HERE, YOU ROAR

Kutztown University looks to define its image in a highly competitive market.
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BACK TO CLASS:
Dr. Gary Cordner

JOYCE KUTZ WEHR ’46

MARK WEAVER ’83 M’85

IT’S GOOD TO BE GOLDEN.
Dr. Carlson Chambliss was awarded the President’s Medal by Dr. Kenneth S. Hawkinson, university president, during the Chambliss Academic Achievement Awards Ceremony last spring. Chambliss has been a major supporter of the university for nearly half a century, creating both the Chambliss Student Academic Achievement Award and the Chambliss Faculty Award. He came to Kutztown State College in 1970, and served as an astronomy professor until his retirement in 2003. In 2004, he initiated the Chambliss Awards in an effort to recognize the very highest achievement in research and scholarship. The annual awards include the faculty research award, which is presented in the fall semester, and the student awards, which are presented in April. The first Academic Achievement Awards were recognized at the 2004 Spring Commencement ceremony, with one medal each being awarded in the copper, gold and silver categories. Since then, the ceremony has expanded, with well over 150 outstanding students being recognized through the years, and dozens of faculty through the faculty research awards and Chambliss Lecture. This is the fifth President’s Medal presented since its inception in 2014.

Photo: L to R: Dr. Anne Zayaitz, provost and vice president of Academic Affairs, Dr. Carlson Chambliss, professor emeritus, Dr. Kenneth S. Hawkinson, university president.
The following demographics are from the 2016-2017 school year and follow the reporting standards of the Integrated Postsecondary Education Data System.

**TOTAL ENROLLMENT**

8,513

**GENDER**

- Female: 4,758 (55.9%)
- Male: 3,755 (44.1%)

**IN-D STATE STUDENTS**

7,526

**DIVERSITY**

- White: 6,622 (77.8%)
- Hispanic: 662 (7.8%)
- Black: 631 (7.4%)
- Multiracial: 251 (2.9%)
- Unknown: 167 (2%)
- Asian: 92 (1.1%)
- International: 69 (0.8%)
- Pacific Islander: 8 (0.1%)

**MILITARY SERVICE**

- Students who have served or are serving in a branch of the United States military: 208

**WHERE THEY’RE FROM**

**IN-STATE STUDENTS**

7,526

**OUT-OF-STATE STUDENTS**

918

**WHERE THEY LIVE**

**ON-CAMPUS**

3,445

**OFF-CAMPUS/COMMUTER**

5,068

**WHAT THEY’RE STUDYING**

**TOP TEN UNDERGRADUATE MAJORS BY ENROLLMENT**

1. Criminal Justice
2. Communication Studies
3. Leisure and Sport Studies
4. Business Administration – Management
5. Psychology
6. Business Administration – Marketing
7. Social Work
8. Communication Design
9. Cinema, Television and Media Production
10. Business Administration – Accounting

**TOP FIVE GRADUATE MAJORS BY ENROLLMENT**

1. Master of Arts in Counseling – Clinical Mental Health
2. Master of Social Work
3. Master of Education in Instructional Technology – Digital Classroom Technology
4. Master of Education – Reading Specialist Certification
5. Master of Education – Student Affairs in Higher Education

**ACTIVITIES**

- Student Athletes: 502
- Intramural Sports Participants: 1,096
- Club Sports Participants: 781
- Greek Life Participants: 626

**FINANCIAL AID**

Students Receiving Financial Aid: 7,770

**TOP TEN STUDENT ORGANIZATIONS BY MEMBERSHIP**

1. Kutztown University Marching Unit
2. Paws for Love
3. Gamers of KU
4. Humans vs. Zombies
5. Honors Club
6. Psychology Club
7. American Marketing Association
8. Entrepreneurship Club
9. Black Student Union
10. Accounting Club
Kutztown University has registered with and been approved by the Certified Financial Planner Board of Standards Inc. (CFP Board) to provide a new financial planning undergraduate degree program.

The Bachelor of Science in Business Administration degree program in finance in the personal financial planning track at KU is accredited by the Middle States Commission on Higher Education and the Association to Advance Collegiate Schools of Business (AACSB).

An independent certifying organization, CFP Board owns the CFP® and CERTIFIED FINANCIAL PLANNER certification marks, which it awards to individuals who meet its education, examination, experience, ethics and other requirements. Students completing the financial planning program at KU will have met the education requirement for CFP® Certification Examination administered by CFP Board.

“CFP Board is pleased to approve the program at Kutztown University as a CFP Board Registered Program,” said Blaine Aikin, CFP®, chair, CFP Board’s Board of Directors. “As student interest in financial planning as a career continues to grow, we anticipate that Kutztown’s program will contribute significantly to the number of qualified candidates seeking to attain the CFP® certification, the standard of excellence for competent and ethical financial planning.”

The State System of Higher Education Board of Governors has approved a bachelor’s degree in social media theory and strategy to be offered at KU this fall. The curriculum for the degree program will involve classwork in business, communication studies and English.

“Social media is intricately woven into our economic, civic and social lives, and those who don’t become adept at producing and analyzing it are increasingly at risk,” said Dr. Moe Folk, associate professor of English. “We are excited to offer a cutting-edge program that will prepare students for a variety of careers in the corporate and non-profit sectors and also allow them to take charge of their own content for any entrepreneurial hopes they have in mind.”

Curriculum for the degree program will involve coursework in business, communication studies and English. “The faculty from the departments of Business Administration, Communication Studies and English have worked passionately to design this new program,” said Dr. Anne Zayaitz, provost and vice president of Academic Affairs at KU. “The interdisciplinary nature of the major will provide knowledge and experiences that will result in students being prepared to enter a rapidly expanding area of the job market.”

Margaret A. Malenda received the award for her successfully completed research projects and outstanding service to the Kutztown University community.

Malenda, a member of the Physics Society, Geology Club, Inter-Students Organization and a founding member of the Geophysical Society. In addition to her philanthropic service activities, she is currently planning an education outreach program for the Girls Scouts of America.

Malenda has received a number of grants throughout her four years, including the Pennsylvania State Employees Credit Union Scholarship, Pennsylvania Committee of Professional Geologist 1st Place Essay Winner and Kutztown University Undergraduate Research Grant.

Margaret A. Malenda

For more information visit www.kutztown.edu/business

For more information visit www.kutztown.edu/SocialMediaTheoryStrategy.

GOLD MEDALS

Brittany Larkin

was awarded the medal for her successfully completed research projects. Larkin, a special education-visual impairment major has conducted original research on Cortical Visual Impairment. Last year, she presented her research, titled “Effective Practices for Working with Students Who Have Cortical Visual Impairments,” at The National Council for Exceptional Children Conference.

Larkin has served as a student with the Pennsylvania Association for Educational and Rehabilitation and the National Division on Visual Impairments. Her research and articles have been published in Visual Impairment and Deaf-Blind Quarterly, an invitation-only publication on visual impairment studies.

MARGARET A. MALENDA

was awarded for her successfully completed research projects and her contributions to the Kutztown University community.

Malenda is a member of the Physics Society, Geology Club, Inter-Students Organization and a founding member of the Geophysical Society. In addition to her philanthropic service activities, she is currently planning an education outreach program for the Girls Scouts of America.

Malenda has received a number of grants throughout her four years, including the Pennsylvania State Employees Credit Union Scholarship, Pennsylvania Committee of Professional Geologist 1st Place Essay Winner and Kutztown University Undergraduate Research Grant.

SILVER MEDALS

Nathaniel Benjamin

was awarded the medal for her successfully completed research projects. Benjamin has conducted research on contemporary art. Her artwork was selected in a contest to be installed in the atrium at the State System of Higher Education offices in Harrisburg. In addition to her work at Kutztown, Osle has also interned and had her artwork featured in a variety of venues.

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The College of Education honored three graduates with the Distinguished Alumni Award last spring. Receiving recognition were Dr. Morell D. Boone ’64, Dr. C.J. Rhoads ’82 and Dr. George J. Zimmerman ’73.

Boone, of East Lansing, Mich., is a 1964 graduate of Kutztown State College with a bachelor’s degree in library education. He went on to earn a master’s degree and doctorate from Syracuse University. He is a professor emeritus and former dean of the College of Technology at Eastern Michigan University (EMU), Ypsilanti, retiring in 2013. Boone joined the faculty at EMU in 1980 and rose through the ranks before being named dean in 2006.

Boone began his career in 1964 as a librarian with Pennridge Schools, Perkasie, Bucks County. He has also taught at Hobart and Smith Colleges, Geneva, N.Y.; Syracuse University, the University of Bridgeport, Conn.; and Wayne State University, Detroit.

In addition to teaching, Boone has served as a consultant to universities around the world including Saigon University and Saemus Retrac, both in Ho Chi Minh City, Vietnam, Universidade Anhembi Morumbi, São Paulo, Brazil, and National University, La Jolla, Calif.

Rhoads, of Douglassville, Pa., is a 1982 graduate of Kutztown State College with a bachelor’s degree in elementary education, special education and visual impairment. He is an associate professor emeritus at the University of Pittsburgh where he served on the Visual Studies faculty since 1988. He holds a master’s degree from Western Michigan University, Kalamazoo, and a doctorate from Vanderbilt University, Nashville.

Zimmerman has authored and co-authored dozens of publications and given by the Association for Education and Rehabilitation of the Blind and Visually Impaired. He is the recipient of the Lawrence E. Blaha Award given by the Association for Education and Rehabilitation of the Blind and Visually Impaired.

The College of Education Distinguished Alumni Award recognizes a career of extraordinary accomplishment, based on significant contributions to a field related to the college, which should involve outstanding professional experience, scholarship and/or service to the community.

The Chicago Bears used their fifth-round selection – 147th overall – on KU’s Jordan Morgan ’16 in the 2017 NFL Draft. Draft outside of the Philadelphia Art Museum and in front of Morgan’s hometown fans. Morgan is the fourth player in school history to be selected in the NFL Draft. The last Golden Bear to be drafted into the NFL was linebacker John Mobley, who was selected in the first round of the 1996 draft by the Denver Broncos.

JORDAN MORGAN ’16
DRAFTED BY CHICAGO BEARS

Dr. Anne Carroll has been named dean of the College of Business. She comes to KU from Rider University where she was the chair of the Finance and Economics Department. She served as interim dean of the College of Business Administration at Rider from 2014–2015 and as associate dean of the college from 2011–2014.

Carroll had been with Rider since 1986 when she joined the faculty as an instructor in finance. During her tenure, she was responsible for the creation of several new undergraduate programs. She is credited for creating joint degree programs between Rider and Shanghai University, China, and the Centre d’Études Franco-Américain de Management, Lyon, France. She has also worked to create programs between Rider and the American Business School, Paris and Providence University, Taiwan.

Carroll co-founded the Rider Women’s Leadership Council, a group of alumnae who provide mentoring and special programming for current students. She has been published 14 times, most recently in a 2017 issue of Academic Pediatrics.

“Dr. Carroll brings a wealth of knowledge and leadership skills to Kutztown University that will serve the College of Business very well,” said Dr. Anne Zayatz, provost and vice president for Academic Affairs. “We look forward to seeing the college and our students prosper under her leadership as she works to create new and exciting opportunities.”

Carroll holds a doctorate and a master’s degree in insurance and risk management from the Wharton School at the University of Pennsylvania. She has a bachelor’s degree in finance from Miami University, Oxford, Ohio.

“The faculty in the College of Business have shown that they can come together to advance their programs,” said Carroll. “This is particularly evident in their hard work to get and sustain both the AACSB and COSMA accreditations. I am excited to be working with this dedicated group of people to continue to innovate and improve our programs and prepare our students for success beyond graduation.”

COLLEGE OF EDUCATION HONORS THREE WITH DISTINGUISHED ALUMNI AWARD

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Joyce Kutz Wehr ‘46 was passionate about education — you could even say that it was in her blood. She inherited her love for the profession from her parents, the late John R. Kutz ‘12 and Sadie (Hartman) Kutz ’20. Both were teachers, and graduates of the Keystone State Normal School.

Sadie Kutz, regarded as a beloved ‘second mother’ by many of her students, set an enduring example for Joyce, who attended the Eagle Point one-room schoolhouse where her parents taught. Wehr would later follow in their footsteps, and teach in the Allentown School District for 34 years. Her daughter, [the late] Nancy Joyce Henderson ’71, and stepson Tom Wehr ’71, embraced the family legacy and became educators, with Tom later entering the field of graphic design and teaching in Kutztown’s Department of Communication Design (1982-84).

“Joyce took a lot of pride in watching her students develop,” Tom recalled. “She kept tabs on many of them after they left her class – which I don’t think was very usual for an elementary school teacher. I know a few people who had her, and they remember her as a great motivator. She always spoke highly of them, and that was reciprocated.”

Wehr loved her students, and she loved the school which gave her the degree to pursue her career. Her family traced their genealogy to the forefathers of Kutztown, the Coots (later renamed Kutz) family, and according to relatives, she always felt a connection to the college. She was proud of her association with the founding of the town, and she loved the university. The feeling was mutual. As a member of the college’s choir, Wehr was often featured as a (soprano) soloist during performances and festivals, and before graduation, her fellow vocalists threw her a surprise bridal shower.

In spite of inheriting money from family members, and the sale of her parents’ farm, she led a simple lifestyle. An avid bowler, she played regularly with other members of the Lehigh Chapter of the Pennsylvania Association of School Retirees, and had the trophies to show for it. One of her favorite television shows was “Days of Our Lives,” along with “Jeopardy,” which she never missed. Gardening was a treasured pastime and combined her love of the outdoors, sunbathing and harvesting beans for her famous bean salad.

“She would make boatloads of her bean salad, once her garden started producing,” laughed Sally (Knoll) Getchell ’62, Wehr’s stepdaughter. “She loved to garden, and had an immaculate lawn. When she walked outside, the grass stood at attention.”

Those who knew her describe Wehr with one word: ‘generous.’ In addition to her bequest to the university, she made contributions to other local organizations, including the Bethany Children’s Home; St. Paul’s United Church of Christ, Kutztown; and Phoebe Ministries. She was also very politically involved and savvy – reputedly, Congressman Charlie Dent is one of her former students.

If she had one indulgence, it was a zeal for travel, particularly cruises. She went on several world tours, taking them two legs at a time, and then flying home. She was especially proud of having visited the Panama Canal at least four times.

“A GIFT TO THE FUTURE

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– STEPSON, TOM WEHR ’71

In her will, Wehr left the Kutztown University Foundation a $2.4 million bequest, the largest donation ever received by the school. These funds created the Charles A. and Joyce Kutz Wehr ’46 Endowed Scholarship, for full-time elementary or secondary education majors. Prior to this bequest, the former teacher and her husband, [the late] Charles Wehr, endowed four different scholarships totaling $90,000 in contributions.

“It was very important to her to support the students,” Getchell revealed. “She was on the scholarship committee [at Kutztown], and we attended branches for the recipients. You could see how much it meant to her.”

Above: Joyce Kutz Wehr ’46; Left: Wehr’s parents: John R. Kutz ‘12 and Sadie (Hartman) Kutz ’20
Mark R. Weaver, ‘83, M’85 has become one of the most successful communications consultants in the country.

When Kutztown University alumnus, attorney, and communications advisor Mark R. Weaver, ‘83, M’85 sits at the dinner table with his wife Lori and grown children, Jamieson and Robbie, pop culture topics like the Kardashians are rarely the topic of conversation. Public policy, NHL hockey and theology are more like it.

On Weaver’s recent visit to his alma mater, from which he graduated in 1983 with a bachelor’s degree in public administration and, 1985 a master’s degree in the same, he was the teacher, offering strategic tips to President Kenneth H. Hawkinson and other administrators, on how to best communicate in a crisis situation, should one arise on campus.

To say Weaver’s time is precious is a gross understatement. His role as a national crisis communications advisor through his own company, Communications Counsel, Inc. in Columbus, Ohio, is but one of five professional positions he holds.

He’s a litigation partner at a major Ohio law firm, a court magistrate one day a week, a part-time criminal prosecutor and sometimes considers, “Was that someone I sent to jail?”

But Weaver doesn’t really rattle easily. He’s prosecuted dozens of legal cases involving the death penalty, child sex abuse, and other issues. Sometimes he’s discussing three or four high-profile cases in the course of a single day.

In fact, during his seven-hour drive back to Ohio after teaching on KU’s campus, he had five conference calls scheduled in an effort to maximize his time.

He takes his zeal for Kutztown around the country, where he’s still introduced at speaking engagements as a proud KU grad, even to those unfamiliar with the university. Those trips helped him amass more than a million frequent flyer miles, which he cashed in to take his family to New Zealand a few years back (a trip he hopes to repeat one day).

What’s next? If he holds true to slowing down, it’s more time visiting the familiar cities of the world. “Stockholm sounds good,” he muses.

What Weaver is really looking to do now is rest more. He was in his early 20s and sought out prominent clients and work at the start.

The work escalated when he landed a role as national spokesperson for the U.S. Department of Justice in Washington and later during a career high point where he worked one on one with former U.S. President Ronald Reagan, preparing Reagan for his last nationally televised appearance. Weaver became more visible, and hence, more in demand.

“I’m at the point in my career where potential clients now call me. Every third day or so, I hear from a new client,” Weaver explains. “There’s more work than time.”

If they don’t know him from his high-profile Department of Justice work or stint as the deputy attorney general of Ohio, there’s the fact that he’s been interviewed in every major American newspaper and on nearly every national news program, including 60 Minutes and Nightline to name a few. He doesn’t consider himself a “public figure” by any means though. He admits, “It’s an odd feeling when people know you or your work, but you don’t know them.”

In fact, on occasion he wonders just how someone might feel when people know you or your work, but you don’t know them.

“The professor in him wonders if the stranger who greets him was a former student. But the magistrate and prosecutor in him sometimes considers, “Was that someone I sent to jail?”

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THE KUTZTOWN CHOICE

It all began with an interest in political science, a love of lacrosse, and an appreciation for Kutztown’s telecommunications program.

The last two years Weaver has chosen Kutztown University from a myriad of other higher institutions offering similar programs. Within his first week at KU, he was elected President of Lehgh Hall and he later held top positions on Student Government Board and as a resident assistant in Berks, Rothermel and Johnson halls.

But it was while earning his master’s and law degrees that Weaver started his communications counseling work 33 years ago. He was in his early 20s and sought out prominent clients and work at the start.

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SLOWING DOWN

What Weaver is really looking to do so far is not much.

“I’m working 60 to 80 hours a week. I’d like more sleep and time to read. I’m working hard to slow down. I don’t need to prove anything professionally anymore, and I’d like to focus more on my family and faith,” he asserts, all while admitting he’s the only one to blame for his intense workload.

In nearly the same breath, he talks about another love: a novel he’s working on. The book will be his second. The first, “A Wordsmith’s Work,” a guide to persuasive and memorable writing, is available on Amazon.com and has been selling well.

Words and working with putting them to their best use, is something Weaver will likely never be able to quit.

“I like words. I like writing. I enjoy it more than many other things,” Weaver says, a point that is clear even as he engages in casual conversation.

It’s plain to see why he has high-profile clients in 20 states (including two members of Congress), why his op-ed pieces have been published in dozens of national news outlets including the Philadelphia Inquirer and the Atlanta Journal Constitution, and why he has nearly 6,000 Twitter followers (@MarkRWeaver). KU honored him with its inaugural Early Career Excellence Alumni Award and later with the Rothermel Outstanding Alumni Award. KU’s Student Government Board also recognized him with its own Distinguished Alumni Award.

He and Lori will get their start this Halloween in Germany with his family, more time volunteering with his church, and even to those unfamiliar with the university. Those trips helped him amass more than a million frequent flyer miles, which he cashed in to take his family to New Zealand a few years back (a trip he hopes to repeat one day).

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Help from (Hired) Friends, Staff & More

Being that the university’s marketing department consists of Director of Marketing Jennifer Umberger, plus one, it was an enormous task to consider tackling internally. After a nationwide search, KU decided to hire the best in Ologie, a branding agency based in Columbus, Ohio. Explains Green, “Their work is just shy of brilliant.”

What did they — with the help of a Brand Champions committee consisting of staff, faculty and student advisors — discover?

“The students, faculty and staff at Kutztown are very welcoming, genuine and hard working. The university truly values character and work ethic, and is dedicated to helping students grow into their best selves. The essence of Kutztown University, it was time to put it into a succinct message. A story.

Sharing the Story

Once Ologie helped the Brand Champions discover the essence of Kutztown University, it was time to start using it?"

Umberger of the message. “We’ve had people tear up, get goosebumps.” It goes something like this:

“At Kutztown University you are all works in progress. It’s authentic. It’s who we are. It hits home,” explains Umberger. “We want students to feel confident, to feel like they have a voice, to feel like they are welcome, to feel like they belong. We want them to feel like they can be themselves, to feel like they can be proud, to feel like they can be Golden.”

Going Public

This new brand message will go to market this fall with advertising — both with targeted new and traditional media sources. For now, it’s spreading like wildfire on campus. As soon as the message is shared by Umberger and Green, what they usually hear is, “When can we start using it?”

Different groups are enthusiastic for different reasons. For communication studies major Jacob Sims, a member of the Brand Champions focus group, it’s something he believes students will find confidence in. He explains, “I think it will bring a lot more school pride to the student population by creating a message that can resonate on a personal level. KU has opened so many opportunities in academics and leadership for students across campus, and this rebranding can help put into words how KU has helped all of us. Also, the rebranding is new and fresh. It will attract new students by showing them what it means to attend KU.” Indeed, a new look is also part of the effort. The colors remain the same — it’s maroon and gold through and through — but the fonts and graphics are new, yet respect KU history.

Says Brand Champions group member and communication design professor Ann Lemon, “I love the strong, emotional message paired with the homey, handcrafted design. I also ran the university’s small letterpress printing shop, working with vintage equipment, so I’m a big fan of the hand-printed type. In fact, I just heard our [picky] design students exclaiming over the new screensaver with the tagline ‘It’s Good to be Golden’ today. They love it! I think it will make everyone feel recognized, appreciated and touched with school spirit.”

The Future

How will the new branding play out over time? Green sees the message’s essence as being one tailor-made for longevity. “It will be how you tell it that changes over time,” he explains. “The university will not change into something it’s not. This will help us transform into what we really are.”

Sums up Umberger, “The message is foundational to this place.”

Now, KU students, faculty, staff and alumni proclaim it proudly. “IT’S GOOD TO BE GOLDEN.”
Kutztown University professor emeritus of criminal justice Dr. Gary Cordner, former small town police chief and current mayor of Macungie, works for the U.S. Department of Justice. The Macungie resident serves as a senior police advisor for the International Criminal Investigation Technical Assistance Program in the U.S. Department of Justice, helping with police reform in Ukraine. He has traveled to Ukraine probably a dozen times over the last two or three years, typically working there several weeks each visit.

“The people who work in the International Criminal Investigation Technical Assistance Program (ICTAP) office in Ukraine are just as committed to trying to help that country as the local people are,” he said.

Many U.S. citizens that work in the ICTAP office have personal connections to Ukraine, including Cordner and his wife, Dr. AnnMarie Cordner, who is also a KU criminal justice professor. The Cordners adopted their daughter, Lera, 18, from Ukraine at age four.

“It’s a very heart-warming situation, just a very positive atmosphere over there. There are a lot of young Ukrainians that work in the office over there with us and they’re all well-educated and bright and you just hope so much for their future. That’s part of what pulls us in,” Cordner said. “You can’t help but be impressed by and affected by their enthusiasm, they’re patriotic, their intelligence, their frustration with the fact that the Soviet Union collapsed 26 years ago and their country still hasn’t changed very much. There’s a hint and a pent up desire for some real change.”

He explained that Ukraine is in the process of reform. “Probably the single most visible evidence that there has been some change has been the police,” he said. “There are literally new police on the street; newly hired, newly trained, better paid, bright, committed, patriotic young people who actually feel like they are doing something for their country for the first time ever.”

Cordner said the U.S. has had a big hand in Ukraine’s police reform. His involvement in that change has been professionally satisfying for him, especially since he has spent his entire career essentially in police work or in educating police.

As a senior police adviser, Cordner helps bring modern police training to Ukraine. Most of what he does is help plan and coordinate and find good police instructors and mentors from the U.S. to provide police training in Ukraine. Cordner also serves as chief research advisor for the National Institute of Justice, which is the research arm of the U.S. Department of Justice. A program was created about nine months ago to help U.S. police agencies improve their ability to use data, do analysis, do their own research, and develop their own evidence based practices.

“In other words, do more effective policing but focused on using data analysis and research to help figure out how to do that,” he said. Still in its early stages, Cordner said the program is working with about eight police agencies across the U.S.

“Help them identify and implement better practices, better tactics, better techniques, better policies, better programs which, if they can do that, could reduce crime, could make the public more satisfied with increased police legitimacy,” he said.

“Police work is interesting and you get to help people in various ways. I think one of the things I always liked about police work is that you’re there when things are happening. The stuff that most people read about in the paper the next day, you were there and had some hand in it.”

Cordner also enjoyed his 30 years of educating police. With a Ph.D. in criminal justice from Michigan State University, he taught criminal justice courses for 21 years at Eastern Kentucky University, including five years as dean of the College of Justice and Safety. In 2008 his journey brought him and his wife AnnMarie to Kutztown when the university had two open faculty positions in criminal justice. AnnMarie continues to teach at KU while Gary retired about two years ago.

“My whole career teaching, which was all together probably 30 years, was all mostly teaching about police. I was teaching the subjects that I had some experience in and that I was doing research in and that I was just personally interested in,” he said. “I think most of the students taking police classes find them interesting.”

Cordner has received the O.W. Wilson Award, Academy Fellow Award and the Outstanding Paper Award by the Academy of Criminal Justice Sciences. He also received the Outstanding Educator Award by the Southern Criminal Justice Association and Outstanding Alumnae Awards by Northeastern University and Michigan State University.

He hopes his students at KU gained an appreciation for the challenge of policing.

“I always tried to help students understand that, in a free society, the public gives the police some authority to operate on their behalf, but it’s a huge responsibility to use that authority and not to abuse it. Used the right way, it can make people in society safer and you can make people’s lives better. For always thought of it as a noble profession, a noble undertaking. I tried to convey that to students.”

Cordner enjoyed teaching at KU where he taught an Introduction to Police class.

“I taught that over and over again, because pretty much every criminal justice major had to take it,” he said. “I also taught criminal investigation and I taught a course that we created called ‘comparative policing’ which was essentially teaching students about police systems in other countries around the world. Those were the main courses I taught.”

In addition to the courses he taught, Cordner simply enjoyed his time at KU.

“It’s a beautiful campus. My colleagues in the Department of Criminal Justice were very nice and very accomplished. And I thoroughly enjoyed the students,” he said. KU

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– Dr. Gary Cordner
Mary Alderman Young ’63 received the Dreisbach Award, the highest honor the Berks County Library System bestows. The award recognizes outstanding service to the public library system. She served as a member of the Wernersville Library Association for 30 years.

The 1970s

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Margaret Baker Hom ’70, an art teacher at Trafton Middle School, Cape Coral, Fla., was named the Lee County Art Teacher of the Year. She has taught in Lee County for 30 years.

Lisa Eshleman Foster McCrae ’77 has opened Hermansader’s Victorian Mansion Bed and Breakfast in historic Columbia, Pa.

Colonel Mary Short-Hammond ’74 was inducted into the US Army Signal Corps Hall of Fame for her many contributions to the active army and for service as an Army civilian employee. Short retired from the active Army in 2001 and again in 2016 as the director of the Leadership College of Network Operations, 442d Signal Battalion, Fort Gordon, Ga.

Lesia Eshleman Foster McCrae ’77 has opened Hermansader’s Victorian Mansion Bed and Breakfast in historic Columbia, Pa.

Lorraine Snyder Jones ’56 was at the New Arts Center for the Arts, Newport, R.I., where she writes the book on Slatington’s history in conjunction with the town’s 150th anniversary celebration. The book is in its third printing.

The 1990s

Lesia Krych Szczober ’81 has retired from the School District of Philadelphia where she was a library teacher. She is the author of Raw and Unspoken.

Scott Calpin ’82 had artwork featuring a pair of Buffalos’ Ducks selected as the winner of the 2017 Pennsylvania Waterfowl Management Stamp Contest from among the best wildlife artists in Pennsylvania. This was Calpino’s fourth time winning this prestigious competition.

Rhonda Vltchek Friss ’83 has retired after 31 years of teaching. She currently resides in Elizabethtown, Pa., with her husband, Rick ’83.

Robin Townsley Arcus ’84 released a professional documentary film Sacred Sound. The film follows 50 American girls for one summer week as they learn to sing extraordinary music in the manner of the British cathedral boy choir. The film illustrates the teamwork required to make riveting choral music while also including interviews with key music figures such as David Hill, John Rutter and the late Ben Hutto.

Brian K. Scharff ’87 has been promoted to senior vice president and chief marketing officer at GNB Bank. GNB serves Bucks, Montgomery, and Lehigh and Montgomery Counties in Pennsylvania. Scharff holds a Certified Financial Marketing Professional (CFMP) designation as a member of The Institute of Certified Bankers and is a member of the American Bankers Association Marketing Network.

Michael Pittaro ’89, ’90 has earned his Ph.D. in criminal justice. He is employed by the American Military University, within the School of Security and Global Studies, as a criminal justice professor. He also serves as an adjunct professor at East Stroudsburg University.

Robert Stettner ’89 became a first-time author with his recent publication, Stattiong at 150: More Stories to Share. Stettner was one of two principal authors who wrote the book on Stattiongton’s history in conjunction with the town’s 150th anniversary celebration. The book is in its third printing.

The 1990s

James Kaiser ’90 has been promoted to the rank of captain by the Allentown Police Department. Kaiser has served Allentown for 20 years.

R. Michael Anderson ’88, M’93 is a best-selling author, international speaker, radio-show host and leadership educator, who authored a new book, Soul-Centered Leadership. This is his second book on leadership.

Fading Autism, which provides free haircuts for people with ASD, to fade away insecurities they may be feeling and inspiring them to grow.

Originally from Orange, NJ, Antoine is a graduate of East Stroudsburg High School North, Bushkill, Pa. Graduating from KU with a bachelor’s degree in communication studies in 2015, his senior capstone project was an autism awareness campaign which resulted in the creation of the 501(c)(3) nonprofit organization.

When we would walk along the street, people would cross to avoid us. Sometimes we’d be ridiculed. It is why I was driven to try to do something with myself after I graduated. How can I make a difference with a degree and a barber’s license?” he asked himself. “I was fortunate enough to use my brain, had a couple of mentors and created Fading Autism, which I believe will inspire individuals with autism to be strong and confident.”

This summer, Antoine announced plans to create a program that will offer free haircuts for children with autism. The program is called Fading Autism’s Kids Cut Program.

Antoine created a nonprofit organization, Fading Autism, which provides free haircuts for people with ASD, to fade away insecurities they may be feeling and inspiring them to grow.

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Joshua Gravis ’03 has been promoted to market manager with Pete Community Bank. He oversees multiple branch locations in the New Hope and Wrightstown, Pa., areas.

Gregory Allen ’05 has joined Netizen Corporation, an award-winning provider of cybersecurity, software assurance and related IT solutions to the defense and civilian government markets, as vice president of strategic accounts. Allen has served as a business development and operations executive for successful federal and defense contracting companies spanning a career of more than 35 years.

Ryan Brockman ’07 has joined Herbert Rowland & Grubic, Inc. (HRG) as a financial services project manager in its Hambourg office. As such, he will help clients with infrastructure financial planning, utility rate analysis, asset valuation and municipal authority implementation. He will also help clients secure public and private financing and assist them with funding program compliance and administration.

Dawid Caruth ’08 earned a Ph.D. in business management from Capilla University. He has published two books, Deplorable Me: The Millennial Answer and Social Media Advertising: The Unchartered World of Marketing for Small Businesses. Alyson Komyaneck Cittadillo ’09 was married on Sept. 25, 2016.

The 2010s:

Nadas Williamson ’15 has been selected to compete in the Miss Pennsylvania USA pageant.

It was an experience the Mertztown, Pa., resident wouldn’t hesitate to participate in all over again, noting the arts involvement, but the cultural experience perhaps equally as much.

Outside of working hours at the center, the artists in residence were encouraged to go out and participate in the area’s economy, even being offered a stipend to do so. Chaney described the area as “up and coming” and noted many young families were out and about. “The atmosphere was a friendly one, and when at the local mall, he was even approached for selfies with families interested in posing with the visiting Americans. Now home, Chaney enjoys sailing the Chesapeake Bay and time with his wife, Donna Hill-Chaney, an art teacher at Kutztown Elementary School. KU
SATURDAY, OCT. 28

Come back to KU and celebrate all that is golden!

For complete information:
www.kutztownfoundation.org
1-800-682-1866

ALUMNI APPRECIATION DAY!
10 a.m. – 4:30 p.m. | Campus Store
Enjoy $10 off a purchase of $50 or more, or $25 off a $100 or more apparel purchase.

ALUMNI PARTNERSHIPS ON MAIN STREET
10 a.m. – 1 p.m. | Main Street, Kutztown
Start your Homecoming early to enjoy all that Downtown Kutztown has to offer. For a list of specials, visit www.kutztownfoundation.org

KU FIELD HOCKEY VS. LIMESTONE
11 a.m. | Andre Reed Stadium

ART EXHIBIT: “EXPERIMENTATION/IMPROVISATION”
12 - 4 p.m. | Miller Art Gallery, Sharadin

HOUSING, DINING AND RESIDENCE LIFE OPEN SESSION
1 p.m. | Berks Hall Rec Room (Enter from DMZ)
Join us for an open session to hear about the changes, upcoming events and plans for KU’s residence halls and dining facilities.

CINEMA, TELEVISION AND MEDIA PRODUCTION ALUMNI TAILGATE
4:05 p.m. Kickoff | Andre Reed Stadium
tailgate

BLACK ALUMNI REUNION
Time TBA | Golden Bear Plaza
Gather with this affinity group to celebrate with food and music. Pre-registration is encouraged at www.kutztownfoundation.org

BAND ALUMNI (GOBS) TAILGATE
3 p.m. – End of Game | Student Rec Center
Socialize with other music alumni as they gather at the Rec Center tailgate. Pre-registration is required at www.kutztownfoundation.org

KINSEY SICKS
8 p.m. | Schaeffer Auditorium
The Kinsey Sicks, “America’s Favorite Dragapella Beautyshop Quartet.” This memorable, entertaining event is free and open to the public. Donations will be accepted for the Lambda Scholarship.

TALLGATE
3 p.m. – End of Game | Student Rec Center
Full buffet, drinks and air-conditioned view of the field, offer alumni a comfortable perspective to watch the game. Pre-registration is required at www.kutztownfoundation.org. Note that space is limited, so early registration is encouraged.

FOOTBALL VS. SHIPPENSBURG
4:05 p.m. Kickoff | Andre Reed Stadium

S’MORE HOMECOMING
Immediately Following the Game | Behind Ridley Hall
Not quite ready to end the fan fun? Stay after the game to enjoy a heated, lighted space behind Ridley Hall. Make your own s’mores, enjoy pre-made desserts and sip hot chocolate with fellow golden bears. Pre-registration is required at www.kutztownfoundation.org.

BAND ALUMNI (GOBS) TAILGATE
3 p.m. – End of Game | Student Rec Center
Stay close to the football tailgate action, but gather with your alumni friends behind Ridley Hall. Tables and chairs will be set up, and affinity groups are welcome to call the KU Foundation and Alumni Relations office to reserve a table for your group.

FANFEST 2017 PRESENTED BY PSECU
1:30 – 4 p.m. | DMZ/Beck Hall/Ridley Hall
Take part in all that Homecoming has to offer by enjoying one or all of the activities under three tents across campus.

CUB TENT | DMZ
Family friendly entertainment featuring free food, DJ, inflatables, live animals, personalized balloon creations, golf cart tours, caricatures and a photo booth to name just a few of the activities provided under this tent.

BEAR TENT | Next to Rec Hall
Great for our alumni 21 and older. Enjoy drinks, live food and a chance to connect with alumni. Pre-registration is required at www.kutztownfoundation.org

BEAR DEN | Behind Ridley Hall
Stay close to the football tailgate action, but gather with your alumni friends behind Ridley Hall. Tables and chairs will be set up, and affinity groups are welcome to call the KU Foundation and Alumni Relations office to reserve a table for your group.
Kutztown University awarded an honorary doctorate degree to Scott Weidensaul at the institution’s 2017 Spring Commencement on May 13. Weidensaul is a Pennsylvania-based naturalist and author. He was a finalist for the 2000 Pulitzer Prize in general nonfiction for his book “Living on the Wind: Across the Hemisphere with Migratory Birds.”

Weidensaul, who attended KU, has written more than two dozen books. His latest book is the “Peterson Reference Guide to Owls of North America and the Caribbean,” which was published in 2015. Weidensaul’s writing has appeared in dozens of publications, including Audubon (for which he is contributing editor), Bird Watcher’s Digest and National Wildlife, among many others. He lectures widely on conservation and nature, and directs the ornithological programs for National Audubon’s famed Hog Island Center on the coast of Maine. Weidensaul is also an active field researcher whose work focuses on bird migration and a long-time board member at Hawk Mountain Sanctuary, Kempton, Pa.