO HELP WITH**
- □ ADMISSIONS □ REUNIONS □ SPEAKING ABOUT CAREERS □ COMMUNITY SERVICE

**CAREER/PERSONAL NEWS ___________________________________________________________**

**_____________________________**

**Is this news for publication in both print and on the SJU website? □ Yes □ No**
**Non-returnable photo enclosed? □ Yes □ No**

Alumni news is contributed to SJU Magazine by the Office of Development and Alumni Relations. The magazine’s policy is to print as many Alum Notes in each issue as space and timeliness permit. Submissions may be edited for length and content.
Grass isn’t always greener, and neither is mulch

As a botanist, I’ve been happy to see some erosion in the American love affair with the chemical lawn, as more homeowners realize that the guilt feelings induced by dandelions result largely from highly successful marketing of fertilizers and pesticides.

Clover and violets are now “weeds” because the herbicide 2-4D, which became available in the late 1940s, kills all broadleaved plants, sparing only grasses and related species. This made it perfect for lawns — as long as “lawn” meant only grasses.

The average amount of pesticide applied per acre is actually far higher on lawns than on agricultural fields, and a grass monoculture needs lots of water, fertilizer and frequent mowing and blowing with gasoline-powered equipment. There are good, green reasons to do away with the classical American lawn. But if our spacious yards aren’t going to be covered solely in grass, what will we do with them?

As public enthusiasm for lawn-care chemicals begins to wane, we see more ads showing beds of ever-blooming annual flowers in perfectly mulched, weedless rows. Property owners strive for this result by spending spring weekends lugging bags and pots home from the garden center and fall weekends bagging up stems and leaves to set out on the curb. Often more laborious and expensive than caring for a flawless lawn, these activities are also not very green.

Why not think about lawn and garden care from the standpoint of making your land as self-sustaining as possible? For example, compost those sticks and leaves yourself. It’s easier than bagging them. You don’t need a fancy bin, just a place to stack excess leaves, weeds and vegetable scraps. I have two compost piles tucked away in my small backyard, one that’s currently building and another waiting to be dug out and spread over the yard.

Reconsider weeds, which we typically define as everything we didn’t plant ourselves. That’s true for an agricultural field, but it doesn’t have to be true in our yards. An alternative approach is to learn which weeds need to be pulled and composted, and to take a wait-and-see view of other plants that come up. I’m happy to have mint spreading in a flowerbed, because it’s easy to pull out of places where I don’t want it, and it smells nice on the way to the compost pile. There are many lovely plants that will self-seed and fill in between perennials year after year, including some natives, such as Black-Eyed Susans (Rudbeckia hirta) and Virginia Bluebells (Mertensia virginica). They plant themselves. You just have to remember not to pull them out!

Some homeowners fear a casual approach to “weeds” might result in invasive species becoming established in their yards. Many weedy things that come up are not native to the United States, but they have naturalized here and do not pose an invasion threat — like dandelions and clover. You can learn to recognize the serious invaders for your area, with help from township, county or state conservation sources. Invasive plants do have scientists worried, especially because climate change makes it hard to predict which species will cause problems. Much is unknown, but studies have shown that disturbed soil with excess nutrients is more vulnerable to invasion. So it may actually be better to allow that mix of weedy plants to grow, because they keep out invaders, especially if the alternative is no plants at all.

And this takes us to mulch, which has many important uses but, in my opinion, may be replacing lawn chemicals as an oversold panacea for homeowners. Several inches of bark mulch will smother all plant life (for a while), but as the mulch decomposes, excess nutrients are released and any weed seeds present will germinate and start to grow. So then it’s time to dig out the bed and bring in more mulch — not a self-sustaining practice. The main benefits of mulch in flowerbeds have to do with protecting the soil from water loss and temperature extremes. You can get these benefits from low-growing groundcover plants that shade the soil in summer and trap leaves for winter mulch, if you don’t rake them off.

Property owners may find sustainable approaches to lawn and garden care cheaper and greener — and maybe even less work — than using chemicals and mulch. Green measures may also promote the increased biodiversity of plants and microbes, which some studies even link to improved human health.

— Karen Snetselaar, Ph.D.

Karen Snetselaar, department chair and professor of biology, studies fungal diseases in plants. She also annually teaches a course for gardeners at the Pennsylvania Horticultural Society.
We Are the World

Just as the world is round, so now is the tiny planet of Hawk Hill. Saint Joseph’s signature Barbelin building and bell tower, along with Mandeville Hall, the University’s gateway from the north, encircle City Avenue.

University Photographer Melissa Kelly ’13 (M.A.) created this unique view of campus in Photoshop.
Alumni Tailgate
Mix and mingle with alumni, family and friends in a homecoming-style tailgate. Highlights include a “Taste of Philly” menu, beer and wine garden, and music.

Kids Corner
Fun activities for children and “tweens,” including train rides, moon bounce, face painting, a video game zone and much more.

All this for one low price of $30. (Children 16 and under are free!)
Early bird special of $20 until September 16. Register today!

Athletic Events
Open men’s and women’s basketball practices, varsity alumni games (baseball, field hockey, men’s lacrosse, rowing, softball, soccer, tennis) and blessing of Sweeney Field.
Please register online. There is no charge for athletic events.

Class Reunion Parties
Is it your Reunion Year?
We’re hosting celebrations for classes ending in “3” and “8”:

alumni.sju.edu/hawktoberfest
Giving it everything you’ve got and then some. That’s the magis.

Dream big. Act boldly. Caroline Davis ’13 pursued her passion for sports and for helping others as a student manager for the men’s basketball team, a leader of Global Community Day and an intern at the Phillies. See pages 12-17.