Seeking Solutions for Urban Violence

Alumnus Is One of Philadelphia’s Finest

It’s a One-Stop Shop: Your Smart Phone

Drink It Up! SJU Institute Develops Water Filter
From the President

On a chilly evening in March, I was privileged to address almost 500 Saint Joseph’s students and adult facilitators who were embarking on a great adventure. For the past 20 years, growing numbers of Hawks have spent spring break in Appalachia. While the Blue Ridge scenery is certainly breathtaking, they don’t journey there for the mountain vistas. Choosing to spend the week in service to others, they help communities blighted by poverty in Virginia, West Virginia and Kentucky.

The beauty of the natural surroundings stands in poignant contrast to that poverty, but beyond measure, the Appalachian Experience enriches all who participate. For many, it’s the beginning of a lifelong commitment to serving a faith that does justice. It’s axiomatic at Saint Joseph’s, that as our classrooms help develop the intellect, our service programs educate the heart.

I experienced a similar awakening in my junior year at Saint Joseph’s, when six classmates and I, along with Anthony Capizzi, S.J. (then director of campus ministry), travelled to Colombia to work in its barrios and jungles serving poor and marginalized communities. Of many life-changing experiences, the most memorable occurred one night when a six-year-old village girl approached us after we’d finished our dinner. By simply extending her open palm, she asked us for the scraps of chicken and rice left on our plates.

Forty-two years later, this powerful moment still resonates. It taught me to never take anything for granted, but more importantly, it opened my heart to those who suffer. Perhaps you had a similar experience as a student when offering weekly service through campus ministry, while enrolled in a service-learning course or during an immersion/study tour; or as an alumnus, by participating in the University’s Global Community Day. With all of these opportunities to serve, it’s no wonder that Saint Joseph’s was named to the President’s Higher Education Community Service Honor Roll for the seventh consecutive year.

In this issue of SJU Magazine, you will read about two initiatives started in our classrooms, centers and institutes that carry our mission out to the world. The cover story, which is about the plague of violence infecting our cities, highlights the important work of our faculty and staff associated with the Richard Johnson Center for Anti-Violence. It also introduces you to two alumni who face this crisis every day: Richard Ross Jr. ’04 (M.S.), first deputy commissioner of the Philadelphia Police Department, and Thomas Gilbert ’94 (M.S.), commander of the state-created Atlantic City Tourism District and former chief of staff of the New Jersey State Police Department.

You will also read about a project that began when students, led by Peter Clark, S.J. ’75, director of the Institute for Catholic Bioethics and professor of theology and health administration, went on a study tour to Dar Es Salaam, Tanzania, and returned knowing they had to do something to make clean water accessible to the world’s poor. As we go to press, an affordable water filter developed by Institute fellows and faculty mentors is being produced for use in Africa. Magis doesn’t get much better than this!

Sincerely,

C. Kevin Gillespie, S.J. ’72
President

live greater. that’s the magis.
Cover Story

Seeking Solutions for Urban Violence
By Kristen A. Graham

The University’s Richard Johnson Center for Anti-Violence, along with faculty and alumni working in the field, are championing a cure for inner-city violence.

Features

Hooked on Law Enforcement
By Kristen A. Graham

Philadelphia native Richard J. Ross Jr. ’04 is first deputy commissioner of the city’s police department.

Shop ’til You Drop … Your Smartphone
By David King ’08

“Showrooming” and other mobile trends are changing the landscape for shoppers and retailers.

Clean Water for the Common Good
By Annette John-Hall

A water filter developed by Peter Clark, S.J. ‘75, and fellows of the Institute of Catholic Bioethics has the potential to save millions of lives.

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39 Viewpoint
By Michelle Rowe, Ph.D.

40 Endpoint
In this issue of SJU Magazine, you will read about people who have taken a commitment to their work, and young people, one step further. Sociology professor Maria Kefalas, Ph.D., is director of the Richard Johnson Center for Anti-Violence at Saint Joseph’s, whose activities prompted the magazine’s cover story. For her, research and teaching are just initial steps; an intense commitment to the future of urban youth compels her to take her findings and apply them in the community, advocate with legislators and bring experts to campus to share their knowledge.

There’s also Richard Ross ’04 (M.S.), first deputy commissioner of the Philadelphia Police Department. He tried another career path but found the pull of police work irresistible, and his efforts at crime prevention show his dedication to the future of the city and its young people.

For Peter Clark, S.J. ’75 (B.A.), theology and health administration professor and Institute of Catholic Bioethics director, immersing his students in their knowledge.

Christine Healey ’01 (M.S.) received the University’s Ratio Studiorum Award in January, in part for her “contribution to the future and sustainability of quality Catholic education.” Healey serves as chairperson of Catholic Partnership Schools in Camden, N.J., a new business model that has brought together five Catholic schools to ensure their long-term success. It’s only one of her many endeavors to benefit Catholic education.

These individuals are, in fact, just a few of countless members of the Saint Joseph’s community who embodied the University’s new slogan — Live greater. That’s the magic. — long before its adoption. You’ve met them in your classes, on campus, through service projects and in the pages of this magazine. We always to look forward to sharing their stories with you.

Molly Crossan Hartly
sjmag@sju.edu

ACADEMIC CALENDAR

Commencement, Maguire Campus:
- Baccalaureate Mass, Fri., May 10 (5-15 p.m.).
- Graduate and doctoral programs, and College of Professional and Liberal Studies, Sat., May 11 (9 a.m.).
- Undergraduate day school, Sat., May 11 (3 p.m.).

Summer I classes, Mon., May 13-Thu., June 20.

Air Force ROTC Commissioning Ceremony, Fri., May 24, Cardinal Foley Center (1-3 p.m.). Contact: Capt. Lon Hopkins, 610-660-3197, ihopkins@sju.edu.


ACADEMIC EVENTS

A Taste of Hawk Hill, Sat., May 4, Athletic Center (7-11:30 p.m.). Tickets: $35 each; buy 9, get 10th free in table of 10. Contact: Kathy Kennedy, 610-660-3125, kkennedy@sju.edu. www.sju.edu/tadh

First SJU Sports Marketing Conference, “Fan Engagement and the Live Event Experience,” Thu., May 23, Wofington Teletorium, Mandeville Hall (9 a.m.-5 p.m.); networking reception (5-6:30 p.m.). Multiple presentations and two interactive panels. Keynote speaker: Chris Lencheski, president of Front Row Marketing Services.

Diversity Awareness Week, Mon., Sept. 16- Fri., Sept. 20. Contact: 610-660-3290, myyanat@sju.edu. www.sju.edu/diversity

ADMISSIONS

UNDERGRADUATE PROGRAMS
Annual Graduate Business Networking Event, Thu., May 9, Mandeville Dining Room (6 p.m.). RSVP: http://tinyurl.com/yesq42e.
Graduate Business Night at the Ballpark, Phillies vs. Mets, Fri., Sept. 20, Citizens Bank Park (7-05 p.m.). Tickets: $23 each, purchase at http://tinyurl.com/yesq42e. Contact: Graduate Business Office, 610-660-1690, sjumba@sju.edu.

GRADUATE PROGRAMS, BUSINESS
Information Session, Tue., June 11, Mandeville Hall (5:30-7:30 p.m.). Contact: 610-660-1267, psladmir@sju.edu. www.sju.edu/bplans

ALUMNI
Law Alumni Chapter Gem Awards, Wed., May 1, Cardinal Foley Center (6-8 p.m.). Contact: Shannon Groves, 610-660-3294, sgroves@sju.edu. www.alumni.sju.edu
Class of 1963 50th Reunion, Sat., May 4, Athletic Center (7-11:30 p.m.). Tickets: $35 each; buy 9, get 10th free in table of 10. Contact: Kathy Kennedy, 610-660-3125, kkennedy@sju.edu. www.sju.edu/tadh
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GRADUATE PROGRAMS, COLLEGE OF PROFESSIONAL AND LIBERAL STUDIES
Information Session, Tue., June 11, Mandeville Hall (5:30-7:30 p.m.). Contact: 610-660-1267, psladmir@sju.edu. www.sju.edu/bplans

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SAINT JOSEPH’S UNIVERSITY CELEBRATES FIRST JESUIT PONTIFF

“This is a time of celebration — of our faith, of our respective missions and of the Jesuit tradition. We offer congratulations to Pope Francis and look forward to a period of great community in the Church. We share the world’s fascination with the new Pontiff as he embraces the enormous challenges of our times in the humble spirit of St. Ignatius.”

— C. KEVIN GILLESPIE, S.J. ’72
President
Saint Joseph’s University

“As Jesuits, we emphasize social justice in our ministry, and we are gratified to have a leader who will continue to live out this mission on a global stage. We pray that the Pope’s grounding in Ignatian spirituality will guide him as he carries out this extraordinary calling to lead the Church of the 21st century.”

— REV. GREGORY F. LUCEY, S.J.
President Emeritus
Association of Jesuit Colleges and Universities

Pope Francis, the first pope to come from the Society of Jesus, was officially installed on March 19, the Feast of Saint Joseph. The former Archbishop of Buenos Aires is the first Pontiff to hail from the American continent. As a Catholic, Jesuit university, Saint Joseph’s welcomes the new papal leader.
Saint Joseph’s women’s basketball team roared to victory over Fordham in the final of the 2013 Atlantic 10 Women’s Basketball Championship in March. The win gave the Hawks their first Atlantic 10 title since 1999 and punched the women’s ticket to the NCAA Tournament for their first appearance since 2000.

Guard Natasha Cloud, a sophomore from Broomall, Pa., was named the Most Outstanding Player of the Championship.

“I’m proud of the way we played throughout the season,” she said. “We’re one of the few mid-level teams who can say they made it to the NCAA Tournament.”

The Hawks’ historic season came to a close in the NCAA’s First Round but not without the trademark “Hawk Will Never Die” spirit. Ninth seed Saint Joseph’s fought back from a 10-point second-half deficit to tie the game late, but the eighth seed Vanderbilt got key baskets in the final minutes to top the Hawks, 60-54.

“I thought we battled on every possession,” said head coach Cindy Griffin ’91 (B.S.), ’93 (M.B.A.) after the game. “These kids came out today ready to play and ready to win. I couldn’t be more proud.”

NEW TRUSTEES JOIN SJU BOARD
The SJU Board of Trustees welcomed three new members at its October meeting:

Matthew P. Clifton ’73
Clifton is chairman and CEO of Holly Energy Partners, an NYSE master limited partnership that owns and operates petroleum transportation and storage and logistic assets in the Southwest, Midwest and Rocky Mountains. He is also retired chairman for HollyFrontier Corp., an NYSE Fortune 200 company involved in the petroleum refining business in the same regions.

Sr. Maureen A. Fay, O.P.
Most recently executive director of the Association of Jesuit Colleges and Universities Leadership Seminar, Sr. Fay was the first woman to serve as president of a Jesuit college. The accomplished professor and administrator was president of the University of Detroit Mercy from 1983 to 2004, twice ranking among Detroit’s Most Influential Women (Crain’s Detroit Business).

Scott Pilarz, S.J.
Fr. Pilarz became president of Marquette University in August 2011, immediately after serving as the University of Scranton’s leader, a post he had held since 2003. An author and scholar of early modern English literature, Fr. Pilarz has been an assistant professor of English at Georgetown University and was a lecturer in English at SJU from 1994 to 1996.

SJU HEIGHTENS ROLE IN DOMESTIC LEADERSHIP AND PREPAREDNESS
The College of Professional and Liberal Studies (CPLS) has relaunched the former Early Responders Distance Learning Center (ERDLC) as the newly enhanced Center for Domestic Leadership and Preparedness (CDLP) to better meet regional and national demands for disaster prevention and response.

CPLS and SJU offer not-for-credit training and certification for public- and private-sector professionals who are responsible for ensuring safety for their respective agencies and organizations. Longtime clients include Aramark Services, the District Attorney’s Office of Delaware County, U.S. Liability Insurance, the Firemen’s Association of the State of New York, VPIS and the National Catholic Conference.

Since its founding in 1999, the Center has attracted extramural funding in excess of $12 million and has been at the forefront of developing new and emergent techniques in distance learning.
SJU OFFERS STATE’S FIRST ONLINE PROGRAM FOR TEACHERS OF THE DEAF AND HARD OF HEARING

The Pennsylvania Department of Education has approved a Teacher of the Deaf and Hard of Hearing (K-12 Hearing Impaired) certification in Saint Joseph’s Department of Special Education. It’s the first fully online program in Pennsylvania and one of only a few in the nation, according to Sam Slike, D.Ed., director of special education online programs at Saint Joseph’s University since 2011. “We are hoping to become part of a nationwide initiative to work with other universities that have online deaf education programs through a collaborative endeavor with the Michigan Department of Education,” he said.

Two to three of every 1,000 children in the United States are born with hearing loss, according to the National Institute on Deafness and Other Communication Disorders.

www.sju.edu/majors-programs/graduate-arts-sciences/certificates/teacher-deaf-and-hard-hearing-certification-k12

UNIVERSITY SCORES IN EXTERNAL RANKINGS

U.S. News & World Report


The University’s Haub School was listed among the Top 20 — at 18 — among 148 online graduate business programs. Additionally, finance ranked 19, and marketing placed at 23. The Haub School’s EMBA and professional MBA programs earned No. 2 recognitions in Philadelphia.

Other online Saint Joseph’s programs recognized in the U.S. News rankings include graduate education, ranked 38 of 143 programs, and bachelor’s programs, ranked 70 of 160 programs.

Eduniversal

In another ranking, Eduniversal, a global ranking and rating agency specializing in higher education, named four Haub School programs among the Top 100 worldwide. The agency released its annual ranking in January of the best 4,000 master’s and MBA programs in 30 specializations worldwide.

Eduniversal ranked the Executive Master of Science in food marketing at 10; the Master of Science in managing human capital at 28; the Master of Science in business intelligence at 32; and the Master of Science in financial services at 100.

EVERY YEAR, 50 STUDENTS EACH VOLUNTEER SOME 40 HOURS OF TAX ASSISTANCE TO HELP LOW- TO MODERATE-INCOME INDIVIDUALS THROUGH VITA (VOLUNTEER INCOME TAX ASSISTANCE).

PROFESSOR TAKES BUSINESS TO THE MARGINS

Last fall, the newest students in Introduction to Business, taught by Eric Patton, Ph.D., assistant professor of management, lived 7,500 miles away from campus.

Not a typical distance-learning venture, the course involved refugees from eight countries who live at camps in Malawi and Kenya, and is part of Jesuit Commons: Higher Education at the Margins (JC-HEM). The four-year pilot program, which launched in September 2010 in partnership with Jesuit Relief Services, employs the latest online tools to deliver accredited university courses to refugees who have had little or no post-secondary education.

Regis University in Denver has accredited the initiative, whose courses are largely concentrated in the liberal arts and influenced by Ignatian pedagogy. Patton’s business course expands JC-HEM’s offerings and gives students additional career options. More than 1,000 refugees are expected to have participated when the pilot program ends in August 2014.

While Patton is the lead professor, five JC-HEM instructors at two camps teach the course asynchronously, and there is interest in offering the course at the program’s eight other camps.

“Business topics are really a way of connecting people, building bridges and having meaningful relationships with people from very different backgrounds,” said Patton. “This especially holds true for the JC-HEM program.”


**NATIONALLY KNOWN SPEAKERS HIGHLIGHT DIVERSITY LECTURES**

Hill Harper may not be the doctor he plays on TV — Dr. Sheldon Hawkes on *CSI: New York* — but the well-known actor is a best-selling author, recipient of multiple NAACP Image Awards and a graduate of Harvard Law School. Drawing on his belief in the power of education, Harper brought his message to “take your biggest dream and double it” to Hawk Hill in February as part of the University’s Diversity Lecture Series.

The lecture series continued in March with Judy Smith, president of Smith & Co., a high-profile crisis communications firm in Washington, D.C., and Los Angeles. Its client list has included Monica Lewinsky, former U.S. Sen. Larry Craig, actor Wesley Snipes, NFL Quarterback Michael Vick and the family of Chandra Levy. Smith is co-executive producer of the new TV drama “Scandal,” inspired by her work.

**CHAPEL CHOIR PERFORMS FOR POPE EMERITUS**

The 42 student members of the University’s Chapel Choir, led by Noel Koenke, campus minister for liturgy and music, performed for Pope Benedict XVI, now pope emeritus, during an eight-day pilgrimage to Italy in January. While at St. Peter’s Basilica in Vatican City and seated in close proximity to the Sistine Chapel Choir II — one of the world’s oldest religious choirs — they sang the responsorial passages at a papal Mass celebrated for the Solemnity of the Epiphany. The choir performed for His Holiness again later as part of a papal audience.

“This trip marks the first time our Chapel Choir has travelled outside of the United States to perform as a group,” said Thomas Sheibley, director of Campus Ministry. “We are very proud that the students, who were responsible for raising the necessary funds for their participation in the pilgrimage, had the opportunity to sing in these holy places, which figure so prominently in our Catholic faith tradition.”

In addition to singing at the Vatican, the choir performed a public concert for the City of Rome in the Church of St. Ignatius and a recital in the Basilica of St. Mary Major in Rome.

**EVENTS REFLECT ON THE MEANING OF FREEDOM**

Saint Joseph’s is hosting a yearlong reflection on the meaning and obligations of freedom in the context of the 150th anniversary of the Emancipation Proclamation and the 50th anniversary of Dr. Martin Luther King’s “I Have a Dream” speech.

Emancipation Narratives: A Panel Discussion on How Oppressed Peoples Have Used Personal Accounts to Find Freedom and Fight for It, opened the programming. The interdisciplinary event featured five SJU faculty members: Aisha Lockridge, Ph.D., assistant professor of English; Melissa Logue, Ph.D., assistant professor of sociology and director of Africana Studies; Jo Alyson Parker, Ph.D., professor of English; Katherine Sibley, Ph.D., professor of history; Bruce Wells, Ph.D., associate professor of theology and religious studies.

In the long history of people struggling to be free, personal accounts of bondage and emancipation have figured prominently in the ways many different people have fought for their own individual emancipation, and through their own stories, encouraged and informed others on the necessity to realize emancipation for themselves and society, according to Randall Miller, Ph.D., professor of history and the panel’s moderator.

Miller noted that all panelists include emancipation narratives in the classroom and/or in their scholarly work. He said the discussion had “great power and meaning for everyone at Saint Joseph’s, given our Jesuit mission and its commitment to social justice and the empowerment of those at society’s margins.”

The programming continued in February with the Frank X. Gerrity Lecture on The Emancipation of Abraham Lincoln, offered by Eric Foner, Ph.D., DeWitt Clinton Professor of History at Columbia University.

These events were part of the Dean’s Colloquium series of the College of Arts and Sciences and co-sponsored by the Office of the President and the Office of Mission and Identity.
MACLEAN CHAIR OFFERS JESUIT PERSPECTIVE ON THE WORLD

Award-winning photographer and Creighton University professor Don Doll, S.J., spent time at Saint Joseph’s last semester under the auspices of the Donald I. MacLean, S.J., Chair, a visiting position held by members of the Society of Jesus who are accomplished teachers and scholars in the arts and sciences.

His images, featured in “A Call to Vision: A Jesuit’s Perspective on the World,” were exhibited in the University’s Merion Gallery this spring and focused on the work of the Jesuit Refugee Service (JRS), which Fr. Doll has photographed extensively.

“For the past 20 years, it has been humbling to photograph the efforts of the JRS, which works in 50 countries around the world,” said Fr. Doll. “It’s a great initiative of the Society of Jesus, representing a new missionary effort to serve the poorest of the poor — those forced to leave their homes and often their countries.”

During his time with JRS, Fr. Doll has photographed Jesuit work around the world, including Uganda, southern Sudan, Burundi, Rwanda, the Congo, Chad, Southeast Asia and the Middle East. His work has been featured in National Geographic and other publications. He was awarded the prestigious Kodak Crystal Eagle Award in 1997 for his impact on photojournalism, and he received the Journalism Educator Award in 2012.

Anna Asuluk and Darleen Morgan, along with shy Lucy Asuluk (center), carry geese that were shot by Anna’s father. They will share the bounty with friends and neighbors who do not have a hunter in the family. (Toksook Bay, Alaska)

FOOD MARKETING TEAM TOPS NATIONAL COMPETITION

A team of SJU food marketing students placed first in the annual Food Industry University Coalition Student Case Competition. The National Grocers Association (NGA) presented the award to the SJU team at the 2013 NGA Show in Las Vegas, Nev.

SJU seniors Lauren DeLeon, Norene Drici, Edward Fagan, Mary Sisti and Devin Tanney were awarded a combined $4,000.

Teams from 11 universities across the nation addressed this year’s NGA case study question from Chief Super Market, Inc., an independent grocer. Students were asked to determine what the company should do to fulfill its mission and grow market share. They combined knowledge and skills in research, strategy, marketing planning and presenting to prepare their case.

“I learned how to take a real-world situation and develop a plan from inception to execution,” said Tanney.

According to Mark Lang, Ph.D., assistant professor of food marketing and the students’ advisor, “In addition to winning this year, SJU was the only school to make it to the final four in each of the previous four years.”

COLLEGE OF ARTS AND SCIENCES
DEBORAH LURIE, PH.D.
Associate Professor of Mathematics
Director, Actuarial Science

In a world filled with risk, the ability to anticipate and adapt to unexpected events is a prerequisite for success. With this in mind, Deborah Lurie, Ph.D., director of actuarial science, instills in her students the importance of using sound statistical analysis to inform real-world decisions.

“It’s important to show students how different methodologies have a wide range of applications well beyond the classroom,” says Lurie, also an associate professor of mathematics.

Specifically, she points to the translatable skills built into the actuarial science program. Drawing on the multidisciplinary major’s focus on actuarial science, mathematics, economics, finance and accounting, graduates have gone on to become not only actuaries, but also risk and statistical analysts in a broad variety of fields.

Lurie’s own background is as diverse as the graduates’ career opportunities. “I followed a non-traditional academic career,” she says. “I’m not an actuary by trade, but I use my skills as a biostatistician and consultant to strengthen the program.”

Lurie collaborates with Robert T. Sataloff, M.D., D.M.A., senior associate dean for clinical academic specialties at Drexel University’s College of Medicine and chairman of the board of the American Institute for Voice and Ear Research. Their clinical research focuses on the diagnosis and treatment of voice and hearing disorders. She contributes to the experimental design, statistical analysis and interpretation of the studies. A winner of the Journal of Voice’s Best Paper Awards, Lurie is also an adjunct professor of otolaryngology at the Drexel College of Medicine.

“It’s exciting to help young researchers develop their skills,” says Lurie. “Every day I work toward training my students to do interdisciplinary research by successfully combining technical knowledge, communication skills and teamwork.”

— Nicole Katze ’11 (M.A.)
SENIOR U.S. SENATOR VISITS HAWK HILL

U.S. Sen. Robert P. Casey Jr. (D-Pa.) visited campus in February and addressed a group of 125 students, mostly from political science classes. He spoke on several topics, opening the floor to students’ questions about issues such as gun safety, aid for cities and job creation efforts.

The senator, whose daughter Elyse ’11 (B.S.) and several other family members are Hawks, said that he appreciates Saint Joseph’s emphasis on public service and urged students to continue that commitment after graduation.

STUDENT-ATHLETES SPEARHEAD HAWKS VS. CANCER

SJU student-athletes are raising awareness and support for cancer research though Hawks vs. Cancer, a new service project the women’s soccer team introduced in the fall.

Every year, more than one million people in the United States are diagnosed, and nearly 600,000 people die from cancer. Those statistics became a stark reality for the women’s soccer program when the sister of senior Taylor Mallory, Margo, passed away in September after a nine-month battle with cervical cancer.

The team began wearing tape on their wrists each game with the word “BAMit” — what one of the children for whom Margo served as a nanny suggested she do to her illness. “BAMit” became Margo’s motto and now serves as a rallying cry for Hawks vs. Cancer.

“My sister’s fight has ended, but ours has just begun,” said Mallory. “We must help find a cure to this horrible disease. This is where all of you come in. We cannot achieve this goal without the help of others.”

The men’s and women’s basketball teams supported the program through their seasons, wearing and selling “Hawks for Margo” T-shirts and bracelets at various games. Teaming up with men’s coach Phil Martelli, Hawks vs. Cancer also took part in the Coaches vs. Cancer annual Suits and Sneakers Cancer Awareness Weekend in January. Other SJU teams continued to support the effort through the spring.

HAUB SCHOOL OF BUSINESS

C. KEN WEIDNER II, PH.D.
Assistant Professor of Management
Interim Director, Leadership, Ethics, and Organizational Sustainability Program
Fellow, Pedro Arrupe Center for Business Ethics

What does comedy have to do with the business of social justice? Everything, says C. Ken Weidner II, Ph.D., assistant professor of management.

“There are plenty of events throughout history that are so challenging to talk about that it’s hard to get to the core of what happened,” Weidner explains. “Serious comedy can be used as a vehicle to step back and say, ‘Look at what’s going on in the world. Is this really fair?’”

Well-known comedians such as Dave Chappelle, Jon Stewart, W. Kamau Bell and Steven Colbert deliver the kind of humorous social commentary that Weidner refers to, but few people take the time to consider its real meaning. Now, students are doing just that through Weidner’s first-year seminar, Serious Comedy and Social Justice.

Outside of class, Weidner’s students watch assigned episodes and films that delve into topics of economic and social class, social justice and gender or sexual identity, and racial justice. They meet for discussion in the classroom.

“It’s important that we all understand how the organizations we work for and with exist in and around humanity,” says Weidner, a fellow of the Pedro Arrupe Center for Business Ethics and interim director of the Leadership, Ethics and Organizational Sustainability program.

Weidner infuses his other business classes with the same nontraditional teaching style. In both undergraduate and graduate business ethics courses, he asks students to monitor current events through new media and traditional journalism. What happens in the news one day is the topic of class the next.

“I want my students to learn to be more intuitive and flexible, not just master functional knowledge,” says Weidner. “That’s good for business practice and a much more interesting way to learn.”

— Nicole Katze ’11 (M.A.)

Contributors: Patricia Allen ’13 (M.A.), Phil Denne ’96 (B.A.), Brooke Elser ’13 (M.B.A.), Harriet Goodheart, Molly Crossan Harty, Nicole Katze ’11 (M.A.), Michael McCarr, Carolyn Steigleman ’10 (M.A.), Kelly Welsh ’05 (M.A.), Brianna Willard ’13 and Marie Wozniak.
HONOR ROLL RECOGNIZES SJU FOR SERVICE
For the seventh consecutive year, Saint Joseph’s University has been named to the President’s Higher Education Community Service Honor Roll.

![Honor Roll Recognizes SJU for Service](image)

2012 Totals

- **Campus Ministry & Social Justice Programs**
  - 2,500 students participated
  - 161,300 volunteer hours

- **Service Learning Projects**
  - 600 students participated
  - 19,000 volunteer hours
  - 34 community sites

- **Service Learning Projects**
  - 614 students participated
  - 18,400 volunteer hours
  - 63 community sites

NEW HONOR ROLL RECOGNIZES SJU FOR SERVICE

ENTERTAINMENT MARKETING STUDENTS ARE MUSIC TO THEIR EARS

When Janée Burkhalter, Ph.D., assistant professor of marketing and coordinator of the entertainment marketing minor, saw a Twitter post requesting iPod donations for elderly patients, she knew she had a project for her students.

She contacted Dan Cohen, founder of Music and Memory, about having her entertainment marketing class contribute to his efforts. Soon after, she received a video clip titled “Henry,” which is part of a 2012 documentary about the work of Music and Memory, a nonprofit organization that brings personalized music into the lives of the elderly or infirm through digital technology. According to Cohen, “Researchers have learned that music helps those struggling with Alzheimer’s, dementia and other cognitive and physical challenges to reconnect with the world through music-triggered memories.”

When the semester began, Burkhalter tasked students with developing a marketing plan for the organization. The more engaged in the project they became, the more their enthusiasm grew. The students began to implement their plans, which culminated in a December Rock to Remember concert hosted in partnership with the University’s record label, 1851 Records, and radio station, Radio 1851.

“Our lives have soundtracks — the songs danced to at our proms, hymns sung at Sunday services or lullabies sung to children,” said Burkhallter. “The music helps us all remember.” [http://musicandmemory.org](http://musicandmemory.org)

NABC GOOD WORKS TEAM® TAPS A HAWK

Junior Langston Galloway was one of 20 college basketball student-athletes selected from 161 nominations to be named to the inaugural Allstate NABC Good Works Team® and Allstate WBCA Good Works Team®, as announced by the National Association of Basketball Coaches (NABC), the Women’s Basketball Coaches Association and Allstate Insurance Company.

“These student-athletes have made a significant impact on the organizations they have served and have shown outstanding character on the court, in the community and in the classroom,” said Jim Haney, NABC executive director.

Galloway, a 6’2” guard from Baton Rouge, La., has shown a commitment to helping others since high school. He has been involved in collecting sneakers and shoes that have been given to the needy through programs run by the St. Vincent DePaul Society and Soles4Souls, which sends them to Haiti.

While at Saint Joseph’s, he and his parents have raised donations and made contributions to the Heroes Program, which helps needy high school students take college preparation courses. He was also active in the Hawks’ community service efforts, such as the Christmas Charity project, and has worked with his church (Epic Church in Philadelphia) to send money and care packages overseas to the military.

As a member of the Allstate NABC Good Works Team®, Galloway was invited to the 2013 NABC Convention and 2013 NCAA® Men’s Final Four® in Atlanta, where he participated in a community project in the city.

![Galloway](image)
HAWK HILL HOSTS NATIONAL HONORS CONFERENCE

Saint Joseph’s University and the Honors Program hosted the 8th annual conference of the Association of Jesuit Colleges and Universities (AJCU) Honors Programs in February. Directors and students from Jesuit institutions across the country met to discuss a wide range of topics centered on the theme “Scholarship and the Magis.” SJU students met with their peers from other Jesuit programs and presented their research projects in an open forum. Administrators also shared common concerns and strategies in separate sessions devoted to the management of Honors programs in the age of austerity.

The conference also featured lectures by Professors of English Patrick Samway, S.J., and Joseph Feeney, S.J., on Flannery O’Connor and Gerard Manley Hopkins, respectively, and Michael Sherrin, S.J., president of the Association of Jesuit Colleges and Universities, on the meaning of an Honors education. Guests were also treated to a meal in the city’s Antique Row and a trip to the Philadelphia Museum of Art and the Barnes Foundation.

Several visiting directors commented on the unique attributes of the Saint Joseph’s Honors Program: “It’s a wonderful mix of scholarly rigor and informal learning,” Harry Nasruti, Ph.D., from Fordham noted. Thomas Bowie, Ph.D., of Regis University, commented on Claver House: “The building is a unique combination of tradition and modernity, and the Saint Joseph’s students are fortunate to have such a facility.”

For Saint Joseph’s Honors directors, the conference provided a valuable opportunity to gain new perspectives: “It was an intellectually invigorating experience, and I learned an enormous amount about the challenges facing our colleagues,” observed Maria Marsilio, Ph.D., director of the SJU Honors Program and professor of classics. “The meeting enabled us to exchange ideas, to discuss problems and to propose fresh initiatives,” remarked conference coordinator David Sorensen, D.Phil., associate director of the Honors Program and professor of English. “It also gave our students a chance to mingle with their peers from other Jesuit institutions and to get a sense of the vibrancy and the eclecticism of the broader community to which they belong.”

Overheard

“LEADERS ARE LIKE HAWKS. THEY DON’T FLOCK; THEY FLY.”

POST LEARNING COMMONS EXHIBITS RELICS FROM LARGEST PHILADELPHIA COLLECTION

The Ostensorium reliquary was one of 45 relics and reliquaries featured in Memory and Devotion: The Relic Collection of Burchard Villiger, S.J., exhibited in the Post Learning Commons in November. Saint Joseph’s fifth president (1868-93) and second founder, Fr. Villiger acquired most of his relics from Rome in the 19th century, accumulating one of the largest collections in America. Many of these relics survive to this day and are preserved in the collections of Saint Joseph’s University, Old St. Joseph’s Church and the Church of the Gesù, which now serves as the chapel of St. Joseph’s Preparatory School. www.sju.edu/news-events/news/library-villiger-display
IT’S A CELL-EAT-CELL WORLD OUT THERE

Christina King Smith, Ph.D., professor of biology, won an honorable mention in the American Society for Cell Biology’s annual movie contest, “Celldance,” for her short film entitled “Organelle Motility in Retinal Epithelial Cells.” The three-minute film features her research on intracellular motility in what King Smith describes as “a cell-eat-cell world.”

www.sju.edu/news-events/news/light-their-eyes

Crimson and Gray Goes Green

Print Services at SJU has earned certification from the Forest Stewardship Council® (FSC). An international organization that supports the sustainable management of the world’s forests, FSC will audit Print Services annually to ensure it meets requirements for product traceability, storage, use and waste management, invoicing and record keeping.

Print Services has taken an extra step in promoting sustainability on campus, a priority of the University’s strategic plan, by designating a type of FSC-certified stock as its house paper.

“The paper we use today is not only one of the most economical and attractive sheets available,” said Director Peter Hare, “it is also one that we can be confident was harvested and handled in a responsible manner.”

With FSC certification, Print Services also gains the use of the Rainforest Alliance Certified™ seal.

NEW FACILITY PUTS GOLF TEAM ON PAR

The golf team is making full use of its new, state-of-the-art indoor facility in the SJU Athletic Center. For the first time, athletes have an on-campus location, the Standeven Golf Performance Lab, where they can practice, no matter the season.

“Today’s players work on their games year-round, and in the Northeast, that gets pretty tough to do in the winter,” said David Standeven ’81 (B.S.), who was on the golf team from 1978 to 1981. “The facility provides a unique training resource to work on every aspect of the game, and, with the addition of the planned technology, the ability to get reliable feedback and share it with remote coaches and advisors.”

The Standeven family, which also includes David’s father, Joseph ’56 (B.S.), and son, Gregory ’09 (B.B.A), provided leadership support for the facility.
The nation reeled when a gunman stormed into Sandy Hook Elementary School in Newtown, Conn., killing 26 people, including 20 children, on Dec. 14, 2012. Mobilized by grief, anger and sadness, Americans launched into a spirited discussion of gun control, of mental illness, of how to prevent such events in the future. But Maria Kefalas, Ph.D., saw the Connecticut tragedy in another way, calling the violence “a rare form of cancer — as opposed to a more common form of the disease we have in urban areas.”
As urban violence grows into what many call a public health epidemic, experts work every day, in different ways, to find a cure.

In April 2012, 35 young people from Mastery Charter School (Thomas Campus), Girard Academic Music Program, and Grace and Style Dance Studio took their mob of phlash dancers to Center City Philadelphia's Love Park to show their generation what coming together should look like.

Photo: Aaron Raysor and Fred Experiential
Kefalas, director of the University's Richard Johnson Center for Anti-Violence (RJC) and a professor of sociology, understands the shock and horror. “That kind of mass violence is not supposed to happen in that kind of place,” she says, “but we have horrifying outcomes in inner-cities every day.”

**Raise Expectations**

While the gun control debates are important, Kefalas says, in some ways they’re a distraction, a red herring. “There are more guns than people in some places,” she says. The way to deal with urban violence, she believes, is not to simply go after the guns, or incarcerate the people who use them.

Many young men growing up in tough urban neighborhoods don’t believe they’re going to live to be adults — they truly have trouble envisioning a future where they survive to live full, productive lives. “They don’t feel like their lives are worth anything, and that’s what we have to fix,” says Kefalas.

But that reality rarely pierces the everyday lives of most people, who don’t need to worry about preventing their children from seeing a dead body or keeping them safe on a potentially perilous walk home from school. Call it the pathology of low expectations — hundreds of deaths in an urban area just feels normal. A homicide in many urban areas merits a newspaper brief, or a short story on the evening news, and people gloss over it.

“We have reached a point in our society,” Kefalas says, “where people look at the murders happening in cities and say, ‘Those people somehow deserved it, or made bad choices, and somehow their lives being lost is not tragic and painful.’ It’s just easier that way.”

The psychological impact of living in such conditions is profound. Consider the perspective of a young woman interviewed by Susan Clampet-Lundquist, Ph.D., an urban sociologist and associate professor of sociology, for a research study. This young woman, who grew up in public housing, was so used to violence that “she says she was constantly looking behind her back,” Clampet-Lundquist recalls. “That fight-or-flight pose works well if you have a lion behind you, but it doesn’t work if you’re in a classroom. How can you do well when you’re constantly on guard?”

In a study of inner-city 7-year-olds, Clampet-Lundquist says, three-quarters say they had heard gunshots. Nearly 20 percent said they had seen a dead body. And for many people living in such situations, the police are no comfort. Clampet-Lundquist’s research indicates, among both young men and women of all ethnicities, “a huge lack of trust — and this comes out of being harassed on an almost daily basis by police officers,” sometimes for legitimate reasons, and sometimes for no reason at all. “When you’re thrown up against a wall going about the course of

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**The Philadelphia Youth Solutions Project**

The Philadelphia Youth Solutions Project, founded in 2010 with the support of a Department of Justice grant along with gifts from private donors and SJU’s Richard Johnson Center for Anti-Violence, offers a voice to those touched by violence in Philadelphia and enhances opportunities for youth and community engagement in violence reduction.

(Right) Students from MACS (Multi-Cultural Academy Charter School) worked together last spring to write a public service announcement about dating violence.

*Photo: Amy McHugh ’04*
your daily life,” she says, “you're not going to want to cooperate with the police.”

Still, Clampet-Lundquist points out successful models, ways to begin to remedy that mistrust. The city of Philadelphia’s PhillyRising initiative is one beginning to make inroads. PhillyRising calls on multiple agencies, including the police, to work with people in high-crime neighborhoods to address quality-of-life issues. In a North Philadelphia neighborhood, for example, “People started meeting together, having honest conversations about what was needed in their neighborhood,” she says. “They worked together to close down vacant buildings, opened up a community center, a pool, a computer center. And there was a drop in crime.”

Start with Low-Level Crime

Thomas Gilbert ’94 (M.S.) has spent his entire adult life in law enforcement. Until August 2011, he was a member of the New Jersey State Police Department, where he eventually became a lieutenant colonel and the department’s chief of staff, running the force’s day-to-day operations. Policing large urban areas — Trenton, Newark, Camden — was a big part of that big job.

“One of the challenges we all find ourselves in is how we chase homicide numbers,” Gilbert says. “It's how we measure success and failure. Because of the public attention to what the homicide count is at any time, it’s easy to focus on that.”

But he believes that just trying to stop homicides isn’t the answer. “When a murder happens, people have already decided to put a gun in their hand and shoot someone else,” he explains. “You really have to look at what’s causing somebody to get to that point where they’ll put a gun in their hand and say, ‘I’ll point this at someone, and I’ll kill them.’”

Now retired from the state police, Gilbert is commander of the state-created Atlantic City Tourism District. Though most of the crime in the city occurs outside of the district, that crime affects Atlantic City’s reputation and the willingness of tourists to travel there and, in turn, Gilbert’s work. The governor and his bosses in the Attorney General’s office have given him wide latitude, Gilbert says, to focus on prevention.

“We’re not going to say, ‘Don’t worry about that shooting or that homicide because it's not in the tourism district,’” he says. “So we embraced a holistic approach.” Gilbert supports the “Broken Windows” theory — basically, that policing low-level, quality-of-life crime assiduously leads to an atmosphere where violent crime is less likely to occur. That theory was a game-changer in New York City in the early 1990s, when strictly enforcing laws about petty crimes like public drinking and the “squeegee men” who would clean the windshields of stopped cars and demand money led to a drop in both petty and violent crime.

“You can’t do everything, but we have to chip away at the little things,” Gilbert says. Atlantic City has what Gilbert calls “a very aggressive” law enforcement program, with a violent crime task force and a cadre of Class II officers who work on an hourly basis and have more limited powers than regular officers. The city also has an ambassador program, with unarmed workers in brightly colored uniforms patrolling key areas. “They integrate with our eyes and ears concept,” Gilbert says. “We try to expand out the eyes and ears, to prevent people from making bad decisions.”

Another key component is to bring stakeholders from all facets of the community together — from schools to juvenile delinquency programs — to work on preventive measures. That coalition uses data and focuses on getting youth on the right path with jobs, training and mentorship. “We have to look at histories and say, ‘Is there a point where support would have made a difference?’” he adds. “What programs can we focus on? A lot of times, you get stuck in the cop world — you’ve got to knock crime down, you’ve got to deal with homicides. But we have to focus on preventive efforts.” Now, there’s a generation of young people — young men, mostly — who have already made decisions to engage in counterproductive behavior. But reach them at 10 or 12 and show them alternatives, and the implications of crime and the community are considerable. The goal, Gilbert says, is to produce better citizens, and a byproduct of that will be a lower crime rate.

Not everyone shares Gilbert’s attitude; chipping away at such an enormous problem as urban violence is far from easy. As Kefalas puts it, “Politicians don’t get re-elected by saying, ‘Let’s invest in the young people who are killing each other.’ They would be labeled as soft on crime.” Other causes inspire people to open their wallets. Take the case of Alexandra Scott, the Wynnewood, Pa., girl who died at age 8 and whose dream of raising money to fight pediatric cancer led
to Alex’s Lemonade Stand, a foundation that has raised more than $60 million to date. Unlike urban violence, childhood cancer is a cause everyone sympathizes with.

“Where is our Liz Scott [Alex’s mom]?” Kefalas says. “Where is our Alex’s Lemonade Stand? That’s what we need. I guarantee you, we can fix this. We know the kids who are at risk. We know the kids who have the disease.”

**Push for Legislation, Public Support**

Richard J. Ross Jr. ’04 (M.L.S.), first deputy commissioner of the Philadelphia Police Department, agrees with Kefalas and believes that the tide can be turned.

“I think you just have to work as hard as you can to try to make as many people understand that, in some way or another, violence affects us all,” Ross says. “Economically, we’re subsidizing a lot of the people who get stabbed or shot. It affects our quality of life, the reputation of our city. There’s just not enough of a push to fix it, not enough of a push on legislators.”

Ross is clear: Government can’t and shouldn’t be responsible for the whole problem. “I don’t believe in making excuses — some of it starts at home, in families,” he says. “We have to make families a more cohesive unit, like they used to be. If you don’t see

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**What’s the point if you’re just doing research? You need to get out in the community and apply it.**

— Maria Kefalas, Ph.D.
Professor, Sociology
Director, Richard Johnson Center for Anti-Violence

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**Serious Violent Crime and Simple Assault Against Youth (ages 12-17) by location of residence, 2010**

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>RATE PER 1,000 YOUTH</th>
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<tbody>
<tr>
<td>Serious Violent Crime</td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>19.1</td>
</tr>
<tr>
<td>Suburban</td>
<td>11.7</td>
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<tr>
<td>Rural</td>
<td>12.6</td>
</tr>
<tr>
<td>Simple assault</td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>25.2</td>
</tr>
<tr>
<td>Suburban</td>
<td>22.0</td>
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<tr>
<td>Rural</td>
<td>14.0</td>
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</tbody>
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Source: Bureau of Justice Statistics, National Crime Victimization Survey, 1993-2010
You can’t do everything, but we have to chip away at the little things.

— Thomas Gilbert ’94
Commander, Atlantic City Tourism District

You can’t do everything, but we have to chip away at the little things.

— Thomas Gilbert ’94
Commander, Atlantic City Tourism District

Applying the Research

SJU’s Richard Johnson Center (www.sju.edu/int/academics/centers/rjcenter) aims to be part of the solution. Founded in 2001, the RJC is designed to both study violence and use research to improve prevention efforts. It is named after a bright young 17-year-old who was killed the summer before he was to enter Saint Joseph’s on a full scholarship. Johnson, a 2005 graduate of St. Joseph’s Preparatory School, died of a gunshot wound near his home in South Philadelphia.

The RJC is unique, Kefalas says, in large part because of the University’s Jesuit mission. Early on, Kefalas remembers, one of her board members asked her, “What’s the point if you’re just doing research? You need to get out in the community and apply it.”

“That’s not always rewarded in my field — when professors go out into the field, that’s social work,” says Kefalas. “St. Joe’s encouraged it.”

Even when the RJC wasn’t bringing in any money, the University supported it, Kefalas says. But now, it is growing, and becoming a respected resource in the city. Kefalas talks so often with members of the mayor’s cabinet that his chief of staff jokingly calls her his boss.

“We’re really proud of that, and I don’t think it would be possible anywhere other than St. Joe’s,” she says. “I don’t think other universities would be committed to social justice issues, and putting their money where their mouth is, time and again.”

Champion the Cause

Expanding the Richard Johnson Center’s reach is part of the mission of Amy McHugh ’04 (B.S.). Prior to hiring her as associate director of programs and outreach, the RJC had been largely research-based. Now, McHugh and program administrator Kataney Couamin ’11 (B.S.) work with several Philadelphia high schools and hold events on campus to educate students and staff about relevant topics in urban violence, like a recent symposium on bullying. “We’re really trying to build awareness, on and off campus, of the issues facing Philadelphia schools and communities,” says McHugh.

But the main focus has been the Philadelphia Youth Solutions Project (http://pysp.org), a way to encourage city youth to be part of a solution to violence. Staff go into partner schools and discuss issues that feel personally important to students. Last school year, RJC staff spent time at Kensington International Business High School, where students tackled the issue of school violence. The group wrote, filmed and starred in a public service announcement because “it was an issue specific to their school that they identified as a problem,” McHugh says.

There have also been youth summits, motivational speakers and a flash mob for peace. McHugh hopes to strengthen the RJC’s partnership with the Philadelphia School District and perhaps adopt two city schools to develop a school safety program. “What we’ve been looking at a lot is how to change school culture,” McHugh says. “How do we create a sense of citizenship in the schools we work in, and then have kids take that into their communities?”

Kefalas dreams of becoming the Liz Scott of urban violence, making urban violence something that people want to talk about, get their arms around. View violence as a public health epidemic, view young people not as problems, but as solutions, as soldiers in an army to fight gun violence. The momentum started by the Richard Johnson Center must continue, she says — too much depends on it not to.

“We are working,” she says, “to get the science of this research to people who can use it to make things better.”

Freelance writer Kristen Graham is a frequent contributor to SJU Magazine.
SJU alumnus Richard Ross is one of Philadelphia’s top cops.

As a boy growing up in Philadelphia’s Fern Rock section, Richard J. Ross Jr. ’04 (M.S.) never dreamed of a career in law enforcement.

After graduating from the city’s elite Central High School in 1982, Ross attended Penn State, where he majored in labor and industrial relations and imagined he might work in human resources. But a casual visit to a law enforcement job fair was an epiphany. “It hit me like a brick,” recalls Ross, who would go on to earn an SJU master’s degree in criminal justice. “I wanted to be a police officer.” (His father later told him that he thought young Richard might be drawn to become a cop, like his uncle, a Philadelphia homicide detective in the ‘60s and ‘70s.)

The Philadelphia Police Department wasn’t hiring when Ross graduated from Penn State, so he spent some time in HR. “I knew it was a temporary stop,” he says. “I really wanted to be in big-city policing. To me, it represented the epitome of being a police officer.” By 1989, he had achieved his goal. Even then, though, Ross thought he might work as a city cop for a decade, then get out and go into the private sector.

But Ross was quickly hooked — after his first assignment as a Philadelphia police officer, he knew he’d be a lifer. He worked as an officer in the 9th District, in Center City, for the department’s anti-crime team (an elite, plainclothes unit no longer in existence), then as a detective, a sergeant, and a lieutenant. For a short time, he was part of former Mayor John Street’s security detail, as a lieutenant and then a captain in homicide — a rise that happened because of hard work but also, Ross says, with the assistance of mentors, both formal and informal, who counseled him on the path to success in the department. These days, he’s First Deputy Commissioner, second only to Commissioner Charles H. Ramsey.

And he still loves the job.

It may sound clichéd, Ross admits, but “I still get a great deal of satisfaction out of helping people.” Make no mistake: Helping to manage the country’s fourth-largest police department, with more than 6,000 officers and 800 civilian personnel, is a tough job.

The toughest part?

“Balancing efforts to help both the community and police officers simultaneously,” he says. One important part of the job, he believes, is to encourage officers to maintain a sense of enthusiasm, to not get too jaded.

“One of my favorite expressions in the world is, ‘A great deal of what you see is what you’re looking for,’” Ross says. “You’re here to improve the quality of life for the people that you’re sworn to serve and protect, and you can’t get so disgruntled that you view it as us against them — if you believe that everybody in the neighborhood you police is a bad guy, that’s what you’ll see. And it will have a negative impact on how you do this job.” Seek out the gems in the community, Ross tells his officers — the block captain, the trusted coach who tries his best to keep kids away from dark influences.

Even with a demanding job and a family, Ross manages to carve out a little time for himself. “I get up at 4:15 every morning, and I do a lot of running — for my health, but also for my sanity,” he says. “No one interrupts you at 4:15.”

He’s a golfer and a jazz fan. Ross and his wife, who live in the city’s Fox Chase section, have two children, a 17-year-old daughter who’s a senior at Central and a five-year-old son. “One is filling out college applications, and the other is waiting for the tooth fairy,” he chuckles.
It’s a scene that plays out every day: A customer enters a store, examines a product and maybe even asks a salesperson a few questions about it. A sale looks imminent.

Suddenly, the shopper pulls out a smartphone, presses a few buttons and walks out — having just bought the same product from a rival retailer at a lower price.

Called “showrooming,” the practice is just one of many challenges — and opportunities — retailers face in a world where millions of consumers have access to the Internet, anytime and anywhere.

By David King ’08
Bricks-and-mortar retailers are no strangers to competition. Online sales consume a large share of almost every market segment.

“People have claimed bricks-and-mortar stores are doomed for a while now,” says Michael Solomon, Ph.D., professor of marketing and director of the Center for Consumer Research at Saint Joseph’s. “But it’s not that black-and-white.”

Mobile shoppers account for only a small portion of those online sales — for now. But it’s an area of rapid growth.

According to an eMarketer report in January, U.S. consumers are expected to spend $37.4 billion using smartphones and tablets this year, a 45 percent increase over 2012. On top of that, networking firm Cisco Systems anticipates that, by the end of 2013, there will be more mobile devices in the world than people.

Still, the devices have a way to go before they become a major source of online sales.

“In general, mobile devices aren’t great for shopping yet,” says John Feehan ’86 (B.S.), CFO of RCN and former CFO of both Virgin Mobile USA and Sprint. “It’s not easy for consumers who don’t know exactly what they want to scroll through pages and view photos on their phones.”

For now, the devices are often used as a research tool, and 46 percent of showroom shoppers still make a purchase in-store, according to a Pew Internet and American Life Project released in January. While comparing prices once meant a day of driving between stores, shoppers can now browse and compare products on the go.

“Online shoppers are more adept at comparison shopping than ever before,” says Brent Smith, Ph.D., associate professor of marketing and director of the Office of Fellowships. “They read reviews, they know a price range. In many cases, they know just as much about the product on the shelf as the sales associate.”

Purely online retailers have a distinct advantage in some areas. They have little to no overhead costs and can sell products at a lower price.

But reports of traditional in-store shopping’s demise may be premature. To win customers and convert sales, these retailers are rethinking the traditional business models — and thriving as a result.

“The item on the shelf is no longer the point of differentiation,” says Solomon. “Stores can’t compete on price alone, so they need to offer something a shopper can’t get at home.”

Some stores, such as Apple, offer floor models customers can try and experts to teach them how to use their products.

“It’s about engaging all the senses,” Solomon says, “whether that’s a store that looks cool and clean or provides product demonstrations and activities. It takes something that’s normally task-oriented and makes it engaging.”

Kim Richmond, principal of Richmond Marketing and Communications and an SJU adjunct instructor of marketing, believes the best retailers will think about sales through customers’ eyes, providing a fun, easy and informative shopping experience.

“Retailers shouldn’t be threatened by mobile sales or showroming,” Richmond says. “It pushes them to be their best, to engage customers more and in better ways.”

In the end, retailers that focus on customer experiences are generally the ones that win out.

“You can get a laptop cheaper than at an Apple Store or a cup of coffee for less than at Starbucks,” says Richmond. “But these companies understand their customers and what they want from their shopping experiences from beginning to end.”

Bricks-and-mortar retailers have not surrendered on price battles, either. Some large companies, such as Target and Best Buy, match lower online prices in the store. Others offer the same deal during the peak holiday shopping season.

But a more proactive approach may be emerging, one that encourages retailers to embrace a combination of mobile and retail shopping.

“Retailers can try to fight mobile if they want, but I don’t think that’s a good idea,” Feehan says. “The smart ones are going to embrace it.”

A hybrid model, in which mobile devices drive the in-store experience, is gaining traction. Apps can offer customers deals as they walk into stores or direct them to products on sale or on virtual shopping lists.

These exclusive deals and offers can create that sought-after engaging experience.

“Consumers want to feel that they’re special and part of a community,” Smith says. “It’s about retailers extending exclusive offers for exclusive relationships with their customers. For a lot of customers, those relationships are more important than discounts.”

Other retailers are luring customers into their stores with the ability to purchase online, then pick up their merchandise in the store. This provides the convenience of buying online without waiting for shipping — and often leads the patron to pick up accessories or other items once they enter the store.

No matter the method, the lines between the home and store shopping experience are clearly blurring. And retailers are taking advantage of the technology to avoid getting left behind.

“Frankly, I don’t know that retailers really care whether shoppers buy from them in-store, on their phones or at home,” Feehan says, “just as long as they’re buying it from them and not the competition.”

David King is a freelance writer and editor.
The sight of a young child in Africa drinking from a tainted puddle propelled one professor and his students to seek a remedy.

The moral imperative to do something came, literally, out of the water.

It came from the dye-polluted waters that students watched change colors every day of the week during a six-week research trip to Tanzania. It emerged from the Dominican Republic, where they saw the water supply contaminated by cow excrement. And it surfaced in the bacteria-tinged water in Guatemala, where just a sip of day-old bottled water could lead to hospitalization for all kinds of gastrointestinal illnesses.

Those are the types of ailments people who live in developed nations with clean water supplies never have to worry about. But for the 1.1 billion people worldwide who lack access to safe and adequate water, disease runs rampant. As the student fellows in SJU’s Institute of Catholic Bioethics learned firsthand, simply procuring safe drinking water is a daily struggle.

“Having clean water is a basic human right,” says Peter Clark, S.J. ’75 (B.A.), Institute director and professor of theology and health administration. “If we truly cared about bioethics, we needed to do something about the water.”

Those travels, in Africa and throughout Central America and the Caribbean, which Fr. Clark’s student fellows took as living, breathing coursework to gain a global perspective on health, opened their eyes to healthcare disparities in ways they never expected.

And once home, it inspired them to work to correct it.

Now, after four years of research and experimentation, Fr. Clark and his students have developed a sustainable, cost-effective, slow-sand water filter with the potential to provide clean water and save the lives of millions of people who live in underdeveloped countries.

“I really have chills right now, thinking about it,” says Stephen Szapor ’09 (B.S.), one of the initial group of students involved in the filter’s creation. “Just to know that one little project could make a change in one person’s life … That’s why I went to St. Joe’s. To make a difference in one person’s life.”

Still, none of it would have been possible without the vision, commitment and steady guidance of Fr. Clark.

A Moral Compass

“I couldn’t ask for a better mentor or teacher,” says Szapor, who now works in administration at the Denver VA Medical Center in Denver, Colo. “Fr. Clark pushes you out of your comfort zone and makes you see the injustices in the world. He makes you think differently about life.”

Fr. Clark had simply passed down the principles taught to him during his own undergraduate years at Saint Joseph’s. The Jesuits calibrated his moral compass through their abiding commitment to poor and third world countries.

The holder of three master’s degrees and a Ph.D., Fr. Clark takes a seat in his warm, welcoming office, adorned with solid wood bookcases stacked with volumes. Photos of family members and former students grace his desk. At 59, he possesses the energy of a much younger man, a testament to the benefit of running four miles a day.

He’s hard to catch. One day, he’s training residents in bioethics at Mercy Health System. What are the ethical ramifications of doctors
doing face transplants? Prescribing medical marijuana? Giving life-sustaining therapy when you’ve determined it will be medically futile?

Another day finds Fr. Clark in the classroom, where he teaches two graduate courses and one undergraduate course in bioethics. Come summer or Christmas break, chances are he’ll be directing immersion programs, traveling to Guatemala, Cuba, the Dominican Republic, Nicaragua or Africa, figuring out ways to improve access to quality healthcare.

“People ask, ‘Why are you going to Africa when we’ve got problems here?’” Fr. Clark says. “But there are a lot of people already doing good work here. If medicine is truly global, there has to be an international dimension.”

This belief sparked Fr. Clark’s idea to create the Institute of Catholic Bioethics in 2006. He envisioned an educational research center, with Catholic values, where students and faculty, through their travel to other countries, could discover ways to serve the common good.

When it came to learning about medical ethics, “I thought our students had a myopic view,” Fr. Clark says. “Some of our students couldn’t even name a country in Africa. I wanted our research to be more global.”

Capt. Luke Surry, M.D. ’07 (B.S.), was one of the first students to help Fr. Clark conceptualize the mission of the Institute. Surry, along with several other undergraduate fellows, traveled to the Dominican Republic that first year, where they saw how hard it was for poor people to get fresh, clean water.

The water was filthy, with no effective filtering mechanisms for the wells. “There were cow pastures and rice patty fields with contaminated water,” Surry recalls. “The cows would do their business, and it would collect in the water supply. Chicken excrement covered the ground everywhere. Personal bathrooms weren’t separated from the water supply at all.”

The following year, while spending six weeks working at St. John’s Parish medical clinic in Dar es Salaam, Tanzania, student fellows saw patients, mostly children, contracting illnesses such as typhoid fever and malaria from contaminated water.

Szapor remembers. “Every morning we’d walk to the clinic,” he says. “One of the places we crossed was this river that went through town. About a mile up the river, there was a textile factory, and depending on what textile they were dying, the river would turn a different color. The locals would have to walk two to five miles to collect clean water.”

Meanwhile, the students watched helplessly as children filled their water bottles with the polluted liquid.

**Finding the Filter**

Feeling they had an overwhelming moral obligation to address the problem, the students returned home and brainstormed ideas for a water filtration project. Many students were graduating, but Fr. Clark made sure the project would stay the course with the Institute’s incoming group of student fellows.

His only mandate? That the filter be affordable, accessible and sustainable.

Research began in earnest with more travel and observation. “After seeing the massive need in the Dominican Republic, specifically when we watched people pulling water up from an
apparent well in a rusty old coffee can, I realized the gravity of the situation as it pertained to clean water in underdeveloped countries,” says Krysta Contino ’09 (B.S.), who traveled to the Caribbean island as an Institute fellow in 2008. “We had done a lot of research into different types of filters and started running tests to determine the amount of bacteria that could pass through each filter and the potential types of materials that could be used.”

But the most telling research came from personal experience. While in Guatemala, Institute fellow Matthew Fadus ’12 (B.S.) drank day-old water and got sick. “That pretty much was a wake-up call right there,” he says. “We needed a filter that was inexpensive, durable, easy to make — and we wanted it to work. It didn’t have to look cool or extravagant. All it had to be was functional and easy to use.”

The Bucket List

Over the next four years, students experimented with different models, including a ceramic model (unsustainable because it broke too easily) and a slow-sand copper pipe model (abandoned because of the high cost, limited availability and potential for theft of the copper).

Next on the drawing board came a student-constructed model made of PVC pipe and a bucket, but it was too cumbersome and difficult to construct.

Still, the students agreed that the bucket concept was the way to go — it seemed the best means of filtering bacteria and meeting Fr. Clark’s criteria. Experimentation continued. Finally, graduate fellow Mike Tecce ’05 (B.S.) figured out how to use a double-bucket design.

“My dad is from Italy, and we make our own wine,” Tecce explains, “so we have these giant buckets all over the house. I thought, ‘This is the same thing as a pipe. If you cut out the bottom of the bucket and put one inside of the other, it would serve as a reservoir the pipe didn’t have.’”

The students had seen a version of the two-bucket filter during another trip to Guatemala. It was all they needed to catch a second wind.

“We came back with more motivation,” Fadus says. “We were testing like 15, 16 hours a week. If we hadn’t seen the need firsthand, we would have lost sight of how important the project was.”

The filter’s beauty lies in its simplicity: two four-gallon plastic buckets, one spigot, gravel, a matrix of mesh and cheesecloth, and 50 pounds of fine sand. One bucket, its bottom drilled with holes, nests inside the other, which acts as the water collection site. The inside bucket contains the cheesecloth and mesh, two inches of gravel and 24 inches of sand. The spigot is installed in the collection bucket. The filter’s total cost is about $16 in the United States, and under optimal conditions, it removes bacteria from contaminated water with approximately 99 percent efficiency.

To know that what started as a germ of an idea to help people gain access to a basic human need — clean water — is now approved and ready for distribution almost leaves Surry, currently an advisory board member for the Institute, at a loss for words.

“It’s hard to fathom,” he says. “There are few things in my life that I claim I’m proud of. But being a part of this project gives me an overwhelming sense of pride.”

The Institute has partnered with the Global Alliance for Africa, with micro-financing from John Rangel, chair of the Institute’s advisory board, to construct and sell the filters for 1,300 Kenyan shillings, or $12, to residents living in the disadvantaged communities of Nairobi, Kenya.

The notion to patent the filter never crossed Fr. Clark’s mind. “That would defeat the purpose,” he says. “I want as many people to use it as possible.”

Moving Forward

Many of the students who were involved in the project are pursuing medical careers today. Fadus is a first-year student at Creighton University School of Medicine. Tecce is concluding his second year at the Philadelphia College of Osteopathic Medicine, and Contino is in her fourth year at Robert Wood Johnson Medical School-Camden. Surry is a second-year resident at the San Antonio Uniformed Health Education Consortium.

Describing his trip to Africa as “transformational,” Surry plans to continue to research projects that help marginalized people. He credits Fr. Clark for that. “Without the guidance I got from him, I never would have gone to the medical school I went to,” the graduate of Georgetown University Medical School says. “He guides students, and we take it and run with it.”

Contino says her experience at SJU has inspired her to work with underserved populations. She has already spent a summer in Europe studying different healthcare systems and is currently working at a public hospital in Argentina. She wouldn’t have had the wherewithal to do it, she says, without Fr. Clark, who “challenged me to think outside of the box, give my all to all that I do and serve others.”

True to form, Fr. Clark is already on to his next project, an idea born of a science project discovery by his niece, Michelle Moffa, that water lilies remove arsenic.

“I wondered if our filter could be combined with the water lilies,” Fr. Clark says. “Can water lilies suck arsenic out of the water?”

Current fellows got to work and constructed a new slow-sand water filter with water lilies that is now being tested.

“We found a Jesuit in Calcutta and Skyped with him,” Fr. Clark continues. “As soon as we get the filter approved we’re going to partner with them to start a pilot program … .”

All for the common good.

Annette John-Hall is a former award-winning columnist for The Philadelphia Inquirer.
Dear Fellow Hawks,

In the previous edition of SJU Magazine, I encouraged and challenged alumni to find even more meaningful ways of seeking and awakening to the magis. How can alumni do more for our students? What more can we do for those we live, work or otherwise come into contact with on a daily basis?

Two of my goals for this year as the SJU Alumni Association President were to:

• gain alumni participation in guiding and assisting SJU students in achieving employment upon graduation, and

• re-establish the Alumni Mentoring program the late Jack Gallagher ’63 (B.S.) originally started.

To those ends, we held two successful networking and mentoring events to kick off the spring semester, Dinner with a Doc on January 30, and Dinner with Hawks: Mentoring and Mingling on January 31, which involved more than 200 students and alumni. Through my interpersonal and email exchanges with students, I am happy to report that our alumni have responded quickly in connecting with students to provide them guidance and assistance.

The Alumni Relations staff established HAWK LINKS, a subgroup of the SJU Hawk Career Network group on LinkedIn, as a way for our students and alumni to connect and interact about study and career opportunities. I encourage you to become involved with a student as a mentor. It’s a special relationship from which you will receive as much as you give, if not more.

Creating compelling opportunities for our alumni to re-establish a relationship or connect with Saint Joseph’s is a key initiative in the University’s strategic plan, Plan 2020: Gateway to the Future. All of Hawk Hill benefits from alumni participation. To learn more about Plan 2020, visit bit.ly/sjuplan2020.

Becoming engaged with your alma mater is simple. The first steps are to visit the online alumni community at www.alumni.sju.edu and check out the list of upcoming events.

If you have any questions or want to connect, contact me at rbrennan53@comcast.net.

I wish you and your families a safe and relaxing spring and summer.

The Hawk Will Never Die!

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

BUILDING A CULTURE OF CONNECTION THROUGH MENTORSHIP

It didn’t take long for the Saint Joseph’s University Alumni Association’s newly launched, career-focused mentorship program to bear fruit. Established in partnership with the Career Development Center, the initiative debuted as part of the second annual Dinner with Hawks in January, which drew more than 200 attendees, half of whom were students.

A mentorship connection formed at the dinner developed into a new opportunity for Catherine Miller ’16, when she shared her aspirations for a career in marketing, public relations and event planning with National Alumni Board President Rich Brennan ’81 (B.S.). After a networking exercise, the two exchanged contact information and stayed in touch during the following weeks. All the while, Brennan combed his mental rolodex for contacts who could assist Miller in advancing her career. Brennan decided to link her with Alanna Barry McCloskey ’02 (B.S.), marketing coordinator for the Irish American Business Chamber and Network, who had approached him about becoming more involved as an alumna.

The women connected, and a little more than one month after Dinner with Hawks, Miller was gaining professional experience working alongside McCloskey at the Irish American Business Chamber and Network’s annual Ambassador Awards recognition ceremony at the Bellevue in Philadelphia.

Hawk connections like this are happening at an increasing rate. With events like Dinner with Hawks, the Alumni Association is taking the guesswork out of the mentor-mentee process. Launched as an initiative of its National Alumni Board, the program takes an extra step beyond the traditional areas of academic and personal growth to focus on offering students professional development. Its goal is to give Saint Joseph’s students a viable and effective network to assist them in their career endeavors and post-graduate life.

The program drew intense interest as part of the University’s SheUnited Conference 2013 on March 23 at Michael J. Hagan ’85 Arena. Operating within a unique “speed mentoring” construct, more than 50 women — from corporate executives to students — sat down with each other,
More than 450 women of all backgrounds, ages and professions shared their collective wisdom and experience at SJU’s SheUnited Conference 2013 on March 23. Through a series of track-based speaker presentations, conference attendees gained knowledge about balancing their competing priorities. Women received health screenings at the health and wellness corner and had resume reviews and mentor meet-ups at the career corner. Conference proceeds benefit Charlotte W. Newcombe Foundation scholarships for mature adult women.

To view all photos from the Inaugural Tour, please visit alumni.sju.edu/gillespietour or scan the QR code to the right with your smartphone.

University President C. Kevin Gillespie, S.J. ’72, delivers his remarks at January’s Inaugural Tour reception in San Francisco. Fr. Gillespie is meeting alumni, friends and parents in 11 cities during the tour, which will take him across the country, from Boston to Los Angeles and from Chicago to Naples, Fla.

To view all photos from the Inaugural Tour, please visit alumni.sju.edu/gillespietour or scan the QR code to the right with your smartphone.

Cynthia McDaniel ’95 (M.B.A.), who found herself in career transition after her position was eliminated, attended the SheUnited mentoring sessions to find a mentor to guide her through that process. “I view this time as an opportunity,” she said. “It’s the next phase, the next step, and I welcome it with open arms. I was hoping to be introduced to someone who would be able to watch my steps along the way. But really, I’m here to share my experiences and hopefully get something back in return. Everyone’s here for the same reason, and if we can help someone else, we’ve got it made.”

That “pay it forward” mindset was evident among the mentors.

“I wish there had been someone there for me when I started at Ford Motor Company,” said Jessica Hoopes, whose son Daniel is a freshman on Hawk Hill. “I wish there had been a successful woman there to guide me, to tell me, ‘Don’t worry. You’re doing the right thing.’ It really would have made me feel more confident in my abilities, and so I love to do that for the next generation. I try to tell them, ‘Trust your instincts. Things are going to work out.’”

Planning for the Alumni Association’s mentoring program began in fall 2012, with members of the National Alumni Board pairing up with members of the Student Alumni Association. In addition to the dinner in January, the program’s official launch included the introduction of HAWK LINKS, a subgroup of the Hawks Career Network on LinkedIn dedicated to facilitating mentor opportunities and discussions between alumni and students and among alumni.

To become involved in the mentoring program as a mentor or a mentee, contact Tom Fithian ’98 (B.S.), ’07 (M.B.A.), associate director of alumni relations, at tfithian@sju.edu or 610.660.2301, or search LinkedIn for HAWK LINKS.
FRESH FACES IN DEVELOPMENT AND ALUMNI RELATIONS

Saint Joseph’s University’s Office of Development and Alumni Relations recently welcomed three new team members and one staff member assumed a new role.

Terry Travis filled the newly created role of associate vice president for development, coming to Hawk Hill from La Salle University, where she was assistant vice president for development for 11 years. Travis manages the central administrative and services functions within the division, including alumni relations, alumni and development communications and donor relations, development services and the Saint Joseph’s Fund.

Christen Wilson, formerly executive director of major gifts at Saint Joseph’s University, was named to the newly created position of executive director of the campaign. In this role, she will use her project management, program development, strategic planning, and major and leadership gift fundraising experience to develop and implement a plan to manage the University’s next comprehensive campaign.

Gregory Schmidt ’03 (B.S.) returned to Hawk Hill as the executive director of major gifts. A former member of the Hawks ice hockey club team, Schmidt manages a team of four and focuses primarily on fund-raising priorities associated with the Haub School of Business. He gained his fundraising experience at Villanova and at the University of Pennsylvania as director of class giving and reunion programs and director of annual giving for the law school.

Shannon Groves joined alumni relations as director of alumni networks and will oversee all of the alumni association’s affinity chapters, regional programs and volunteers. She will also manage affinity chapter events, including, among others, Dinner with a Doc and Global Community Day. Most recently, Groves was associate director for recruitment outreach in enrollment management at Drexel University.

SJU INDUCETS FOUR INTO TRACK HALL OF FAME

Head track and cross country coaches Kevin Quinn ’62 (left) and Mike Glavin ’78 (right) stand with the 2012 SJU Track Hall of Fame inductees: (from left) Gina Bundy-Cavorsi ’01, Andrew Thomas ’06, ’11, Andria Smythe ’06 and James Scott ’02.

ALUMNI IN NAPLES

Dozens of Hawks convened at the LaPlaya Beach and Golf Resort in Naples, Fla., in February for rejuvenation and camaraderie at the seventh annual Hawks in Florida destination weekend. Pat Mahoney ’76 (left) and Maryanne Hennings Post flank Vice President for Development and Alumni Relations Marty Farrell ’88, ’98.

GRAPEFRUIT LEAGUE PHILLIES ACTION

More than 40 Hawks gathered in Clearwater, Fla., with alumni from other Big 5 schools for the Phillies’ spring training opener on February 23. Alumni representing most of the past eight decades attended, including John Carney ’49 and his wife, Ann.

HAWK2HAWK AT THE FRANKLIN INSTITUTE

More than 100 Hawks had a sneak preview of “Titanic: The Artifact Exhibition” at the Hawk2Hawk networking event at the Franklin Institute on March 7. The event supported the new Haub School of Business Dean’s Leadership Program. (From left) Haub School Associate Dean Adele Foley ’61, along with Lauren Schappert ’07 and her mother, Michele Schappert, at the Benjamin Franklin National Memorial in the Institute’s rotunda.

Recent Alumni Events
REAL ESTATE AND CONSTRUCTION ALUMNI CHAPTER RECOGNIZES ROBINSON ’93

Few individuals in recent history have had as much impact on the Saint Joseph’s University campus as Vice President of Administrative Services Kevin Robinson ’93 (M.B.A.). Because of his visionary approach to planning and facilities management and his dedication and commitment to the University, Robinson was honored in December with the Real Estate and Construction Alumni Chapter’s third annual Timothy R. Lannon, S.J., Leader of the Year Award.

In the more than two decades since he joined the University, Robinson has been integral to the completion of more than 100 campus projects totaling nearly $350 million.

“Since Kevin joined the University, we have seen a complete transformation of our campus,” said University President C. Kevin Gillespie, S.J. ’72 (B.S.). “Kevin has managed all of these capital improvements from behind the scenes. He is so selfless, in fact, that you won’t ever find a photo of Kevin holding the scissors at a ribbon cutting. There is no question that Kevin has dramatically and forever changed the physical landscape of Hawk Hill.”

Most notable among his numerous campus projects are Villiger Residence Hall, John and Maryanne Hennings Post Learning Commons, Michael J. Hagan ’85 Arena, Hawks’ Landing and the renovations to the James J. Maguire ’58 Campus. Robinson has also created campus gateways at 54th Street and the Maguire Campus.

“The 54th Street corridor, in particular, has not only changed the landscape but how the University community and our neighbors interact,” said Joseph Kessler ’79 (B.A.), Real Estate and Construction Alumni Chapter deputy chair.

LAW ALUMNI CHAPTER HONORS SMITHSON ’68, ’82 AND GREEN ’60

The Saint Joseph’s University Law Alumni Chapter continued its tradition of recognizing alumni in the field of law who exemplify a life guided by spirit, intellect and purpose by honoring University Senior Vice President John Smithson ’68 (B.S.), ’82 (M.B.A.) and former Philadelphia Mayor the Hon. William J. Green III ’60 (B.S.) at its annual awards dinner in November.

The University’s interim president from 2011 through 2012, Smithson received the Bro. Bartholomew A. Sheehan, S.J. ’27, Award for his loyalty and dedication to Saint Joseph’s. Smithson led numerous strategic initiatives that enhanced the University’s mission, academic rigor and profile as interim president. Chair of the Board of Trustees from 2003 to 2007, he was instrumental in completing the negotiations to acquire the James J. Maguire ’58 Campus.

“At Saint Joseph’s, we speak a lot about outcomes,” Smithson said in his acceptance speech. “Teaching and learning outcomes. Student and faculty outcomes. Career and alumni outcomes. I’m a firm believer in the message that, as a University, we are who our students become. As the Law Alumni Chapter of Saint Joseph’s University, you are professional men and women coming together to make a difference. And, even more importantly, graduates of Saint Joseph’s and beyond who offer daily examples of exactly what those Saint Joseph’s outcomes should be.”

A seven-time U.S. congressman and the 94th mayor of Philadelphia, Green was honored with the Hon. Francis X. McClanaghan ’27 Award for his accomplishments in the field of law, as well as the pride and distinction he has brought to the University throughout a distinguished career. Green spent the majority of his professional life in the public arena in service to others. Steadfast in his beliefs, Green never backed down from what he thought was right, even if it wasn’t the most popular decision. As mayor from 1980 to 1984, he made many tough decisions that eventually brought Philadelphia back from the brink of financial disaster. By the end of his term, the city budget was sound, schools were improved and the transit system had been significantly modernized.
1950

Sgt. Ralph J. Cartwright Jr. (B.S.) was named a Chevalier of the Legion of Honor by Francois Delattre, ambassador of France, for his contributions to the United States’ role in the liberation of France during World War II. Cartwright was awarded a Silver Star for his gallantry in action on December 6, 1944.

1956

Michael F. Smith, Esq. (B.S.), was honored by the Montgomery Bar Association for having practiced law for 50 years.

1958

William V. Harrer, M.D. (B.S.), retired as director of Our Lady of Lourdes Medical Center in Camden, N.J., after 42 years of service. Harrer has three Hawk children — Bill ’84 (B.S.), Chris ’85 (B.S.) and Mary Purtill ’89 (B.S.) — and a grandson, Michael ’17, currently attending SJU.

James Maguire (B.S.) was nominated to the 2012 Irish Education 100, which recognizes the service, sacrifice and impact that generations of Irish and Irish Americans have had on education in the United States from elementary to higher education, in teaching and research, as faculty, administrators and benefactors. University President C. Kevin Gillespie, S.J. ’72 (B.S.), and Christine Hartmann, director of graduate programs in food marketing, were also nominated.

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 Catholic, Jesuit education at Saint Joseph’s University.

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

“I recently became aware of a change in the IRS code that allows withdrawals from the IRA to be tax exempt to the extent that they are contributed to a charitable corporation. This is a ‘no-brainer’ if you qualify. You get a tax-free withdrawal from the IRA and the charitable distribution will count towards your minimum distribution requirement. I plan to do this for all my charitable contributions. There are ‘details’ which must be complied with, but these are not burdensome. What a great way to increase your contribution to SJU if you have an IRA.”

— Joel Ziff ’56

1960


1962

Kevin Quinn (B.S.), women’s track and cross country head coach at SJU, was named to the Middle Atlantic Conference 100 Century Team, 1912-74 cross country. An outstanding athlete for the Hawks cross country and track teams (1958-62), he once held school records in the mile and two-mile runs. Quinn is a charter member of the Saint Joseph’s Track Hall of Fame and was inducted into the Athletics Hall of Fame in 2001.

1967

Tom Nolan (B.S.) was promoted to president and CEO of Good Wheels, a nonprofit agency serving the disabled and disadvantaged as the largest paratransit company in Southwest Florida. Nolan had served as chief financial officer since 2005.

1971

Don Scioli (B.S.) and Christine (Cattie) Scioli ’77 (B.A.), director and producer, respectively, have just released “A Passion for the Vine,” a one-hour documentary about famous and ordinary people with successful second careers as vintners. The movie includes an interview with former Philadelphia Eagles coach Dick Vermiel, who owns Vermeil Wines in Calistoga, Calif. This film is a sequel to their first wine documentary, “A State of Vine,” which featured legendary race car driver Mario Andretti, who owns Andretti Winery in Napa, Calif. The documentaries are fundraisers for Roots of Peace, which works to remove landmines in war-torn countries and replants the land for agriculture.

1977

Frank McCusker, M.D. (B.S.), chief of the division of nephrology at Einstein Medical Center Montgomery, was honored by the National Kidney Foundation for his efforts in battling chronic kidney disease at the National Kidney Foundation’s 29th Annual Kidney Ball in Philadelphia.

1979

After 50 years of marriage, finding the perfect anniversary gift for a spouse might be challenging. But Mary Catherine Monte wanted only one thing: her husband's retirement.

Joseph Monte ’61 (B.A.), 81, says he could continue working for the rest of his life, but his wife finally put her foot down. And while there are many things he’ll miss, he can rest easy knowing he had a stellar career, beginning as an English teacher at Gonzaga High School in Washington, D.C., in 1958 and then becoming a guidance counselor at Albert Einstein High School in Kensington, Md.

Monte’s time in education has been expansive and influential — including his role as a literary muse to one of his former students, Pat Conroy, best-selling author of *The Prince of Tides* and *The Great Santini*. “When the scholarly, charismatic Joseph Monte walked into 2A that first day,” wrote Conroy in his memoir, *My Losing Season*, “he radiated an owl-like authority and a passion for literature I’d never come across in a classroom.”

Eventually, Monte would make the change from teacher to counselor at the suggestion of the school principal. Although he admits there are things he doesn’t like about the job — such as filling out stacks of paperwork — he has enjoyed being able to reach students in a different way than when he was a teacher.

Monte says that his training taught him to see God in every student. He told *The Washington Post*, “I belong to a profession of hope that dreams of students reaching their dreams.”

Monte’s devotion to students has led him through the many negative and positive changes he has seen throughout his 50 years at the high school. One of the biggest changes he notes is in families and divorce rates.

“When I started in 1964, the average American family was staying together,” says Monte. “If the parents fell out, the kids were taken care of before they went their separate ways. In 2013, we have almost equal numbers of those who are divorced and those who are married.”

But Monte is happy about advancements made in terms of race, class and gender. “In 1964, a woman wouldn’t get to be on the varsity team,” he recalls. “In 2013, there’s equality in sports. In 1964, if you were gay, you were shunned and quiet. In 2013, you’re being treated more fairly.”

Most important to Monte is that students can reach him whenever they need him. Although some find the changes in communication that have come with social media daunting, he welcomes them. “I like that we are living in a time where things are instantly available,” he says.

— James R. Sanders
Edward G. Sutula, 92, professor emeritus of accounting, died on Nov. 27, 2012. He was a faculty member from 1950 until his retirement in 1990.

Many students considered Sutula a mentor and father figure and looked to him for professional and personal guidance.

“Ed Sutula was an original,” said Joe Ragan ’69 (B.A.), professor of accounting and former department chair. “He knew that teaching was not just about subject matter, but more about motivating students. His legacy is one of a caring and committed professional who shaped and formed the model of teaching still in place in the Department of Accounting.”

Saint Joseph’s first endowed academic chair, the Edward G. Sutula Alumni Chair of Accounting, was named in his honor in 1982, the same year he received the University’s Christian Lindback Award for Distinguished Teaching.

In 1988, the Sutula Scholars program was established with the support of accounting alumni. The program’s sessions with CEOs and CFOs, visits to financial centers and regulatory agencies, seminars and service opportunities continue to offer students academic enrichment.

Before he began his academic career, Sutula served in the Army Air Force as a statistical control officer for a bomber command during WWII. The future C.P.A. would go on to receive a B.S. in accounting from Villanova University in 1949 and an M.B.A. from the Wharton School in 1951. SJU recognized him with an honorary doctorate of accounting in 1991.

— Michael McCarry

For more on Ed Sutula and the Sutula Scholars: www.sju.edu/int/academics/hsb/accounting/sep/sutula/index.html
For Christine Healey ’01 (M.S.), advocating for Catholic schools is a matter of social justice — but the issues are more than corporeal. “Catholic schools are sacred places serving a sacred purpose,” she says.

In 2008, partnering with Bishop Joseph Galante, Healey founded the Catholic Partnership Schools of Camden, N.J., in a city where more than 56 percent of the children live in poverty, according to the National Forum on Youth Violence Prevention. The partnership brought together five elementary schools (three had been in danger of closing) into one entity under a new business model. Healey is now chairperson of the initiative, guided by a governing board that works in cooperation with the Diocese of Camden.

Calling urban Catholic education “a completely unsustainable business model because of its need for high subsidy,” she believes that “inner-city schools need public funding, vouchers and educational tax credits coming in, or ultimately, Catholic schools serving the urban poor will disappear over time.

“Leadership is what sustains schools, and the importance of great schools is undeniable because education is the greatest factor determining a child’s ability to escape poverty.”

Already, the partnership is yielding results. Its website notes that 90 percent of students in the five schools graduate from high school, compared to 50 percent for Camden’s public elementary schools.

“Here’s what we know,” Healey says. “Catholic education works in Camden. The ripple effect of educating one person can transform entire communities. It needs to be around for a long time.”

But Healey’s work isn’t limited to Camden. Beginning in 2004, she and her father, philanthropist Robert Healey ’51 (B.S.), launched the Catholic School Development Program (www.csdp.us), a lead initiative of the Healey Education Foundation. They have expanded their reach into the Diocese of Allentown and Philadelphia where they are “helping schools help themselves” through principles of sound business practice.

A former critical care nurse with a B.S. in nursing from Georgetown University and an M.S. in gerontological services from SJU, Healey eventually transitioned into the business side of health care, holding various positions with the U.S. Public Health Service’s federal occupational health division. But she’s about more than business matters. Having lost her mother while in high school and raising two now grown children as a single mother, Healey has always drawn on her faith as a guide.

“My faith matters to me and has grown through the years,” she says. “I walked down that road and have been grateful for the blessings in my life.”

— Molly Harty

Sr. Francis Joseph

Sr. Francis Joseph (Rachel) Scarpello, R.A., former assistant director of the Faith-Justice Institute, passed away. She was 93.

Sr. Francis founded the Faith-Justice Institute Outreach Lecture Series in 1981 and organized it for many years. Renamed for her in 2011, the series is a way to connect the University with the wider Philadelphia Catholic community and explore important socially conscious topics.

“For over 30 years, Sr. Francis Joseph was a tour-de-force at Saint Joseph’s, sharing the Church’s teaching on social justice,” said Daniel Joyce, S.J. ’88 (B.A.), assistant to the vice president for mission and identity and director of the ACESJU Teaching Fellows Program.

Sr. Francis committed her life to helping and supporting the lives and faith of others by living and working in the world’s most desperate communities. While assigned to serve in the Philippines, she was instrumental in organizing, funding and building the Maryville Housing Project in Manila, providing housing to the impoverished and suffering community.

“Francis felt compelled to help those in need and wanted everyone else to do the same,” said Elizabeth Norberg, Faith-Justice special projects assistant.

Sr. Francis was executive secretary for the International Union of Superiors General, coordinating the needs and concerns of 2,285 leaders of Roman Catholic religious orders worldwide. Her vocation also took her to Japan and Paris, and then, in 1980, Sr. Francis was called back to the Archdiocese of Philadelphia to become part of the Peace and Justice ministry.

“She truly touched every life that she encountered,” said Ann Marie Jursca Keffer, associate director of the Faith-Justice Institute. “Through her love, wisdom and persistence, she served the world both in simple and profound ways.”

— Michael McCarry

CHRISTINE L. HEALEY ’01 (M.S.)

Sacred Places

Christine Healey (center) receives SJU’s Ratio Studiorum Award in January for her leadership in Catholic education. Also pictured, from left: William Madges, Ph.D., dean of the SJU College of Arts and Sciences; Mary Boyle, superintendent, Diocese of Camden; Karen Dietrich S.S.J., executive director, Catholic Partnership Schools; SJU President C. Kevin Gillespie, S.J. ’72; and Daniel Cortes, a student at Holy Name School in Camden, one of the Catholic Partnership Schools.

Sister Francis Joseph, R.A.

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TWO HAWKS BECOME BIG 5 HALL OF FAMERS

Former Saint Joseph’s basketball standouts Angela Zampella ’00 and Marvin O’Connor ’02 were inducted into the Philadelphia Big 5 Hall of Fame in January.

Photos: Brian Garfinkel

MARRIAGES

A roomful of alumni celebrated the wedding of Laura Sommer and Stephen DelFra ’03.
Heather Miller (B.S. ’00) and Peter Shalaida
Laura Sommer and Stephen DelFra (B.S. ’03)
Alexis Athans (B.S. ’05) and Joseph Rizzo (B.S. ’05)

1980
Michael McKeown (B.S.), a longtime information technology executive, joined Entech Consulting in Bryn Mawr, Pa., as a business development executive. Entech specializes in solutions, delivery, management consulting and critical staffing service. McKeown lives in Malvern, Pa.

1983
Kathleen Wileczek (B.S.) was promoted to principal of Maille Falconero and Company, a certified public accounting and business counseling firm headquartered in Oaks, Pa. She joined the firm in 2002, and has more than 24 years of experience in public accounting. A member of the AICPA and PICPA, Wileczek is active in community service with a focus on supporting the growth and stability of the West Chester area. She is a board member of the West Chester Business Improvement District and treasurer of the West Chester Downtown Foundation. In addition, Wileczek is involved in the Greater West Chester Area Chamber of Commerce and serves as a committee member of the March of Dimes and the Chester County Women of Achievement.

1985
Nancy Kashlak (B.S.) received a doctorate of nursing from the University of Virginia, where she was inducted into the UVA Chapter of the Golden Key International Honor Society. Kashlak is a certified pediatric nurse practitioner at South Philadelphia Pediatrics and is on the faculty of the Penn State School of Nursing, Hershey.

1986
John Kearsn (B.S.) is a senior technical writer at NBC Universal in New York. He also is treasurer of Irish American Writers and Artists (IAW&A) and producer of the IAW&A Salons, where he frequently reads from his novel in progress, Worlds.

1988
Neil Cassel (B.S.) showed his Cesky Terrier at the 137th Westminster Kennel Club Dog Show in New York, N.Y., and was the selected breed winner. Cassel also campaigned his terrier in 2012 in the AKC Championship, ranking 12th in breeding.

1990
Daniel Cardamone (B.A.) and Luz Esther (Velez Giraldo, B.S. ’88) celebrated their 21st wedding anniversary. Residents of Fort Lauderdale, Fla., they have three children. Daniel is currently chief director of business development at Navigant Consulting, and Luz owns and operates a 200-person real estate company.

Joe Glennon (B.S.), assistant professor of advertising in Temple University’s School of Media and Communication, was quoted in an article about why advertisers didn’t reveal ads online before the Super Bowl and instead released “teaser” ads to build anticipation.

1991
Robert F. Powelson (B.A.) was named chair of the Committee on Water for the National Association of Regulatory Utility Commissioners. The committee seeks to increase awareness and understanding of the issues surrounding uses and re-uses of water and wastewater. He also serves as chairman of the Pennsylvania Public Utility Commission.

1993
Yvette Bright (M.B.A.) was named executive vice president and chief transformation officer of Independence Blue Cross in Philadelphia. She oversees human resources and has accountability for information services, service operations and a new multi-year initiative to enhance the customer experience and lower operating costs through migration to a new operating platform.

Victoria (Watson) Counihan (B.A.) was named deputy attorney general in the Securities Unit of the Delaware Department of Justice in Wilmington.

1994
Phil Giunta (B.A.) was among an exclusive group of authors selected to participate in Crazy 8 Press’s new venture, ReDeus, a collection of anthologies and novels depicting the return of all the world’s mythological gods. He is also releasing his second novel, By Your Side, this spring.

1990

Daniel Cardamone

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Joe Glennon

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MIKE DANIELS ’00 (B.A.)

The Power of Community

Mike Daniels ’00 (B.A.) planned to stay in California for just a year of volunteer work in 2000 and then return to Philadelphia to begin teaching. But while in California, Daniels fell in love with the sense of community, diversity and the young woman who would later become his wife, Brigid.

The decision to remain in California came easily thereafter.

Now, as president of De Marillac Academy in San Francisco, Daniels is working to ensure a bright and positive future for less fortunate children. De Marillac, founded in 2001, is located in the Tenderloin, one of the city’s poorest neighborhoods. Providing a private, Catholic school education for free, the school strives to give students the foundation for success in high school and college.

“My role at De Marillac has been a great journey, unexpected in its timing, but one in which I have learned so much about myself, about my faith and about the power of community coming together to make change,” he says.

Daniels’ volunteer work as an undergraduate influenced his career path as well as his decision to continue his studies. While at SJU studying history and education, Daniels worked with Hand in Hand, Habitat for Humanity, Project Appalachia, Project Mexico and Poverty Awareness Week.

After graduation, he volunteered with the Jesuit Volunteer Corps, serving as coordinator of the Interfaith Committee for Worker Justice Committee of San Diego. He then worked as the assistant director of development education at Los Niños, a resident minister at the University of San Francisco and the director of campus ministry at Sacred Heart Cathedral Preparatory School.

With an M.A. in theology from the University of San Francisco, Daniels has continued his Jesuit education and is currently completing a doctorate in education from the Institute of Catholic Educational Leadership at the University of San Francisco. He is a member of the SJU National Alumni Board and will receive the University’s Ignatius Award this fall.

Daniels says his most rewarding work happens when he sees people coming together to better one another. “The families at De Marillac love their children and are simply seeking a better future for them,” he says. “Their commitment, hard work and trust are an inspiration.”

Daniels and his wife have taken that commitment beyond his work at De Marillac. The couple joyfully adopted three children this spring: siblings Jeremiah, 3, Izra, 2, and Miriam, 1.

— Brianna Willard ’13

1995

Vince Galko (B.A.) was named one of PoliticsPA’s top operatives for 2012. The website called him one of the most plugged in GOP consultants in the state. The longtime advisor to U.S. Rep. Jim Gerlach is also vice president for Mercury Public Affairs.

1996

Eileen Raffaele (M.B.A.) joined Immaculata University as a business instructor.

1997

Kristin M. McKenna (B.S.) was elected to the board of directors of the Enchantment Theatre Company, a nonprofit organization based in Philadelphia that produces original theatre for young audiences and families. She is currently an attorney with Stradley Ronon, a commercial law firm in Philadelphia.

2000

Paula Agosto (M.S.) was named senior vice president and chief nursing officer at the Children’s Hospital of Philadelphia. She is responsible for advancing nursing and respiratory practice and leading nursing research while supporting the hospital’s commitment to exceptional patient care.

Maj. James Tobin (B.S.) is pursuing a Master of Arts in strategic security studies at the National Defense University in Washington, D.C.

Joe Valle (B.A.) co-authored a sports book, A Snowball’s Chance: Philly Fires Back Against the National Media, with Ryan Downs ’00 (B.A.), ’10 (M.B.A.), whom he met in an SJU English class. Valle also founded the local website, Philly2Philly.com.
BIRTHS

Jonathan Trent to Noelle (Drabick, B.S. ’00, M.S. ’06) and Lou Giampietro (B.A. ’02)
William Jared to Jenny and Maj. James Tobin (B.S. ’00)
Gabriel James to Erin (Lester, B.S. ’01, M.B.A. ’11) and Kevin Fulmer
Sebastian Robert to Dana (Schwendt, B.S. ’02) and Ezequiel Castro
Sophia Grace to Marianne (Koniers, B.S. ’03) and Joseph Salerno (B.S. ’03)
John Philip to Jennifer (Olson, B.S. ’03) and John Esposto
Elliot Miles and Oliver Thomas to Laura (Wesley, B.A. ’03) and Eric Russell (B.S. ’03)
Honorah “Norah” Leigh to Jessica (Orf, B.A. ’05) and Sean Gillespie (B.S. ’05)
Vivian Mary to Alexandra (Trum, B.A. ’05) and Michael DelVescovo (B.S. ’05)
Joseph Hamilton to Catherine and Edward Nini (M.B.A. ’06)
Thomas Matthew to Alicia (Somers, B.S. ’07) and Matthew Osborne (B.S. ’07)

2004

Mike Benigno (B.A.) works as director of communications at Xavier High School, his alma mater and a Jesuit school in Manhattan. He also works as a music photographer for Bowery Presents, Brooklyn’s Bell House and the Brooklyn Academy of Music.

Justin Rick (B.A.) accepted a position as an attorney in the commercial litigation practice group with Pepper-Hamilton’s Pittsburgh office.

2008

Francesca DiSalvo-Follmer (B.S.) launched Pure Luxe Bride, a wedding planning business in Charleston, S.C., that was recognized on theknot.com’s Best of Weddings 2013 in the event category and was a winner of the WeddingWire Bride’s Choice Awards 2013 for wedding planning. The Bride’s Choice Awards recognize elite wedding professionals who exemplify a commitment to quality, service and professionalism.

Daniel Harris (B.A.) was sworn into office as the newest and youngest member of the Woodbridge (N.J.) Township Board of Education.

2009


Lauren Stevis (B.S.) was promoted from marketing coordinator to training manager at Saxbys Coffee.

2010

Michael D. Brooks (M.A.) published Conversations with Pop: the musings of an average guy (self-published, 2012), a collection of flash fiction stories of conversations between a father and son and what these conversations reveal about their relationship. He is also the technology support coordinator for the Post Learning Commons and Francis A. Drexel Library.

2011

Adam Altimonda (B.A.) was hired as an assistant for the government, compliance and labor team at the Bonadio Group, a collection of accounting, business advisory, payroll and personal financial services entities, including Bonadio & Co., a nationally ranked Top 100 CPA firm. Altimonda resides in Rochester, N.Y.

2012

Maj. Joseph Marchesini (M.S.), who has been a part of SJU’s Air Force ROTC Detachment 750, retired after 20 years of service.

Colleen Mullarkey (M.A.) created and published The Mayo Messenger, a 72-page magazine about the history, culture and values of the County Mayo, Ireland, community in Philadelphia. The magazine began as her Writing Studies thesis.
Mia Campo ’06 (B.S.) knew from a young age that she wanted to be involved in her family’s deli business. She fondly remembers being 8 years old and standing behind the counter with her brother, Michael, pretending to ring up customers’ orders.

Today, she not only serves as the general manager of Campo’s Deli (www.camposdeli.com) at its home base in the Old City section of Philadelphia, but she’s also part of its bullpen along Ashburn Alley in Citizens Bank Park, home of the Philadelphia Phillies. A favorite spot since for Phillies fans searching for the perfect cheesesteak or hoagie since 2009, the deli also has contracts at the Wells Fargo Center and Temple University’s Liacouras Center.

While Campo was working to earn her SJU degree in business management, she was also gaining firsthand experience at the store, handling all shipments and deliveries. She says she’s put to use the skills she learned at Saint Joseph’s, particularly in customer service and team leadership.

The deli’s site in Old City, near the Liberty Bell and the National Constitution Center, draws tourists from around the world. Campo says she enjoys the variety of customers and fast-paced environment.

“During the summer, the line of people waiting to order cheesesteaks and hoagies extends out the door,” she says.

Ultimately, she looks to take over the family business when her father retires in several years. In the meantime, Campo’s Deli has enjoyed ratings as “Best in Philly” by Philadelphia Magazine and “City’s Best” for cheesesteaks and hoagies from AOL City Guides.

Now that’s a home run.

— Amanda Sapio ’13
Use the form below to tell us your news. We welcome non-returnable photographs.

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Fax: 610-660-3210 • E-mail: alumni@sju.edu • Web: alumni.sju.edu/classnotes

NAME ___________________________________________________________________________________

TODAY'S DATE _______________

MAIDEN NAME ____________________________________________________________________________

GRADUATION YEAR(s) ___________________________


COLLEGE/SCHOOL ☐ COLLEGE OF ARTS & SCIENCES ☐ HAUB SCHOOL OF BUSINESS ☐ COLLEGE OF PROFESSIONAL & LIBERAL STUDIES

SPOUSE NAME ____________________________________________________________________________

SJU GRAD? _____ YEAR(s) ________________

SPOUSE MAIDEN NAME ________________________________________________________________


COLLEGE/SCHOOL ☐ COLLEGE OF ARTS & SCIENCES ☐ HAUB SCHOOL OF BUSINESS ☐ COLLEGE OF PROFESSIONAL & LIBERAL STUDIES

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BUSINESS ADDRESS _________________________________________________________________________

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PHONE ( ) ___________________________

WILLING TO HELP WITH ☐ ADMISSIONS ☐ REUNIONS ☐ SPEAKING ABOUT CAREERS ☐ COMMUNITY SERVICE

CAREER/PERSOAL NEWS ___________________________________________________________________

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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.
I do not have autism. I am considered a neurotypical adult. Generally speaking, neurotypical adults and children do not have significant issues with verbal and non-verbal communication, social interaction or restrictive, repetitive behaviors. Unlike individuals with autism, we neurotypicals go about our lives enjoying social experiences, sharing pleasantries and being hugged.

My cat, Zoey, is a neurotypical feline adult. When I talk to her, she looks me directly in the eyes. She speaks to me using the typical sentence patterns of humans with the beginning of the sentence sounding lower than the end, almost as if she were asking a question. She easily expresses her affection by providing a little lick of my nose with her sandpaper tongue. She reads my non-verbal, hand gestures — I tap on my leg, and she meows and jumps on my lap. She understands the subtle nuances of communication. In this way, she is very dog-like, always wanting to be part of the family, part of the “pack.” It is easy to see why some would prefer dogs to cats because of their competence in conforming to social norms. Cats are not particularly interested in conforming to social norms. They enjoy their own highly predictable routines and environments — the same foods, the same sleeping spot — and they often prefer only one person with whom to spend quality time.

As if in contrast to my observations, several years ago, a friend gave me a respectful and endearing book about how cats have symptoms of autism. Here are a few of my favorite comparisons: When we talk to them, they may refuse to look at us; when forced to mingle, they don’t know how; they are often fussy about what they eat; they like to be near the ones they love but may not like to be held; daily rituals comfort them; they look at the world in their own unique way. Indeed, these are typical characteristics of both cats and individuals with autism. When we look toward them with open minds, however, we see the unique beauty of these characteristics. We see the gifts they bring to our neurotypical lives.

I do not intend to oversimplify the implication that a relationship exists between feline and autism behaviors, but I rather enjoy it because I admire both cats and individuals with autism. Much of how we interact with each other involves non-verbal behavior, as you may observe in any insect or animal — the ants who drive us crazy as they work tirelessly to collect enough food from our kitchen cabinets to survive the winter; the squirrels who chase the others in our yards to protect flower pots sheltering buried January snacks; and extremely intelligent primates who have learned to communicate through the use of an iPad. They all primarily use non-verbal behavior to set rules, make requests, demonstrate dominance and avoid conflicts. Non-verbal behavior is arguably the most important part of relationships, and we learn this as babies long before we can even speak. These non-verbal behaviors are the building blocks of formal language, and without them, language is unidimensional.

While most people associate non-verbal communication challenges with children who have autism, a growing number of adults with the diagnosis encounter the same issues. Young children with autism become adults with autism, and they continue to have difficulties in decoding non-verbal behavior, others’ intentions and social rules — like cats, in some ways.

Adults and children with autism struggle because they generally lack the non-verbal communication skills essential for navigating the road map of life. This means we need to work hard to find other ways to read their thoughts and actions. We need to listen with our eyes rather than our ears and see that difficult behaviors are simply attempts to communicate. If we pay careful attention, we will recognize that the non-typical way our friends, colleagues and family members with autism attempt to communicate with us is a special gift.

— Michelle Rowe, Ph.D.

Michelle Rowe is professor of health services and executive director of the SJU Kinney Center for Autism Education and Support.

The most recent additions to the Kinney Center’s support services are programs aimed at teaching life skills to adults on the spectrum: Adults Night Out and the Adult Life Skills Program. http://kinneyautism.sju.edu/services/adult_programs.html.
The newest Golden Hawks earned their Saint Joseph's degrees in 1963, 50 years ago. Just like students today, they celebrated milestones, enjoyed Hawk Hill traditions, conducted academic research and pursued athletic achievements.
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