

# Forward

THE ALUMNI MAGAZINE OF SETON HILL UNIVERSITY

An iPad for  
Everyone

SPRING | SUMMER 2010

**Seton Hill**  
UNIVERSITY



# I WILL FIT YOU FOR THAT WORLD IN WHICH YOU ARE DESTINED TO LIVE.

– ST. ELIZABETH ANN SETON, C. 1811

AN IPAD  
FOR EVERYONE.

**Seton Hill**  
UNIVERSITY

[www.setonhill.edu](http://www.setonhill.edu)

Saint Elizabeth Ann Seton strove to prepare her own students for the world in which "they were destined to live." Today, that world includes mobile technology, like the Apple iPad that Seton Hill is distributing to its full-time students this fall. In addition to many other uses, the iPad allows students to "lighten their backpacks," according to President Boyle, by downloading textbooks to the device and using it as an e-reader.

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## ON THE COVER

Graphic designer Erin Mitchell '09, shown on our cover with an iPad like those that will be distributed to every full-time student at Seton Hill in the fall of 2010, also designed the "An iPad for Everyone" ad on the facing page. For more information on the iPad for Everyone initiative, see the story on page 2. For more information on Erin Mitchell, see the story on page 36.

### SETON HILL UNIVERSITY MISSION

Seton Hill is a Catholic university rooted in Judeo-Christian values. In the tradition of Elizabeth Ann Seton, we educate students to think and act critically, creatively, and ethically as productive members of society committed to transforming the world.



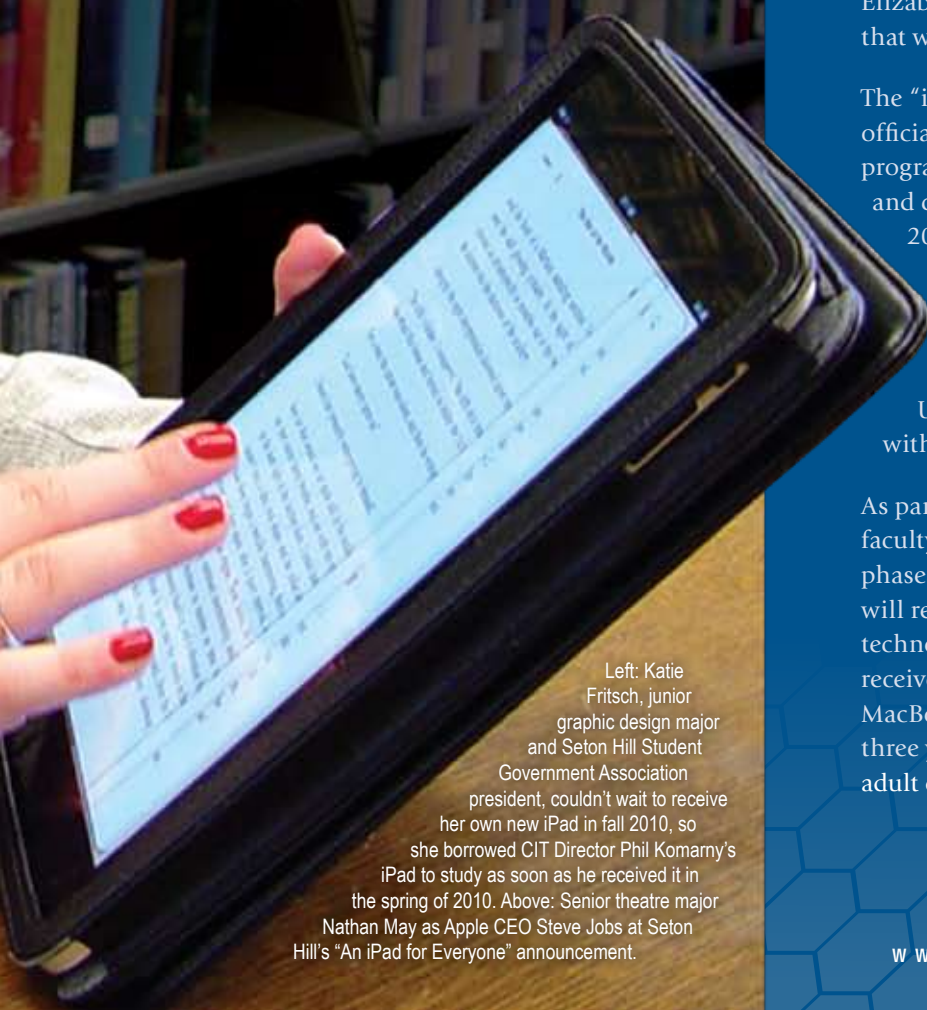




# iThink iLearn iGrow iPad

**Seton Hill's Commitment  
to Preparing the Leaders  
of the Future No Longer  
"the Best Kept Secret in  
Southwestern Pa."  
Or the World.**

by **BECCA BAKER**



Left: Katie Fritsch, junior graphic design major and Seton Hill Student Government Association president, couldn't wait to receive her own new iPad in fall 2010, so she borrowed CIT Director Phil Komarny's iPad to study as soon as he received it in the spring of 2010. Above: Senior theatre major Nathan May as Apple CEO Steve Jobs at Seton Hill's "An iPad for Everyone" announcement.

**A**s a rule, Seton Hill gets good media coverage. In fact, for a small, private, university in a region where you can't swing a mascot without hitting an institution of higher learning, Seton Hill gets *outstanding* media coverage. But it's not every week that Seton Hill is being casually discussed on Good Morning America. And Late Night with Jimmy Fallon. And in the New York Times, the Washington Post, Wired, the Huffington Post, the Washington Post again, the U.K.'s Telegraph, and newspapers, newsletters, radio shows and blogs of every type all over the world.

Seton Hill's "An iPad for Everyone" campaign - launched through an announcement at Seton Hill in March featuring Apple's Steve Jobs (played perfectly by theatre major Nathan May) and a troupe of Seton Hill dancers (dressed in Jobs' signature jeans and black shirt) cavorting with iPad replicas - certainly caught the public eye. And for good reason. Seton Hill was the only school anywhere providing Apple's new iPad (a first-of-its kind tablet computer that can also serve as everything from a notepad to a textbook) to every full-time student registered for the fall of 2010.



A shiny high-tech enticement for prospective students? Sure. Part of a long-term University-wide strategic investment to ensure that Seton Hill students are, as Saint Elizabeth Ann Seton promised her own students "fit ... for that world in which you are destined to live?" Absolutely.

The "iPad for Everyone" announcement served as the official launch of the Griffin Technology Advantage, a program to provide students with the best in technology and collaborative learning tools. Beginning in the fall of 2010, all Seton Hill first-year students will receive a 13" MacBook Pro laptop along with the new iPad. While the university will technically own the technology, students can treat the laptop and iPad as their own. After two years, students return their laptops to the University, and receive new ones that they can take with them when they graduate.

As part of a coordinated rollout of the program, Seton Hill faculty members are also receiving the new technology, in phases, as they are trained. All annually contracted faculty will receive iPads; all faculty enrolled in Seton Hill's ELITE technology training program for the next two years have received MacBooks. Seton Hill plans to have provided MacBooks to all faculty, including adjunct faculty, within three years. Current full-time undergraduate, graduate and adult degree program students are being given the



opportunity to opt into the program during the transition period.

The rollout of the Griffin Technology Advantage Program comes after more than a year of extensive upgrades to the University's technological infrastructure, making the use of technology on Seton Hill's campus fast, easy, reliable and fun. The University's Computer and Information Technology area is committed to making sure it stays that way, and will provide students and faculty with free technical support and service over the phone, online, and through an on-campus Apple Certified Repair Center.

## Why the Emphasis on Technology?

Today's students use technology as a matter of course, in everything they do. Conversations occur as often through Facebook, text and twitter as they do over the phone or in person. Reading and writing are technology-necessary functions; as is research, dating, listening to music, watching videos, playing games, getting directions, shopping, and, increasingly, learning.

Everyone learns a little differently. Some students learn best by attending lectures and writing papers, others excel when given the opportunity to research a topic and then create a video or an audio podcast to demonstrate what they've learned. Some students work best in groups, others prefer a more independent form of study.

With mobile technology like the iPad and laptop at their fingertips, students can create a personalized learning environment, stay in touch with professors, advisors and classmates, research any topic, engage in hybrid and fully online courses, and access a world of resources anytime, from anywhere. In doing so, students will also be learning the technological skills they will need in the twenty-first century workforce.

"We're providing our students with the technologically-enhanced environment they're used to while we're preparing them, as learners, for the 21st century," says Provost and Dean of the Faculty Mary Ann Gawelek. (Fun fact: Gawelek came up

with the name "Griffin Technology Advantage" as a working title for the initiative during the planning stages and then was surprised when everyone involved adopted it immediately as the perfect moniker for the new program.)

"Our faculty members are the lead learners," Gawelek adds. "They are not just 'imparters of knowledge' with students as passive receptors. Faculty members and students alike are highly engaged in the learning process. And this technology supports that."

## Staying Mobile

Seton Hill chose Apple products due to their ease of use and for the stability and security of the Mac operating system. The MacBook Pro laptop is the most environmentally friendly laptop on the market, and it will also run Windows, providing access to both Mac and PC based software applications from a single hardware device. Seton Hill also chose Apple for its expertise with mobile technologies.

"This is the future of computing - mobility," says Phil Komarny, executive director of computer and information technology, and chief architect of the Griffin Technology Advantage Program and the upgraded infrastructure that supports it. "Apple is the first computer company to realize that, in the future, if you aren't mobile you will be out of the game. This technology will leverage our wireless campus and its capabilities to deliver content when and where it's needed. A student can take notes, read a book, send an e-mail, write a paper, create a keynote, take a call - without having to be tethered to a wire. It's a perfect fit for us."

The move to mobile technologies at Seton Hill also has several practical advantages for the university. "Old fashioned" computer labs - the kind with big desktop monitors and bulky hard drives surrounded by cables and cords - are being made obsolete; the rooms they inhabited can be transformed into classrooms, while the money and staff time the university saves on the maintenance of all that hardware and software can be reallocated to more modern initiatives. Senior administrators all carry iPhones or similar devices, allowing them to communicate easily and work efficiently regardless of location or schedule; students can use technology to get in touch with similarly-equipped faculty members or administrators if they need assistance but have class or rehearsal or athletic practice during office hours; and admissions counselors on the road can easily access the information they need to answer questions from prospective students and their families.

Komarny and the CIT team have been, according to President Boyle, "ubiquitous" on campus for the past year, as they replaced the entire computer network, built a 250 node wireless network that encompasses the main hilltop campus as well as the downtown Greensburg campus and new Orthodontic Center, installed and began migration to a new

Photos: Executive Director of Computer & Information Technology Phil Komarny (above) and Provost and Dean of the Faculty Mary Ann Gawelek (right), creators of the Griffin Technology Advantage, with their new iPads.



Voice over Internet Protocol (VoIP) phone system, installed a 1 gigabit per second fiber optic Internet connection and significantly bumped up Seton Hill's bandwidth capacity, and stabilized and enhanced existing applications and security features. "President Boyle says we spent a year baking a cake," Komarny says. "And the iPad was the icing."

## The Best Kept Secret - Computer Science at Seton Hill

"I think our computer science program is the best kept secret in southwestern Pa.," says Associate Professor of Computer Science Anastasia Tircuit. Her colleague, Christopher Diaz (also an associate professor of computer science) agrees.

"When I first started visiting businesses and corporations in this area," Diaz says, "their attitude was 'you have to go to a big school, or out of state, to find real computer science talent to hire.' I would say 'Why? We teach the same things at Seton Hill, and we have time to work with our students one-on-one and really make sure they learn.' "

Seton Hill's Computer Science Program's statistics support both beliefs: the program graduates 80% of its majors, and more than 50% graduate with jobs already lined up.

"If our students don't already have jobs when they graduate," Tircuit says, "it's usually because they haven't started looking yet. Our students who start looking after graduation usually have found work in their field within six weeks."

Aside from personalized instruction, there are two reasons Seton Hill's Computer Science Program is competitive with the institutions more often identified as computer science powerhouses: curriculum and career preparedness.

Diaz and Tircuit consistently update the curriculum to keep it relevant. In order to do so, Tircuit works with experts and peers in computer science education, and Diaz travels throughout the region meeting with the information technology people at businesses and corporations. The two work remarkably well together, and this division of labor appears to agree with them both. ("He's the one with the suits," Tircuit says, displaying the mix of humor and practicality that seems to be a hallmark of both professors.)

When he talks with businesses, Diaz finds out what skills they need most



## An iPad Named Confucius

Seton Hill President and English literature professor JoAnne Boyle kicked off the "iPad for Everyone" announcement in March 2010 by holding up an example of "old tech" – a substantial chemistry textbook – and stating "books like these have almost seen their day. Today we will take part in bidding them goodbye. Goodbye!"

President Boyle was one of the first members of the Seton Hill family to receive an iPad, and it was love at first sight. Almost immediately, she downloaded the complete works of Shakespeare and Chaucer, and then took the iPad home to show it off to her family. "I discovered my grandson reading – and listening to – MacBeth. It was being read by some amazing English actor. I asked my grandson if he'd read more Shakespeare if he could read it and listen to it at the same time. He said yes - he liked it!"

Shortly after bonding with her iPad President Boyle took it with her on a visit to several universities in China. The iPad had not yet been widely released (Seton Hill had pre-ordered theirs) and she wondered if she might be the first one in the country with the technology. Not surprisingly, Boyle and her iPad were a big hit. Fittingly, she used it to read the writings of Confucius while traveling. "I was struck by the practicality of his beliefs," she says. "I was wondering what you would find if you took his writings and compared them with the writings of Ben Franklin."

After returning home, President Boyle shared the story of her trip with friends from First Commonwealth Bank, who had visited to present a donation to the University in ongoing support of the new Performing Arts Center. President Boyle mentioned to them that she still hadn't named her iPad. "Why don't you name it Confucius?" suggested Thaddeus Clements, First Commonwealth's Executive Vice President.

And so she did.

in employees, and he also learns what technology and applications they use, or would like to use, or hope will be developed. Tircuit uncovers, from attending educational conferences and working with other computer science educators, the best ways to teach computer science skills, and shares, in turn what is working at Seton Hill.

Diaz and Tircuit synthesize what they learn into a series of courses that not only engages students, but provides them with the best, most current information and skills.

"In a traditional programming class you teach students how to calculate mortgage payments. It's practical, but it's not something most 18 year olds care about," Tircuit says. "The goal is to teach students specific computer science skills and problem solving; the concept is more important than the application. If I can teach someone how to create a game where a robot eats pizza - and I do this in a class - they can take those same skills and write a business application."

And once they have the skills, Tircuit and Diaz make sure they know how to use them. In one course taught by Diaz, students work with local businesses to create sophisticated websites to the businesses specifications. "We prepare our students to understand what real business situations are like," Diaz says. "We don't want them to have any 'real world' shock once they graduate."

"When I started my junior year," says Andrew Skvarca, a computer science major who graduated from Seton Hill in 2006, "I realized I wasn't sure how much I wanted to sit in a cubicle and write computer code. I talked to professor Diaz, and he was completely supportive. He assisted in designing a curriculum just for me with my career goals in mind."

Skvarca currently works as a customer technology consultant for FedEx, where he assists customers with the technology they need for the type of shipping they do: "Everything from the mom and pop shops that ship 10 packages a week to massive companies," he says. "I like being able to work with different types of customers."

"Professors Tircuit and Diaz were fantastic professors," he adds. "They really seemed to be in touch with what we would need once we graduated."

One of the ways that Seton Hill's computer science program provides students with what they need is by offering courses that address topics most small schools don't, like UNIX/Linux (Diaz is the author of the popular textbook "Introduction

to UNIX/Linux" and designed the UNIX/Linux classroom at Seton Hill), Java, computer security and forensics, networking, and parallel computing. (Most smaller schools don't use robots in their classrooms either, as Tircuit does.)

Parametric Technology Corporation believes that Seton Hill's Computer Science Program has effectively prepared students with the unique blend of technical and professional skills required in the computer science field. "The students that we have hired from Seton Hill have demonstrated effective communication skills and the ability to apply their new skills to solve client problems quickly," said Aaron Tuomi, PTC Solution Center manager.


"One of the most involved educational institutions in the Business and Education Stakeholders in Technology Industry Partnership (BEST IP) has been Seton Hill University," says Eric Harvey, a BEST IP Partnership consultant. "We are aware of several companies in southwestern Pa. that have hired Seton Hill computer science graduates, and have indicated that they would not hesitate to hire more. The program does a great job of providing students with the fundamental

knowledge and core skills they need while also connecting them to real-world opportunities ... we would highly recommend this program to any students looking to enter the IT field."

Diaz and Tircuit are both looking forward to the influx of new technology on Seton Hill's campus, and are, predictably, adjusting the curriculum to reflect it. "We'll soon be teaching classes on developing applications for mobile devices," Tircuit says. "It's going to be fun!"

The goal that Seton Hill has set for itself, with the Griffin Technology Advantage and its enhanced technological infrastructure, is to ensure that Seton Hill students are uniquely suited to whatever careers they choose - even those that have yet to be created.

"I use things I picked up in classes at Seton Hill in my job every day," Skvarca says.

So far, so good. 



Monica Jones, graduate student in Seton Hill's Writing Popular Fiction program, was one of the first students to receive an iPad through the new program.

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**BECCA BAKER** is the manager of communications and web content at Seton Hill and is a 2002 graduate of the Writing Popular Fiction program.



A portrait of Anna Bevington, a young woman with long blonde hair and bangs, smiling. She is wearing a blue top and a necklace. The background is a blurred bookshelf.

# Serving at the National Level

Junior Anna Bevington One of Only 13 to Serve on American Red Cross National Youth Council

By **KARY COLEMAN HAZEN**

“I

am so excited to work with people who do what I do and love the American Red Cross as much as I do,” said Anna Bevington regarding her recent appointment to the American Red Cross National Youth Council.

In 2009, Bevington, a junior double major in business marketing and entrepreneurial studies, attended the National Youth Institute, a national conference for youth volunteering with the American Red Cross, in Orlando, Fla. It was at this event that Bevington learned about the National Youth Council.

“The National Youth Council coordinated the entire conference. The Council members were amazing young people from across the United States,” said Bevington. “I just kept thinking, ‘how can I be one of those people?’”

In March, Bevington applied to be a member of the National Youth Council. She completed a lengthy application, essays, and two in-depth interviews. At the beginning of May, Bevington learned that she would be the newest addition to the 13-member American Red Cross National Youth Council.

Bevington will begin her three-year term with the National Youth Council on July 1. She will participate in regular conference calls and quarterly meetings in select locations across the United States.

“The National Youth Council provides resources to youth to establish clubs, plans activities and encourages leadership skills,” said Bevington. “I am so excited to volunteer at a national level and have the ability to positively influence and assist youth.”

In her role on the National Youth Council, Bevington has a strong desire to serve the American Red Cross in disaster relief efforts, influence public policy and network with youth affiliated with the Red Cross around the world.

Bevington began volunteering with the American Red Cross in 2005.

“When I was in high school, I was looking for volunteer opportunities,” said Bevington. “I was reading the newspaper and saw the American Red Cross needed volunteers. I started working with them and have been with them ever since.”


In addition to participating in an American Red Cross Youth Group, Bevington started a club at her alma mater, Franklin Regional High School.

“Annually we hosted a CPR training fundraiser for the American Red Cross,” said Bevington. “This one-day training event raised nearly \$1,000.”

Bevington’s leadership with youth led to her appointment to the board of directors of the American Red Cross Westmoreland-Chestnut Ridge Chapter. She is the first youth to hold this position.

In her role, Bevington works as the youth coordinator for American Red Cross Youth Groups in Westmoreland County, plans activities, conducts outreach activities within the schools and promotes the importance of the American Red Cross to youth.

“Anna is a vibrant, amazing young person and true asset to the board of directors. She exemplifies leadership and is an inspiration to our youth,” said Donna Pacella, executive director of the American Red Cross Westmoreland-Chestnut Ridge Chapter.

In addition to founding an American Red Cross Club at Seton Hill, Bevington is a Seton Hill University Student Ambassador, class officer and orientation assistant. She is the daughter of Rich and Lisa (Pietropaoli ’86) Bevington of Delmont, Pa. 

**KARY COLEMAN HAZEN '98** IS SETON HILL'S  
DIRECTOR OF MEDIA RELATIONS AND COMMUNICATIONS.

WITH A LAST  
NAME LIKE YOURS...

# YOU'RE NEVER GOING TO GET ANYWHERE

By Becca Baker

**T**he first thing – the very first thing – you see when you enter Dan Wukich's office building is an alligator. The second thing you see, once you navigate safely past "Flipper" (and his extensive lobby pond habitat) and ascend the steps through the spacious glass-enclosed foyer to the receptionist's area, is a sign. It says: "Those who do not live beyond their means lack imagination."

You have clearly entered the domain of a man who is not afraid of a little risk.

## EARLY DAYS

Daniel J. Wukich was born in 1939 in Pittsburgh's Columbia Hospital, to Elizabeth and Daniel (Dimitar) Wukich, recent emigrants from Serbia. The elder Daniel died when young Dan was only five, "from a disease that's not even considered a



Dan Wukich with his favorite car: a Bentley.



disease today," Dan says. "He was anemic." Dan felt both the emotional and the financial pressure left by his father's passing acutely. "After my father died I was told that I was now the man of the family. And in my family everyone worked."

By age 11, Dan had obtained for himself a job delivering the Sun Telegraph - by lying about his age. "You were supposed to be 12. I couldn't wait that long." The Telegraph's youngest carrier was also its most enterprising. Dan earned so many new subscriptions that the paper regularly rewarded him with trips to places like South Bend, Indiana/University of Notre Dame, New York City and Washington, D.C.

"No matter how many subscriptions I needed, I'd tell the person I was talking to that I only needed one more. It almost always worked. I got to visit the U.S. because I just needed one more."

But newspaper subscriptions is a young man's game; as soon as he was old enough Dan found work as a laborer at U.S. Steel, and then as a yard clerk on the Union railroad. Dan found the work tedious, but was happy to have money of his own.

"My big dream as a child was to grow up and become a foreman at the mill. Then I could afford a car, and I could drive to work and park in the special parking spots that foremen had... at 18 I bought a brand new Oldsmobile. My mother was ready to kill me. She kept saying 'you need to go to school. You need to make something of yourself.'"

## MAKING SOMETHING OF HIMSELF

Eventually, the railroad laid him off, and Dan decided to apply to the University of Pittsburgh, and attend courses just long enough to make his mother believe he'd given it his best shot.

"You have to understand, she was relentless. My mother, and her sisters, they were very powerful women," Dan says. "Growing up, I never thought of a man as being the head of the household. Later in my life I was surprised at the actions of men ... and often their stupidity ... when it came to working with women."

One of Dan's first courses at Pitt was in political science. "I got along well with the instructor. If it weren't for him, I wouldn't be where I am today. I got an A. Me!"

Buoyed by his early academic success and an unlooked-for

aptitude for (and interest in) business courses, Dan stayed in college. "I thought jobs would open up, the railroad would call me back ... but they didn't. So now I'm a junior. And I don't have any money."

A friend at Pitt helped Dan to receive a senatorial scholarship, but that only kept him in school for a semester. So Dan did what he always did: he went to work.


"I took a full credit load on Monday, Wednesday and Friday. Tuesday, Thursday, Saturday and Sunday I drove a truck for a nursery. Sometimes, at the end of the day, if the trees were starting to look like they were dying, I'd sell them for half price. The boss would get mad, but I'd tell him - 'hey, some money is better than no money.' Right?"

Dan graduated from Pitt with a Bachelor of Business Administration degree in human resources and immediately lined up a job with AT&T in New York. Before he could leave, a faculty mentor from Pitt asked him to take an interview with Alcoa as a favor. "He had worked hard to get Alcoa to recruit at Pitt, and he needed people to show up for interviews," Dan said. "So I went. And then Alcoa offered me a job. And I took it."

For the next nine and a half years, Dan worked for Alcoa in manufacturing facilities in Pennsylvania, Ohio and Indiana, and, briefly, in the corporate offices in Pittsburgh. "It was the most boring job in the world," he says of his time in Pittsburgh. "I could do the job in the morning, and spend the rest of the day reading the paper - after a long lunch and a couple of beers. That's nice. For a little while. I finally asked to be moved back into a plant, where things were happening."

Before he transferred from corporate headquarters to his new post in Alcoa's Lafayette, Indiana, plant, Dan had a conversation in an elevator with a co-worker that would shape the course of his future.

"With a last name like yours," Dan's colleague told him, "no matter how hard you work ... you're never going to get anywhere at this company."

Not long after Dan had been informed of the undesirability of his last name, Alcoa offered him a promotion. To a position in Wales. Dan didn't want to go. By this time, he had started a family (Dan and wife Clara had two children, Lynne and Daniel, who were eight and five, respectively, at the time) and he didn't want to uproot them. 





From left to right: Seton Hill student intern Adam Kensey, Dan Wukich, Lexi Wukich, Heather Rayko, vice president of sales and marketing and operations for Express Mobile Diagnostic Services, Nancy Amorose, vice president of operations, Daniel Wukich, Richard Leonard, chief financial officer, and Seton Hill student intern Katie Milligan.

Dan knew that turning down a promotion would sideline him at Alcoa, last name or no. But by this point he'd wearied of the restrictions of a large corporation. While he admired colleagues like Frederick "Fritz" Close, a dedicated company man and innovator (Close is credited with the development of snap top cans and the first aluminum skyscraper, among many other accomplishments), Dan was discovering in himself the soul of an entrepreneur. And while Dan believes "you can be an entrepreneur and work for someone else – Fritz sure was," he also had begun to suspect that he needed to get out on his own to flourish.

Dan resigned from Alcoa, and worked for a while with a small local manufacturer, but it didn't take long before Dan began to feel constrained in his new position. "I finally admitted to myself: I am not corporate material. I need to reconsider my destiny."

## CORNFLAKE S. PECIALLY

On March 23, 2010, Daniel Wukich spoke to a standing room only crowd in Seton Hill's Cecilian Hall on the topic of "Entrepreneurial Opportunities in the Health Care Industry." Dan's lecture was offered as part of the Farrell Entrepreneurial Leadership Series, but Dan suggested that it also had a special

significance: "I want this to be remembered as the 1st Cornflake S. Pecially Lecture at Seton Hill."

Cornflake S. Pecially, or "Corney," was the manufacturer of 'Rock-its' rocking chairs in the Neighborhood of Make Believe in the iconic children's show Mister Rogers Neighborhood. Cornflake S. Pecially was also, according to Dan, "one of the world's greatest entrepreneurs."

Dan is in a position to know. Once he decided to reconsider his destiny, it didn't take Dan long to discover his own entrepreneurial talents. After owning and selling an ampm convenience store ("I liked being involved in something that's active 24/7. I'd wake up at 4 a.m. and think 'I'm still making money!'") Dan served as director of business development for Westmoreland County, Pa. In this role, he became friends with a man who owned an X-ray machine, and who wanted to start a business taking X-rays at personal care and nursing homes. Dan became his partner, and, feeling that he didn't know enough about the field, sat himself down and read everything he could about it. Including Medicare regulations. Every single one of them. "I'm not sure anyone had ever done that before," he admits.

After analyzing his research, Dan thought he might have found a way to position his fledgling business in such a way



that it would save the personal care and nursing homes money, make a modest profit, and still charge less than the cost to Medicare for an ambulance to take a patient to the hospital for X-rays. He didn't believe that could be possible – or if it was possible, why no one had already taken advantage of the opportunity - so he ran the proposal past lawyers and friends in the business, including Nancy Amorose, who at the time ran a nursing home in Mt. Pleasant, Pa. (she's now Dan's vice president of operations.)

"I needed someone to consult with, to bounce things off," says Dan of Amorose. "I wasn't confident in my business ability, and she was so talented. Still is."

Turns out Dan had hit on something. Something that, twenty-seven years later, has evolved into Quest Healthcare Development, Inc., which includes two long-term nursing care facilities, Quest Realty Partnership, which has acquired over 150 acres in western Pennsylvania and developed a professional office building, Allstar Therapies, a physical, occupational and speech therapy provider, and a variety of other ventures, including Express Mobile Diagnostic Services, the current manifestation of that original X-ray business, now serving five states and growing.

On a typical drizzly southwestern Pa. spring day in April 2010, Dan stood at the window of his office (which contains, among many other things, a room devoted to Lionel trains, a big screen TV, a desk as large and sturdy as a banquet table, hundreds of books and family photos, a collection of movie monster bobble-heads and a grandchildren's play area featuring an easel displaying a carefully drawn chalk flower signed 'to Pap Pap from Brittany') and looked out over many of his 150 acres. Not far away is one of Quest Healthcare's continuing care retirement communities; just out of sight over the hill is his Circle W Farm – a working "gentleman's farm" that doubles as a day camp for children who might never get the opportunity to leave some of Pittsburgh's poorest neighborhoods in the summer. Two states away, in Virginia, Dan's 17 racehorses (three of them named after Sisters of Charity), are probably enjoying a similar hilly, misty view from their stable.

"I've been poor, and I've been rich," Dan says at last. "Guess which I prefer."

## MOVING FORWARD, TOGETHER


Dan Wukich has a signature shrug. A lift of the shoulders, a slight tilt to the head, a half smile, hands palm up. It's a move he could have picked up from the "characters" he claimed to have watched as a child, the denizens of his Braddock, Pa. hometown. Over the years, though, he's made it his own, and

he varies it subtly in order to use it for emphasis, or to elicit a response, or in place of phrases like "it's not that difficult" or "what have we got to lose?"

He uses the move a lot when he talks to his family and the executive level staff at Quest; in fact, it appears that sometimes words are hardly needed at all for communication within Dan's inner circle. This is partly because staff and family are intermingled – Dan's son Daniel is his right-hand man, Dan's daughter Lynne (who graduated from Seton Hill in 1985 with a degree in merchandising) assisted in the business for years; Dan's cousin Lexi Wukich has just joined the business. It's also because Dan's relationships with his long-term friends who also happen to be business colleagues – like Nancy Amorose – are closer to family relationships than anything else. Dan believes in keeping the people he trusts close, and in sharing what he has achieved with his family and the people who helped him achieve it. Dan also remembers the names of the people who stepped in to assist him at crucial times in his life – as a child, as a struggling college student, and throughout his career – and he makes a point to mention them every time he tells his story. To honor everyone that supported him, and to help young men and women just beginning to make their way in the world, Dan recently joined the board of Seton Hill University, and soon thereafter made a donation of \$2 million to support the University's business and health science programs.

Dan's support has already made a difference in the lives of Seton Hill students. When he arrived for his lecture at Seton Hill in March 2010 Dan was surprised to find a large group of Physician Assistant Program students lined up to shake his hand and thank him for their new lab. Business students crowded around him at the close of the lecture to share their excitement about the new Wukich Center for Entrepreneurial Opportunities at Seton Hill and the internships, micro-loan fund, scholar research opportunities and business program improvements that the Center will make possible.

"I want every one of you to succeed," he told them, and the more than 100 other students in attendance at the lecture. "And if I can help you, if you have a business idea you're unsure about, you can call me. We all have to help each other. And we all have to keep moving forward."

And then Dan shrugged. Because, after all, what do we have to lose? 

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**BECCA BAKER** IS THE MANAGER OF COMMUNICATIONS AND WEB CONTENT AT SETON HILL AND IS A 2002 GRADUATE OF THE WRITING POPULAR FICTION PROGRAM.

## LYNNE WUKICH LIPPINCOTT '85

**L**ynne Wukich Lippincott graduated from Seton Hill with a degree in fashion merchandising in 1985. Lynne began her college career at a larger, urban university, but quickly transferred to Seton Hill because she felt that Seton Hill, and the Seton Hill campus, "was a better fit for me." Much like her father, Lynne worked while she attended college, but she found time to make lasting friendships, most especially with Rosalyn Faught Cargen '85, Jo Anne Jordan Winschel '84 and Connie Parks Kirsch '85. "We were all growing up together," she says. "My friends helped me to learn to be comfortable with myself."



One of Lynne's favorite professors at Seton Hill was Sr. Mildred Corvi, "An unbelievable leader and one of the greatest teachers I ever had. She taught me so much about life." Sr. Mildred, a home economics professor, was also responsible for Lynne's favorite memory from her college years: a trip to New York City's garment district in the fall of her senior year. "We visited textile studios, went to a fashion show, stayed in the most beautiful old hotel right in the heart of Manhattan ... Sr. Mildred had so many connections, we had carte blanche – it was the most unbelievable four days."

"The legend of Sr. Mildred was that she used to be a runway model," Lynne adds with a chuckle. "We were too afraid to ask her if it was true."

Lynne also has fond memories of courses with Rev. Robert Marks, a social welfare professor. "He was so kind and down-to-earth, and he had a realistic outlook. I felt that what we really learned from him was how to be a good person."

Lynne married husband Laurence Wayne Lippincott in Saint Joseph Chapel in 1986; they currently live in New Jersey with their two sons, Kyle and Eric. ("My sons are the accomplishment I'm most proud of," Lynne says. "They're awesome.") Lynne works as a teacher's assistant for Brookfield Academy, a high school for students who are experiencing serious emotional/psychiatric disorders. "Every day of my life is a challenge, and no two days are alike," she says of her job. "I love what I do."



Lynne enjoys the fact that her father has become a part of the Seton Hill family. "When I graduated, it was a source of pride for him," she says. "I was the first female in my family to go to college. Seton Hill was such an important part of my life."

PHOTO: Lynne Wukich Lippincott '85 (far right) celebrates her graduation from Seton Hill with friends Rosalyn Faught Cargen '85 (left) and Jo Anne Jordan Winschel '84.

## THE WUKICH CENTER FOR ENTREPRENEURIAL OPPORTUNITIES AT SETON HILL UNIVERSITY

**T**he Wukich Center for Entrepreneurs (Wukich CEO) - created through a donation by Daniel J. Wukich - will enhance the University's business programs by creating the Wukich Scholars and Wukich Interns Programs, initiating The Wukich Micro Loan Fund for Student Entrepreneurs and Business Incubator, promoting the work of the E-Magnify Women's Business Center and CareerWorks internship and job placement center, and supporting faculty research and curriculum



development. Lloyd Gibson, D.Sc. (shown), director of the Master of Business Administration Program and assistant professor of business at Seton Hill University, has been named director of the Wukich Center.

The Wukich Scholars program will assist Seton Hill University in recruiting and retaining the most talented undergraduate and graduate students through scholarship support. Scholarships will be awarded based on academic merit and financial need. In addition to opportunities within the business and entrepreneurship curriculum, Wukich Scholars will have the opportunity to participate in faculty research initiatives and national and international conferences.

The Wukich Micro Loan Fund will provide students enrolled in graduate or undergraduate business programs with incentive to start their own business. The Fund will be administered by Seton Hill faculty, students, and members of the Farrell Advisory Board. The Farrell Advisory Board is composed of alumni and community business and opinion leaders who provide insight related to strategic planning, program review and resource development for the University's business programs. Student entrepreneurs seeking funds from the Wukich Micro Loan Fund will present a business plan for a company or a product to the Micro Loan Fund panel. The panel will review the plans and process loans to fund particular plans based on ingenuity, sound business principles, and strong indicators that the loan will be repaid to the Fund at some point in the future.

The Wukich Internship Program works with Seton Hill's CareerWorks Program to place Seton Hill students in challenging internships at Quest Healthcare and other businesses owned by Dan Wukich. Two Seton Hill seniors, Adam Kensey and Katie Milligan, have already served as Wukich Interns: Adam assisted with both marketing and human resources projects, and Katie, a graphic design major, created a new website for Express Mobile Diagnostic Services. Several other Seton Hill students will work with children during the Circle W Farm's Country Fun Day Camp during the summer of 2010.

"The establishment of The Wukich Center for Entrepreneurial Opportunities solidifies Seton Hill's distinctive position as a leader in entrepreneurial education and brings renewed visibility to Seton Hill's business programs, both at the undergraduate and graduate levels," said Seton Hill University Board Chair Michele Ridge. "My trustee colleagues are particularly delighted with the creation of the Wukich Micro Loan Fund. Budding student entrepreneurs with big ideas will have a chance to make those ideas reality."



# SHU BY THE NUMBERS

Piano styles, better smiles and air miles

**17 MEMBERS** of the Seton Hill community, including alumni, students and staff, participated in the 2010 Pittsburgh marathon.

**600 SETONIANS** signed the YWCA's "Stand Against Racism" pledge, which was available for signing on Seton Hill's campus April 30, 2010.



**3 TIMES** Seton Hill's Physician Assistant Program has received the spirit award at the Pennsylvania Society of Physician Assistants Annual Student Challenge Bowl.

**400 STUDENTS** were recognized on Seton Hill's fall 2009 Dean's List.



**100 + STUDENTS** in the inaugural LECOM at Seton Hill medical school class received their white coats - symbols of trust between doctor and patient, of compassion, and of the purity of a medical professional's purpose - at a ceremony on February 13, 2010 at Seton Hill's Performing Arts Center.

**12 HOURS** of dancing by Seton Hill students at the SHU-A-Thon dance marathon resulted in a donation to the Children's Institute of Pittsburgh.



**22nd SETON** Hill Women in Science Day for local high school juniors was held May 19, 2010.

**\$1029** was raised through the 2009 Operation Christmas Basket arts and crafts fundraiser for the Blackburn Center Against Domestic and Sexual Violence and the Westmoreland County Food Bank.



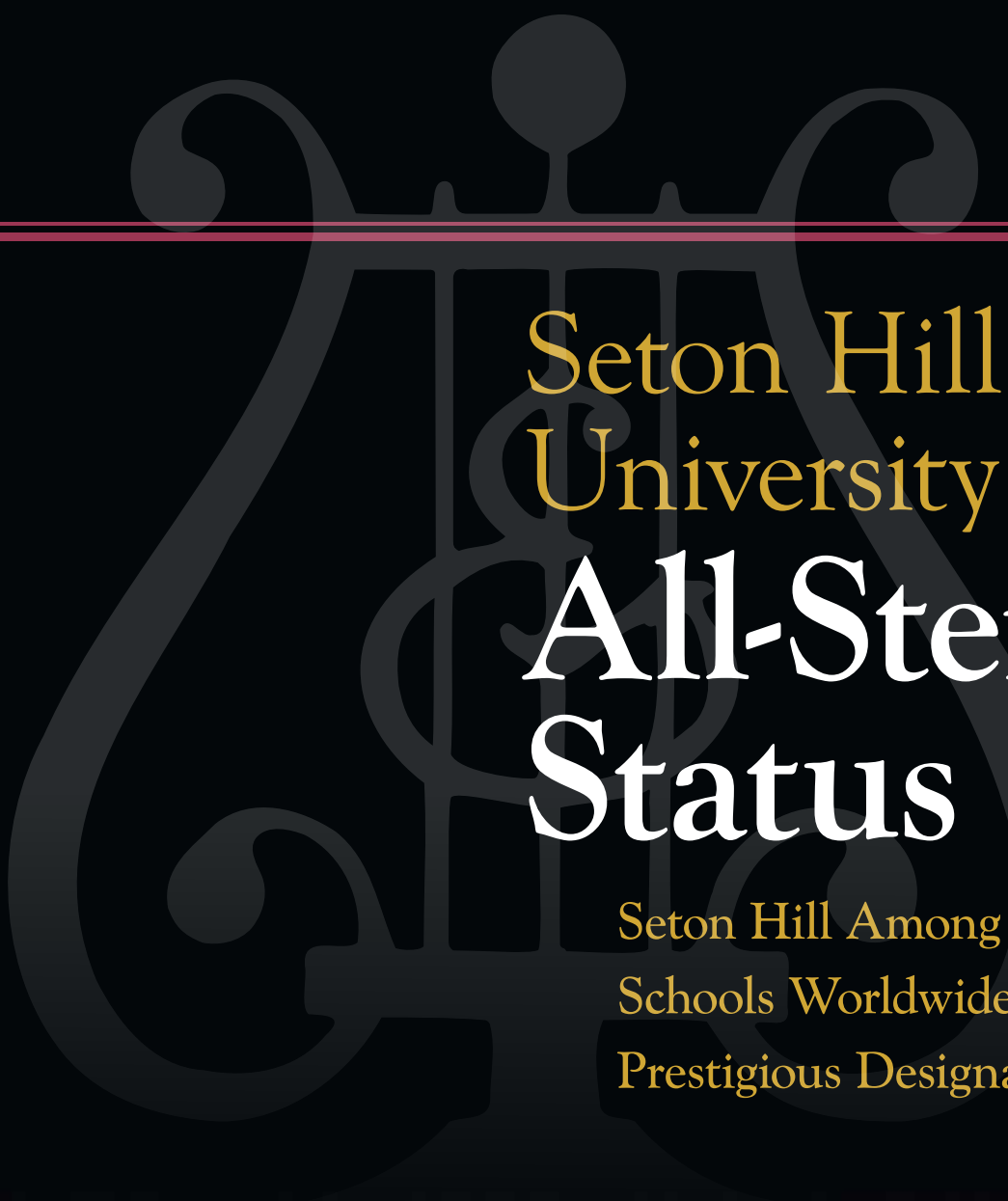
**3 RACEHORSES** owned by trustee Daniel Wukich are named after Sisters of Charity: Sr. Lois (left, named for Sr. Lois Sculco), Sr. Graceful (center, named for Sr. Grace Hartzog) and Sr. Gertrude (right, named for Sr. Gertrude Foley.)

**5083 MILES** (approximately) traveled by Writing Popular Fiction student and Moscow resident Leadie Flowers to attend writing residencies at Seton Hill.

**6 RESIDENT DENTISTS** represent the inaugural class of Seton Hill's new Orthodontics Program.

**ONLY 116 COLLEGES**, universities, conservatories and music schools around the world have received the prestigious All-Steinway designation - including Seton Hill.

**264 MEMBERS** of the 2009 - 2010 junior class chose to honor Dean of Students Charmaine Strong by planting two new pear trees at Seton Hill in her honor during the traditional Junior Class Tree Planting event.



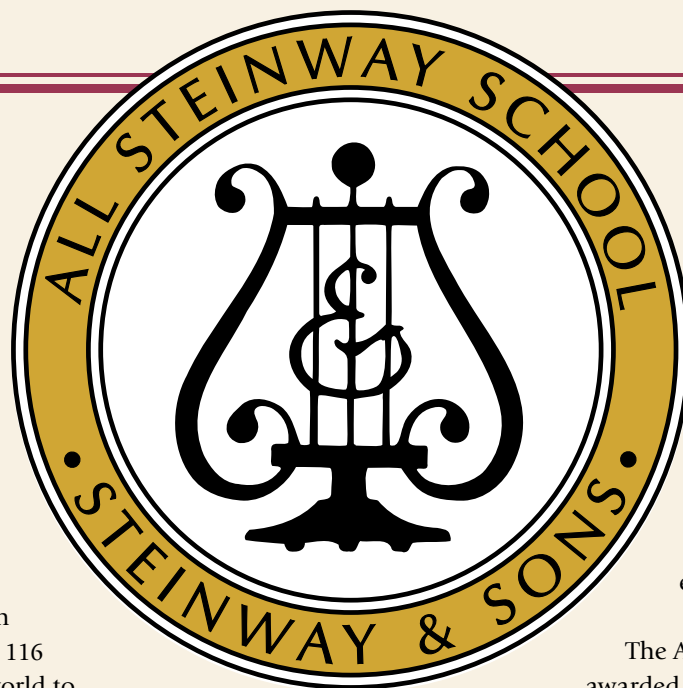
# Seton Hill University Achieves All-Steinway Status

Seton Hill Among 116  
Schools Worldwide with  
Prestigious Designation



By Molly Robb Shimko  
and Kary Coleman Hazen





Seton Hill University is now an All-Steinway School, providing students and faculty with the highest quality pianos from Steinway and Sons for instruction and performance. As one of only 116 colleges and universities in the world to attain this honor, Seton Hill uses all Steinway brand pianos, which are the preferred instruments of concert artists worldwide.

Seton Hill University President JoAnne Boyle commented, "Seton Hill has demonstrated a passion for the arts since the University's founding in 1885. Our new Performing Arts Center, and the achievement of becoming an All-Steinway School, reflects that passion as well as our deep connection to the Greensburg community. We want our students to benefit from the finest resources in their fields of study and believe that the patrons we serve will be enriched, enlightened and entertained as a result."

Dr. Curt Scheib, chair of Seton Hill University's Division of Visual and Performing Arts, added, "In choosing a college, students and their families consider facilities, the faculty and the equipment. Seton Hill has a magnificent Performing Arts Center and a well-credentialed and experienced faculty. Pianos are among the largest and most important financial investment in equipment for a music program; now, we have the best. Seton Hill is proud to join the distinguished list of institutions that are All-Steinway Schools."

"Seton Hill University is clearly committed to making sure that their students and faculty have the best academic experience possible, as demonstrated by their providing Steinway-designed pianos not only for performances, but also for daily practice and teaching," said Sally Coveleskie, Steinway and Sons. "Steinway and Sons is very proud to welcome Seton Hill University to our worldwide roster of All-Steinway Schools."

According to Scheib, the Steinway and Sons pianos will have an impact on 250 students who study music and voice at Seton

Hill. He commented, "We know that Steinway pianos open up new worlds of sound. We are eager to watch how these instruments take the performances of our students to even greater heights."

The All-Steinway School designation is awarded to institutions that use Steinway & Sons concert and practice pianos. To receive the classification, a school must have at least 90 percent of its pianos manufactured by Steinway and Sons. Seton Hill has 31 Steinway and Sons pianos.

Seton Hill achieved All-Steinway School status through private gifts. A significant financial commitment from Gene and Iva Saraceni, of Greensburg, Pa., enabled Seton Hill to announce the University's intent to become an All-Steinway School in December 2009. The Saracenis, retired Seton Hill theatre professors, made the gift in memory of their daughter, Seton



*Elyse Jeanne Saraceni*

Hill student Elyse Jeanne Saraceni, who was killed in the terrorist bombing of Pan Am Flight 103 over Lockerbie, Scotland, on December 21, 1988. On Thursday, March 25, 2010, Seton Hill University presented "An Evening of Music and Memories" in celebration of the life of Elyse Jeanne Saraceni, at

the Performing Arts Center. The event featured musical and vocal performances by Seton Hill students and members of the music faculty, including two original compositions by Elyse, "Sweet Sorrow," performed by Seton Hill faculty members Kathleen Campbell, Curt Scheib and Marvin Huls, and "Monody," performed by Kathleen Campbell.

"We felt that a gift of music, of Steinways for instructional use, will inspire other students and be a perfect way to remember Elyse and her buoyant spirit," said Gene Saraceni.


Christine Mueseler, vice president for Institutional

Advancement and Marketing commented, "The gift from the Saracenis brought Seton Hill three-quarters of the way toward achieving All-Steinway status. The University is grateful for their tremendous commitment. Seton Hill also cherishes the early and thoughtful leadership "88 Key Challenge" issued by Dr. E. Ronald and Constance Angotti Salvitti '60 to initiate the "All-Steinway" appeal. The Salvitti commitment enabled Seton Hill to purchase the Steinway concert grand piano for the Performing Arts Center." Mueseler continued, "Many alumni and friends supported the Steinway effort with amazing gifts. We know that the generosity of our donors will serve generations of Seton Hill students. Already, we have taken the step of creating a Steinway Endowment Fund to ensure that the pianos are properly cared for and maintained into the future."

According to Steinway and Sons, Seton Hill University is only one of two private, Catholic liberal arts universities in Pennsylvania to achieve an All-Steinway designation. In Pennsylvania, 12 schools are designated as All-Steinway Schools.

"We are so excited to welcome Seton Hill University to our family of All-Steinway Schools. Seton Hill's music department displays a sincere commitment to providing a world class facility, faculty and equipment," said Patricia Neeper, vice president, Trombino Piano Gallerie.

The Steinway and Sons concert grand piano, which sits on the stage of the Carol Ann Reichgut Concert Hall in Seton Hill University's Performing Arts Center, is signed by Lang Lang, the world renowned concert pianist.

Lang Lang recently thrilled an audience at Davies Symphony Hall in San Francisco, California, with a piano performance, on an iPad, of Nikolai Rimsky-Korsakov's "Flight of the Bumblebee." Dr. Curt Scheib said, "Beginning this fall, every full-time Seton Hill student will receive an iPad and we are certainly eager to help students explore the use of that device to enhance their creativity and the process of learning." 

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**Molly Robb Shimko** is the associate vice president for institutional advancement at Seton Hill University, and a 2001 graduate of Seton Hill's MBA Program.

**Kary Coleman Hazen '98** is Seton Hill's director of media relations and communications.

# AN EVENING OF Music and Memories

A celebration  
of the life of  
Elyse Jeanne Saraceni

MARCH 25, 2010

"I would have never done much composing if I were home, and now I'm seriously considering more education in that area...I have more confidence in my music making...I've been trained in my native language-music. And it is. Music has become for me a LANGUAGE. Not the musical jargon, but the actual NOTES...I can't put everything I learned into words. That's NOT my native language. But I can put it into music."

—FROM ELYSE SARACENI'S JOURNAL,  
WRITTEN IN LONDON, NOVEMBER 20, 1988





“The generous gift from Gene and Iva truly honors Elyse’s love of music while celebrating our new Performing Arts Center and Seton Hill’s commitment to the arts in a profound way. Elyse was a treasure with us at Seton Hill, and also in the community.”

–PRESIDENT JOANNE BOYLE

“We’re delighted that we have made it possible to inspire students for generations to come. Iva and I will never forget this evening.”

–GENE SARACENI, AT THE CONCLUSION OF “AN EVENING OF MUSIC AND MEMORIES.”

Photos: Shown, clockwise from top: student Julia Smolka; student John Olearchick; Associate Professor of Music Kathleen Campbell; student Laura Barron; Gene and Iva Saraceni with Associate Professor of Theatre and Director of the Theatre Program Terry Brino-Dean; Gene Saraceni with Barbara Nakles '76; group, from left - right: Community Music Program Director Michelle Walters, Gene Saraceni, Associate Professor of Music Kathleen Campbell, Associate Professor of Music Marvin Huls, former Seton Hill Chaplain Fr. Steven West, Iva Saraceni, Professor of Music and Chairperson of the Division of Visual & Performing Arts Curt Scheib.

# WINDWALKER PREVAILS IN INTERNATIONAL PHOTOGRAPHY CONTEST FOR SECOND YEAR

By Jessie Krehlik

*This article originally appeared in the March 18, 2010 issue of Seton Hill's student newspaper, the Setonian. Reprinted with permission.*

For the second year running, Seton Hill University sophomore Aero Windwalker won an international photography contest. Windwalker beat over 3,000 other college students to win the 30th Annual College Photography contest.

According to Windwalker, black and white photography instructor Richard Stoner suggested he participate in the contest last year. "He is a great teacher as well as a good friend," said Windwalker.

Windwalker actually did not take any new photos to submit to this contest. Although Windwalker, who has been a professional photographer since he was 15 years old, had planned to prepare a team collaboration for his photo submissions this year, his idea never panned out. Instead, Windwalker turned to some previous work he had done with a few professional stylists and models.

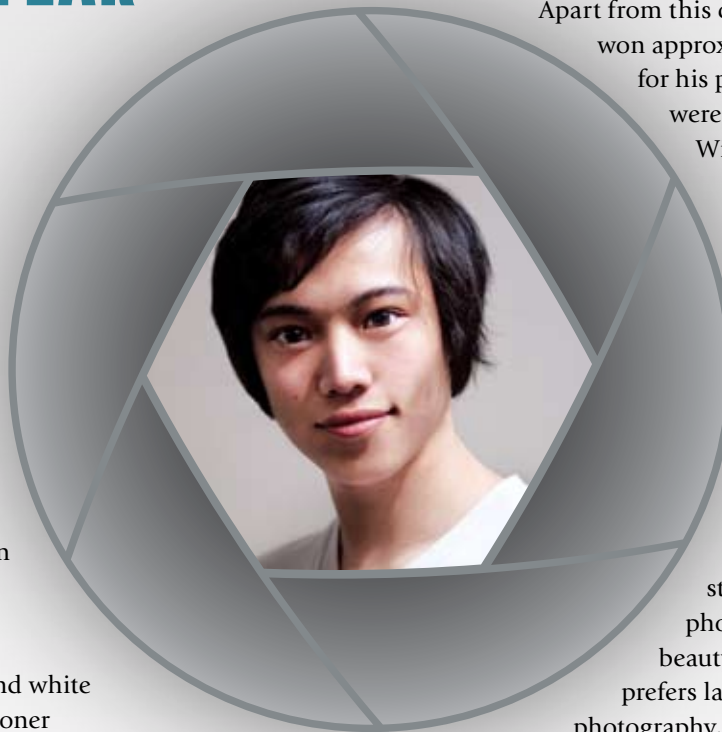
"Photography is very time consuming," Windwalker said. "A lot of photographers ignored the advance training of drawing, painting and story telling. I personally do a lot of drawing, painting and writing. Although the use of light is very important, for most contests, it is more about creating stories and arts."

Windwalker and his team spent 21 hours working on the photo. Windwalker spent 5 hours selecting and renting lighting and background equipment. The stylists took another two hours selecting the model's clothing, with another 2 hours spent on makeup and hair styling. After two hours in the photo shoot, Windwalker spent close to 10 hours retouching his work.

Rather than use his usual Nikon D700, Windwalker opted to use a Phase One 65+ camera.

"They are both a very decent camera body," Windwalker said, "but I don't think the submission's requirements, a point shot camera would make any difference."

As reward for winning the contest, Windwalker's photograph, along with another 99 student photographs, will be featured in the book, "Best of College Photography 2010." Windwalker's photo will also be published in an issue of Photographers Forum Magazine.



Apart from this contest, Windwalker has won approximately 10 different awards for his photography. Many of these were minor awards, according to Windwalker.

"Actually, I consider this award as a minor one as well," he said. Windwalker also received awards for his water paintings, animations, writings and films.


In total, he has probably accepted over 20 awards. Windwalker sees his strengths in taking photographs involving fashion, beauty and artistic nudity. He prefers landscape and journalistic photography, two areas where Windwalker continues to strive for improvement.

"I normally like things that I am not good at, just like most people like stuff they don't possess—I like to possess a lot of skills," he said. According to Windwalker, landscape photography revolves around the appreciation of "nature and the way to look at the world."

As a suggestion for aspiring photographers, Windwalker, who learned the art of photography from his grandfather, another professional photographer, said, "Stop just taking photos; that won't help at all."

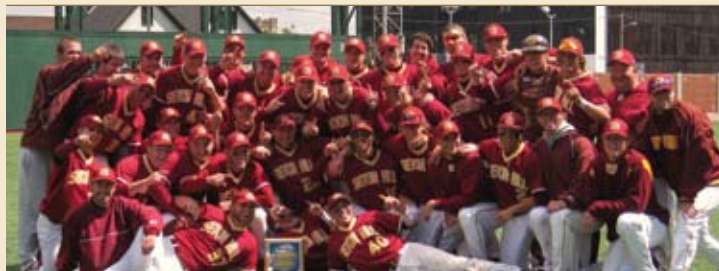
"I think most photographers today start at a point that they like to take photos for fun. In my experience, taking photos is not fun at all. I would never take photos if I go out for vacations or parties," Windwalker explained.

"That doesn't mean I don't like photography. I just don't like to take photos. I think that might sound weird, but actually, photography only has little to do with taking photos."

Windwalker is double majoring in new media journalism and graphic design here at SHU. 

**Jessie Krehlik** is a sophomore new media journalism major from Greensburg, Pa. and serves as the SHU news editor for the Setonian.





The Seton Hill University baseball program reached a milestone on April 3rd 2010 when it recorded its 200th victory and 200th career win for head coach Marc Marizzaldi. On May 9, SHU baseball won their first WVIAC Baseball Championship, propelling them into the NCAA Division II Atlantic Regional. Catcher Pat Trettel (who slammed his way into the record books this season by becoming only the fourth NCAA Division II player to hit two grand slams in the same inning, and the first since 1986) was selected as a unanimous NCAA Division II first team All-American after he was selected to the Daktronics, National Collegiate Baseball Writers Association (NCBWA) and American Baseball Coaches Association (ABCA) squads.



The USA Athletes International organization invited men's soccer players Michael Belsito (left) and Jonathan DeLuca (right) to travel to Italy to compete in the 2010 USA Athletes International soccer tournament. During the tournament they visited Accademia, Cinque

Terre, Florence, Lucca, Milan, Pescia, Pisa, Tuscany, Verona and Venice.

They competed in the Milady Cup tournament in Milan on June 5 and 6.

Seton Hill head soccer coach Dan McCarty served as a coach for the team.



Both the men's and women's lacrosse teams had record seasons – women's lacrosse ended the season 9 – 7 and men's finished 10 – 4.

Carolyn Thompson, Seton Hill's women's golf coach, was named the WVIAC women's golf coach of the year.



Josh Wilks became the first Seton Hill track and field representative to participate in the NCAA Division II Indoor Track and Field Championships in New Mexico in March, 2010. Wilks was named an All-American during both the indoor and the outdoor seasons, and also earned the NCAA's Elite 88 Award at the NCAA Division II Outdoor Track Championships in North Carolina in May. The Elite 88 is presented to the student-athlete with the highest cumulative grade point average participating at the finals site for each of the NCAA's 88 championships. Both men's and women's track and field finished 2nd in the WVIAC.

The 2009-2010 women's basketball Griffins became the first Seton Hill team to participate in the NCAA's Division II "March Madness" championships in March 2010 when they advanced to the Atlantic Region Semifinal held in Erie, Pa. The team was also named "Team of the Year" by the Westmoreland YWCA in Greensburg, Pa. Head coach Ferne Labati recorded her 500th win with the team's victory on Senior Night, February 20. In 2009 the women's basketball team finished #6 in Division II (out of 287 schools) for team grade point average with a 3.567.



Kenny Trumbetta (left) and Dallas Evans (right) were the first Seton Hill wrestlers to take part in the NCAA Division II Wrestling Championships in Nebraska in March. The team is nationally ranked #12 in Division II for team grade point average.



Men's basketball recorded their 100th victory, and Tony Morocco's 100th win as a head coach, on February 1, 2010.

Seton Hill has 91 student-athletes that will receive the Division II Athletic Directors Academic Achievement Award. To be eligible, students must be upperclassmen and have a 3.5 cumulative grade point average.

In 2009-2010 Seton Hill had 44 new members inducted into Chi Alpha Sigma, the national college athlete honor society. To be eligible for membership in Chi Alpha Sigma, student-athletes must be juniors or seniors, have a minimum GPA of 3.4 and have lettered at least one year. Currently, 69 Seton Hill student-athletes belong to Chi Alpha Sigma.

The Seton Hill men's cross country team earned the first WVIAC Championship in school history when they won the conference's Cross Country Championship in October 2009. The team won the title in their second season of competing in the WVIAC. Head coach Tim Creamer has been named WVIAC Men's Cross Country Coach of the Year.

Information for Griffins Notes is provided by Sports Information Director Jason Greene and Executive Director for Athletic Programs Christopher Snyder.

# Graphic DeSIGN

## SETON HILL STUDENTS CREATE SIGNAGE FOR GREENSBURG BUSINESSES

**N**ine of Associate Professor of Art Sr. Mary Kay Neff's graphic design students spent the spring 2010 semester working with local Greensburg businesses and organizations to develop signage for use on, or in, their buildings.

Barbara Kerestes Martin '80, founder and CEO of KMA Design, specializes in signage and environmental design and shared her expertise with the class. The Greensburg Community Development Corporation partnered with Seton Hill to develop this unique opportunity for both the students and the organizations.

### **BUSINESS:**

The Chocolate Shoppe  
(owned by Melissa Wojcik O'Brien '96)

### **SIGNAGE:**

Sandwich board and projecting sign.

### **SETON HILL STUDENTS:**

Kristi Thiry and Katie Milligan



**BUSINESS:** Greensburg Community Development Corporation

**SIGNAGE:** Illustrated vinyl panels to be placed on empty storefronts in Greensburg. The panels can be easily removed when a tenant leases the building, and then moved to another vacant storefront location.

**SETON HILL STUDENTS:** April Ashoff and Rebecca Novotne







**BUSINESS:**

Oliver's Pour House

**SIGNAGE:**

Signage for new pub/restaurant.

**SETON HILL STUDENTS:**

Anthony Safran and Everett Manns

SETON HILL UNIVERSITY  
VISUAL ARTS CENTER  
DIRECTORY

ROOM 1	Dana Elmendorf
ROOM 2	Nina Denninger
ROOM 3	Art Therapy Studio
ROOM 4	David Stanger
ROOM 5	Drawing Studio
ROOM 6	Painting Studio



**BUSINESS:**

Seton Hill University Visual Arts Center

**SIGNAGE:**

Interior signage.

**SETON HILL STUDENT:**

Breanna Wong



**BUSINESS:**

Sandra Lynn Dance Studio

**SIGNAGE:**

Signage for new location.

**SETON HILL STUDENTS:**

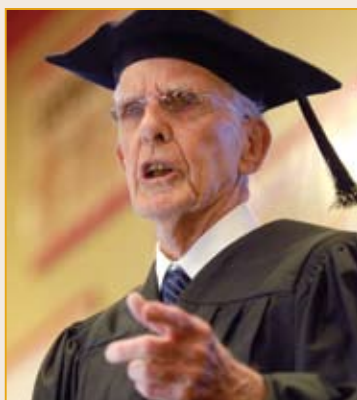
Meghan Adams and Kim Franczak



# MAY 2010 COMMENCEMENT



Above: Commencement speaker Jerome Oetgen.  
Right: Special guest speaker James Alexander.




**O**n May 15, Seton Hill University welcomed 290 new alumni as the University held its 92nd commencement.

Jerome Oetgen, Ph.D., counselor for Public Affairs at the United States Embassy in Port-au-Prince, Haiti, and Seton Hill University English professor from 1977-87, served as the commencement speaker. In his address, Oetgen described the horror of the earthquake that devastated Haiti in January 2010, and shared with the graduates "the refusal of the Haitian people to give in to hopelessness and despair." Oetgen also received an honorary Doctor of Humane Letters degree from Seton Hill during the commencement ceremonies.

James Alexander, former editor of the Pittsburgh Post-Gazette (and

at ninety-six, born "four years before the first two graduates walked across a Seton Hill College stage to receive diplomas," as President Boyle pointed out) served as a special guest speaker during the commencement celebration. Alexander, who spent years traveling the world, urged the graduates to live rich, daring lives, while always remembering that "no matter how full your life is, you have time to have a cup of coffee with a friend."

"Our class motto is a quote from Ralph Waldo Emerson, 'Do not go where the path may lead. Go instead where there is no path and leave a trail,'" said Class President Michael Jones (shown, bottom right). "Today, all of our paths have converged one last time. Now, you must create the path that represents you, what you want to do and who you want to be." 





## “EARTHQUAKES, PUBLIC SERVICE AND THE LIBERAL ARTS”

Excerpts from the Seton Hill University Commencement Address  
Given May 15, 2010 by

### JEROME OETGEN, Ph.D.

Counselor for Public Affairs at the United States Embassy in Port-au-Prince, Haiti

The earthquake in Haiti lasted only 35 seconds. But those 35 seconds were an eternity. The earth rolled and leapt and shook and groaned with a violence that built until it seemed as if Nature were revolting against the law of gravity. In the midst of the violence, a terrifying roar rose up from below the ground and grew in intensity until the earth seemed to scream in anger and pain ... A medieval poet might have described it as the gaping mouth of Hell opening to let the despair and fury of all the devils who had rejected God roar forth. And then, just as suddenly as it began, the quaking stopped, the roar ceased, and in place of the violence, there was an eerie silence. An eerie silence after 35 seconds of sound and fury. And in those 35 seconds, 230,000 people died.

In the hours and days after the earthquake, the international community, led by the United States, rushed to the aid of the Haitian people. Thousands of volunteers arrived...

One of the most important things you have learned from the Catholic, liberal arts education you have received at Seton Hill is that to be truly human, to be truly liberated, you must live not for yourselves but for others. ..

No matter what you do with your lives, from now until the end, don't ever lose that ideal of generosity, that commitment to serving others, that spirit of caritas, charity...if you are to be happy, if you are to be truly successful, you must let that spirit nourish you and guide you for the rest of your lives.

*PHOTO: Jerome & Cecilia Oetgen and daughter Teresa*



## “A SENIOR TO SENIORS”

Excerpts from the Special Address Given May 15, 2010 by

### JAMES ALEXANDER

Former Editor, Pittsburgh Post-Gazette

Ladies and gentleman of the class of 2010. You lucky people!



What can I tell you that might make your life more exciting, more happy, more full?

Don't pass up an opportunity to do something daring. Never lose your curiosity. Think young. Fill your life...

Money helps if you are hungry, without a place to sleep, or without a job. But don't let money become life's goal...

You will be wealthy if you accept intangibles such as honor, respect, kindness, and responsibility. And the Ten Commandments are mighty sensible guides. Don't overlook a bit of humor to make life a little easier.

Remain curious. Remember two phrases: the Latin “Carpe diem,” and my favorite French phrase, “joie de vivre.” Seize the day and enjoy it fully. Your happiness will reflect on others.

TO READ EITHER OF THESE SPEECHES IN ITS ENTIRETY, PLEASE VISIT  
[ALUMNI.SETONHILL.EDU/SPEECH2010](http://ALUMNI.SETONHILL.EDU/SPEECH2010).



**Seton Hill's Newest  
Academic Program  
Provides Advanced  
Instruction to Dentists  
While Providing Direct  
Care to Underserved  
Populations in  
Southwestern Pa.**

**S**eton Hill's Orthodontics Program – the newest addition to the University's signature degree programs in the health sciences – welcomed its first six residents in July 2010, and its first few patients shortly thereafter.

Orthodontists Donald and Daniel Rinchuse (who will serve as director and associate program director, respectively, of Seton Hill's new program) couldn't wait to meet their new residents, but expect that some of their patients will be familiar. In fact, the Rinchuses are counting on it.

For 25 years, the brothers provided orthodontic services to patients from across the region at a clinic associated with what is now Excelsa Health Westmoreland Hospital in Greensburg.

"We had a waiting list of a couple of years," Donald Rinchuse said. "We had patients driving two and three hours to get to us."

When that clinic closed, the Rinchuses looked for another way to serve the patients who had relied on it. Their search brought them to Seton Hill, where they proposed the idea of an orthodontics program that would include an associated university-affiliated clinic for patients that wouldn't otherwise have access to such specialized care.

"It fits the mission of the University well," said Terrance DePasquale, dean of graduate and external programs. "Seton Hill has a history of serving vulnerable and underserved populations."

The Rinchuses, Greensburg residents who operate an orthodontics practice in nearby Hempfield Township, are also a good fit. In addition to clinical expertise and a commitment to serving those in need, they have extensive experience in educating future orthodontists. Both served as professors for 34 years in the University of Pittsburgh's School of Dental Medicine (positions they recently resigned to direct Seton Hill's new Orthodontics Program.)

The brothers worked with DePasquale and Provost and Dean of the Faculty Mary Ann Gawelek for more than a year to develop the new program, and in early 2010 Seton Hill's program in orthodontics received its accreditation through the American Dental Association's Commission

# ALL Smiles

BY  
**BECCA BAKER**







on Dental Accreditation, a specialized accrediting body recognized by the U.S. Department of Education.

"Our new Orthodontics Program joins our programs in biology, chemistry, medicine, nutrition and dietetics, physician assistant, art therapy, pharmacy, and marriage and family therapy to continue a Seton Hill tradition of education and service in the health sciences," said Seton Hill President JoAnne Boyle. "We look forward to offering another program of the highest quality to our community."

## The Importance of Orthodontic Care

Dentists who choose to practice in the field of orthodontics and dentofacial orthopedics generally have two to three years of training beyond dental school, and specialize in straightening teeth, aligning the jaws, and guiding facial growth and development to ensure proper form and function. While the outcome of receiving care from an orthodontist often involves an improved smile, the long-term health benefits are equally attractive and often life-changing: properly aligned teeth and jaws can alleviate or prevent gum disease, bone destruction, tooth loss, problems with the temporomandibular joints, and associated infection and discomfort. Orthodontic care can also help patients who have problems chewing or communicating due to problems with the teeth or jaw, and is an important part of treatment for cleft lip and palate.

## Seton Hill University Center for Orthodontics


The Seton Hill Orthodontics Program is a 30-month clinically intensive program that provides a graduate certificate upon successful completion. It is designed for residents who have already earned either a doctor of dental surgery (D.D.S.) or a doctor of dental medicine degree (D.M.D.) and who wish to specialize in orthodontics and dentofacial orthopedics.

The program is housed in the new Seton Hill University Center for Orthodontics, located in the Bishop Connare Center only six miles from Seton Hill's main campus. The 14,500 square foot facility contains an academic floor featuring lecture, seminar and research rooms, and a 28-chair orthodontics facility equipped with digital radiograph and diagnostic equipment rooms, wet and dry labs, and a sterilization area. In 2010, the program's inaugural year, Seton Hill limited the number of residents to six. In following years, the number will increase to eight. The university has committed to keeping the number of residents small in order to provide each resident with dedicated instruction.

The Center will offer clinical services Monday – Friday, and Seton Hill is working with school nurses, dentists, local agencies and churches to get information about the Center's services to those who can benefit from it most.

## Support from the U.S. Department of Health and Human Services

On March 1, 2010, Congressman Tim Murphy presented Seton Hill with \$500,000 in support for the new Orthodontics Program from the U.S. Department of Health and Human Services, Health Resources and Services Administration.

"...what an incredible devotion she had to so many people in need," said Murphy, in reference to Saint Elizabeth Seton. "Like her, Seton Hill is concerned with the health of the people in this community... I'm so proud of the things Seton Hill does." 

## The Seton Hill University Center for Orthodontics

[www.shusmiles.com](http://www.shusmiles.com)

(724) 552-2950

E-mail:  
[braces@setonhill.edu](mailto:braces@setonhill.edu)

**BECCA BAKER** is the manager of communications and web content at Seton Hill and is a 2002 graduate of the Writing Popular Fiction program.

## SETON HILL HONORS

# Distinguished Alumnae



On June 5, 2010, Seton Hill University presented its Distinguished Alumni Leadership Award to 10 alumnae who have demonstrated outstanding achievement and leadership in one (or more) of the following areas: education, business and profession, science and technology, arts, voluntary services and philanthropy. Listed below, in alphabetical order, are Seton Hill's 2010 Distinguished Alumni Leadership Award recipients.



### **JOANNE BERGAMASCO GABRIEL '60**

Joanne has owned and operated a music studio since 1967. She teaches individuals of all ages the art of vocal singing, sight singing, technique, piano and preparation for performances and auditions. For nearly 30 years, Joanne served as hostess to the contestants of the Miss America Pageant and as the liaison between the Miss America Pageant and the NBC network. She has performed as a back-up singer with Luciano Pavarotti and had the opportunity to participate in European tours. Joanne founded a singing group, The Star Spangled Singers, which sings at various events in New Jersey and Pennsylvania.



### **MARGARET DIVIRGILIO '80**

Margaret currently serves as the national president and member of the board of directors of Women in Defense, an organization that supports the advancement and recognition of women that work in the military, government and industry in defense and national security roles. As the chief elected officer of this association of defense professionals, Margaret has responsibility for the overall direction of this organization. Additionally, Margaret is the chairperson of the Contract Finance Group within the National Defense Industrial Association. She leads a group of professionals that focus on the evolving pricing, costing and financial aspects of government acquisition.



### **SISTER ANN INFANGER, S.C. '55**

In 1956, Sister Ann entered the Sisters of Charity of Seton Hill. She earned her Doctor of Philosophy degree in genetics from Cornell University in 1963 and taught biology at Seton Hill for 49 years. Upon retiring in 2005, Sister Ann became a student at the University. She obtained her Pastoral Ministry Certificate in 2009. For nearly 40 years, she has been part of the Catholic Charismatic Renewal and is a leader in the Diocese of Greensburg. She volunteers weekly at the food pantry operated by Our Lady of Grace Parish and the Christian Layman's Thrift Store.



### **BARBARA KERESTES MARTIN '80**

Barbara is the founder and CEO of Kerestes-Martin Associates, Inc. (also known as KMA Design) located in Canonsburg, Pa. KMA Design specializes in environmental graphic design. Notable environmental design projects that Barbara and her firm have been responsible for include PNC Park, home of the Pittsburgh Pirates, Consol Energy Park, new home to the Pittsburgh Penguins, Petersen Events Center, Walt Disney World and Johns Hopkins University. Seton Hill University retained Barbara's firm to create the exterior site signage on the University's campus as well as the interior and exterior signage for the Katherine Mabis McKenna Center. Barbara also created the interior signage and donor recognition walls for the Administration Building and Performing Arts Center at Seton Hill.



### **GERRY NASIATKA WELCH '65**

Gerry is serving her fourth term as mayor of Webster Groves, Mo., which has a population of 23,000. She has provided pro bono consulting services in strategic planning for many organizations, is active statewide in the Missouri Municipal League, and has become a strong voice for the arts in her community. Gerry also established and chairs the Webster Groves Senior Roundtable, a collaboration of churches and agencies that address senior issues and provide service learning projects for students at the St. Louis Community College.



### **LINDA NEW LEVINE '65**

One year after graduating from Seton Hill University, Linda joined the Peace Corps. She was assigned to Kauswagan, a town on the northern coast of Mindanao, the Philippines. In 1981, Linda became a Fulbright professor at Tienjin University in China. Today, Linda is working as a consultant for delivery of training for mainstream teachers of English language learner students in the United States for the Center for Applied Linguistics. She has co-authored two books and several articles. She has also developed materials for teachers of second language learners.



### **PAULINE PELLICANO TERRITO '50**

Pauline began her private practice in pediatrics in 1957. In 1969, she transitioned her private practice from general pediatrics to allergy care. In 1970, she was recruited by the city of Garfield, N.J., to assist in developing child health conferences and remained the sole pediatrician on staff until 2003. The goal of the program was to provide well visits and immunizations for infants and children. The program successfully met the needs of the community for over three decades. Pauline retired in 2003, after a 49 year career as a successful physician.



### **JOANNE SALVADOR HIGHBERGER '60**

Joanne worked as a chemist for Westinghouse Electric Company for more than 15 years. She was in charge of the quality assurance/quality control testing laboratory for incoming raw materials and for outgoing, finished insulation products. Joanne then moved to Allegheny Energy and worked as a staff chemist for nearly 27 years. She developed many monitoring and testing programs for Allegheny Energy, traveling to 12 power stations in five states to carry out these responsibilities. Joanne is a member of the choir of the First Presbyterian Church of Greensburg, Pa., and the Westmoreland Choral Society. She also serves as a docent for the Westmoreland Museum of American Art and volunteers at Redstone Highlands Nursing Home.




### **ELIZABETH SHEERER '38**

Elizabeth is a professor emerita with the University of Georgia's College of Family and Consumer Sciences. She taught for 30 years in the Department of Child and Family Development, serving as the chair of the department for 27 years. Her leadership in the University of Georgia's Department of Child and Family Development led to the establishment of the first Doctor of Philosophy degree program for the College of Family and Consumer Sciences. For the last two decades, Elizabeth has practiced individual therapy and facilitated groups devoted to dream interpretation.



### **DOLORES WHISKEYMAN GREGORY '80**

A former freelance theatre critic for The Washington Post, Dolores currently has six plays in print. Her work has been produced throughout the United States and abroad, including productions in London, England, Madrid, Spain and Lima, Peru. Since its premiere in 2000, "Radium Girls," which is based on the true story of the women who worked as dial painters at the U.S. Radium Corporation, received more than 130 productions worldwide and was named the "Best New Play" in the New Jersey Professional Theatre by the Newark Star-Ledger. Dolores received a Pulitzer Prize nomination for her second production, "The Good Daughter," which opened in 2003. In 2005, Dolores is a founding member of The Playwrights' Gymnasium, a process-oriented workshop in Washington, D.C. 



# FACULTY IN FOCUS

## JOURNAL OF THE PENNSYLVANIA ACADEMY OF SCIENCE PUBLISHES PAPER AUTHORED BY SETON HILL CHEMISTRY AND BIOLOGY PROFESSORS AND STUDENTS



**Sr. Susan Yochum, S.C., Ph.D. (left),** professor of chemistry and chairperson of the division of Natural & Health Sciences and **Jamie Fornsgaglio,**

Ph.D. (right), associate professor of biology are the co-authors of the paper "Toxicity in Wild Type and DNA Repair Deficient *Saccaromyces Cerevisiae* following Exposure to Chemicals Utilized in Aviation," which was published in the April 2010 issue of the Journal of the Pennsylvania Academy of Science. The professors co-authored the paper with Research Associate Kevin McCormick '08, and students Nicholas Howatch '10, Leah Knobloch '10, and Erica Whitebread '10. The paper reflects research conducted at Seton Hill during a multi-year project investigating the effects of environmental and occupational factors on women's health. This project was funded by a Seton Hill contract with IMS Government Solutions, the Department of Defense and the United States Air Force.



## MBA PROGRAM DIRECTOR PRESENTS PAPER ON ENTREPRENEURIAL ATTITUDES OF STUDENTS AT WORLD BUSINESS CONFERENCE

**Lloyd Gibson, D.Sc.,** assistant professor of business and director of the Master of Business Administration Program and Wukich Center for Entrepreneurial Opportunities at Seton Hill University, presented his paper "Entrepreneurial Attitudes of Arts and Business Students," at the International Council for Small Business 55th World Conference in Cincinnati, Ohio, June 24-27, 2010. Gibson's paper (co-authored with his wife, Regina Gibson, D.Sc.) was recognized as one of five finalists for best empirical research paper and was published in the conference proceedings. More than 400 scholars and business practitioners representing 56 countries attended the conference, titled "Entrepreneurship: Bridging Global Boundaries."



## THEATRE PROFESSOR SCENIC DESIGNER FOR PITTSBURGH CIVIC LIGHT OPERA

**Karen A. Glass, M.F.A.,** assistant professor of theatre and accomplished scenic designer, designed the set for the

Pittsburgh Civic Light Opera Cabaret's performance of "Nunsense," which ran from March 11 – June 6, 2010.

## EDUCATION PROFESSOR'S STUDENTS CREATE VIDEOS AND PODCASTS PROMOTING ART AND GREENSBURG FOR 4TH GRADE STUDENTS



**Sondra Lettrich, Ph.D.,** associate professor of education, chairperson of the Division of Education and director of the graduate program in special education, created two classroom projects for the spring of 2010 that supported the University's strategic initiatives in enhancing town and

gown relationships and using technology in the classroom. Lettrich's spring 2010 social studies elementary education class created videos about Greensburg's historical sites (in collaboration with the Westmoreland Cultural Trust) and podcasts about paintings at the Westmoreland Museum of American Art, both for a 4th grade audience.

## POET CLARA JANÉS TOPIC OF NEW BOOK BY SETON HILL SPANISH PROFESSOR



**Debra Faszer-McMahon,** assistant professor of Spanish, will have her book "Cultural Encounters in Contemporary Spain: The Poetry of Clara Janés" published by Bucknell University Press in fall 2010. The work studies the manner in which one of Spain's most important contemporary poets is addressing religious and cultural tensions

on the peninsula and within Europe, particularly conflicts between Christians, Muslims and Jews.



## THEATRE INSTRUCTOR APPOINTED PROGRAM COORDINATOR FOR VET ART PROJECT; HONORED FOR WORK ON MISTER ROGERS NEIGHBORHOOD



**Susan O'Neill '79**, instructor of theatre and costume designer for Seton Hill University's Division of Visual and Performing Arts, has been appointed the program coordinator and lead artist for the Vet Art Project Pittsburgh, a local chapter of the Vet Art Project USA.

The Vet Art Project exists to create opportunities for veterans and their family members to work in collaboration with artists from all disciplines to create new art about war for public performance and viewing. The Vet Art Project supports veterans, provides new opportunities for artists, offers a venue for the work and voices of veterans and artists, and fosters discussions about how war affects all. The Vet Art Project is based on the belief that we must talk of war to think of peace, and an understanding that it is veterans who will lead the way.

O'Neill was also recently recognized as a Public Broadcasting Service Viewers Choice 2010 Award winner for her work on an episode of Mister Rogers' Neighborhood, "Mister Rogers' Pets and Birthdays." O'Neill's work on specialty puppets for the 1982 production of "Anna Platypus's Birthday Week" received the accolades.

## SETON HILL ALUMNA JOINS CHEMISTRY FACULTY



**Demetra Chengelis Czegan, '02, Ph.D.**, joined Seton Hill University's Division of Natural and Health Sciences as assistant professor of chemistry in the 2009 – 2010 academic year. Czegan earned her Bachelor of Arts degree in chemistry and art history from Seton Hill and her Ph.D. and M.S. in chemistry from the

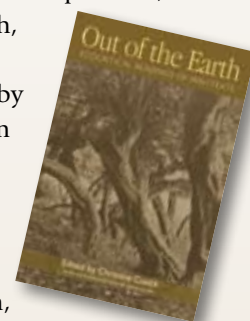
University of Pittsburgh. Czegan will also serve as the new faculty advisor of Seton Hill's Chemistry Club, a nationally recognized American Chemical Society Student Affiliates Chapter. The Club, which has been advised by Sr. Susan Yochum for the past 15 years, has received an award from the American Chemical Society annually, and was voted "best club" by the Seton Hill Student Government Association in 2009.

## ENGLISH PROFESSOR PUBLISHES BOOK INTEGRATING ECOCRITICISM AND IRISH STUDIES



**Christine Cusick, Ph.D.**, assistant professor of English and composition, edited "Out of the Earth, Ecocritical Readings of Irish Texts," published by Cork University Press in June 2010. The essays

contained in "Out of the Earth" offer ecocritical readings of Irish literary and cultural texts of various genres, including fiction, poetry, creative nonfiction, drama and the visual image.



## SETON HILL UNIVERSITY INSTRUCTOR LUCY SNYDER RECEIVES INTERNATIONAL BRAM STOKER AWARD



Two other award-winning works include short stories and essays from Seton Hill faculty authors

**Lucy Snyder**, an adjunct instructor with Seton Hill University's Writing Popular Fiction Program, received her first Bram Stoker Award in March 2010 at the World


Horror Convention in Brighton, England. Snyder received the award for her poetry collection, "Chimeric Machines!"

The Bram Stoker Award is presented annually by the Horror Writer's Association to recognize outstanding work in the horror field.

This year's Stoker winner in the fiction anthology category, "He is Legend: An Anthology Celebrating Richard Matheson," includes short stories by **Michael Arnzen**, Ph.D. (below, left), associate professor and chair of the Division of Humanities, and **Gary Braunbeck** (below, center), adjunct instructor with the Writing Popular Fiction Program.



The winner in the non-fiction category, "Writer's Workshop of Horror,"

includes essays by Arnzen, Snyder, Braunbeck, and **Tim Waggoner** (above, right), adjunct instructor with the Writing Popular Fiction Program. This book also won a Black Quill award in 2010. 

# CAMPUS NEWS



## WESTMORELAND MUSEUM OF ART EXHIBIT FEATURES MURAL DESIGNED BY SETON HILL STUDENTS

Seton Hill students Jon Stefaniak, Nicole Sebula and Christina Woller designed and painted the mural featured in the entrance to the Westmoreland Museum of Art's exhibition "Concerning the 1930's in Art: Paintings from the Schoen Collection." The mural was inspired by a 1930's living room, with an antique cabinet radio as its focal point. The museum provided the students with specifications and then allowed them to create the mural, pending final approval from the museum's staff.

"They used images of real furniture from the 1930's, and put in a lot of volunteer hours for us, and I think it's a great finished product," said the museum's chief curator, Barbara L. Jones. "We're very grateful to Seton Hill that we have this community partnership ... I have so much admiration for kids that go above and beyond. That's the kind of people we need in the museum."

## STUDENTS STUDY IN IRELAND THROUGH IRISH-AMERICAN SCHOLAR PROGRAM

Lara Heinz, a double major in graphic design and marketing, and Sarah Noone, a vocal performance and sacred music major, both received scholarships through the Irish American Scholars Program to study in Ireland during the spring 2010 semester. Heinz studied marketing at the University of Ulster; Noone studied traditional Irish music at Queens University.

"It is a wonderful experience to study abroad," said Heinz, who spent five weeks studying in Barcelona during the summer of 2008. "It is important to learn different viewpoints. To have the opportunity to study international business in another country is priceless."

## BOARD CHAIR MICHELE MOORE RIDGE '69 RECOGNIZED BY ASSOCIATION OF INDEPENDENT COLLEGES AND UNIVERSITIES



Michele Moore Ridge, chair of Seton Hill's board of trustees, received the Association of Independent Colleges and Universities of Pennsylvania's Robert P. Casey Medal on March 22, 2010. The Robert P. Casey Medal is reserved for individuals or organizations that have shown extraordinary commitment to the value of independent higher education.

"Michele Ridge has a passionate commitment to education and recognizes its value in changing lives for the better," said President Boyle. "She is accomplished in many areas but her ability to instill in others a love of learning is truly inspiring."

## TRUSTEE LALIT CHORDIA RECEIVES AWARDS FROM CARNEGIE SCIENCE CENTER AND INDIAN INSTITUTE OF TECHNOLOGY



The Carnegie Science Center of Pittsburgh honored Seton Hill trustee Lalit Chordia, founder and CEO of Thar Technologies, with the 2010 Entrepreneur Award. The annual Carnegie Science Awards

recognize achievements in science and technology. Chordia also recently received the prestigious Distinguished Alumnus Award from the Indian Institute of Technology Madras, India. Chordia received the award for pioneering new, green processing technologies for the pharmaceutical, food and energy industries.

## HILL OR HALL?

Seton Hill student ambassadors attending a Council for Advancement and Support of Education conference in March 2010 found themselves barred from the event's masquerade ball unless they could come up with costumes fast. Turns out Seton Hall's student ambassadors had the same problem – so the students "masqueraded" as each other: Seton Hill students dressed in the Hall's blue and white Pirates regalia, while the Seton Hall students donned Griffins shirts and caps.





## RECESSION TO RENAISSANCE

Seton Hill University's E-Magnify women's business center hosted "Recession to Renaissance," a women's entrepreneurial symposium, on Tuesday, March 9, 2010 at the new Performing Arts Center. In addition to networking opportunities, the symposium offered women business owners the chance to learn from Cindy Solomon, a nationally recognized



speaker, consultant and executive coach, and a "super panel" of successful women entrepreneurs, facilitated by Lauren Lawley Head, editor of the Pittsburgh Business Times. In introducing the panel, Lawley Head asked each panelist to share their "bumper sticker business philosophies." The panelists, and their bumper stickers, were: Anne Degre, president, Mobile Concepts by Scotty, "a smart woman knows the rules, a wise woman knows the exceptions;" Deborah A. Holland, founder and president, DLJ and Associates, "do it anyway;" Melissa Jabobs, owner, Jean Bonnet Inn and Tavern, "you are not your business;" Colleen Moore Mezler, president and CEO, Moore Research Services, Inc. "your opinion counts;" Terrie Suica-Reed, founder, president and CEO, PHASE 4 AMERICA, Inc. and PHASE 4 Learning Center, Inc., "we have so much to do;" and Jeanette Thomas, president, Tachyon Solutions, "if you never fail you're not reaching high enough."

## IT'S NOT ALL NEW TECH

History instructor Timons Esaías wanted to give the students in his recent Medieval Europe course a "hands-on-tech-of-the-time" project. He had shared with his students in class that few people in the European Middle Ages had any spare possessions, and that only the elite in most societies could afford proper armor. Yet male members of the lower classes, and those who lived as nomads, often found themselves pressed into infantry service, or were forced to fight for survival. "So I set the students the task of making fake lamellar [thin plate] armor," he says. "And they had a license to be silly."



His students rose to the task admirably. "One student used his dad's Kevlar vest as a base; another had a boyfriend who works in a metal shop, so hers is actually sheet metal. Both would stop a bullet," Esaías says. "Mine is tin can lids."

Esaías bought three books on medieval warfare, and a mounted knight statuette, and gave them as prizes to the three best suits of armor, as chosen through a student vote. Shown here is instructor Esaías (in the horned helmet), with the winners: kneeling is John Bitsura (Most Amusing), Dominic Camasso (left) is wearing a suit of chain mail made of pull tabs (Best Workmanship), and Jonathan Bogert (Best Overall) is wearing a scale doublet made of the bottoms of paper cups, spray painted.

## RUMBLE, TUMBLE, CLAW AND ROAR



In the spring 2010 semester, Seton Hill's students had the chance to write lyrics to Seton Hill's instrumental fight song, "Go Seton Hill," played at athletic events by the Griffin Band. A video of the Griffin Band playing the fight song was posted to Seton Hill's YouTube Channel so students could hear the tune, and a \$500 prize was offered for the winning lyrics. A panel of judges, which included Griffin Band Director Theodore DiSanti and representatives from Student Life, Student Government, the Music Program and Institutional Advancement, chose the top three contest entries. The Seton Hill community was invited to vote for their favorite of the three, and the winner – senior business major Dorian Ridgely – was announced at the Griffin Band Concert in the Performing Arts Center on April 28, 2010. The Griffin presented Ridgely with his award, and led the audience in the historic first performance of the new fight song:

*Fight, Griffins fight*

*Fight for S-H-U*

*Our alma mater*

*We hold so true*

*Hazard yet forward*

*Vict'ry's in sight,*

*Rumble, tumble, claw and roar*

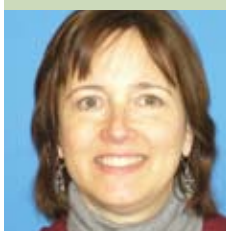
*Fight, Griffins fight!*

## HEY WILLIAM AND MARY, ARE YOU READY FOR THE GRIFFIN CHALLENGE?

In April 2010, the College of William and Mary, with much fanfare, announced their new mascot – the Griffin! Seton Hill's Griffin (with help from students) was quick to challenge the newcomer through a video - showcasing our Griffin's strength and agility - that appeared on Seton Hill's YouTube channel in May. Word is the William and Mary Griffin has accepted the challenge, and the two Griffins will meet for the first time this fall. Stay tuned to Seton Hill's YouTube Channel (you can find a link on Seton Hill's homepage at [www.setonhill.edu](http://www.setonhill.edu)) to see what happens! Go Griffin!



## SETON HILL GRADUATE STUDENT AND LECOM AT SETON HILL MEDICAL STUDENT NAMED SCHWEITZER FELLOWS



Patti Ghubril (left), a graduate student in Seton Hill's art therapy program, and Shipra Sharma (right), a medical student at LECOM

at Seton Hill, have been selected as 2010-2011 Pittsburgh Schweitzer Fellows. As Fellows, Ghubril and Sharma will create and lead service projects that address the health-related needs of underserved individuals and communities.

Ghubril's project, "Art and Soul," is a collaborative art project designed to increase self-esteem and resiliency in women living in the North Side of Pittsburgh, Pa. Sharma plans to deliver educational sessions on issues such as reducing risky behaviors, HIV/STD prevention, effective partner communication, and safety in personal relationships to at-risk adolescents and young women during the course of her fellowship.

The Albert Schweitzer Fellowship is a national nonprofit organization that works to address health disparities by developing Leaders in Service, individuals who are dedicated and skilled in meeting the health needs of underserved communities, and whose example influences and inspires others. Each year, ASF selects and supports approximately 200 Fellows from the nation's top health and human service schools as they partner with community-based organizations to develop and implement service projects with a direct and lasting impact on the health of underserved communities. Annually, United States Schweitzer Fellows deliver more than 40,000 hours of health-related community service.

## ROUND ABOUT THE CAULDRON GO

Seton Hill Theatre ended its historic first season in the Performing Arts Center with two spring semester performances: Michael Hollinger's "Red Herring," (top) a Red scare send-up meets fifties film noir, and Shakespeare's "MacBeth".





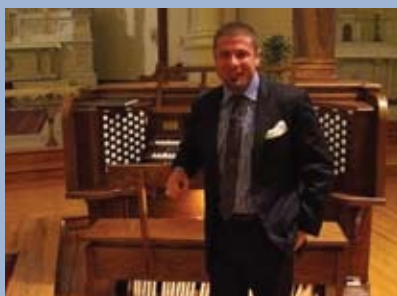
## ART PROGRAM TEAMS UP WITH LOCAL HUMAN SERVICES ORGANIZATIONS AND ARTISTS TO SUPPORT CHILD ABUSE PREVENTION EFFORTS



On April 20, 2010, Seton Hill students and professors (including Assistant Professor of Art Therapy Dana Elmendorf, who spearheaded Seton Hill's involvement, and Nina Denninger, director of the graduate program in art therapy), and members of local community groups, helped to paint a mural board supporting child abuse prevention efforts at Seton Hill's Visual Arts Center. The community event also included street decorations created by the Arts for Community Change students, tours of Seton's Hill's Performing Arts Center, and a special performance by students from a dance class taught by Assistant Professor of Theatre TaMara Swank.

Family Services of Western Pennsylvania coordinated the Painting for Child Abuse Prevention Project, in collaboration with the Pennsylvania Family Support Alliance. The project is designed to build public awareness of child abuse and the important role of family support programs in prevention. Each mural board created through the project is unique and can be transported to different locations across the county. The boards are designed by artists from the Heart to Art organization in association with community members.

## WINDOWS OF MUSIC



Arthur Nobile, Jr. '97, a renowned organist, performed a concert, "Windows of Music," to benefit Seton Hill's Art Program on April 15, 2010 in Saint Joseph Chapel.

## FEATURED SPEAKERS AND PRESENTATIONS AT SETON HILL IN SPRING 2010 INCLUDED:

**Jorge Gumucio, Ph.D.**, former Bolivian vice minister of Foreign Affairs and ambassador to the United Nations, who spoke on his five months as a political hostage of the Movimiento Revolucionario Tupac Amaru (MRTA), a communist revolutionary group. Ambassador Gumucio's presentation was sponsored by Seton Hill University's Division of Humanities, Spanish Club and World Affairs Forum.

**Sr. Anne Clifford, Ph.D., C.S.J.**, who spoke as part of the Sister Mary Schmidt Lecture Series, on "Widening the Circle of Compassion to Encompass the Earth, a Call to Eco-Justice." Sr. Anne presented her lecture on April 22, Earth Day.

**Kenneth Hardy, Ph.D.**, professor of family therapy at Drexel University and director of the Eikenberg Institute for Relationships, who spoke as part of the Seton Hill University Marriage and Family Therapy Speaker Series on "Teens Who Hurt: Clinical Strategies for Working with Troubled Youth."

**Kelley Murray Skoloda '86**, partner and director of global brand marketing practice at Ketchum Public Relations (and a member of Seton Hill's board of trustees), who spoke on public relations in the first decade of the millennium and beyond. Skoloda's presentation was part of the "A Conversation With..." speaker's series co-sponsored by the Phi Gamma chapter of the National Communication Honor Society and the E-Magnify women's business center.

**Michael Clancy**, photojournalist, who spoke on the taking of his famous photo of a spina bifida corrective surgical procedure being performed on a 21 week old fetus in utero at the Vanderbilt University Medical Center. Clancy's presentation was hosted by Seton Hill's Respect Life Club.



**This Way Up and On to Success**, an event held February 17 that provided students with the opportunity to interact with more than 20 alumni who hold professional positions in fields that include art, business, education, entrepreneurial studies, finance and health care.

PHOTO: Alumni panel participants, from left to right: Jason Willis, '00, Ruth Tolbert '90, Erin Pearson '04, Barbara Martin '80, James Hill, '04, Gregory Bohall '04, Chad Amond '05.





# Growing the Garden

## A Q & A with President Boyle's Administrative Assistant, Carol Zola

By BECCA BAKER

I understand that you've worked for President Boyle for nine years. So, what is your daily 'work life' like?

Oh dear God. (laughs)

Was that too broad a question?

No, no – it's just, well ... lots of administrative work assisting JoAnne, routine office chores, miscellaneous tasks... no different than any other administrative assistant here ... I also do work for the Board of Trustees.

What is the most challenging thing about your job?

Scheduling JoAnne's time. I always think I have the day planned and then something comes up, someone pops in ... I have to understand what's really a priority and adjust her schedule accordingly.

Give me an example.

Dr. Boyle will always see a student. She makes every effort to talk with a student, even if one just drops in. She knows the Seton Hill family is important.

JoAnne also teaches. Do you assist her with her courses?



She's offered the public policy internship as long as I've been here, and recently she's taught American Literature courses and an independent study on Chaucer. She handles that mostly on her own, but I do small things here and there. When her public policy interns would attend Student Lobbying Day in Harrisburg, for example, I would make travel arrangements for them.

**While we're talking about JoAnne...what secrets can you tell us?**

She is so proud of our students, our school, our campus ... Seton Hill is her eighth child.

**Anything else?**

She loves lemons.

**You mentioned the Board earlier. What are your responsibilities when it comes to Seton Hill's trustees?**

I set up their meetings, assist them with participation in commencement, prepare documents and minutes of the board meetings, maintain the trustee files listing their committee appointments, contact information, etc... I think those are the main things.

**Outside of your official duties ... you're also known for being Seton Hill's chief volunteer gardener.**

It's not just me; I couldn't do it without Bill Black (University archivist). People say we're like deer: if you see one of us you know the other is around. Lois Harbison (administrative assistant for Admissions) takes care of the Grotto, Shari Mills (assistant to the vice president for enrollment services and registrar) works in the flowerbed in front of Admin. And Carol Billman (director of grants and government support) helps us everywhere. Maintenance handles the major landscaping of course, but they help the volunteer gardeners out with mulch and equipment. John Cuccaro (husband of Seton Hill trustee Julia Trimarchi Cuccaro and the owner of a wholesale nursery) comes to campus to advise on what needs to be done. But it's the students who do most of the work.

**Do students help out for fun? Or do they do it for class credit?**

Students have done it for all kinds of reasons. For service projects. For club or team projects – the baseball team was the first team to help us as a group - now all the teams help, most recently the wrestling team spent hours cleaning the campus. Sometimes a student is just bored, or curious, and asks what I'm doing and ends up helping.

**What is your next gardening project?**

A garden near the Performing Arts Center. We'll be planting 'Ballerina' and 'Opening Night' roses, 'Dance With Me' hostas, a 'Limelight' hydrangea, 'Broadway Lights' daisies, and 'All That Jazz' purple coneflower.


**I understand you are also creating 'take your photo here' spots at SHU.**

Yes! We want to create spots and spaces on campus where visitors can stand to get a photo taken, and always have a great background - without actually posting signs that say 'get your photo taken here.' We're just beginning to create these; our first attempt was a spot in front of the Library. Alumni took photos there during Alumni Weekend - it was nice to see that folks were starting to use what we've created without even knowing it.

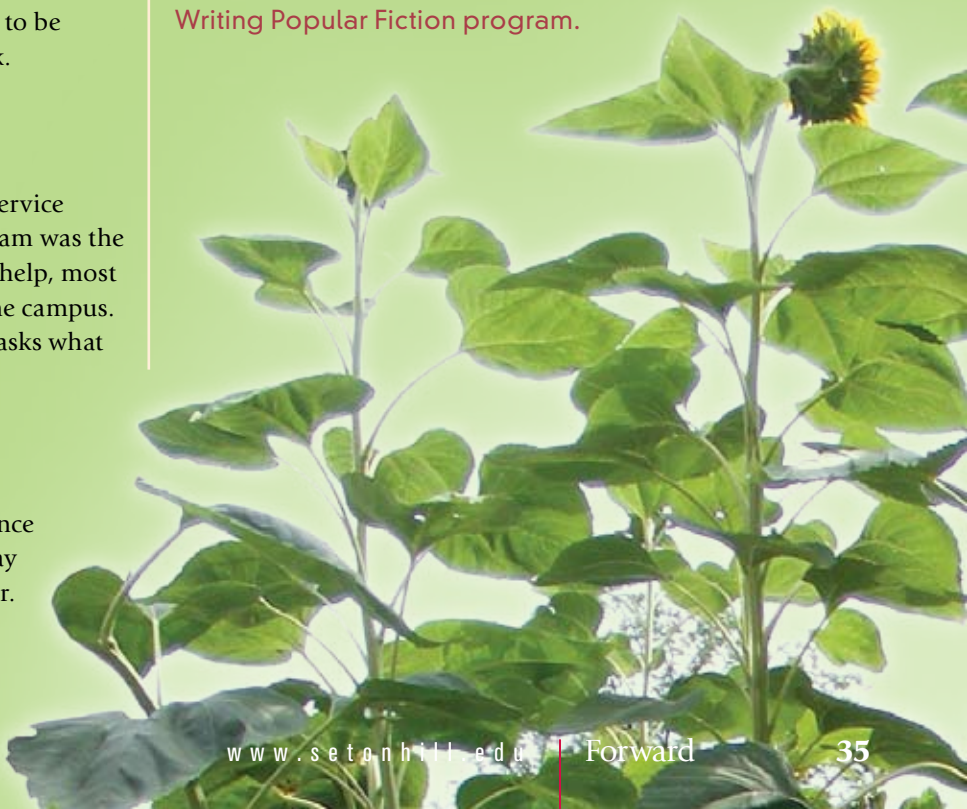
**Do you see these spots being used by wedding parties?**

I hope it's a bride... and I hope it's an alum ... and I hope it's a new student who is visiting with their parents who say 'oh - stand here - I want to get the first photo of you at college.'

**Do you enjoy gardening with the students?**

You know what's funny? I don't think of the gardens and the students separately any more. When I look at a garden or flowerbed I remember the students that helped me. I remember the students who planted the 'Elizabeth Ann' daffodils and pink tulips in the Courtyard, or the self-proclaimed city girl I showed how to prune a rose bush; it was so beautiful this year. I took a photo and sent it to her during the summer so she could see what a good job she did. I remember the football player who was dragging himself home from practice when I was struggling to remove a shrub. He dropped his stuff to help and then asked if there was anything else I needed! And there are so many students who have been involved without knowing it. I would hear them singing or practicing the piano or the organ while I gardened, and I would think 'I have the best job in the world.' 

**Becca Baker is the manager of communications and web content at Seton Hill and is a 2002 graduate of the Writing Popular Fiction program.**



# BEHOLD! the GRIFFIN!



**A**t Seton Hill, students prepare themselves to confront life's challenges with confidence, compassion and a readiness to always move forward. This mindset comes to life in the form of our mascot: the Seton Hill Griffin.

Now, you can find out everything you've ever wanted to know about Seton Hill's mascot, download Griffin wallpaper and e-mail signatures, view Griffin videos, and enter a video creation or television commercial script contest (prizes include an iPad, iPhone or iPod) at [www.beholdthegriffin.com](http://www.beholdthegriffin.com).

The Griffin brings good luck to those who believe, rises to every challenge, overcomes all obstacles and unites us all around a single purpose: Seton Hill pride. Visit [www.beholdthegriffin.com](http://www.beholdthegriffin.com), or the BeholdtheGriffin Twitter feed, Facebook page or YouTube channel and behold the beauty, boldness and majesty of the Griffin!



## BEHOLD OUR ALUMNI

**T**he team that created Seton Hill's Behold the Griffin campaign includes two Seton Hill alumnae: Erin Mitchell '09 (top) and Melissa Whiteman '07. Erin and Mel both work for Apple Box Studios, the firm that has designed many of Seton Hill's marketing and advertising campaigns (Erin is a graphic designer, Mel is the senior production manager.) Erin and Mel have also appeared in many of Seton Hill's ads through the years, and Erin currently appears on our cover.

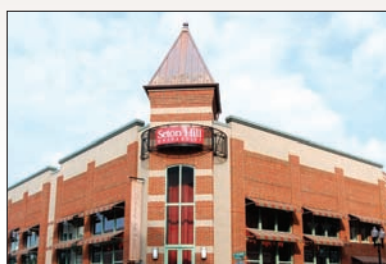




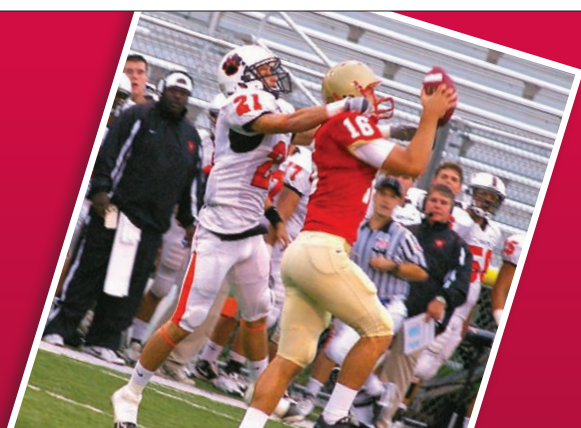
THE BEST SEAT IN THE HOUSE

# Could Be Yours!

**N**ame a seat in the William Granger Ryan Theatre in Seton Hill's new Performing Arts Center for only **\$250**. Your gift or pledge allows you to name a seat in the Ryan Theatre in honor of a family member, friend, classmate or favorite Seton Hill professor.



Name your seat today!  
Make your gift online at  
**[alumni.setonhill.edu](http://alumni.setonhill.edu)**  
or call the Office of Institutional  
Advancement, **724-830-4620**.



## SETON HILL UNIVERSITY HOMECOMING & PARENTS WEEKEND

# 2010

SEPTEMBER 24, 25 & 26

For more information visit  
[alumni.setonhill.edu/HC2010](http://alumni.setonhill.edu/HC2010)



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GATHERINGS • STUDENTS, ALUMNI & FRIENDS • 2010



1. Cocktail Reception, Lotos Club, New York, June 2010
2. This Way Up and on to Success - Alumni and Student Networking Event, February 2010
3. The Doug Wood Memorial Golf Outing, June 2010
4. Writing Popular Fiction Retreat, June 2010