

# Bloomensburg

THE UNIVERSITY MAGAZINE



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## FROM THE PRESIDENT



# Privacy Matters

WHILE SEARCHING through a box of mementoes, I came upon my student ID from the University of California, Berkeley. Immediately, I was struck by two things: my very youthful face in the photograph and my Social Security number used as my student identification number.

Safeguarding identity was not an issue when I was in college in the 1960s and '70s. In fact, we were routinely asked to provide our Social Security numbers instead of our names as a way to ensure privacy. I can recall professors who posted exam grades on the wall outside a classroom door, identifying each student "anonymously" by Social Security number to avoid embarrassment for those who did not do well.

Such practice would result in much more than embarrassment today. We have a duty to protect our students' personal information with as much vigor as we protect our own identities from cybercrime (*see story beginning on page 12*). One way is the process we use for student IDs and email addresses, both assigned different random numbers that are not related in any way to Social Security numbers.

Another measure came about when the practice of printing a student phone book was discontinued several years ago. In its place, we host an online directory with accessibility limited to faculty, staff and students who must sign in with their Husky user ID and password. The system provides enough information for the campus community to communicate while resisting efforts by scammers and telemarketers.

By law and by conscience we are bound to take measures to protect student identity, but we can only go so far. Students must take responsibility for their personal information, where they share it and with whom. And as members of a generation that uses plastic more often than cash they must remember that their account numbers and PINs are vulnerable and should not be shared.

Despite our vigilance, any of us may become the victim of cybercrime. Following our experts' advice could add an extra layer of security for us ... and an extra layer of difficulty for those who would steal our identity.

A handwritten signature in black ink, appearing to read "David Soltz". The signature is fluid and cursive, written on a light-colored, textured background.

DAVID SOLTZ  
President, Bloomsburg University

*Editor's note: BU President David Soltz regularly offers his opinions on issues in higher education and his vision for Bloomsburg University at <http://bupresident.blogspot.com>.*



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**BloomSBurg: The University Magazine** is published three times a year for alumni, students' families and friends of the university. Husky Notes and other alumni information appear at the BU alumni global network site, [www.bloomualumni.com](http://www.bloomualumni.com). Contact the Office of Alumni and Professional Engagement by phone, 800-526-0254; fax, 570-389-4060; or email, [alum@bloomu.edu](mailto:alum@bloomu.edu).

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HUSKY NOTES  
 SPORTS UPDATES  
 ALUMNI INFO, MORE

COVER ILLUSTRATION: WILLIAM WIIST



# unleash your inner *husky*



PHOTO: JAMIE NORTH

MORE THAN 2,000 Bloomsburg University students — a new record — turned out for The Big Event on Saturday, March 29, volunteering at more than 160 job sites across the Town of Bloomsburg and into the neighboring communities.

Locations included Karshner Soccer Field, Bloomsburg Fairgrounds, YMCA, Bloomsburg Towers, Children's Museum, Fernville Park, several businesses and more than 100 local

residences. Student volunteers tackled a host of chores such as raking, painting, gardening, mulching, removing debris, digging and spring cleaning duties.

Sponsored by the Community Government Association, the single-day community service event gives students the opportunity to say "thank you" to Bloomsburg area residents and show appreciation for the community. ●

# around THE quad

PHOTO: ERIC FOSTER

## Seeking New Uses for CO<sub>2</sub>

CARBON DIOXIDE is often considered a by-product of fossil fuel consumption — and not a useful one, either. But what if carbon dioxide could be turned into something useful or even an energy source? Jocelyn Legere from York will be working on a project at Yale University this summer to do just that.

Legere, a junior chemistry major concentrating on nanotechnology, will conduct group research on catalysts and their effectiveness in converting carbon dioxide into useful materials as part of the Summer Undergraduate Research Fellowship Program

at Yale Graduate School of Arts and Sciences in June and July.

Legere was selected to work in Yale University faculty member Nilay Hazari's group during the eight-week fellowship. Like the research Legere conducted in summer 2013 with her mentor and adviser Eric Hawrelak, associate professor of chemistry at BU, Hazari's research will work with the same kind of materials in inorganic chemistry.

Taking part in a capstone experience through Bloomsburg at Penn State, Legere is receiving full training for processes and tools

in nanofabrication technology manufacturing. Legere intends to continue her work in nanotechnology to develop ways to "decrease the harmful effects everyday products have on the environment." Using her experience and training, she hopes to make her mark in the scientific world by combining green chemistry and nanotechnology to reduce the environmental impact of today's society.

During her fellowship this summer, Legere and other undergraduates will learn what to expect in graduate school, such as the requirements of doctoral-level training and working relationships with faculty members. The program will focus on research and methods of professional research. ●

# around THE quad



## Shaping the Future of Campus

### STRATEGIC GROWTH PROJECTS UNVEILED

THE FACILITIES MASTER PLAN includes projects that address the university's existing and future space needs, including learning and non-learning areas. The plan is based on anticipated enrollment growth of 1,000 students and the objectives of Bloomsburg's strategic plan. The plan features a new campus gateway, residential villages consisting of two clusters of residence halls (one on the main campus, another on the upper campus), dining facility and additional parking. The new Facilities Master Plan looks at campus needs over the next 15 to 20 years, with projects to be completed based on actual enrollment growth. ●



## Science Booster STEM MAGNET PROGRAM AWARDED GRANTS

THE CENTRAL SUSQUEHANNA Community Foundation and UGI Utilities Inc. through The Foundation of the Columbia Montour Chamber of Commerce awarded grants totaling \$55,300 to the Bloomsburg

University Foundation in support of the Science, Technology, Engineering and Mathematics (STEM) Magnet Program for local high school students. The funding amount was a result of Educational Improvement Tax

Credit contributions. Those organizations join PPL, U.S. Gypsum, Merck and Kawneer-Alcoa as first-year partners with BU in providing credit-bearing college coursework for high-achieving high school juniors and seniors to get a head start on a college career in the STEM disciplines. ●



PHOTO: JAIME NORTH

## Tech Detective

### AMONG THE BEST

ANDY RECTOR, a digital forensics major, finished within the top 10 percent in the world in the DC3 Digital Forensics Challenge – a 10-month international competition with civilian and corporate competitors, as well as students, that featured varying levels of digital forensics challenges. Rector placed 21st out of 317 teams and was fourth among undergraduates while individually representing BU as his own team.

The online competition, sponsored by the U.S. Department of Defense, was conducted with multi-level exercises from novice to developer. Teams had to solve 26 scenario-based exercises through investigative forensics tools, techniques and methodologies. Among the exercises were image hashing, compound file analysis and Host Protected Areas data recovery. ●

## Healthy Partnership

### STUDENTS GAIN MED-SCHOOL OPTION

BLOOMSBURG UNIVERSITY now offers a fast-track program for chemistry majors pursuing a Doctor of Osteopathy degree through a partnership with Philadelphia College of Osteopathic Medicine (PCOM). The Accelerated Bloomsburg-PCOM Physician Preparation Program is a combined Bachelor of Arts in Chemistry-Doctor of Osteopathy dual degree program for qualified students that can be completed in three years at Bloomsburg University plus four years at PCOM instead of the traditional four years at BU plus four years at PCOM. The accelerated program guarantees five seats for students meeting requirements. ●

## New Trustee

### SHANNON PHILLIPS REPRESENTS STUDENTS ON COUNCIL



SHANNON PHILLIPS, a junior public relations major from Bloomsburg, is BU's new student representative to the Council of Trustees. She replaced Marcus Fuller, a senior early childhood education major who was completing his student teaching during the spring semester.

A Husky Ambassador since 2012, Phillips is public relations chair for the Dance Ensemble and previously taught dance at a local studio. She completed internships with PPL Susquehanna, Dave Ashby Photography and Geisinger-Bloomsburg Hospital. ●

## A Super Bowl Experience

### PR MAJOR WORKS THE BIG GAME

SENIOR LEAH COVER was part of the public relations staff at Super Bowl XLVIII at the Meadowlands in New Jersey. She served as a "runner" at the game, working both in the press box and on the field.

Cover, from Hummelstown, is a student employee in BU's sports information office, and secured the coveted position after job shadowing Nicole Premuto Fountain '03, senior manager of public relations and communications at MetLife Stadium. (Learn more about Fountain in the fall 2013 issue of Bloomsburg: The University Magazine.) ●



## Students Analyze Apple After Jobs



WHEN STEVE JOBS DIED of cancer in 2011, many wondered if Apple Computer could survive without the man who turned the company into one of the most profitable companies in the world. At BU's Zeigler Case Competition, that is what College of Business seniors had to figure out. Each year, Terry '76 and JoAnn Schultz Zeigler '77 award prizes for the best capstone course performance from the College of Business. Students enrolled in Business Policies were split into five teams of five – each team coming from one section of the class – to present the best case of findings and recommendations for Apple. The 20-minute presentations were judged by a 10-member panel that included BU President David Soltz, business faculty and alumni. When the day-long competition was complete, a team made up of Emily Bostian, Lewisburg; Mitch Dufour, Collegeville; Joe McFadden, Doylestown; Antonio Myers, Dillsburg; and James Ruffin, Stroudsburg, was awarded first place and \$800 in prize money. The team is shown with Steven Si, professor of management and marketing. ●

## Grant Support

### BENEFIT COLLEGE OF EDUCATION PROGRAMS

TWO PROGRAMS within the College of Education received grants:

- The Pre-Service Differently Education program received a \$2.2 million grant from the Pennsylvania Department of Education. The program is designed to improve field experiences at all levels for education majors using customized software, PLS 3rd Learning.
- The McDowell Institute for Teacher Excellence in Positive Behavior Support received a \$863,000 Pennsylvania Safe Schools/Healthy Students Partnership grant from the Pennsylvania Office of Mental Health. The award supports a project to decrease bullying, youth violence and criminal behavior.

## National Honors

### EDUCATION PROGRAMS RECOGNIZED

TWO TEACHER-PREPARATION programs were awarded the designation "national recognition" by the Council for Accreditation of Education Preparation (CAEP) for meeting high professional standards.

BU's master's-level reading program was recognized by the International Reading Association through CAEP's Specialized Program Association. CAEP also gave the designation "national recognition" to BU's mid-level education program, which prepares future educators to teach students in fourth through eighth grades, through the Association

for Mid Level Education.

Programs that receive CAEP's "national recognition" designation meet documented professional standards. Two other BU programs – special education and English – maintained their national recognition through the Specialized Program Association process. This is the first time BU's reading and mid-level programs received this designation.

CAEP is the successor to a former accrediting association, the National Council for Accreditation of Teacher Education. ●



## Winning Father-Daughter Combination

by **SCOTT EDDY**

WHEN SENIOR CATHERINE NOACK reached 1,000 career points with a step-back 3-pointer on Jan. 11, the Bethlehem native had a familiar face cheering her on. It was someone with many of his own memorable Nelson Field House moments — her father, Glenn, also a 1,000-point scorer for the Huskies.

The Noacks are the only family combination in school history to each reach 1,000 points. Glenn ranks third on the men's basketball all-time scoring charts with 1,504, including an NCAA Regional title in 1983. Catherine carved her own spot in Huskies history earning Pennsylvania State Athletic Conference (PSAC) East Athlete of the Year honors this season.

While father and daughter now share a place in the record books, they've shared a love of basketball much longer.

"We've always had a really special relationship and at the core is our love for basketball," says Glenn Noack '86, now principal at Steckel Elementary School in Whitehall.

Noack began coaching his daughter when she was in second grade and then through high school on Amateur Athletic Union teams. Catherine's talent on the basketball court drew attention from Division I teams, but a knee injury in her junior year of high school altered the recruiting process. It was then Catherine began to consider her father's alma mater and met with Bloomsburg women's basketball

head coach Bill Cleary and assistant coach Diane Decker.

Catherine has helped guide the Huskies on a tremendous four-year run that included a PSAC Championship (the program's first since 1992), four consecutive seasons of 22 or more victories, including the PSAC East title each of those years, and a spot in this year's Sweet 16. The 98-23 record the Huskies posted over that span is among the best in the nation.

Reaching 1,000 career points came on a 3-point shot for Catherine, a fitting accomplishment for the player who is second all-time in BU history with 249 treys.

"It makes it much more special because my dad, along with my mom, has been the biggest person involved in my athletic career," Catherine says. "He's coached me through my whole life and been there for me the entire time. He's sometimes brutally honest, but he is always giving me the best advice."

While Catherine has made her own memories at Nelson Field House, the trips back to campus to watch her play have been doubly special for her father. "It's great seeing all the folks who are still around Nelson Field House that were there in the early '80s," Glenn says. "It's like none of us have aged. It's pretty special." ●

**Scott Eddy** is assistant sports information director.

## PSAC Scholar

SOPHOMORE NICOLE SOUTH-COTT of Downingtown was named a 2014 Pennsylvania State Athletic Conference Women's Basketball Champion Scholar. The award is presented to the student-athlete with the highest grade point average at each of the league's 23 championship finals sites. Southcott has a 3.98 GPA.

She continues a tradition of Bloomsburg student-athletes earning the honor. Women's lacrosse senior Aubrey Bossert won the award in back-to-back years, men's soccer alumnus Bryce Shaffer received the honor in 2012 and Tim Dorsch claimed the award in men's swimming during the 2012-13 year. ●



Carlin Chesick, PSAC associate commissioner, left, and Nicole Southcott

## Academic Talent

THREE TEAMS EARNED accolades for their success in the classroom over the past academic year: the men's and women's soccer teams and the field hockey team.

The soccer teams received the National Soccer Coaches Association of America Team Academic Awards, making Bloomsburg one

of only two schools in the Pennsylvania State Athletic Conference to have both soccer programs recognized. The Huskies women's soccer team recorded a cumulative GPA of 3.36 and the men had a cumulative team GPA of 3.05. It marks the second consecutive year both Bloomsburg soccer programs have received the Team Academic Award.

Bloomsburg's field hockey team is one of

22 Division II programs to post a team GPA of 3.0 or higher with 14 players earning spots on the National Field Hockey Coaches Association (NFHCA) National Academic Squad. Seniors Megan Eppley of Camp Hill and Brittany Mathews of Reedsville were four-year award recipients. Sam Peters of Yeagertown was named a NFHCA Scholar of Distinction, awarded to student-athletes who achieve a cumulative GPA of 3.90 or higher. ●



## NFL Future?

NEW ORLEANS SAINTS offensive guard Jahri Evans might not be the only former Husky in the NFL next year. Larry Webster, Matt Feiler, Brian Clarke and Franklyn Quiteh participated in post-season all-star games with the hopes of getting noticed by scouts and joining Evans on an NFL roster — Webster and Feiler in the East-West Shrine game in St. Petersburg, Fla., broadcast nationally on the NFL Network; Quiteh and Clarke in the NFL Players Association Collegiate Bowl in Los Angeles, televised

by ESPN2.

Webster and Feiler were invited to participate in the NFL Combine in Indianapolis, the first time multiple Bloomsburg players have been invited. Bloomsburg was the only Division II program with more than one athlete invited to this year's Combine.

BU hosted Pro Day on April 10 where representatives from 17 NFL teams could get a look at nearly 20 eligible players. The 2014 NFL Draft takes place May 8 to 10. See [buhuskies.com](http://buhuskies.com) to learn the fate of BU's football foursome. ●



# She hopes to inspire a passion for science.

Secondary education major and Honors Program student Meredith Salmon dreams of inspiring students to love science as much as she does.

# Your gifts have already inspired her.

As one of five children, Salmon is putting herself through college with the help of BU students who came before her. Scholarship awards helped Meredith reach her educational goals with fewer financial worries and less student debt.

That's allowed her to focus on her classes — and prepare for the future classes that she will teach.

To learn about how you can help students like Meredith, visit us at [bloomufdn.org](http://bloomufdn.org) or contact us at 570-389-4128.



[www.bloomufdn.org](http://www.bloomufdn.org)



PHOTO: DAVE ASHBY '92

# Personnel Pro

by SUE A. BEARD

Research shows the average age of a successful entrepreneur is 39. Apparently no one told Kristi Telschow '05 she was nearly a decade too early.

AN IMAGE OF relationships comes to mind when one takes a look at the career of Kristi Telschow '05: relationships that inspired her to build businesses of her own and relationships she establishes with clients.

"I always talked about how I'd do things differently if I were in charge," says Telschow, owner of two companies, Jersey Staffing and Jersey IT Solutions in Mount Arlington, N.J., where she oversees a staff of eight and maintains an average of 250 job placements each year. So, encouraged by two entrepreneurs in her life — her mother, Linda, a CPA who shares space in the same office, and her fiancé, Louis D'Angeli — she developed a business proposal and was up and running within a few months. D'Angeli, an entrepreneur with 16 years' experience, is chief operating officer at Jersey Staffing and chief information officer for Jersey IT Solutions.

Jersey Staffing, opened in 2010, specializes in helping firms fill temporary, temporary-to-permanent and direct placement staff in the senior management, information technology, administrative, clerical, human resources and light industrial fields. Jersey IT Solutions sells hardware and software and offers information technology services. Clients for both companies range from small and midsize firms to Fortune 500 companies.

Successful entrepreneurs must build

strong relationships with clients and demonstrate both accountability and leadership, Telschow says. They can't be afraid to push the boundaries of their comfort zones. These are lessons she has taken to heart.

She remembers the early cynics and how she proved them wrong when they warned she'd never get the financial backing to open Jersey Staffing. "My second loan," she says, "was the largest loan not requiring collateral ever approved in New Jersey by the nonprofit organization, UCEDC."

Since she opened Jersey Staffing, her rapid success has not gone unnoticed. She was recognized last year by *NJBiz* as one of 40 *Under 40* young entrepreneurs in the state, was featured as a leading entrepreneur by *Forbes Magazine* in March 2013, and was a finalist for the New Jersey Leading Women Entrepreneurs award in 2012. She was chosen to serve on the board of directors of the New Jersey Staffing Alliance. And she received a 2014 Maroon and Gold Award during BU's Alumni Weekend, honored as an accomplished young alumna. (See story on page 28.)

Telschow believes her education — a degree in business management with a concentration in human resources and an internship with Arthur Rose Associates — prepared her well. She worked for both private and international staffing firms

before starting her own businesses.

Jersey Staffing is a certified woman-owned business, which gives her a leg up with large Fortune 500 companies tasked with meeting diversity initiatives. "It opens a lot of doors for us," she explains. "We have access to a list of companies that want to do business with firms like ours."

Telschow says the sense of accomplishment she gets from "making something my own" and the flexibility to balance her work and personal life are the two benefits she most appreciates about being a business owner. That flexibility enables her to share what she's learned as a volunteer with Junior Achievement of New Jersey, teaching financial literacy to

*"It's important ... to remember that everyone is like you, working toward their own goals."*

— Kristi Telschow '05

children. Through Junior Achievement, she also participates in a program that gives high school girls a chance to meet positive role models and benefit from one-on-one mentoring.

"I tell them nothing happens overnight, something my chief operating officer has said to me many times. It's important to keep positive and to remember that everyone is like you, working toward their own goals. We all want and deserve a chance to succeed." ●

**Sue A. Beard** is a retired newspaper editor and freelance writer based in Fort Myers, Fla.



# Phishing Season

Stories by JACK SHERZER

ILLUSTRATIONS BY WILLIAM WIIST

Target. Michael's. Neiman-Marcus. Sally Beauty Supply. Kickstarter. All familiar names in U.S. commerce and all victims of cyberattacks that compromised the identities of millions. How can you stay safe?

MAYBE IT'S A "SPEAR PHISHING" ATTACK, where a hacker sends a realistic email that loads a virus when the unsuspecting computer user clicks on the attachment. The hacker may even research who works for a firm to make the email appear to be from an employee.

Other times it's the "strategic web

compromise," where a hacker finds a weakness in a firm's website and inserts malware to infect anyone who visits it. Hackers may also probe all of the computers a company has linked to the Internet, searching for a weakness that allows them to penetrate the network.

Then there's the human element or "social engineering" in hacker parlance. A call to a lower-level employee from a traveling manager who can't remember a password; the request sounds legitimate and a password is provided. Other times hackers rely on curiosity: someone sees a thumb drive in the parking lot and puts it into his computer — and unwittingly loads malware into the system.

Questions about the vulnerability of electronically stored consumer information exploded onto the national scene when mammoth retailer Target announced cyberthieves had stolen names, mailing addresses, phone numbers or email addresses of up to 70 million customers. A related penetra-

tion of the company's cash register systems may have allowed thieves to capture credit and debit card information of perhaps 40 million customers over the 2013 holiday season. It appears hackers gained access to a network belonging to one of Target's vendors, which gave them the ability to enter the retailer's network.

The good news, computer security experts say, is that individuals are rarely targeted and that monitoring credit card and bank statements is the best way to stay safe. The bad news, however, is that customers can take precautions and still have their data stolen.

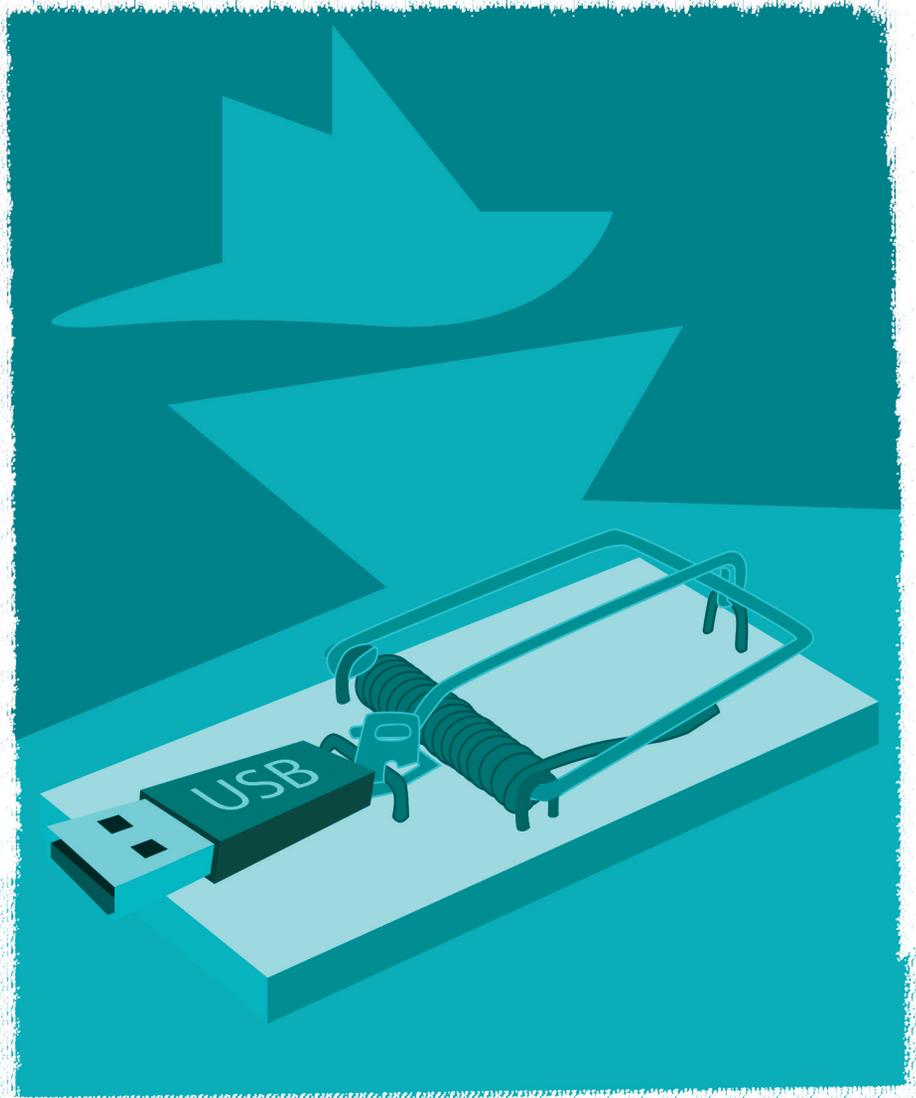
"People shouldn't be scared to go onto the Internet," says Michael Schearer, an analyst for McLean, Va.-based Booz Allen Hamilton, which handles computer security and information systems for a wide range of governmental and private industry clients. "There is a reason to be wary out there. For the most part, people aren't being targeted themselves, but they might get caught up in a breach, like the Target breach."

Schearer, a 1997 Bloomsburg graduate who makes his living testing computer network vulnerabilities, says while security has improved over the years "in general we find the weakest link is almost always human."

"Most networks have fairly decent security to keep people out," he says. "But once you get in, it's typically much easier to move around because the security on the inside is usually not as good as on the outside."

Tyler Oliver '11, a security consultant with Mandiant, a FireEye company based in Alexandria, Va., says people shouldn't think "the sky is falling," but they also should be prepared to be impacted in some way.

Indeed, the 2013 Norton Report, released by antivirus software provider Symantec, found that some kind of cybercrime affects 1 million people worldwide each day and costs firms and individuals an estimated \$113 billion annually.



"I would say people should definitely be aware," Oliver says. "Don't take online banking or your credit cards for granted. People need to know these things are happening and not think it won't happen to them."

### The larger they are ...

"Networks have become so large and everything is connected," says Diane Barrett, assistant professor in Bloomsburg University's nationally known digital forensics program. Students in the program learn the latest techniques in protecting computer systems, retrieving information and tracking down breaches.

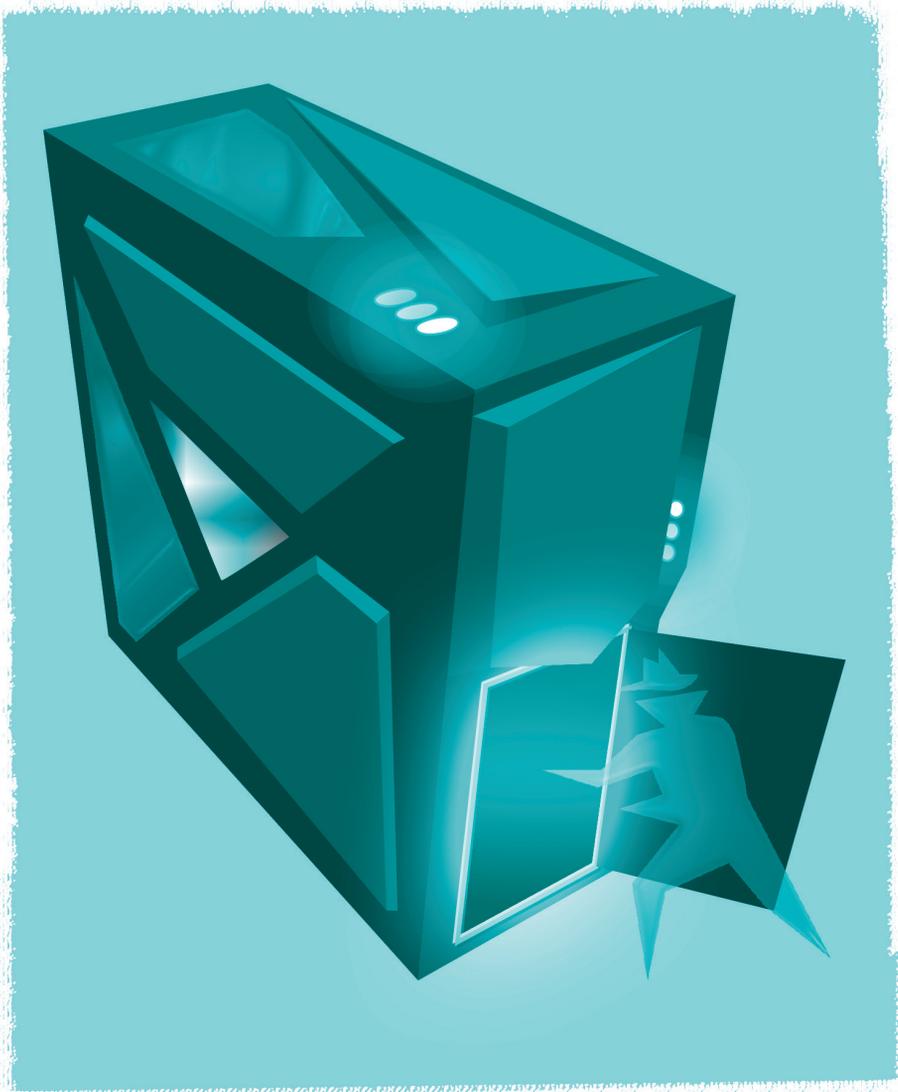
"I've seen it even in the financial sectors where a bank website was hosted on the same machine as other websites. There was a vulnerability in

the code for one of the websites and someone was able to compromise the entire server," Barrett says. "The hacker was able to penetrate the bank's system, though the bank had nothing to do with it, because the web hosting company had allowed the machine to be shared by third-party vendors."

Barrett, who used to work for cybersecurity firm Kroll Inc. responding to data breaches and conducting security assessments, says the massive amounts of information flowing through networks makes it all but impossible to immediately spot a penetration, especially if the hacker is careful.

A common method to avoid detection is inserting what is called a "batch file," or a small program designed to collect and send information about the network. Such a program may, for example, collect all the Internet

CONTINUES ON NEXT PAGE



addresses of computers on a network and account passwords, she says.

Bloomsburg professor Scott Inch, who was instrumental in creating the digital forensics program, says it's not uncommon for a careful hacker to keep accessing a system for months or even years before the breach is discovered. Meanwhile, the hacker siphons off information, all the while creating his own backdoors and passages in the network.

"Hackers move laterally in the network they are in, trying to gain more credentials and move up to the next level," Inch says. "It's kind of a chess game."

Sometimes, breaches occur when companies fail to keep software updated and to keep current on the latest security patches, Inch says. Hackers

can use software tools easily available on the Internet to probe a firm's computers connected to the Web.

"Someone can then try to interact with those machines and if the system is set up right the attempt can be rebuffed," Inch says. "But in a company with tens of thousands of computers, all it takes is one not configured properly."

### **Safeguarding information**

"It's going to continue to happen," Inch says of data breaches. "The folks in the community that deal with this don't talk about repelling it all; they talk about how we have to be quicker about finding a breach and remediating it. We are always trying to play catch-up."

In addition to the battle to keep networks safe from hackers, Inch says law

enforcement monitors news groups on the Internet, searching for talk of breaches or of stolen information being offered at a price.

"You can log into certain chat rooms and buy credit card numbers by the thousands," Inch says. "Law enforcement and credit card companies monitor these chat rooms for the availability of large blocks of credit card numbers. If they determine that they are all coming from the same place, they contact the company to say 'We have information that you may have been breached.'"

It's not unusual, Inch says, for a company to first learn of a breach from law enforcement or another outside source.

One outgrowth of the Target breach may be a new approach to credit card security. The magnetic strip now used on cards is easy to copy and forge, but cards used in Europe have a microchip that is much harder to duplicate. Target said it plans to start using "smart cards" with a microchip by 2015.

Barrett expects smart-chip credit cards will soon become the norm, even though they are more expensive to produce. "Eventually, because the cost of these breaches is so high – affecting insurance rates and hurting a company's image – we'll start seeing more secure credit cards," she says.

Schearer, the computer security expert with Booz Allen Hamilton, advises individuals to take reasonable precautions. "My perspective is probably a little different from a lot of people. I think you have to trade off between security and usability, in the sense that it's very possible to completely lock down everything you are using, to never click on links of any kind or go to any website. But then you are losing the experience of the Internet and what is out there." ●

**Jack Sherzer** is a professional writer and principal partner with Message Prose, a communications and public relations firm in Harrisburg.

# Safety Net



IF YOU HAVE A CREDIT CARD, chances are you could one day get a notice that your information may have been stolen, and your bank will issue you a new card. If you have an email address, it's likely you'll occasionally receive a "phishing" message that looks as though it's coming from a familiar store or merchant asking you to verify information.

As the recent Target breach shows, even people who rarely use computers can find themselves victimized by identity thieves. The good news, however, is that while it's impossible to control how our information is stored and safeguarded by retailers, credit card companies, banks and the like, it's possible to head off any problems by taking some precautions.

## **Debit or credit? Choose credit and monitor your accounts.**

If you're not using cash, use a credit card rather than a debit card, which connects directly into a bank account, says Bloomsburg Professor Mike Shapeero, who teaches accounting and fraud examination.

"There is no advantage to using a debit card," Shapeero says. "I had a student here two years ago who was in the process of buying a house and had about \$4,000 in her bank account. Someone stole her debit card and PIN and was in the process of transferring \$3,000 from her account. Fortunately, she was able to get someone at the bank to stop the transfer before it went through.

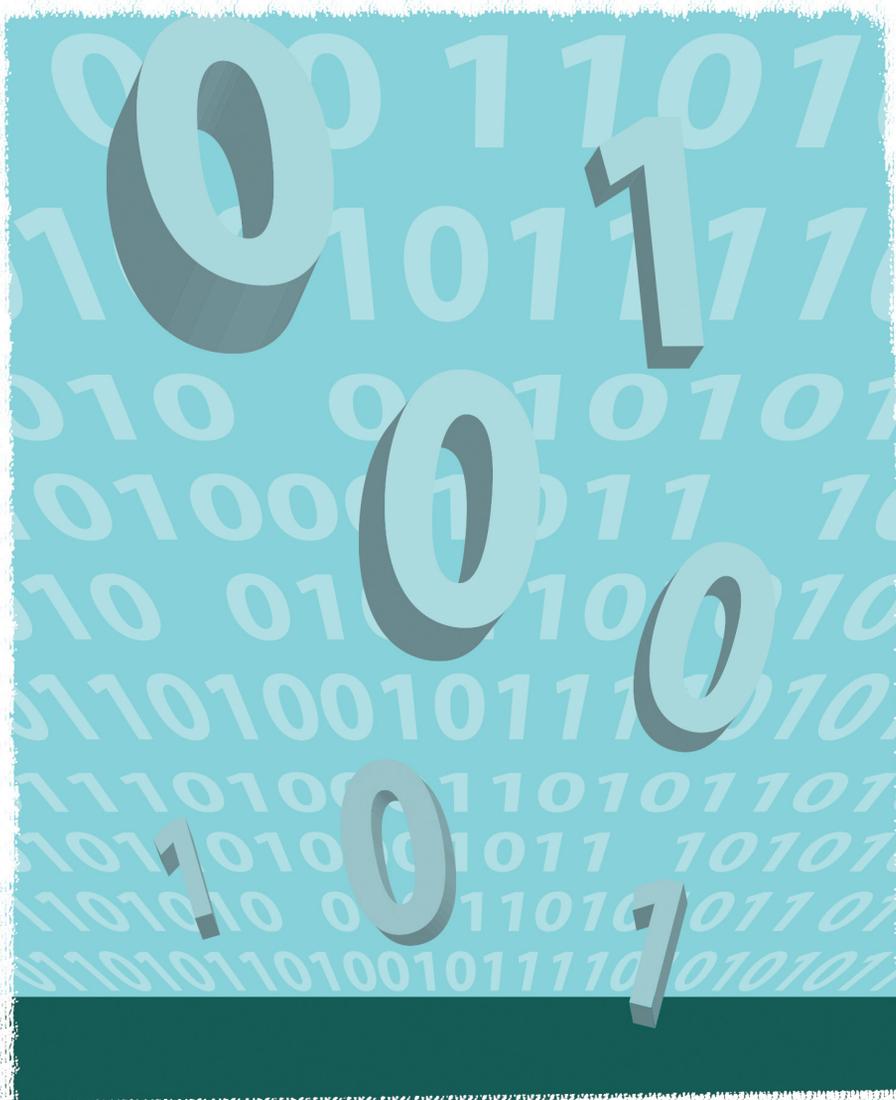
"I understand that people use debit cards because they don't want to overspend, but once that money is gone from the account, it's gone."

Under the Fair Credit Billing Act, if the credit card holder alerts the bank when a questionable charge is spotted, the card holder is liable for only \$50 – and most banks will even waive that, Shapeero says.

Shapeero advises to regularly check credit card accounts online – not to wait until the end of the month – and to be on the lookout for small charges that you don't remember making.

"Maybe it'll be a charge for something like \$9.84 and many people will say, 'Maybe I spent it on Starbucks or something,'" he says. "Ten dollars may

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raise a flag, but there's something in the human psyche that when there's details and specifics, people tend to accept those numbers."

Using the recent Target breach as an example, Shapeero says it's not uncommon for identity thieves to sit on information for months before using it. Small charges spread over hundreds or thousands of cards can quickly add up to big money.

### **Vary your passwords and don't make them too easy.**

"There are a lot of common passwords people use, even something like 'abc123' or dictionary words," says Joshua Shoemaker '11, who works for Verizon RISK, where he investigates data breaches for the company's clients.

Shoemaker says a quick Google search of common passwords will show hundreds to avoid. "You should also use different passwords – if you're using the same passwords for everything and someone compromises one account it's easy for them to access all your accounts," Shoemaker says. It's an especially bad idea to use the same password for your email address and a bank account where you've registered the address.

Shapeero says he uses four different passwords ranging from fairly simple to complex for his online and bank accounts. He also recommends adding a cell phone number to accounts, since many banks will send a text alert if there is a change in an account's status.

### **That smartphone is a computer – so treat it like one.**

Virtually every bank has an app allowing people to check balances easily and to make other account adjustments using smartphones; all the free Wi-Fi means you don't even have to worry about running up charges on your data plan.

Mistake. Unless you're running antivirus software on your phone and using a system that routes your information through an encrypted server, or a VPN (Virtual Private Network), it's better to stay off public Wi-Fi for anything sensitive.

"People know that computers need antivirus software. But phones? The average person has no idea," says Bloomsburg Professor Scott Inch, who helped to create the university's nationally known digital forensics program. "People are forgetting that a phone at this point is a computer on the network."

Inch says he uses a free app called Lookout Mobile Security and warns that viruses targeting smartphone systems, such as Android phones, are on the rise.

Shoemaker says he uses a VPN on his computers and generally avoids public Wi-Fi, since there's no way to be sure that someone isn't using readily available software to monitor the connection. Though most banking apps have their own encryption, Shoemaker does not recommend logging

*"For the most part, people aren't being targeted themselves, but they might get caught up in a breach."*

– Michael Schearer '97

on through a public network.

Inch says companies that allow employees to use their own mobile devices at work also need to be careful, since a computer virus can easily go from a smartphone to a firm's network via its Wi-Fi connection.

And though it's still more common to see attacks on computers, Inch believes phone security will be a growing problem. "It's not on anybody's radar," Inch says. "However, I think phones are the most vulnerable at this point."

### Be cautious with emails and snail mail.

So, what do you do with those credit card offers you receive in the mail? How about the cash advance checks that credit card companies sometimes send? If you're tossing offers in the trash, you could be opening yourself up to identity thieves, Shapeero warns.

"People are careless with what they throw away," he says. "My local bank used to mail blank cash advance checks to me. All someone would have to do is fill out the check and the bank would apply it to my credit card."

In addition to shredding financial information, Shapeero recommends calling the credit reporting bureaus to

## Seventy-eight percent of all the emails coming into Bloomsburg University's computer servers are rejected as either spam or phishing attempts.

opt out of information sharing. Since he made the request, Shapeero says he gets only one or two pre-approved credit card offers a year.

When it comes to emails, sometimes it's easy to spot phony offers, which frequently come from overseas and are written by people clearly unfamiliar with the English language.

But sometimes an email can be a perfect forgery of a real site, says Sam Josuweit, Bloomsburg University's manager of network services. Just how troublesome are phony emails? Josuweit says 78 percent of all the emails coming into the university's computer servers are rejected as either spam or phishing attempts.

Even with a good forgery there are telltale clues, he says. If the email has a link to another site, does the domain name match the company's name? Is the email asking you to provide passwords or other private information?

"When you look at an email, you have to think: Would you believe this if you got it on paper? Or if someone called and said, 'Hey, can you give me your password or what about your bank account number?' " Josuweit says. "A lot of people are conditioned to protect themselves over the phone or in the mail, but for some reason they drop that protection with email and they really shouldn't."

Michael Schearer '97, a computer security and network analyst for Booz Allen Hamilton, also cautions against opening any attachments that come with unfamiliar email. Usually just opening an email won't cause a problem, but clicking on an attachment may upload malware into your computer.

Using caution with unfamiliar emails is Schearer's No. 1 piece of advice for staying safe on the Internet. "If you have questions about what you're clicking on, then maybe you shouldn't do it." ●

## ANYONE CAN BE A VICTIM

*(Editor's note: As content for this issue of Bloomsburg: The University Magazine was being finalized, Mike Shapeero, professor of accounting, was a victim. He shared his story.)*

MONDAY MORNING, March 10, I checked my bank accounts online and found two fraudulent charges at the Foot Locker store in Yorktown Heights, N.Y., in amount of \$321.15 and \$268.44. Charges were incurred Saturday morning, one right after the other. Thieves like Saturdays since the charges will not be posted to the account until

Monday morning. I immediately called my credit union in California, had the card canceled, and filed a dispute form. By the end of Monday, the charges were reversed out of my account. And a week later, I had a new credit card.

I had my Visa credit card for more than 30 years without issue. According to my credit union, a copy of my credit card was physically presented at the Foot Locker.

Be careful and make yourself a small target, but *always* monitor your accounts. ●

# Model Path to the Middle East

by LAURIE CREASY



Madalyn Goss



UNLIKE MANY Bloomsburg University students who study abroad each year, Madalyn Goss and Robert Nixon found their pathway not through an academic department but through participation in a campus organization. Their first impressions of the countries they visited focused on the differences in culture and climate. By the end of their stays, they had also discovered similarities.

“Even though I expected the difference in women’s clothing,” Goss says of her trip to Saudi Arabia, “it was still startling.”

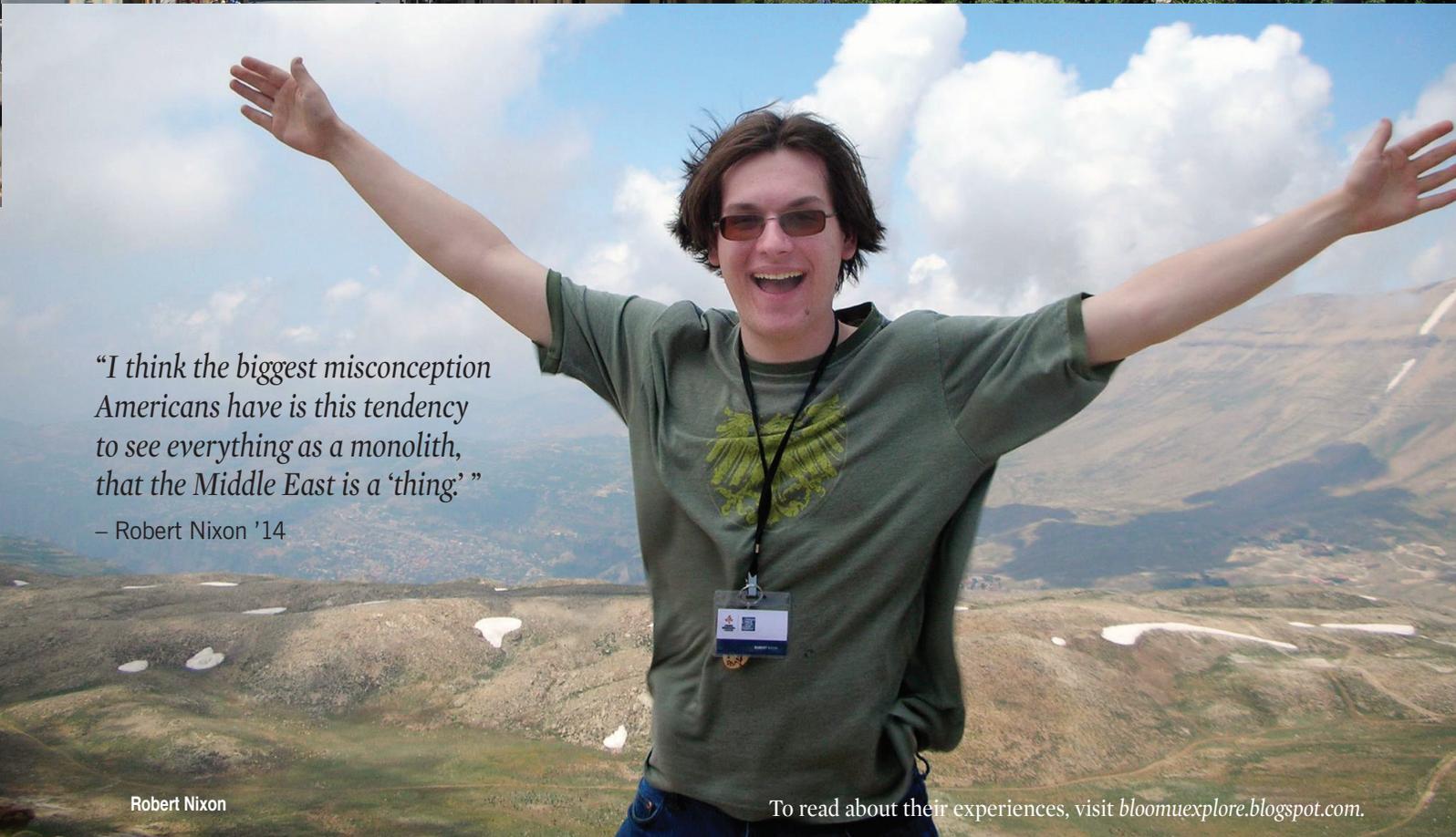
The sheer amount of diversity and history fascinated Nixon, who visited

Lebanon. “There’s a Phoenician port, a Maronite church, and an Ottoman government building just down the street from Roman bathhouses,” he says of Beirut, the capital city.

Nixon attributes his interest in the Middle East to the events of Sept. 11, 2001, and his search for answers to the complex question of why someone would fly a jetliner into the World Trade Center. For Goss, the Middle East was a dream destination for travel.

Both wanted to experience the region firsthand, but were stymied by logistics, including the expense. The closest they

could come was enrolling in Arabic language classes at BU. There they met Nawal Bonomo, assistant to the dean of the College of Liberal Arts, who introduced them to the Model Arab League (MAL) and encouraged both students to seek out opportunities to study abroad. As a result, Goss, a junior from Mifflintown majoring in political science with a minor in Middle East studies, toured Saudi Arabia for 10 days during the 2013-2014 winter break. Nixon, a senior from Millville majoring in history and French with a minor in Middle East studies, went to Lebanon during summer 2012.



*“I think the biggest misconception Americans have is this tendency to see everything as a monolith, that the Middle East is a ‘thing.’”*

– Robert Nixon '14

Robert Nixon

To read about their experiences, visit [bloomuexplore.blogspot.com](http://bloomuexplore.blogspot.com).

“Learning does not end when the class is over,” says Bonomo, who advises MAL. “When I began teaching Arabic in 2008, I looked for ways to engage students outside the classroom. Model Arab League was the perfect venue to introduce students to the various aspects of the Arab world.”

The MAL, sponsored by the National Council on U.S.-Arab Relations, brings together college and high-school students to participate in discussion and decisions about the countries in the Middle East. The students take on the personas of Arab League delegates, representing nations

ranging from Iraq in the eastern Arabian peninsula to Morocco in northern Africa. They discuss important issues, then research and write position papers as actual delegates would do. They also write and pass resolutions – a formal, regimented procedure.

“There are so many myths and misconceptions about the Arab world,” says Bonomo, a native of Lebanon. “It is refreshing to see how students’ views are affected when they represent a country and speak in that country’s voice.”

Goss and Nixon confronted those myths and misconceptions during their visits to

the Middle East.

Goss believes Americans’ biggest misconception about the Middle East is that the region’s citizens hate Americans. Her experience proved otherwise. “Everywhere we went, we’d get coffee and dates,” she says of her tour with nine other American students. “One storekeeper even gave us a bag of dates. They want to talk to you, want to get to know you.”

“I think the biggest misconception Americans have is this tendency to see everything as a monolith, that the Middle East is a ‘thing;’” Nixon adds. “There are so many countries, languages and

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PHOTOS: ERIC FOSTER

Nawal Bonomo

cultures. It's not all one place." But in the most important ways, it's not that different from America. "It is people who are trying to get a job, make money, maybe go out in their free time. That makes it more real."

### History and politics in Lebanon

Nixon found the layers of history amazing, especially on a visit to Byblos, which dates to 10,000 B.C. and is believed to be the oldest, continuously inhabited city in the world. "There's a Neolithic village buried under a Phoenician ruin buried under a Greek ruin buried under a Roman ruin and offset from Persian ruins," he recalls.

Beirut, the largest city in Lebanon, still bears many of the scars of war, he says, and some of the city's new development uses parts of the ruins, rather than demolishing them and starting anew.

His visit included trips to the border between Israel and Lebanon, some of the rural areas of the country, and some time in the north. "Things are different when

you head up into the mountains," he says. "There are picturesque villages built on the side of mountains, like something out of a storybook. The Bekaa Valley, just 19 miles east of Beirut, was much more arid, and there were people herding goats, but the cities on the coast could have been any city in America."

Lebanon's stress on political balance fascinated Nixon. Parliament's 128 members – 64 each from Christian and Muslim denominations – serve four-year terms. "Parliament has a certain number of seats for each religion, and you must say what religion you are when you vote," he adds.

### Women in Saudi Arabia

During her visit to Saudi Arabia, Goss wore the traditional *hijab*, a head covering, and the *abaya*, the black overdress with snaps down the front. The dress itself was hot, she recalls, but the place where the *hijab* and the *abaya* met was "really, really hot." Sometimes she wore the traditional veil, which leaves only a woman's eyes

uncovered. "I kind of liked the veil," she says. "You feel mysterious and protected because they can't see your face. Would I like to wear it the rest of my life? No!"

Interested in women's rights around the globe, Goss was happy to get an inside perspective. She observed that Saudi Arabian women seem to be most concerned with their careers and being equal in the business and political sector, and that the younger generation is determined to close the gender gap.

Only when her group stopped at Al Baik, a fast-food restaurant, did she find being female inconvenient. With four registers on the men's side of the store and only one on the women's side, Goss and the other women in her group waited 40 minutes for their food. She found the separation issues to be more between single men and families than between men and women.



Yahya Laayouni



## Back in the U.S.

Nixon's trip was sponsored by the Lebanese Renaissance Foundation, which works to rebuild Lebanon's cultural prestige, bring democracy back to government, and help nongovernmental organizations and private businesses thrive. Goss's trip was paid for by the Saudi government. In return for the trip, she is asked to share her experiences in articles, blogs or presentations. Both credit their participation in the Model Arab League for giving them the chance to travel to the Middle East.

"The fact that I have this experience on my resume is going to say that I'm committed to working in the Middle East and northern Africa," Goss says. "It's also going to say I've had a cultural experience other than my own – some basic knowledge of what to expect." ●

**Laurie Creasy** is a freelance writer and social media professional based in Bloomsburg.

## Why Arabic?

ROBERT NIXON AND MADALYN GOSS are among a growing number of students worldwide enrolled in Arabic classes.

"Arabic represents more than 300 million speakers," says Yahya Laayouni, assistant professor of Arabic and French, "and is the language of the second largest religion in the world, Islam. Arabic is also the fifth most spoken language in the world."

The United States government considers it a "critical language." It's a hot language on the job market, too. "There are career opportunities that Arabic opens up in a variety of fields," Laayouni says, "in business, political science, computer forensics, international relations, translation and many others. There is actually a shortage of Americans who speak Arabic overseas."

The language has a reputation of being difficult to learn, but students shouldn't let that stop them, Laayouni says. "Since Arabic uses a completely different alphabet and its system of writing is based on connecting letters, students consider that as a barrier. In fact, it is not."

Students spend at least four weeks learning how to write, how to recognize letters and how to connect them. "The challenge is at the level of speaking," Laayouni says, "but with practice it becomes much easier."

Both Goss and Nixon used basic Arabic while on their trips. What does that mean to native speakers?

"They generally appreciate that people in other countries are learning their language and culture," Laayouni says. "Saying *marhaba* ("hi") or *kaifa l'hal* ("how are you?") means a lot to them. It also makes a good impression, helps establish good relationships and makes people more willing to speak to you." ●



PHOTOS: GORDON WENZEL/IMPRESSIONS

# Nursing *Differently*

by LAURIE CREASY

When Bloomsburg University and Geisinger Health System join forces, the result is well-prepared students, many of whom find careers they love at the Danville-based system that serves more than 2.6 million residents in 44 counties.

WHEN SHE FIRST CAME TO WORK at Geisinger Medical Center, Susan Fetterman planned to stay a year. Thirty-two years later, she's still there, still caring for patients – but no longer at their bedsides.

“Never in my wildest dreams did I think I'd have these responsibilities,” Fetterman says. “I get to learn so many different things. Research, technology, innovation – I get to work in every one of those fields.”

As a vice president of Geisinger's Division of Medicine, her work takes her from an office on the third floor of the facility's main building in Danville

across most of Pennsylvania, wherever her department physicians and hospitals are located.

Fetterman's career began in a more traditional way. She started out at Holy Name Hospital in Teaneck, N.J. “I simply wanted to be a nurse, to make a difference in patients' lives,” she recalls. “I wanted to be able to take care of people and make them feel better. I always felt I would be at the bedside.”

She came to Geisinger to work in the cardiac intensive care unit. A few short months later, she was promoted to unit manager; she continued on despite her original decision to be a short-timer.

Along the way, she married and started a family, raising two daughters with the help of her supportive husband.

But two back surgeries forced her to revise her original dream of caring for patients personally. She could no longer do some of the lifting nurses find necessary. “Today,” she says, “I practice nursing differently.”

Part of that difference is due to a Bloomsburg University program that allowed her to combine a Master of Science in Nursing with a Master in Business Administration, giving her a perspective on health care that includes science and business, as well as the nurse's view. She was the first graduate of the combined program, receiving her MSN and MBA degrees in 2004, after earning a bachelor's degree in 2000.

Fetterman sees Bloomsburg's new Doctor of Nursing Practice (DNP), starting in summer 2015, as a great opportunity not only for students but for

hospitals and residents of the region.

“We have many people needing health care who don’t know where or how to access their care,” she says. There continue to be shortages of doctors with a growing patient demand and rising medical costs. She believes nurses who have earned DNPs, working as part of a team, can provide much needed access to care at lower cost to the health care system.

“This BU program will allow Geisinger access to this level of nursing practice for patients and enable us to develop innovative models of care,” Fetterman says. “That’s what’s exciting about health care: when you can use different team members and develop new models of care – participate in innovation.”

That’s one of the skills Fetterman brings to her job at Geisinger. She

works with doctors and staff to develop and use technologies that lower patient costs and travel times, provide access to medical care for people who might not have received it otherwise – populations such as the elderly and low-income individuals.

One innovation Fetterman is most excited about is TeleICU, which she helped bring to the hospital in 2010. With the program, a doctor can meet face-to-face with a patient in a remote intensive care unit and help that bedside team provide care without the patient and family traveling to Danville. Other “tele” medicine initiatives allow patients to remain near their families while undergoing treatment in their own physician’s office and give doctors additional help treating medical issues, such as rheumatology and pulmonary diseases.

“We do many ‘tele’ things,” she says, including teledermatology. “‘Tele’ is exciting.”

She believes technology makes information about resources and support easier to come by for patients, their families and their caregivers. “We don’t have the educational and care support systems ready for this large aging population and we need to get them ready,” Fetterman says. “Patients need to know what to expect and need to put things in place for themselves. But most people” – she makes a dismissive gesture in the air – “say, ‘Oh, that’s later on, I won’t worry about that.’”

When asked about the possibility of nontraditional students going back to school, she’s encouraging – she walked that road herself when she got her Bachelor of Science in Nursing and master’s degrees.

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*“That’s what’s exciting about health care: when you can use different team members and develop new models of care – participate in innovation.”*

– Susan Fetterman '00/'04M



## DOCTOR OF NURSING PRACTICE

BLOOMSBURG UNIVERSITY'S NURSING program is moving in a new direction by offering a Doctor of Nursing Practice (DNP) starting in summer 2015.

"Initially, the students enrolled in the DNP program will be employed as advanced practice nurses in hospitals, clinics and other outpatient settings," says Michelle Ficca, chair of the university's nursing department. "The long-term advantage to the employer is to have an advanced practice nurse who is not only clinically competent but is well versed in research, health policy and patient advocacy and has excellent leadership skills."

Similar DNP programs will be offered by West Chester University and jointly by Clarion and Edinboro universities each with a different focus to address needs. The trio of programs will help address the declining availability of physicians, especially in primary care specialties, and the need for improved quality of care and patient safety.

The program will be open to advanced practice nurses — nurse practitioners, nurse anesthetists, clinical nurse specialists and nurse midwives — who want to build on their master's degree in nursing. "The program is online, so it is conducive to the working advanced practice nurse," Ficca says.

Bloomsburg offers an array of undergraduate and graduate programs in nursing, including a Master of Science in Nursing degree that enables students to take national certification exams in three different advanced practice roles — adult health clinical nurse specialist, adult/gerontology and family nurse practitioner, and nurse anesthesia. ■

As a nontraditional student "you not only meet some pretty cool kids and really learn from their enthusiasm, but you also learn from their questions and learn where we should be focusing a little more. We learn from each other and you need to keep an open mind."

Fetterman is passionate about nursing and the many opportunities a nursing career provides. She works with the BU nursing department to educate nurses of the future, and she enjoys mentoring university students at Geisinger.

"Stay open," she encourages students. "Keep your heart and hands open for where your career may take you. You don't need to go to school for the rest of your life, but you should always keep learning. I have found in my career that when you do the right things for the patient, success will come." ●

**Laurie Creasy** is a freelance writer and social media professional based in Bloomsburg.

# husky notes



## At the 2014 Winter Olympic Games

**GET OFF THE PLANE.** Take a deep breath. Get to work. Those were the steps Chad Gerhard '10 took when he arrived in Sochi, Russia, to represent his country at the world's largest stage for winter sports: the 2014 Winter Olympic Games. The Weatherly, Pa., native is a high-performance laboratory manager with the U.S. Ski and Snowboard Association (USSA), and at the Olympics he served as a strength and conditioning coach for the U.S. Snowboarding Half-pipe and U.S. Aerials team.

"If I had to sum up the Olympics in one word," says Gerhard, "It would be 'emotional.'"

After hours and hours in the gym and

on the slopes working with some of the athletes, Gerhard says a coach becomes very invested in how they do. In the span of 30 seconds, he admits, he went from nervous to excited to anxious to happy as he stood at the bottom of the slope watching Sage Kotsenburg complete his gold medal-winning snowboarding slope style run and Mac Bohannon finish one slot away from the final round in the men's aerial skiing event.

Initially, Gerhard focused his concentration on the snowboarding events, most held early in the games. Once the snowboarders' competition was completed, he shifted his attention to the skiers. And when they finished, he moved onto

the next job.

"Everyone in the USSA works as a team," says Gerhard. "Once the aerials team was done, I helped out with the logistics for the other teams." These logistics included shuttling athletes and assisting other coaches.

Gerhard says he gained tremendous respect for the athletes as he observed their personal mindset, seeing them take heavy falls and get right back up to go again. The insight into the psychological side of athletes will help him better understand how far he can push his athletes' limits and better train them in the future. ●

## husky notes

### 1959

**Carl Janetka** was inducted into the Upper Dublin High School Athletic Hall of Fame. He was a longtime soccer, basketball and baseball coach who dedicated 30 years to Upper Dublin athletics.

### 1967

**Philip Dente**, a master photographer, exhibited his black-and-white photos at Misericordia University. Dente earned a Master of Fine Arts from Ohio University and a Master of Art from the University of Michigan.

### 1970

**Martha Skerda Carpenter** is retiring from teaching in May. She is looking forward to learning tai chi, sign language, spending time with her grandchildren, and traveling.

**Phyllis Block Mundy** is retiring after 24 years representing the 120th District in the Pennsylvania House of Representatives.

### 1972

**David Wauls** is a business consultant and trainer for Samaritan Business Consulting.

### 1973

**Timothy Kline** joined the commercial lending team at Jonestown Bank & Trust Co. and is a graduate of the Stonier Graduate School of Banking. He resides in Palmyra, is a member of the Palmyra Area Business Association and supports the efforts of Junior Achievement.

**Will Wyckoff**, a retired Wayne Highlands Middle School teacher, self-published his novel *Birds on a Wire*, a non-political thriller.

### 1974

**Edward Silveti** is retiring from the Southern Alleghenies Planning and Development Commission after two decades of leading the six-county economic development agency.

### 1978

**Joan Williams Wargo** was inducted into Neshaminy High School Athletic Hall of Fame. She was previously the girls bowling coach, earning coaching honors as *Bucks County Courier Times* Coach of the Year, Suburban One League National Division Champions, Eastern Region Champs, and Snowball Tournament Champs.

### 1979

**Daniel Confalone** has accepted the position of senior vice president of finance/CFO at St. Mary Healthcare.

### 1980

**Timothy Holden** was sworn in as a member of the Pennsylvania Liquor Control Board, selected to serve on the PLCB by Gov. Tom Corbett to fill a vacancy on the board. His term runs to May 17, 2016.

### 1981

**David Bulzoni** was selected as Scranton's city administrator by Mayor Bill Courtright. A former Newton Township supervisor, he has 30 years' experience in banking and financial services.

**Andrea "Gigi" Kilroe '81/'85M** has been a special education supervisor for BLAST Intermediate Unit 17 since 1993, and is an occasional adjunct instructor for BU's exceptionality program. Her article, *Remembering a Mom Lost Long Ago*, was published by *More Magazine* under their online *Member Stories* in February 2013.

**Brian Mahlstedt** is chief lending officer of First National Community Bank, where he leads commercial lending and business development teams. Previously the bank's first senior vice president, he studied commercial lending analysis at New York University and attended the Pennsylvania Bankers Association Commercial Lending School.

### 1982

**Craig Diehl**, an attorney, was honored by the U.S. Bankruptcy Court for the Middle District of Pennsylvania for his dedication to pro bono public service by filing bankruptcy cases as pro bono counsel from Jan. 1 through Sept. 30, 2013.

### 1983

**Richard Snyder** is finance director for Tompkins County, N.Y. He earned a master's degree at the University of South Florida and brings to his new position 28 years of experience with municipal finance, most recently as chief financial officer of the City of Fenton, Mo.

### 1984

**David A. Fenstermacher** has joined Virginia Commonwealth University (VCU) as chief research information officer. He has a joint appointment between VCU and the VCU Health System. Fenstermacher earned a doctoral degree in the curriculum of genetics and molecular biology from the University of North Carolina at Chapel Hill.

**Maryann M. Kovalewski '84M**, vice chair of the Berwick Area School Board, was appointed to the National School Boards Association

Federal Relations Network, a national grassroots advocacy network. She is employed by Luzerne County Community College.

### 1985

**Troy Sellers** has been named victim/witness coordinator for Lycoming County Criminal Court. He served the county's district attorney as victim/witness coordinator for Lycoming County Juvenile Court for 10 years.

### 1986



**David Doermann**, a senior research scientist on the faculty of the Institute for Advanced Computer Studies at the University of Maryland, College Park, has been named an IEEE Fellow for contributions to research and development of automatic analysis and processing of document page imaging.

**Henry B. Haitz III** is the group publisher and president of Hearst Connecticut Newspapers, responsible for four dailies and seven weekly newspapers. He previously was president and publisher of The State Media Co. in South Carolina.

**Henry B. Haitz III** is the group publisher and president of Hearst Connecticut Newspapers, responsible for four dailies and seven weekly newspapers. He previously was president and publisher of The State Media Co. in South Carolina.

## Angela Hummel named VP



**ANGELA TAYLOR HUMMEL '92/'95M** was named vice president of human resources at Evangelical Community Hospital, Lewisburg. She joined Evangelical in 2005 as the director of organizational development and training.

With work experience spanning banking, health care and managed care, Hummel earned the designation Certified Professional in Learning and Performance, the highest recognition awarded by the American Society of Training and Development, in 2007. She is a board member for Economics Pennsylvania, a member of the Greater Susquehanna Valley Chamber of Commerce Business and Education Committee, and chairperson for the Chamber's Young Americans program. Pennsylvania Business Central listed her among its *Top 100 People in Central Pennsylvania and Beyond* in 2012.

**Marvin Metzger** is chief operating officer of Dowd Marketing/Sundance Vacations. He is in charge of the leadership, management and vision of the company. He earned an MBA from Lehigh University.

**Frank Sheptock** is the athletic director at Berwick Area School District. He spent 23 years at Wilkes University, including 18 seasons as head football coach. Sheptock, a Berwick resident, had a 107-81 record with the Colonels that included two NCAA and seven Eastern College Athletic Conference postseason berths.

## 1987

**Michelle Molyneux Karas** was promoted to senior vice president/head of institutional advancement at Penn Woods Bancorp Inc. She has taught courses for the American Bankers Association and the American Institute of Banking. A graduate of several banking schools, she is a certified professional marketer and a certified financial marketing professional.

**Daniel Synoracki** is a senior project manager at Stantec. Synoracki has spent the last 14 years at RETTEW where he was previously a senior environmental scientist and project manager.



## 1988

**William J. Kuzo**, Elysburg, was elected president and CEO of UNB Corp. and its wholly owned subsidiary, UNB

Bank. He has been the successor designee for two years while holding the position of senior vice president and assistant CEO.

## 1989

**Sheri Sharples Skrutski '89M** is a clinical instructor in the communication sciences and disorders department at Marywood University. She received a Bachelor of Science in communication disorders from Marywood University and a clinical doctorate in audiology from the University of Florida.

## 1990

**Sally Daley Shankweiler** is retiring from the Girl Scouts Hornet's Nest Council, where she had served as chief executive officer.

## 1991

**Joseph R. Jackson** has joined the certified public accounting firm of Tronconi Segarra & Associates as CPA and manager in the firm's state and local tax department. He previously held similar positions with the Boston and Buffalo, N.Y., offices of Ernst & Young; Vertex Inc. in Berwin; PricewaterhouseCoopers in Philadelphia; and the Pennsylvania Department of Revenue.

**David J. Hein** is a school board director for the Parkland School District. He is also a manager of sales analytics and reporting for Independence Blue Cross in Philadelphia. He resides in South Whitehall Township with his wife, the former **Mara Bummo '88**, and their daughter, Amanda.

**Marie Petrovich Underkoffler** joined Weis Markets as director of compensation and benefits. She was senior manager, applications and labor wage compliance, at Rite Aid Corp.

**Alan Van Meter** is president of EOS Healthcare, a division of EOS CCA. He previously served as senior vice president for CarePayment.

## 1992

**Colleen Stout Krcelich** joined the Lehigh Valley Financial Group in Upper Saucon Township as a financial services professional. Krcelich earned a master's degree in business administration from Lehigh University.

## 1993



**Keri Flournoy Albright '93/'95M**, president and CEO of Greater Susquehanna Valley United Way since 2003, was elected

to a two-year term on United Way Worldwide's National Professional Council, a national leadership and advisory body.

**Susan Robachefski** received a Doctor of Education degree from Wilkes University. She is an ABE/GED teacher at the State Correctional Institution at Retreat in Hunlock Creek.

**Kevin Booth** was named district principal of Pittston Area School District. He earned a master's degree in school administration from the University of Scranton.

**Kurt L. Davidheiser** of Herb Real Estate passed his broker's exam. He has been selling real estate for Herb Real Estate since 2008. He is president of the Boyertown Area Wrestling Association and a coach of the Boyertown youth wrestling program.

## 1994



**Ellie Kyle Hubbard '94/'00M** earned a second master's degree, a Master's of Education in Educational Leadership, and K-12 principal certification from Edinboro University. She is completing supervisor of curriculum and instruction certification with Gannon University.

## 1998

**Lyndell Davis**, assistant principal of Hopewell Valley Central High School, Pennington, N.J., was named the National Assistant Principal of the Year. He received a master's degree in education administration from Cheyney University.



**David Manbeck**, a manager at Boyer and Ritter, was elected to a three-year term on the board of directors for the Central Pennsylvania Food Bank.

## 1999

**Julie Cerasoli Cerrito** is assistant professor in counseling and human services for the University of Scranton. She earned a master's degree in school counseling from the University of Scranton and a doctorate in counselor education.

## 2000

**Carla Kringer** self-published a book, *It's A Wonderful Unfinished Life*, written from a secondary victim's perspective of losing her father at the hands of a drunk driver. She received her master's in school counseling from University of Scranton.

## 2001

**Kristal Markle Murren** is director of people development for Suation, responsible for managing and executing leadership development, executive coaching and teambuilding strategies for nonprofit, health care, and government clients. She resides in Mechanicsburg and volunteers with Keystone Crisis Intervention Team.

## Frompovich combines music, heritage and jewelry



**BRITTANY FROMPOVICH '95**, a professional bass instructor, clinician, performer and founder of the Virginia Bass

Forum, debuted a line of hand-crafted necklaces, Lady Bass Gear. The necklace design is inspired by her love of the bass and her Celtic heritage, and a portion of the proceeds fund music lessons for her students in financial need, tickets for students unable to afford Virginia Bass Forum events and scholarships for summer workshops.

Frompovich was recently an instructor for Gerald Veasley's Bass Boot Camp, a forum for bassists and bass students. She has toured the country playing a variety of instruments and styles. She lives in Fredericksburg, Va., where she teaches music at her home studio, Lady Bass Music, Forte Music Studios and Picker's Supply.

# husky notes

## 2003

**Jon Trosky '03/'04M** of Mountaintop doubled as a stuntman for Jonah Hill in the film, *Wolf of Wall Street*. He trained Mickey Rourke for his role in *The Wrestler* and has worked as a stuntman in numerous films. Since *Wolf*, he worked with Russell Crow in *Noah* and Denzel Washington in *The Equalizer*.

## 2005

**Heidi Brandt** published a children's book, *Chicken Pox and Posies*. The book is based on her childhood experience of having the chicken pox when she was supposed to be the flower girl in her older sister's wedding.

## 2006

**Sandra Moleski Bruno** is a manager at Smith Elliott Kearns & Co. Bruno, a certified public accountant, joined the tax department of

the Carlisle office in 2011 and now works out of the firm's new Camp Hill office.

## 2009

**Alexander Hilderbrandt** graduated from New York Chiropractic College, Seneca Falls, N.Y. Hilderbrandt completed requirements for his Doctor of Chiropractic and master's degree in clinical nutrition. He opened a practice in Macungie.

## 2010

**Giovanna Adornetto** graduated from LaSalle University with a master's degree. She is working as a speech-language pathologist in Philadelphia.

**Glenn Masser** graduated from Florida Coastal School of Law with a Juris Doctor degree. He is a prosecutor for the Department of State in Harrisburg.

## 2011

**Alyssa Bartlett** is part of the sales team of Weichert Realtors Premier.

**Clinton Clevenstine '11/'12M** has joined Dunlap & Associates, a Chalfont-based certified public accounting and consulting firm, as a staff accountant. He successfully completed the Pennsylvania Uniform CPA Examination, and is completing requirements for his CPA license.

## 2012

**Lynne Garvey Gonzalez '12M** joined Mount Nittany Health in State College as a nurse practitioner. A member of the Sigma Theta Tau Honor Society of Nursing, the Pennsylvania Coalition of Nurse Practitioners and the American



Academy of Nurse Practitioners, Gonzalez was previously employed at Wexford Prison Health Service - SCI Smithfield in Huntingdon.

## 2013

**Amy Adams Eyer Adrian '13M**, has joined Drs. David Schaefer, Puneet Basi and Vivek Kumar at Susquehanna Health's Digestive Disease Center, Williamsport Regional Medical Center as a nurse practitioner.

**Jarrad Barnhart** is an associate plant health physicist for Constellation Energy Nuclear Group at Nine Mile Point Nuclear Generating Station, Oswego, N.Y.

**Joseph Fisher** joined KSWO-TV in September 2013 as a general assignment reporter.

**Rithika Sesh '13M** of Allentown is a kindergarten collaborative teacher at The Swain School.



Ed Rush



Dr. Tracey Dechert



Christine Tegge Bloch



David J. Marcolla



Kristi Telschow

## Five honored with Alumni Awards

A RETIRED National Basketball Association referee who completed his ninth season helping to coach the Huskies football team becomes an honorary alumnus during Alumni Weekend 2014.

Ed Rush, Coronado, Calif., was an NBA referee from 1966 to 1998, when he joined the operations department as director of officiating for men's and women's basketball. Rush continues to coach the Huskies, working with kickers and running backs.

Alumni being honored for significant accomplishments in their professions and outstanding service to BU, the Alumni Association or humanity are:

### Distinguished Service Award:

- Dr. Tracey Dechert '88, Boston, assistant professor of surgery and associate program director, General Surgery Residency, at the Boston University School of Medicine.
- Christine Tegge Bloch '89, Mount Airy, Md., founder of the Four County Allergy Support Team in Carroll County, Md., an organization that provides education and support about food allergies (see cover story, *Bloomsburg: The University Magazine*, fall 2013, for more on Tracey Dechert).

### Maroon and Gold Excellence Award:

- David J. Marcolla '00, Hopewell, N.J., director of product management, AT&T Wireless Home Services; workshop presenter at BU's Husky Leadership Summit; and active community volunteer.
- Kristi Telschow '05, Mount Arlington, N.J., founder and a CEO of Jersey Staffing, a finalist as a Leading Women Entrepreneur and Business Owner in New Jersey, and active community volunteer (see page 10 for more on Kristi Telschow).



From left: Alumni Board vice president, Joe Hilgar '75, with Legacy Scholarship recipients: Chloe Stine, Annie Seif, Anna Newcomer, James Hodgins, Jackie Lithgow and Douglas Brady.

## Legacy Scholarship winners announced

The Bloomsburg University Alumni Association awarded Alumni Legacy Scholarships to BU students with a parent who graduated from Bloomsburg. Alumni apply for a scholarship on behalf of their children and winners are selected through random drawing in November. This year's winners, their hometowns and alumni parent's names are:

- Alexandra Aleide, freshman, Lansdale, Debora Hanna Aleide '87
- Douglas Brady, senior, Warrington, Connie Weber Brady '82
- James Hodgins, sophomore, Schwenksville, Theodore Hodgins '89
- Jackie Lithgow, freshman, Carlisle, James Lithgow '83
- Anna Newcomer, freshman, Williamsport, Abbie Woodling Newcomer '80
- Sharon Pitcavage, senior, Ashland, Richard Pitcavage '84
- Renee Rhoades, junior, Catawissa, Charles Rhoades '68
- Danielle Roth, junior, Macungie, Debora Gail Reilly '82
- Dean Salmon, sophomore, Clark Summit, Patrick Salmon '77
- Annie Seif, freshman, Danville, Georganne Hugick Seif '77
- Devon Siegrist, junior, Bloomsburg, Larry Siegrist '88
- Chloe Stine, sophomore, Danville, Andres Weaver Stine '92

*(Editor's note: After receiving the Legacy Scholarship, Jackie Lithgow, son of James and Lisa Swartzbaugh Lithgow, both Class of 1983, was seriously injured in an off-campus incident. Follow Jackie's recuperation at [prayforjackie.com](http://prayforjackie.com).)*

# the line up

reunions, networking and special events



**PENGUIN COLONY:** Among those attending a Careers Connection Reception in northeast Pennsylvania are, from left, Pat Salmon '77, guest Peter Tierney, Bill Tierney '73 and Mike O'Brien, co-host from the Wilkes-Barre/Scranton Penguins. Career Connections Receptions provide information on how alumni may participate in Professional U initiatives.



**CARR TRADITION:** As BU marks its 175th anniversary, Judy Rohland Carr '70, David Carr '71, Steve Carr '97 and Cathy Carr Zavacki '99 celebrate family BU pride with their future Huskies. Send your story and photo to [175alums@gmail.com](mailto:175alums@gmail.com).



**BATTER UP!:** Rev. Mike Dubbs '86 shows his Husky pride while supporting the Huskies baseball team at Barton College, Wilson, N.C. He is pastor of Community Congregational Church, Southern Pines, N.C.



**YEAH, YEAH, YEAH:** Members of the committee that planned the Class of 1964's 50-year reunion are, from left: George Weigand, Donna 'Kay' Shaffer Weigand, Ed A'Zary, Joel Melitski and Ernie Shuba. Not pictured are Lee Fredericks and Floyd Walters.



**PHILLY-AREA GATHERING:** Greek alumni attending a recent get-together at King of Prussia are, from left, Vince Phillips '72, Richard 'Todd' Fisher '86, Bob Gabel '87 and Mike Pillgalli '71.

# VITAL STATISTICS

## Marriages

Ryan Erin Jeffers '00 and Kevin Hetman, March 23, 2013  
James Stott '00 and Jennifer Griswold, Jan. 9, 2013  
Brian Bingaman '03 and Colleen Bolger, Aug. 3, 2013  
Robert Hudak '03 and Mallory Zoeller, July 13, 2013  
Sarah Edinger '06 and Joshua Krebs '05, June 1, 2013  
Rachel Heavey '06 and Jason Petkevis, June 29, 2013  
Colin Sheridan '06 and Amber Tenio, Nov. 23, 2013  
Maria Bustin '07 and Mark Yankowski, Aug. 10, 2013  
Paul Brazil '07 and Kelly McCloskey, July 20, 2013  
Teri Bentler '08 and Daniel Ludwig, Sept. 7, 2013  
Shayna Kogen '08 and Ryan Ash '07  
Amy LoVallo '08 and Frank Bates, June 8, 2013  
Sara Johns '09 and Matthew Bennett, Sept. 21, 2013  
Aaron Stagliano '09 and Tiffany Drasher, Aug. 3, 2013  
Tara Reed '10 and Dustin Johnson '08, Aug. 31, 2013  
Colleen Logue '10 and Brent Bull, Sept. 14, 2013  
Cassandra English '11 and Ryan Perrone, Aug. 17, 2013  
Brittany Kessler '12 and Michael Strouse '12, June 29, 2013  
Lindsay Sheaffer '13 and Chris Foltz, June 29, 2013

## Births

Peter Jay Guthy '84 and wife, Carole, a son, Cooper Anthony, Feb. 9, 2014  
Alicia Avertó Boniewicz '04 and husband, John, a daughter, Brielle Claire, Feb. 2, 2014  
Christina Foust Engle '05 and husband, Scott Engle '05, a daughter, Grace Emma, July 8, 2013  
Christopher Caracino '10 and wife, Jenna, a son, Vincent Michael, Jan. 15, 2014

## FIND MORE

HUSKY NOTES online at  
[www.bloomu alumni.com](http://www.bloomu alumni.com)

Send information to:  
[alum@bloomu.edu](mailto:alum@bloomu.edu) or  
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Fenstermaker Alumni House  
Bloomsburg University of Pennsylvania  
400 E. Second St.  
Bloomsburg, PA 17815

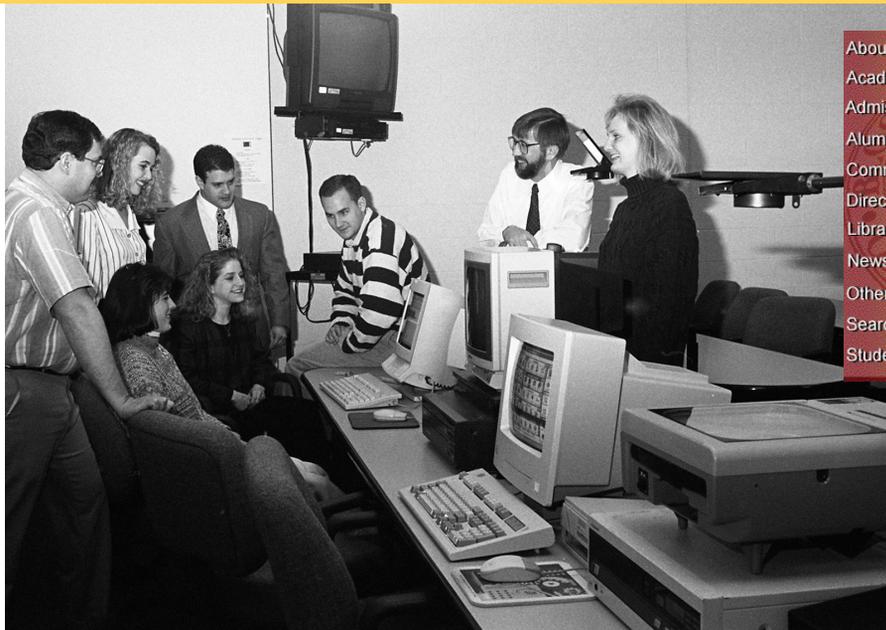


## Obituaries

Dorothea O'Connell Brennan '29  
Dorothy Evans Decker '29  
Sara Shuman Keppley '36  
J. Blaine Saltzer '37  
Doris Vonbergen Shafer '38  
Edward Mulhern '39  
Josephine Benedetto '40  
Catherine Bush Kemple '40  
Elizabeth Hoagland Dobb '42  
William Smith '42  
Michael Bell '50  
Jane Keller Snyder '50  
John Greenly '51  
James Whitney '51  
M. Eugene Morrison '53  
Barney Osevala '54  
Gloria Benner Peiffer '54  
Antoinette Czerwinski Zeranski '54  
Beverly Hough Soback '55  
Karol Ruppel '56  
Harry Robert Arbogast '57  
Robert Dipipi '57  
James Fiebig '57  
Helen Hartman Rhawn '57  
Joseph Purcell '58  
Joseph Johnston '59  
James Blair '60  
Gary Foose '61  
Raymond Hendershot '61  
Robert Martin '61  
Bernard Krause '62  
Joseph Nardone '62  
Robert Joseph Sewell '63  
James Gallagher '64  
Judy Balestrini Kleinbauer '64  
Linda Rizzo Jerome '65  
Elizabeth Adams Scott '65  
Gretchen Hummel Brosius '67  
Julia Filo Rivers '67  
Jean Kozlowski '68  
Edward Bartos '69  
Daniel Tearpock '70  
Mary Eglanski '71  
Phillip Fetzko '71  
Terry Jean Bieber '72  
Virginia Jenkins '72  
Judith Wark Ryman '72  
Ruth Correll Trapane '72  
Elaine Zarutskie Golaszewski '73  
James Gibisser '74  
Carole Seiber '74  
Joyce McSurdy Slotterback '78  
Nancy Jean Lovely Callow '79  
Donna Vannicelli Wellman '79  
Audrey Fiebig-Howell '80  
Jane Lynn Jones '81  
Bonnie Marks Dunay '84  
Terri Robinson Moore '86  
James Fox '87  
Terrie Williams Bennett '88  
Erin Carduff Zeit '90  
James Heston '91  
Ronald Jezewski '93  
Alicia Curley Catherman '94  
John Donohue '96  
Barbara Oleski '97  
Megan Dilick '13



# over THE shoulder



ABOVE: Visitors to [www.bloomu.edu](http://www.bloomu.edu) in 1996 saw this image.

LEFT: Members of the first BU Web development team shown in January 1995 are, from left: Dave Smith, Maura Jordan Naughton, Marian Reifer, Garrett Schneider, Julie Miller, Craig Pike, Timothy L. Phillips and Megan Johnson Prezioso.

## The Web Project: Early Days of *bloomu.edu*

by ROBERT DUNKELBERGER, UNIVERSITY ARCHIVIST

TODAY'S BU STUDENTS take access to the Internet for granted, but they would hardly recognize the university's first website, which is believed to be among the first 1,200 registered websites worldwide and the first five in Pennsylvania.

The Pennsylvania State System of Higher Education linked to the Internet in fall 1993. By 1994, developers nationwide were creating pages for the World Wide Web with text, graphics and sound that could be accessed through an Internet browser. Seeing the potential for the information that could be marketed through the Internet despite the common belief that the Web would be a passing fad, Bloomsburg's University Advancement Office (known today as Marketing and Communications) formed an Information Highway Committee in summer 1994.

The committee's proposal for creating a Web presence was formally issued in September of that year with the justification that "the Internet has great potential for serving as an important public informa-

tion/communication tool for the university." The overall project was called a Campus Wide Information System (CWIS) and referred to as *The Web Project*.

Timothy L. Phillips of the Department of Instructional Technology and Institute for Interactive Technologies (IIT), Geoff Mehl and Joan Lentzner from University Advancement, Bob Abbott from Academic Computing and Glenn Bieber from Computer Services were primarily responsible for coordinating the development of the website. Samples were shown at the Council of Trustees meeting on Dec. 14, 1994, and seven IIT graduate students got to work when final approval was given, under Phillips' supervision.

Site development progressed throughout spring 1995 and members of the campus community were encouraged to open their Web browser and go to [www.bloomu.edu](http://www.bloomu.edu) to see the current status of the website with its simple text-based resources and a few graphics. The domain name, *bloomu.edu*, was chosen as *bloomsburg* was too

long for an acceptable address.

The work was groundbreaking. At CERN, the European Organization for Nuclear Research in Switzerland where the Web was born in March 1989, one committee member recalls seeing a map with just three registered websites in Pennsylvania – Carnegie Mellon University, University of Pennsylvania and Bloomsburg. Major universities nationwide sought BU's advice on managing information on the Web and the university home page captured national attention when Yahoo featured it as a new and interesting site.

From its beginnings as a prototype that provided basic information, the website has grown to become an essential source of university information for current and prospective students, parents, alumni and other visitors. Today, [www.bloomu.edu](http://www.bloomu.edu) is home to nearly 9,500 pages accessible from computers and mobile devices. ●

### Academic Calendar

#### SUMMER 2014

Session I: May 19 to Aug. 8  
Session II: May 19 to June 27  
Session III: June 30 to Aug. 8

#### FALL 2014

Classes Begin  
Monday, Aug. 25  
Labor Day, No Classes  
Monday, Sept. 1  
Reading Day  
Tuesday, Nov. 25  
Thanksgiving Recess Begins  
Wednesday, Nov. 26  
Classes Resume  
Monday, Dec. 1  
Classes End  
Friday, Dec. 5  
Finals Begin  
Monday, Dec. 8  
Finals End  
Friday, Dec. 12  
Graduate Commencement  
Friday, Dec. 12  
Undergraduate Commencement  
Saturday, Dec. 13

### Alumni Events

Visit [www.bloomualumni.com](http://www.bloomualumni.com) for details on these and additional events or to register. For information, contact the Alumni Affairs office at (800) 526-0254 or [alum@bloomu.edu](mailto:alum@bloomu.edu).

Alumni Weekend and Class of 1964 50-Year Reunion  
Friday through Sunday,  
May 16 to 18; 9 a.m.

Alumni Nights  
Capital Area Summer Picnic  
Thursday, June 12; 5:30 p.m.  
West Shore Elks

Lehigh Valley IronPigs  
Sunday, June 29  
Allentown

Harrisburg City Islanders  
Saturday, Aug. 9  
Harrisburg

Homecoming Alumni Tent Party  
Saturday, Oct. 11; noon

### New Student Activities

Summer Freshman Orientation  
Sunday, June 29

ACT101/EOP Orientation  
Sunday, June 29

Fall Freshman Preview  
Wednesday through Friday,  
June 25 to 27  
Monday through Wednesday,  
July 14 to 16

Transfer Preview Days  
Thursday and Friday,  
July 17 and 18

Welcome Weekend Orientation  
Thursday through Sunday,  
Aug. 21 to 24

### Special Events

Trash to Treasure  
Saturday, May 17; Early Bird.  
8 a.m.; Regular hours 9 a.m.  
to noon. Kehr Union Ballroom.  
Benefits Columbia County  
United Way,  
570-784-3134

Math and Science Camps  
Digital and Human Forensics  
CSI, seventh- through 11th-  
graders; Monday through Friday,  
June 23 to 27.

Parents and Family Weekend  
Friday to Sunday, Oct. 24 to 26

Homecoming Weekend  
Friday to Sunday, Oct. 10 to 12

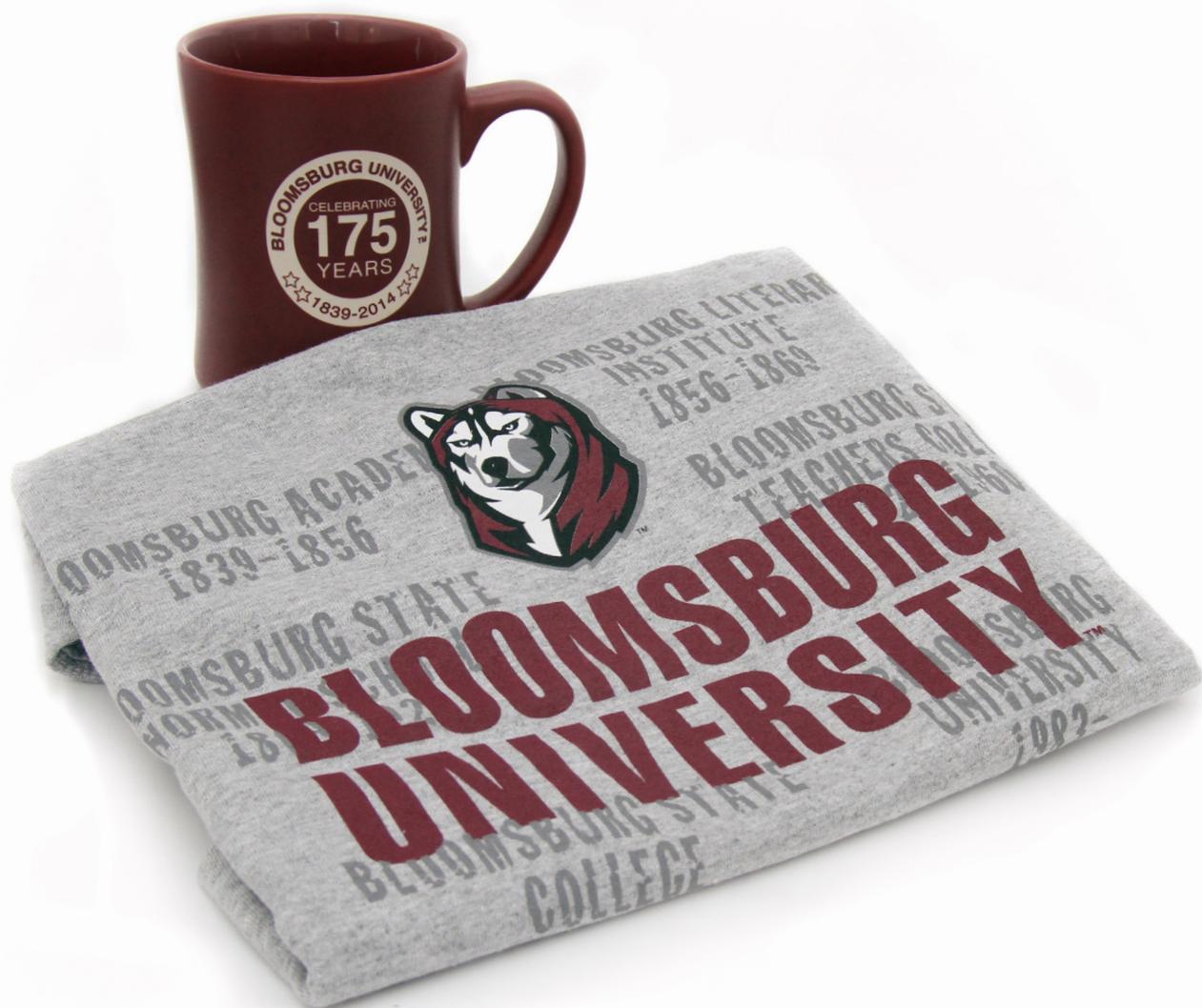
Athletic Hall of Fame Induction  
Saturday, Oct. 18



**Summer Athletic Camps**  
BU offers summer camps in baseball, field hockey, football, soccer, swimming, tennis, wrestling, basketball, cross country, track and field, and lacrosse. For dates, fees, registration information and contact information, visit [www.bucamps.com](http://www.bucamps.com).

For the latest information on upcoming events, check the Bloomsburg University website [www.bloomu.edu](http://www.bloomu.edu).

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