

Bloomensburg

THE UNIVERSITY MAGAZINE



Bloomensburg University of Pennsylvania

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Dubbsy brings humor to healing. Page 20

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FROM THE PRESIDENT



The Enduring Value of a Bloomsburg Degree

AT HOMECOMING, ALUMNI WEEKEND and other events, my conversations with graduates often turn to their careers and the long-lasting benefits of their Bloomsburg University degree.

For young alumni, the connection can be a straight line: from college courses and extracurricular activities ... to job shadowing and internship opportunities ... to full-time employment. For those who have been in the working world for 20, 30 or more years, however, it may not be as obvious how the degree they earned so long ago figures into the career they are pursuing today.

One way they benefit, of course, is their earnings power. The U.S. Census Bureau says a person with a bachelor's degree can expect to earn twice as much as a high school graduate during his or her lifetime.

But what about the benefits beyond dollars and cents? Statistics also show that the average U.S. worker will change careers five to seven times, stay at each job an average of 4.6 years and by age 42 have held as many as 10 separate positions. What is the value of a bachelor's degree to someone who, at some point in his or her life, has forged an entirely new and, perhaps, unexpected career path?

Quite simply, their degree has taught them how to learn. General education courses and courses in their major, co-curricular activities, such as undergraduate research and service learning, and career discovery, from job shadowing and internships to networking with alumni, have given them a skill set like no other. Their degree has made them more confident, competitive and competent with a self-assurance that enables them to take on new challenges, formulate new ideas and succeed.

In this issue of *Bloomsburg: The University Magazine*, you will meet alumni who made significant career changes at midlife and others who, from the start, pursued fields seemingly unrelated to their majors. Their Bloomsburg University degrees have served them exceedingly well.

A handwritten signature in black ink, which appears 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 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. Bonus content and back issues may be found at www.bloomu.edu/magazine.

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HUSKY NOTES
 SPORTS UPDATES
 ALUMNI INFO, MORE

COVER: COURTESY OF MIKE DUBBS '86



unleash your inner *husky*



PHOTO: ERIC FOSTER

Making a commitment to care

More than 120 sophomores were recognized on stage and welcomed into the nursing major during Bloomsburg University's first White Coat Ceremony. Bloomsburg was one of three nursing schools in the commonwealth and 100 nationwide chosen to receive a \$3,000 grant from the American Association of Colleges of Nursing and the Arnold P. Gold

Foundation to support the White Coat Ceremony. Each sophomore, junior and senior nursing student took the Nightingale Pledge and received a specially designed pin as a reminder to provide quality care. Sophomores shown from left are sisters Yesenia and Yasmeeen Mercado, Allison Lloyd and Savannah Copson.

around THE quad

Does what you *eat* affect how you *learn*?



FAST FOOD. FRIED FOOD. Snack food. A study conducted by a Bloomsburg senior and her faculty mentor suggests that a high-fat diet including foods in these categories may affect your ability to learn and remember.

The researchers, psychology major Paige Michener of Telford and her mentor, Eric Stouffer, associate professor of psychology, found that rats fed a high-fat diet were less likely to learn a Conditioned Cue Preference (CCP) task than rats on a low-fat diet. The CCP task requires rats to connect environmental cues with a rewarding stimulus. In this research, water served as the rats' reward.

Michener and Stouffer theorize that an increase in oxidative stress from the high-fat diet impairs the hippocampus, a major component in the brains of humans and other vertebrates important in consolidating information from short-term to long-term memory and in spatial navigation. Oxidative stress, often associated with the effects of



aging, is defined as physiological stress caused by damage from free radicals.

The research builds on an earlier project Stouffer conducted with another student. In that research, he demonstrated that rats fed a high-fat diet showed impaired latent learning

in a task that depended on the hippocampus, but did not have a similar impairment on a task that was independent of the hippocampus. This suggested, he says, that the high-fat diet selectively damaged the hippocampus while leaving other learning-related brain structures intact.

Both projects also suggest that consuming a high-fat diet can contribute to a decline in cognitive performance much earlier than would be expected with typical aging.

Michener presented the findings of the project, *Effect of a High-Fat Diet on a Hippocampus-Dependent Conditioned Cue Preference Task*, along with previous findings at the Society for Neuroscience 2014 Conference in Washington, D.C. Her research was one of more than 30 projects funded as part of Bloomsburg University's 2014 Undergraduate Research, Scholarship, and Creative Activity (URSCA) Awards summer program. ●

WANTED: YOUR OPINION, YOUR IDEAS

HELP US bring you the news and information you want in *Bloomsburg: The University Magazine*. There are two ways to let us know what's on your mind: by completing the biennial readers survey at www.bloomu.edu/magazine and by sending ideas for stories about yourself, other BU alumni, students, faculty or staff, in 100 words or less, to magazine@bloomu.edu. We look forward to hearing from you. ●



Health physics major garners national scholarship

ROBERT RILEY, a senior health physics major from Danville, is the first BU recipient of the National Academy of Nuclear Training Scholarship.

Riley received the scholarship following an internship at Exelon Nuclear, one of the nation's leading competitive power generators. To be selected, students must have a minimum GPA of 3.0 and demonstrate determined work and academic performance.

Riley credits BU's health physics program for his success. Coordinated by David Simpson, nuclear physics and health physics professor, BU is the only university in Pennsylvania to offer a baccalaureate degree program in health physics. "Dr. Simpson really put the opportunity forward for me," Riley says, "And he does that for all of his students."

Following graduation, Riley hopes to continue his work in the nuclear power industry doing radiation protection. ●

First Director

BOLIG LEADS STEM INITIATIVES

KIMBERLY LAZAR BOLIG is the first director of BU's Science, Technology, Engineering and Mathematics (STEM) Education Center. Responsible for all facets of the STEM



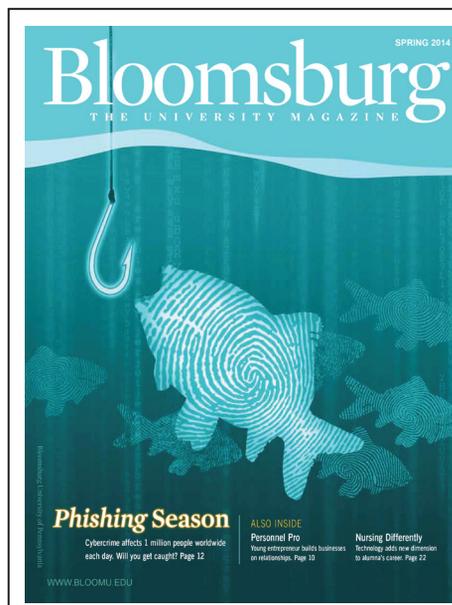
Education Center, she collaborates with teachers, counselors and administrators to ensure the continued success of the STEM program and its initiatives, serves as an adviser to the high school juniors and seniors enrolled in the STEM Magnet Program and promotes STEM initiatives at career and high school events. For more information, visit www.bloomu.edu/stem. ●

Tell It to Lynda

**PROFESSOR AUTHORS
ONLINE LEARNING COURSE**

KARL KAPP, professor of instructional technology, authored a course for the online learning company, Lynda.com. His course, Gamification of Learning, focuses on the benefits of incorporating achievements, characters, challenges, competition and other gaming qualities into instruction in the classroom and in the corporate office. Kapp spent a week during August 2014 in Carpinteria, Calif., to film the course.

His blog, Kapp Notes, has a full account of his experience with Lynda.com at karlkapp.com/my-adventure-at-lynda-com. ●

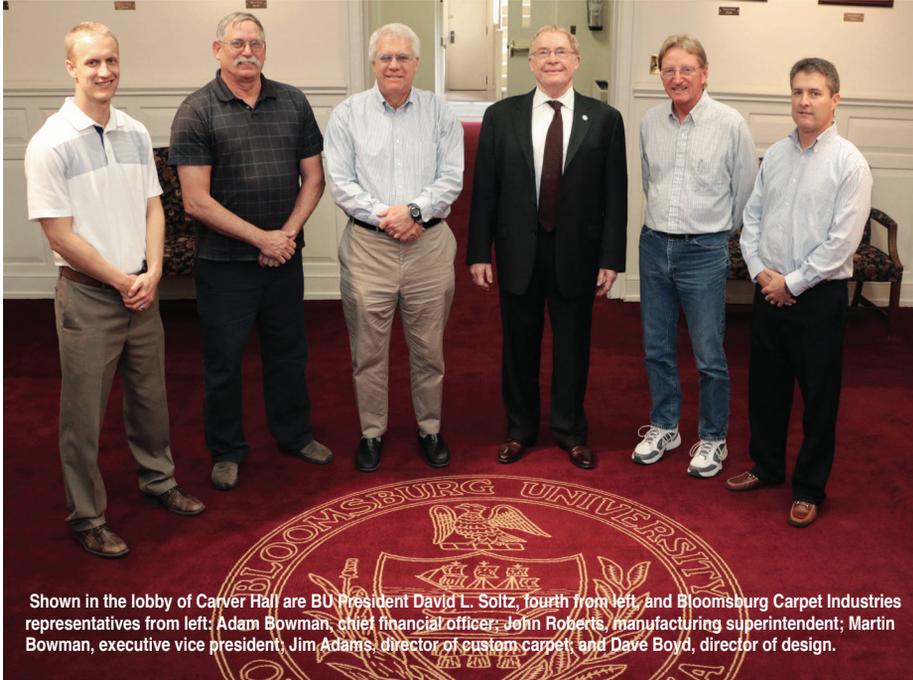


Winning Ways

MAGAZINE IN TOP 17 PERCENT

BLOOMSBURG: THE UNIVERSITY MAGAZINE won a platinum award in MarCom Awards 2014 competition. The magazine was among the top 17 percent of about 6,000 entries received.

MarCom Awards is a creative competition for any individual or organization involved in the concept, writing and design of print, visual, audio and web materials and programs. Entries come from marketing and communication departments, advertising agencies, public relations firms, design shops, production companies and freelancers. ●



Shown in the lobby of Carver Hall are BU President David L. Soltz, fourth from left, and Bloomsburg Carpet Industries representatives from left: Adam Bowman, chief financial officer; John Roberts, manufacturing superintendent; Martin Bowman, executive vice president; Jim Adams, director of custom carpet; and Dave Boyd, director of design.

BU Wall to Wall LOCAL FIRM DONATES CUSTOM CARPET

BLOOMSBURG CARPET INDUSTRIES recently donated carpeting for the lobby and entryways of Carver Hall. The maroon carpeting bears the official university seal

in gold and replaces the custom flooring the company produced and donated for the lobby and entrances in 1994. ●

Transfer Partners

AGREEMENT GUARANTEES ADMISSION TO BU

BLOOMSBURG UNIVERSITY and Luzerne County Community College entered into an agreement that will help LCCC graduates transfer to Bloomsburg to complete their bachelor's degrees. To take advantage of the agreement, LCCC students must complete a dual admissions intent form before completing 30 credits, earn an associate's degree with a minimum grade point average of 2.0, and enroll at BU within one year of LCCC graduation. A full-time student who has completed the appropriate associate's degree program at LCCC may be able to complete a bachelor's degree at BU within four regular semesters.

The programs covered under the agreement include art, biology, business, chemistry, communications, computer science, criminal justice, earth science, English, geoscience, environmental science,



Thomas P. Leary, president, LCCC, and Ira Blake, provost and senior vice president for academic affairs, BU; and standing: Rosana Reyes, dean of enrollment management and student development, LCCC; Dana Charles Clark, provost and vice president for academic affairs, LCCC; and Tom Fletcher, associate vice president and dean of extended programs, BU.

geography, geology, history, mathematics and statistics, modern languages, physics, early childhood education, political science, psychology, social work, sociology and theatre. Learn more at www.pacollegetransfer.com. ●

Reaccredited

MIDDLE STATES COMMISSION

THE MIDDLE STATES COMMISSION on Higher Education accepted BU's Periodic Review Report and reaffirmed accreditation. The next evaluation visit is scheduled for 2018-19. The Middle States Commission on Higher Education is a voluntary, non-governmental, membership association dedicated to quality assurance and improvement through accreditation via peer evaluation. Middle States accreditation instills public confidence in institutional mission, goals, performance and resources through its rigorous accreditation standards and their enforcement.

The full report is available at www.bloomu.edu/middlestates. ●

AACSB

BU'S COLLEGE OF BUSINESS has been reaccredited for the second time by the Association to Advance Collegiate Schools of Business, known as AACSB International.

Initially accredited in 2004 and reaccredited in 2010, BU's College of Business is one of 716 business schools in 48 countries and territories – less than 5 percent of the world's business programs – with AACSB accreditation. Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's and doctoral degrees in business and accounting.

BU first offered bachelor's degrees in business administration in 1934. In fall 2014, 1,855 undergraduates were enrolled in one of BU's business majors: accounting, business education, information and technology management, finance, management or marketing. BU's College of Business also offers master's degrees in accounting, business administration and business education. ●

around THE quad



Play Time

EVENT ENCOURAGES IMAGINATION

MICHAEL PATTE, professor of education and child life specialist, believes that play in America has shifted from a child-initiated activity to one that is now predominantly adult-directed.

“Children’s lives have become progressively more structured both inside and outside of school,” Patte says, “and I’m concerned about the implications it has for their development as a whole person.”

To address this issue, Patte and his students collaborated to bring Pop-Up Adventure Playground to BU for the first time. Pop-Up Adventure Playgrounds are composed of loose materials that encourage open-minded exploration. Each playground “pops up” for a short time in a community setting where children can enjoy this self-structured environment for free.

By hosting the event attended by about 200 area youngsters and their parents, Patte and BU students were able to educate both children and adults on the importance of child-initiated play. ●

Grant Re-awarded

48 NURSING STUDENTS BENEFIT

BU’S DEPARTMENT OF NURSING was re-awarded the Advanced Education Nursing Traineeship (AENT) Grant from the U.S. Department of Health and Human Services, Health Resources, and Services Administration Advanced Education Nursing Traineeship. Bloomsburg University is one of just 65 schools from across the country to receive the AENT award.

BU first earned the grant of \$638,436 in 2012. This year’s award for \$691,872 will provide tuition, fees and textbook stipends to approximately 48 nurse practitioner students over the next two years. The two awards represent the largest in the history of the nursing program. ●

A Salute

BU EARNS MILITARY FRIENDLY SCHOOL DESIGNATION

BLOOMSBURG UNIVERSITY EARNED the Military Friendly School designation from Victory Media for the first time last fall. The designation is awarded to the top 20 percent of colleges, universities and trade schools in the country in recognition of their efforts to ensure the academic success of military service members, veterans and spouses.

With more than 200 veterans enrolled at BU in the last three years, including 40 in fall 2014, as well as about 100 veterans and service members among faculty and staff, BU’s recent growth builds upon the efforts of the Office of Military and Veterans Resources and the Student Veterans Association. Other services include a student veterans lounge, lectures by experts on veterans’ issues and priority scheduling for student veterans. ●



Saying Thanks

BU’S MOST GENEROUS HONORED

BU RECOGNIZED its most generous benefactors with the creation of the Wall of Distinction. The wall, located adjacent to the fountain at the center of the Academic Quad, displays plaques bearing the names of donors whose contributions to the university exceed \$1 million. The donors, who collectively represent more than \$25 million in gifts, are listed in chronological order:

The Mitrani Family Foundation, Drew ’76 and Susan Hostetter, Jack L. Mertz ’42, Terry H. ’76 and JoAnn Schultz ’77 Zeigler, Thomas J. ’65 and Cecelia Mistal ’66 Toth, Norman F. Watts ’59, Barbara Benner Hudock ’75, Robert D. Warren, Fred G. Smith, Community Government Association, Barbara Dilworth, Duane R. ’72 and Susan Basar ’72 Greenly, Michael L. ’85 and Beth Boguski, Stephan M. Pettit ’89 and the Degenstein Foundation. ●



Real World Competition

By Scott Eddy

SPORTS ARE FULL OF CLICHÉS, some of which compare an athlete's competitive drive to the survival instinct of the battlefield. One Bloomsburg football player, redshirt sophomore Eric Schwartz, knows the difference firsthand.

Schwartz began his collegiate football career nearly a decade ago as a Shippensburg University quarterback. "I thought I could just major in football," he says, "but that's not the way it is done. I didn't know what it took to succeed on the field and in the classroom. I didn't know how to manage my time correctly."

After academic struggles forced Schwartz out of school, he worked in a pipe-fitting warehouse and for a tree trimming company. But, he says, "I made the determination to get back on track and be the person I knew I could be."

Swartz's turnaround began when he followed a route he considered before receiving a football scholarship. He joined the U.S. Marine Corps and spent four years in the service, serving as a lance corporal before promotion to corporal.

In October 2009, he was deployed for nine months in Kunjak, Helmand Province, Afghanistan, as an infantry machine gunner. He spent his days in direct combat on top of a truck, responsible for the tactical employment of a heavy machine gun to provide direct fire in support of his unit.

Danger was ever-present for Schwartz and his unit. Twice he

escaped injury when he was thrown from his turret after roadside bombs exploded. "During the final parts of the deployment we were getting shot at every day," he remembers. "Losing people makes you appreciate what you have when you get back. It puts things into perspective."

Schwartz returned home after a tour of duty in the Mediterranean Sea with an expeditionary unit. With the GI Bill to help with tuition, Schwartz was ready to return to college and give football another shot.

Playing safety for the first time since midget football, Schwartz's first season included a forced fumble and fumble recovery in a win over Millersville University and his first career interception in a victory at Lock Haven.

This time around, he recognizes the importance of being a well-balanced student-athlete. Studying exercise science, he is considering a minor in exceptionalities with a career goal of working in special education. Now 27 years old, he has the benefit of hindsight to share some hard-earned wisdom with teammates.

"I tell the guys not to make the mistakes I made," he says. "I messed up, but I was able to serve my country and that gave me such a perspective not only on football, but life." ●

Scott Eddy is assistant sports information editor.



IMPACTful Recruits

TWO OF THE NEWEST Huskies may not have posted eye-popping statistics on the field, but their impact is undeniable. Both the football and field hockey teams partnered with Team IMPACT to bring into the fold two young “recruits” who are battling serious illness.

Team IMPACT’s mission is to improve the quality of life for children facing life-threatening and chronic illnesses by establishing and expanding team-based support networks. There are more than 5,000 participants nationwide, including children, siblings, parents, student-athletes and coaches.

The football team welcomed 7-year-old Gage, who is fighting leukemia. He has visited the team, along with his parents and siblings, and become the team’s biggest fan wearing his official team jersey on the sidelines at several home games.

Huskies field hockey “signed” its own special recruit this past summer – Sarah, 9, of Bloomsburg who is also fighting leukemia. As an “official” member of the team, Sarah was given a locker and a spot on the team’s webpage.

With Sarah in mind, the field hockey team

held a “Play for the Cure” game in September, selling pink T-shirts and taking donations toward pediatric cancer research. The Huskies raised \$1,000 through the event to go toward Geisinger’s Janet Weis Children’s Hospital in Danville.

The Huskies are no strangers to giving back to the community and, in particular, to children in need. The football team donated more than \$1,200 to the Children’s Miracle Network at Geisinger Medical Center last spring. ●

Another National Playoff Run

IN FALL 2014, BU’s football team reached the national quarterfinals for the fifth time in school history and the first since 2008. But a valiant rally came up short in the Super Region 1 Championship Game at Callaghan Stadium, Athens, W.Va., as Concord University held on for a 32-26 victory to move on to the NCAA Division II semifinals.

Bloomsburg (11-2) rallied from 21 points down to tie in the third quarter and appeared to have all the momentum before the Mountain Lions (13-0) responded to keep their perfect season alive.

BU’s Eddie Mateo rushed for 107 yards and a touchdown on 25 carries while quarterback Tim Kelly completed 16 of 36 pass attempts for 239 yards and a score, rushing for another. D.J. McFadden caught five balls for 97 yards and a score while Chad Hoffman had three catches for 68 yards.

Senior middle linebacker Justin Shirk earned PSAC East and Daktronics Super Region 1 Defensive Player of the Year and second team All-America. The Huskies defense led the nation in turnovers generated in 2014.

The Huskies are now 3-2 in national quarterfinal games, last winning in 2006. ●



A Season to Remember

THE HUSKIES men's soccer team posted one of its finest seasons last fall, matching the school record for victories while reaching the NCAA Division II Tournament for the first time since 1978.

One of just 35 teams nationwide to earn a bid to the national tournament, the Huskies finished the season with a 13-6-2 overall record and went 9-2-0 against Pennsylvania State Athletic

Conference (PSAC) competition.

Bloomsburg reached the PSAC Championship Game for the first time since 2011 and received several honors. Four players – junior defender Matt Zima and freshman goalkeeper Jared Ott, first team, and senior defender Roma Loboda and junior defender Mike Bamford, second team – were accorded All-PSAC accolades. Zima and Ott, who tied the school record with eight

shutouts, also gave the Huskies two Daktronics All-Atlantic Region selections, the first time the team has received multiple Daktronics All-Region honorees. In December, Zima was named honorable mention Daktronics All-America and became the first player in Huskies history to receive Daktronics All-America accolades.

Head coach Paul Payne was named PSAC Coach of the Year. ●



Newest Members of the Hall of Fame

Members of the 33rd Athletic Hall of Fame Class were inducted last fall, bringing the number of members to 158. Shown from left are Erica Miller '01, softball; Michael McFarland, athletic director; Roxann Emerick Betz '01, women's lacrosse; Glen McNamee '97, football; Tina Wikoski Bartholomew '95, cross country and track and field; Roger Sanders, former wrestling coach; Julie Bugg '99, women's soccer; David Soltz, BU president; and Dione Somerville, vice president for Student Affairs.

An All-American TriFecta

THREE WOMEN'S cross country runners earned All-American honors as the Huskies finished 14th overall at the NCAA Division II national championships in Louisville, Ky.

On a course that was shortened due to heavy rain, Hannah Boudreau, Kate Dodds and Lauren Lehman earned All-American honors by finishing 35th, 39th and 40th respectively. The top 40 are named All-Americans.

Boudreau, a freshman, finished in 21:59 moving up 18 places over the final 1500 meters of the race. Dodds and Lehman finished in nearly a dead heat in 22:04. As a team the Huskies finished 14th with 358 points, equaling their best previous NCAA finish in 2011. Bloomsburg was also the top finishing PSAC school. ●

Champion Tradition Continued

REDSHIRT SOPHOMORE Jerrin Toomey, of York, was honored as a 2014 Pennsylvania State Athletic Conference (PSAC) Football Champion Scholar prior to the championship game in November. The Champion Scholar is awarded to the student-athlete with the highest grade point average at each of the league's 23 championship finals sites.

A business management major, Toomey enjoyed a strong season on the field as well as part of the Huskies secondary, earning an expanded role as the season went along. He was honored as the PSAC East Defensive Athlete of the Week after intercepting three passes as part of the Huskies' 41-10 win over West Ches-

ter on Oct. 25. The three interceptions were the most in a single game by any Bloomsburg player since 1993.

Toomey continues an impressive recent history of Bloomsburg student-athletes earning the honor of Champion Scholar. Women's basketball player Nicole Southcott earned the accolades last March. Women's lacrosse player Aubrey Bossert won the award in 2012 and 2013 while men's soccer alumnus Bryce Shaffer received the honor at the 2012 men's soccer championships and Tim Dorsch claimed the award in men's swimming during the 2012-13 year. ●





PHOTO: ERIC FOSTER

Hard Habits to *Break*

Statistics show as many as 75 percent of people who try cocaine will become addicted to it. Only one in four is able to quit without help.

by ERIC FOSTER

Turns out the expression “some habits are hard to break” is true in a very real sense. And the reasons are biological.

Neuroscientist Kevin Ball '01, associate professor of psychology, is conducting research that may provide clues on how to help people kick a drug or overeating habit. Funded by a three-year, \$263,271 grant from the National Institutes of Health, he is using an animal model to study the effects of chronic stress on addicts' relapse to cocaine seeking and dieters' relapse to unhealthy eating habits.

“After addicts complete cocaine rehab, the majority go back to using the drug within a few months to a year. A similar thing happens with dieting,” says Ball. “Addiction to drugs, like cocaine, heroin or amphetamines, is so difficult to beat because they cause very big changes to brain structure and chemistry.”

While drug addiction and maladaptive food seeking are not the same, “there is a lot of overlap in the brain systems that drive both behaviors,” says Ball.

“Food seeking doesn't entail the same profound change to the brain. Partly it's evolutionary; it's in our DNA. When food was scarce, it was advantageous to seek out calorie-dense foods. In advanced economies, food isn't scarce anymore.”

The chemistry of addiction

When we do something pleasurable — such as eating our favorite foods or having sex — or are exposed to stimuli that predict such things, our nerve cells release the neurotransmitter dopamine, which is picked up by dopamine receptors. After a short time, the dopamine is reabsorbed by the nerve cells to be used again.

Cocaine and similar drugs hijack our body's dopamine system by blocking the reabsorption of the chemical. The dopamine receptors are stimulated far longer than normal, creating an intense euphoria. The chemistry of the brain is altered and, with repeated exposure, those changes can become more prevalent, setting the stage for addiction.

It appears that many of the physical

changes in the brain that underlie adaptive forms of learning and memory also occur after exposure to addictive drugs, Ball explains. Addiction, therefore, is sometimes conceptualized as a maladaptive form of learning that makes addicts vulnerable to relapse for months, years or a lifetime after treatment.

The role of stress

“We know that chronic stress contributes to many diseases ... from heart disease to cancer,” says Ball. “I'm studying the role of chronic stress in relapse because it induces lasting changes in brain regions implicated in addiction and relapse.”

Acute stress can be adaptive, says Ball. It activates your body's fight-or-flight mechanism, like you would experience if you walked into your office to find a cobra sitting on your chair. But chronic stress is not adaptive when fight-or-flight mechanisms are continually activated.

“Today we are exposed to stresses that constantly activate our fight-or-flight mechanisms. Stress at home. Stress at

work. Money worries. Information overload,” he says.

Stress and cocaine both activate the dopamine system, but through different mechanisms. And it turns out that activation of the dopamine system by stress can reactivate an addictive behavior.

A possible remedy

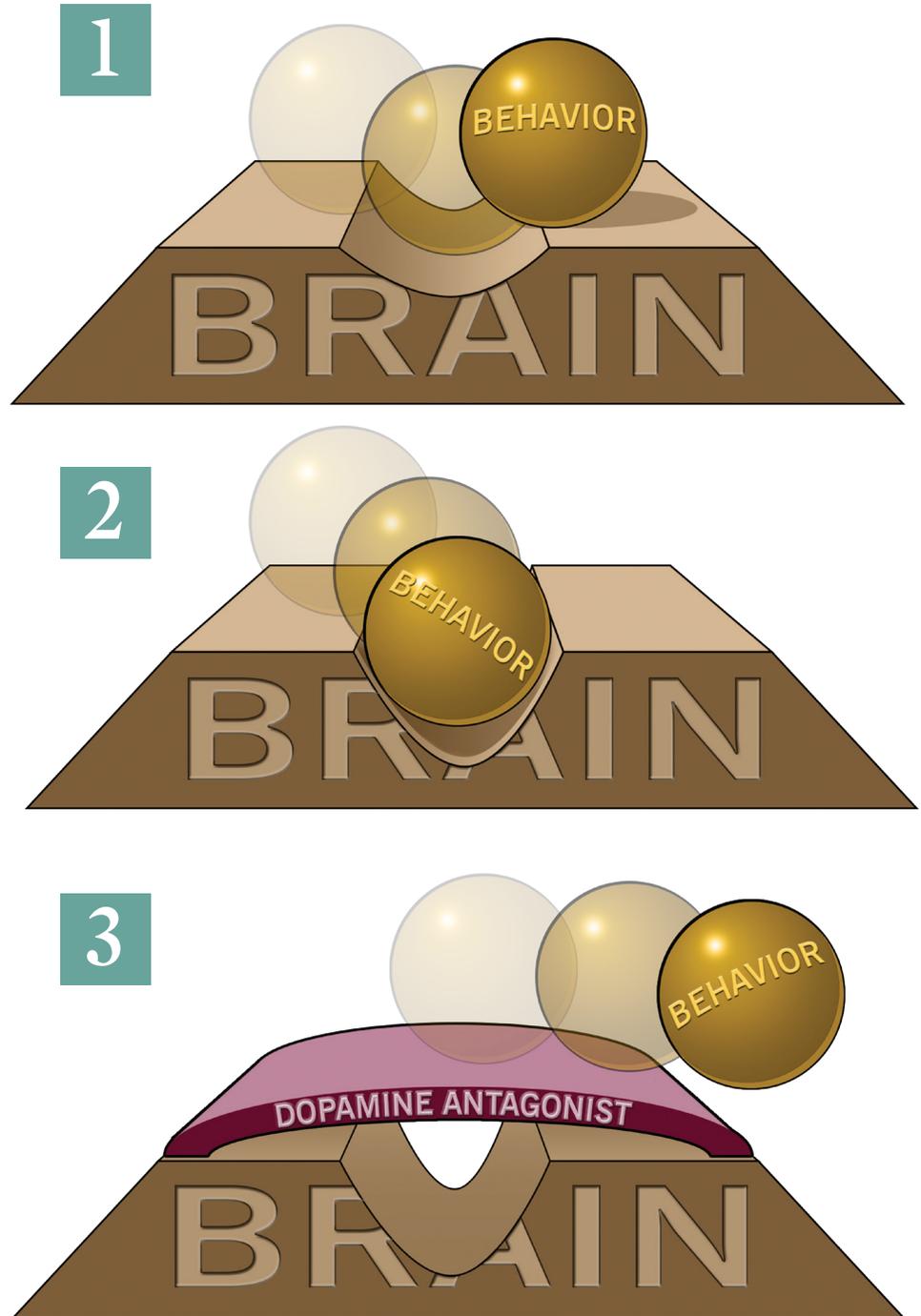
In his study, Ball is investigating whether a dopamine antagonist — a drug to block dopamine receptors in the body — will reduce the effects of chronic stress on later relapse vulnerability.

The study will be conducted in three stages.

- Self-Administration Phase: Rats will be given the opportunity to self-administer cocaine or highly palatable food pellets.
- Extinction Phase: The cocaine or food pellets will be withdrawn and a source of stress introduced. This stressor can entail being confined to a small open container in a bright space. A portion of the rats will be administered a dopamine antagonist.
- Reinstatement Phase: The rats will have the opportunity to respond to cocaine- or food-associated cues. This response is the means for measuring relapse.

The question that Ball is seeking to answer is whether the dopamine antagonist, given during the chronic stress introduced at the extinction phase, helps to shield the rats from relapsing into the addictive behavior.

And if it does, perhaps the research will one day lead to a way to shield human addicts from relapse. ●



A Research Tradition

THE BEHAVIORAL STUDIES that Kevin Ball is conducting are part of a continuing tradition at Bloomsburg University.

A 2001 BU graduate, Ball was mentored by Steven Cohen, who retired in 2009 after 36 years of service.

Cohen, with more than 75 publications and 39 research grants, was the first Bloomsburg University professor to be awarded grants from the National Science Foundation and the National Institutes of Health.

Ball's latest grant is his second from the National Institutes of Health. A 2011 grant focused on the effects of MDMA (colloquially known as ecstasy) and neurological foundations of addiction. ●



Reinvent Yourself

By LAURIE CREASY

Among more than a million mobile apps available today is one created by Patty Cara '85, inspired by long-forgotten notes and a new philosophy.

AS PATTY CARA '85 emptied her desk after losing her job as an advertising agency vice president, she went through nearly 30 years of notes. They held her ideas, some of which she'd never put into practice.

"It was a now-or-never moment," she says. She could do what she knew — which was safe — or she could branch out. "Because I was a creative director and came up with ideas for a living, I decided I would apply all my ideas to my life instead of creating things for clients. I decided from that moment forward to live that philosophy."

Scary, yes, because her husband, who worked at the same agency, lost his job on the same day. But Cara felt excited, too, about what was next in her life.

"I wanted to get into the digital

space, wanted to be involved in the app world. I was ready for something new," she recalls. "And it did coalesce that way in my mind — kind of like a perfect storm."

While working at the agency, she'd written down 10 of her own ideas every day. "I think what surprised me is that I began by visualizing it as the equivalent of a task manager. But then I realized that a task manager is a recipe for keeping life the way it is. I wanted to focus on ideas, rather than tasks. 'To dos' are tasks you're accustomed to doing. An idea is a new way to do something."

And what began as a list soon developed into an idea for an iTunes mobile app. She visualized a way to give users the resources to become better at generating their own ideas and, using the

skills she'd developed at the agency, gathered a creative team. "I worked with graphic designers I knew, sourced the developers, and created the app, TENideas, from concept to launch in just under a year."

The interface is simple, but requires users to explore the space. Once they do, they find direction on ways to generate more ideas, from doing research on a topic that interests them to thinking playfully to thinking deeply about what they might ask for if a genie granted them one wish.

"For younger users, the list may be filled with party ideas or ways to design their resumes," Cara says. "We also have some users who are entrepreneurs. They use the app to list things they want to invent or apps they want to develop. Lots of my friends are writers and artists and they use the app to capture and act on their creative ideas."

Need proof that the app works? Just look at Cara. "I started my own business, did consulting and freelancing, launched a mobile app, have a second app — a game — in the works, a book proposal being shopped around on the TENideas system — so I'm doing all new things for me," she says. "That change in philosophy and focus was a direct result of the job loss."

During that first year, wasn't she ever plagued by the internal editor — that voice that whispers that the idea isn't good enough, it will never fly, that we're not strong enough or smart enough or good enough or disciplined enough to make things work?

"I decided not to listen to the internal editor anymore," she says. "I felt that the internal editor had kept me from doing things that I wanted to accomplish." ●

TENideas is available on the iTunes App Store in the Productivity section.

Laurie Creasy is a freelance writer based in Bloomsburg.

Create a legacy.

Terrance Jones is the first member of his family to go to college. He's worked hard at Bloomsburg to earn a bachelor's degree and pursue a master's.

Scholarships from the Bloomsburg University Foundation helped make his education possible.

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www.bloomufdn.org

Well Played

By LARRY KELLER

“There are so many people playing video games; students want to learn how to create them.”

– Eric Preisz '00

PHOTO: COURTESY OF ERIC PREISZ

Sixty-four percent of parents believe video games are a positive part of their children's lives. Alumnus Eric Preisz couldn't agree more.

LET'S SAY you have a terrific idea for a video game. But you need a means of meshing the various bells and whistles into a single piece of software. One that, you hope, will be enjoyed by legions of devoted video game players. GG Interactive, led by CEO Eric Preisz '00, could be the source of the missing element that ties it all together.

GG Interactive, formerly known as Garage-Games, is a multi-faceted company based in Vancouver, Wash., that makes software for independent video game developers. The company made its name not in developing video games, but in producing a game "engine," Torque, that has evolved into several versions. Simply put, a video game engine takes the components of a game, such as audio and graphics, and pulls them all together in a single piece of software.

Independent game makers are the primary buyers of those engines. "Lots of them have tech jobs and do this as a hobby," Preisz says. "Others are employed by video game makers and want to branch out on their own. The reality is that a lot of people will try to make money off a game, but few actually succeed. You have to make 10 games and hope one hits. That's a do-or-die business."

It is not a business model that GG Interactive emulated. Instead, it developed its Torque game engines and made licenses so affordable that even the smallest aspiring video game magnate could buy one. Now the company is looking increasingly to education and entertainment as its future.

Educational value

When the state of Nevada — the location of a branch office of GG Interactive — decided to create standards for courses on video game development, it invited Preisz to serve on a committee. He learned there was no curriculum to follow, so GG created a prototype of four high school courses to be taken over two years, similar to earlier work in Florida. "There are so many people playing video games; students want

to learn how to create them," he says.

The educational value isn't just in learning how to create the games. Preisz also believes the games themselves can be valuable classroom teaching aids, complete with instruction, tests and grades. GG has created video games in a variety of areas, including customer service and career development, and when his company developed an adventure game for a criminal justice course, it hired a Los Angeles film crew and actors, and shot scenes on Hollywood sound stages.

A prototype game for autistic children asked youngsters to perform "simple tasks such as matching," he says. "If the student wasn't able to solve the puzzle, it would progressively give them bigger and bigger hints until they succeeded."

Regardless of skill levels at video games and simulations, "the key to this kind of work is to do usability testing," says Preisz, who often recruits people to try out a new product. "The most important thing is to watch what they're doing as opposed to what they're telling you."

"You have to make 10 games and hope one hits."

— Eric Preisz '00

A little 'Donkey Kong'?

Preisz's career path was anything but predictable. Sure, the Bloomsburg native played "Donkey Kong" and other games as a youngster, but then he lost interest.

"I played video games less than everybody at this company," says Preisz, who manages projects and products, occasionally writes code and oversees 13 employees in two cities. Luckily, it turned out playing video games wasn't a prerequisite for success in the industry.

After graduation, he had two job offers: one from the maker of a Formula One race car game; the other from a Washington, D.C., company

that produced training simulations for soldiers. The first job sounded like a lot of fun, but the second one paid much better. That's the job he took.

"My office was in the [computer] server room," Preisz recalls. "I was freezing." He stayed for five years, before moving on to a company where he worked on 3-D simulations of the vehicle assembly building at NASA's Kennedy Space Station.

When Preisz started his own computer programming business in Orlando, his clients included the U.S. Army and Air Force and Disney Imagineering. For Disney, his company created two interactive games for visitors as they exited the ride at Epcot's Spaceship Earth geodesic sphere.

At the same time, he began teaching a course on video game optimization — basically, techniques and tools to make games run faster or better — at Full Sail University in Florida and became his department's chair. That led him to co-write a book on the same subject he taught.

He started with GG in 2009 in a technical sales position and became CEO in January 2011. In recent months, the company has been involved in the support phase "of a multi-year effort to build a world-class entertainment platform for a world-class theme park." Preisz says contractual stipulations bar him from elaborating.

Meanwhile, he has worked on several projects with Microsoft, including one that teaches computer literacy for people in developing countries. "We built cartoon-like stories and mini-games that teach people how to use their mouse, email, productivity tools, the Internet, and other functions," he says. The program is scheduled to be offered in at least 20 languages.

"Everybody has a different way to use game technology," Preisz says. "I think I've got the coolest job in the world." ●

Larry Keller is a freelance writer based in Philadelphia.



Spirited Careers

By JACK SHERZER

Adam Bartles

PHOTOS: DAVE ASHBY

The famous quote attributed to Confucius says, “Choose a job that you like, and you will never have to work a day in your life.”

In 2003, Adam Bartles was planning on graduate school when, burned out on academia, he decided to return home. On a whim, he sent an unsolicited application to Appalachian Brewing Co. in Harrisburg and unwittingly took the first step toward a new career.

Fraternity brothers Thomas Yozzo and Chris Moyer talked for 20 years of businesses they could open together. As the market for hand-crafted beer and spirits exploded five years ago, the friends agreed on the perfect venture: a distillery.

It was 1967 and Myles Anderson had just earned his doctorate in counseling psychology when his wife, Myrna, told him he needed a hobby and gave him a book on winemaking. Fast forward 25 years and friends, loving the wines Anderson and a fellow professor made, convinced the pair to open a winery.

Matthew Hall worked for a beer distributor while earning his business management degree and enjoyed success as a salesman for a large Philadelphia beer distributor following graduation. But as he got to know the people manufacturing the beer he was selling, the appeal for the hands-on side of the business grew.

All five started on different career paths, but they share two key characteristics: the courage to take a risk and desire to forge a career out of what they enjoy most.

An unexpected offer

“I had decided I wasn’t going to graduate school and had moved home to Elizabethtown. One day the thought popped into my mind that maybe I would like to make beer,” says 34-year-

old Adam Bartles of his decision to apply to Appalachian Brewery after earning his English degree. “I’m still not sure why they called me in.”

New employees at small breweries usually start at the ground level regardless of experience, and Bartles was no exception. He began in the packaging area, building cardboard beer cases and helping to run the bottle-labeling machine. He made it a point to get involved in as much of the operation as he could and within two months he made his first batch of beer – a thousand gallons of ABC’s dark Susquehanna Stout.

Bartles realized he would need some formal education to rise in the brewing industry and turned to Chicago’s top-rated Siebel Institute, where he completed three weeks of coursework. He then spent six weeks at an independent,



“Our story is we had this idea and worked like crazy to make it happen – it’s the American Dream.”

Chris Moyer '92

From left, Thomas Yozzo, Jennifer Moyer and Chris Moyer

family-owned brewery near Munich. His unpaid apprenticeship included a room at the brewery and breakfast.

While in Germany he applied to Victory Brewing Co. in Philadelphia. “I knew I could experience a career with Victory and wouldn’t have to make another move,” says Bartles, who started in 2007 as an assistant on the bottling line.

“Despite my education and experience, I started on the bottom rung. By the end of 2007, I was able to operate all the equipment and run all the processes. Then I started training other people,” says Bartles, Victory’s director of operations. “Brewing is very much an apprenticeship. You have a head brewer and assistant brewers and you need to work your way through.”

As director of operations, Bartles is involved in all aspects of the company, which last year saw demand for its beer grow by 30 percent. The company recently opened a modern facility in Parkesburg and is building another brew house in Kennett Square. Bartles says he looks forward to developing new beers and helping the company continue to grow.

“I’ve been following my passion,” Bartles says. “I never would have guessed this is how things would turn out.”

Turning business dreams into reality

During freshman year at Bloomsburg, Chris Moyer was doing laundry when he spotted the duffel bag Thomas Yozzo was using and said, “Hey, military?”

From that first discussion about Moyer’s National Guard experience and Yozzo’s Coast Guard service, the two went on to become Theta Chi fraternity brothers. Both graduated in 1992, Moyer with a degree in accounting and Yozzo with a degree in sociology.

From there the friends traveled different paths: Moyer working as a sales manager for Oracle’s business with the Department of Defense and Yozzo served as a police officer in Newburgh, N.Y., where he retired with 20 years of service. The men married, took numerous family vacations together and started dreaming of one day sharing a business.

“As the kids got a little older we would end up around a campfire, and we would talk about bison farms or golf courses – always doing something with our hands,” says Moyer, 44. The friends started thinking about the explosion in craft beers and liquors and, as Yozzo approached the 20-year mark with the police department, they decided their business venture was now or never.

In July 2013, they bought the small farm and apple orchard in Clermont, N.Y. that became Hudson Valley Distillers. From the start, they wanted to create a natural product using local ingredients. In addition to apples from their farm, the barley, rye and other raw materials come from farms within five miles of the distillery.

“That was a goal for us, we wanted to get back to our roots,” says Yozzo, 45.

“Spirits are an agricultural product and the purer you get and closer to the source you can be, the better your product is going to be,” Moyer adds.

Their first product was vodka. “It’s the biggest selling spirit in the country and you don’t need to age it. For a small business that has to invest a tremendous amount of money, the thought of having to put something aside to age for several years is really impossible,” Moyer says.

On average, the distillery makes 1,000 bottles a month and alternates between making fruit-based and grain-based liquors. Moyer’s wife, the former Jennifer Theiss ’92, also works in the business and the men say they would love to have their children get involved.



Myles and Myrna Anderson

PHOTO: COURTESY OF MYLES ANDERSON

If there's a message in what they've done, the men say it's to follow your dream. "People are really intrigued with the notion that Tom and I knew each other for 26 years and started this business. We've had a number of people tell us 'You motivated me to do X.' Our story is we had this idea and worked like crazy to make it happen — it's the American Dream," Moyer says.

"You need to step out of your comfort zone," Yozzo adds. "Try something new and go for it."

From home brewer to master brewer

While at Bloomsburg, Matthew Hall worked for an area beer distributor and, after graduating in 2007 with a degree in business management, he took a sales job with a large Philadelphia beer wholesaler. Hall had started making his own beer during college, and his interest in brewing grew as he visited breweries as part of his job.

"I would talk to the guys working there, the brewers and the bottling guys, and they were very excited and very happy about what they were doing," Hall says. "There was an overall excitement with the growth of the craft beer industry — they had a product they could stand behind and be proud of. I thought that was the ultimate connection of labor and love."

Hall began applying to breweries, but soon realized there was a lot of competition for openings. Like Bartles, he took a beer-making course at Siebel Institute, spending time in Chicago and Germany.

Within two weeks of returning home, Hall, 29, was hired by the Yards Brewing Co. in Philadelphia, starting in 2010 at an entry-level position in the packaging department. He made less money than he made in sales and had to move in with his parents in Bucks County, but he loved what he was doing. For the past two-and-a-half years, he's been a brewer.

"I can't imagine myself doing anything else," Hall says. "At the end of my shift I can pour a beer, enjoy it and think, 'I was a part of making this happen.' I also love seeing other people enjoy the product. There are not many industries where people are excited about what you're doing."

A command performance

The world of winemaking wasn't even a passing thought when Myles Anderson '62 graduated from Bloomsburg with a degree in elementary education and psychology, then stayed at BU for another three years to teach.

Even after his wife, the former Myrna Bassett '62, gave him a book on winemaking and he began experimenting, there was little to foreshadow the success to come.

Anderson became dean of students at York College and both dean of students and a vice president at Gonzaga University in Spokane and Regis College in Denver before joining the faculty at Walla Walla (Wash.) Community College as a counselor and psychology professor in 1977. The position allowed him to return to his teaching roots and to found the Institute for Enology and Viticulture at the community college in 2000. This college program provides students with hands-on experience in the production of grapes, winemaking and wine sales.

At the community college, he met Gordy Venneri and the two started making wine in the Anderson's backyard, much to the delight of their friends. This was at the time that the wine industry in Walla Walla was budding. "We had fun and gave our wine away to friends and acquaintances. Then people encouraged us to go commercial so they could buy it," Anderson says. "At first we planned to do just a small business and not have more than 1,000 cases a year — enough to pay for our hobby." That has all changed.

The winery, Walla Walla Vintners, opened in 1995. The first bottles were sold in 1997 and the operation first turned a profit in its seventh year. Today, the winery sells around 6,000 cases of various red wines a year and is still a family business — the Andersons' daughter, Meagan, and their son-in-law, Judah, are very much a part of the winery.

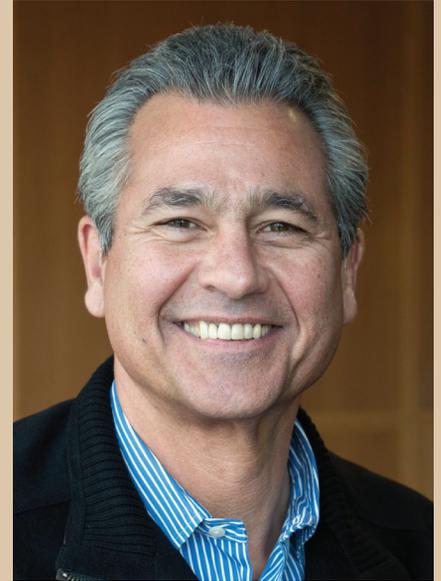
"It's a business that's very expensive and challenging to operate," says Anderson, 74, who continued to direct the wine program at the community college full-time until he retired in June 2014.

Although California is known for its wines, Anderson says Washington has incredible soil for growing grapes — a fact that has resulted in a booming wine industry. When Anderson's winery opened, it was the eighth in Walla Walla; now there are 900 in the state, with 175 in Walla Walla alone.

"I had no idea when we started that we would go this far," says Anderson. Though the winery is well established, he says the key to success is to never stop paying attention to the wine quality and the customer. The Andersons were delighted to donate the wine for their 50-year reunion at Bloomsburg in 2012.

"We know that we're not just in the wine business, we're really in the relationship and pleasure business," he says. "We make sure we stay in touch with our customers on a regular basis and provide beautiful wines they would normally not be able to get anywhere else." ●

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



Family Enterprise

For John Braganini, the art and business of crafting wine is a family tradition.

"We grew up thinking of wine as food," says Braganini '75, president of Great Lakes Insurance Agency Inc. and a member of BU's College of Business Advisory Board.

Today, Braganini, along with six other family members, is part owner of St. Julian Winery, founded in Ontario, Canada, in 1921 by his grandfather, Mariano Meconi, and relocated to Michigan in the 1930s. Named for the patron saint of the founder's birthplace in Italy, St. Julian is Michigan's oldest and largest winery. It produces more than 50 varieties of wine and ships 150,000 cases annually, as well as another 100,000 cases of beverages, such as non-alcoholic champagne.

About 90 percent of the wine is sold in Michigan, but it is also available in other areas of the Midwest. Braganini says sales are increasing 4 to 6 percent a year, but "it's getting harder to get on the shelves. You have to either get bigger or smaller." In response, St. Julian Winery is pursuing a direct-to-customer sales model through their website, www.stjulian.com.

But quantity has not come at the expense of quality. St. Julian's consistently produces wines — both sweet and dry — that win awards in Michigan and throughout the United States. Braganini is particularly fond of his pinot grigio while St. Julian's Albarino, a white grape typically grown in Spain, is the first of that variety made in Michigan. ●



Matthew Hall



PHOTOS: COURTESY OF MIKE DUBBS

All the World Loves a Clown

by WILLIE COLÓN

ON AUG. 4, 2014, Pastor Mike Dubbs '86 walked out of his house in Southern Pines, N.C., eager to embark on his first clown mission. He was decked out as his alter-ego, Dubbsy, in full hobo clown regalia — black felt hat, thrift store shirt and pants, hideous brown vest with a 99-cent price tag, red suspenders, mismatched rental bowling shoes — ready to help spread a little laughter, love and healing to another continent.

At the Raleigh-Durham Airport, he was the only clown in town. At JFK in New York City, he came upon two other clowns who were going his way. And at the Jorge Chavez Airport in Lima, Peru,

Dubbsy and his clown friends turned a corner and ...

“There was nothing but clowns!” he recalls. “It was like a clown explosion.”

It sounds spectacularly silly, but consider this: Nutrition was the theme of this year's two-week clown mission to Iquitos, Peru. Organized by the Gesundheit! Institute, a West Virginia-based alternative health care facility, the mission brought together 130 clown volunteers from 16 countries to address the high incidence of malnutrition in the region.

As for flying to Peru as Dubbsy? “One requirement is that you travel

from your front door in character,” he explains. “They want committed people who are willing to say, ‘Here’s what I’m doing. I’m a clown.’”

...

“Eclectic” pretty much sums up Mike Dubbs' resume and life adventures. This Bloomsburg native and Tau Kappa Epsilon brother graduated with a bachelor's degree in business and office administration. He has been a professional photographer and a township manager, and says he misses the 10 years he volunteered as the football game announcer at Redman Stadium. “I got a good seat for every game and subs



from places like Balzano's," he says.

After finally heeding a calling he'd ignored for years, he began down the path that led to his current position as pastor at Community Congregational Church in Southern Pines.

Meanwhile, the path that led to clowning had its origins in a job Dubbs had while he was in college. "I would dress as a gorilla or a clown or a kissing bandit and take balloons to hospitals and people's homes," he says. That eventually morphed into full-on clowning for kids' parties.

Today he clowns several times a month as part of a group of clown volunteers at a local hospital. And in the way that one thing often leads to another, it was a clown friend from the hospital who told Dubbs about the Gesundheit! Institute — and the possibility of going international with his clowning.

...

Peru was an incredible experience, Dubbs says, but the opening day welcome parade was extra special. "That was the highlight as the kids' faces lit up when they saw the clowns," he recalls. "They knew we were there for them,

and I could see hope in their faces. I had never seen such poverty and such joy in the same place."

He also remembers having a hard time unfurling the Bloomsburg banner he'd brought along because the children kept running up to it and yelling "El Lobo! El Lobo! (The Wolf! The Wolf!)."

The two weeks were packed with workshops for the volunteers and local participants alike. These events provided Dubbs, a self-taught juggler and clown, a unique chance to improve his clowning by visiting schools, nursing homes and prisons and taking a trip to a village down the Amazon River. "And when they found out I was a pastor, they asked me to talk to patients at a mental health clinic," says Dubbs, who speaks a little Spanish. "I was still dressed as a clown, just without the face makeup."

One of his biggest take-aways was probably that old cliché: Don't sweat the small stuff. "I learned not to be so worried about my costume as long as it's colorful," he says. "The joy is in the clown visit, not in how accurate my outfit is."

"Humor provides a momentary distraction from whatever problems we might have."

– Mike Dubbs '86

...

The Gesundheit! Institute has organized clown missions since 1985, when founder Dr. Patch Adams led a group of volunteer clowns to the former Soviet Union. Adams promotes an alternative health care model that connects individual health to the health of the family, community and the world. Robin Williams famously portrayed him in the 1998 hit movie, *Patch Adams*.

There are six to 10 clown trips every year, and they're meant to create joyful atmospheres that enhance the well-being of individuals and groups. But is there hard evidence that humor heals?

Not quite yet, says Mary Katherine Duncan, Bloomsburg psychology professor. But we're getting there.

"At this point there's not a lot of science, so we're trying to define it and study it and measure it," Duncan says. "We have a growing body of correlational evidence — happier people tend to live longer, they're more productive at work, they earn more." Humor also helps us deal with sadness, anger and other negative emotions and experiences, she says.

"But can humor get us to the point of thriving?" Duncan asks. "We're looking into it, and folks like Patch Adams are helping us understand it."

Based on his experience, Mike Dubbs understands it pretty well already.

"If nothing else, humor provides a momentary distraction from whatever problems we might have," he says. "I see that at the hospital. And I like to imagine that when the kids in Peru are having a hard day, they think about the clowns and smile." ●

Willie Colón is a freelance writer based in Philadelphia.



Mike Dubbs and Dick Strine '57

husky notes

Lessons Learned

Beth and Mike Boguski

FROM SMALL-TOWN BOY in rural Wayne County to president of a workers' compensation insurance specialist headquartered in Lancaster, Michael Boguski says Bloomsburg University — the education he received, the friendships he made and his continued alumni involvement — have made a difference in his career and his life.

"I was looking for a university with a rural, small-town feel and it was an excellent fit," says Boguski '85. "I planned on majoring in business and Bloomsburg had a great reputation and an expanded business school. And it was affordable. I funded my college education with a student loan and a summer job as a lifeguard."

Boguski found much more than a good fit at Bloomsburg. He found the academic preparation that provided a foundation for his career — a journey that led him to the start up of Eastern Alliance Insurance Group, known as Eastern, in 1997. Since opening in

1997 above a tattoo parlor, Eastern has grown from a start-up to a public company operating in 16 states with eight regional offices that employs 245 insurance professionals. Eastern went public on the NASDAQ in 2006 and then merged with ProAssurance, a larger publicly traded company, in January 2014. Boguski continues to serve as the president of Eastern.

Just as important as the academic preparation were the friendships Boguski formed at Bloomsburg. "I was a member of the Zeta Psi fraternity and involved in intramural and inter-fraternity council sports. I learned the importance of interpersonal skills and developing relationships. I still have lifelong Bloomsburg University friends and continue an annual birthday celebration trip with several Zeta Psi fraternity brothers. Bloomsburg University is a special place with special people."

As an alumnus, he serves on the Bloomsburg University Foundation Board of

Directors and, with his wife, Beth, committed \$1 million to the Foundation to support high-impact experiential opportunities, including internships, job shadowing and capstone experiences provided through BU's Professional U program. The gift will also assist with ongoing efforts for BU's Science, Technology, Engineering and Mathematics (STEM) Magnet School — a two-year immersion program for local high school students — as well as the Henry Carver Fund, the BU Foundation's annual fund.

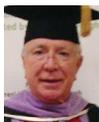
As a first-generation college graduate, Boguski feels a strong connection to today's BU students. "My parents and grandparents did not have the opportunity to attend college. I was blessed and very fortunate to attend Bloomsburg University. Even today, nearly 40 percent of the students are first generation. Beth and I see an important mission in supporting these students." ●

'60s



Larry W. Greenly '65 won a gold medal and certificate in the national 2014 Moonbeam Children's Book Awards for his nonfiction book, *Eugene Bullard: World's First Black Fighter Pilot*. His book also won the Best Young Adult Book in the 2014 NM/AZ Book Awards.

Dale Hunsinger '65, principal of Homestead-Wakefield Elementary School, Bel Air, Md., was named Harford County Principal of the Year for 2013.



Robert Boose '68 was awarded honorary fellowship in the American College of Dentists. This distinction recognizes exceptional contributions to dentistry and the dental profession by individuals who do not hold a dental degree but have significantly advanced the profession of oral health.



Albert Fisher '69, CPA and professor emeritus at the College of Southern Nevada, in Las Vegas, created the Albert J. Fisher Accounting Scholarship. Fisher says graduating from Bloomsburg enabled him to achieve success in the accounting and education world. He made a promise to himself when he graduated that he would endow a scholarship.



Robert Behr '71 is commissioner to the Virginia Commission for the Arts. Previously, Behr served as chairman of the Fine Arts Department at Girard College in Philadelphia. He and his wife, Pamela, reside on Chincoteague Island, Va., and own the Island Cottage Collection, a gallery/shop.

John C. Olaynick '71 retired from the Palm Beach County (Fla.) Water Utilities as an environmental analyst. He resides in West Palm Beach where he is a flight instructor.

led the Yellow Jackets to NCAA championship tournaments in 2000 and 2010.

Terry Guers '77/'78M retired after 36 years as a speech-language pathologist in Berks County. He was employed for 14 years by the Berks County Intermediate Unit, while serving schools in the Kutztown, Fleetwood and Brandywine Heights districts. In 1992, he became an employee of the Kutztown Area School District from which he retired in June 2014 after 22 years. Guers lives in Muhlenberg Township in the Reading area.

John Vanderbeck '77 was promoted to chief executive officer of ACTS Retirement-Life Communities, based in West Point.

John Mondschein '78 retired after teaching business and coaching track and field for 36 years at Parkland High School (PHS), Allentown. He was inducted into the PHS athletic hall of fame as a track and field coach and was previously inducted into the Whitehall High School athletic hall of fame as a member of the 1973 football team.

'70s

Blair Monie '70 was named the Louis H. and Katherine S. Zbinden Distinguished Professor of Pastoral Ministry and Leadership at Austin (Texas) Presbyterian Theological Seminary, Austin. He retired in June with 20 years of service as senior pastor of Preston Hollow Presbyterian Church in Dallas, Texas. Upon his retirement, he was honored by a \$2.5 million gift to endow the Blair R. Monie Distinguished Chair of Homiletics at Austin Seminary.

Virginia Ann Donovan Motsko '72 received the Ben Franklin Community Service Award. The award is accompanied by a \$1,000 grant from the Wayne County Community Foundation's Ben Franklin Fund and is designated to the charity of the winner's choosing.

Arthur Luptowski '73 is an advance scout with the Detroit Pistons of the National Basketball Association. He was previously the American International College head basketball coach where he



Gifts from Daniel Tearpock '70

THE LATE DANIEL TEARPOCK '70, noted geologist, bequeathed a collection of Native American arrowheads to the university that is displayed in Harline Science Center. Tearpock, who died Feb. 9, 2014, also gave \$50,000 to the university in his will.

In 1988, Tearpock founded Subsurface Consultants & Associates which grew into an international consulting and training firm with multiple branch offices. He was a well-known figure in the oil and gas industry and remained committed to his profession as a successful oil finder, to educating and mentoring the next generation of talent in the geosciences and to serving his community.

In recent years, Tearpock received multiple honors and awards commemorating his professional achievements, including the American Association of Professional Geologists (AAPG) Division of Professional Affairs' Heritage Award, the AAPG Honorary Member Award and nomination to the Advisory Board of Bloomsburg University's College of Science and Technology.

George Antochy '79 retired from the Federal Aviation Administration after 32 years. His last position was as manager, client planning and design, responsible for the 60,000 administrative computers used throughout the FAA. Antochy retired from the U.S. Army Reserve in June 2009 after 30 years of service.

Laura Adolphson Antochy '79 retired after 25 years of teaching. For the last 18 years, she was a kindergarten teacher with the Arlington Texas Independent School District.

'80s

Douglas Berry '83 is a director on the boards of Juniata Valley Financial Corp. and Juniata Valley Bank. Berry is the chief executive officer and president of Solar Renewable Energy and Achieve Energy Solutions, and owns Berry Group Management.

John Keegan '84, a certified public accountant, is the chief financial officer at The Plastic Surgery Center of New Jersey. He is also an associate with K2 Enterprises, speaking with accountants nationwide about software and technology. Keegan is a chartered global management accountant, certified treasury professional, corporate financial planning and analysis professional and certified information technology professional.

Cameron Smith '84 competed in the Revolution3 Ironman-distance triathlon in Sandusky, Ohio. Completing the 2.4-mile swim in Lake Erie, 112-mile bicycle ride and 26.2-mile marathon run in 10 hours, 48 minutes, he crossed the line seventh of more than 200 finishers, second in the Master's Division for men age 40 and older, and first in his age group, 50 to 54. He is married to the former **Sandi Wood '86**.

Jane Runey Knox '85 was promoted to chief operating officer at Healthcare Administrative Partners, a medical data and

technology company based in Media. Knox holds an MBA from Holy Family University and is a certified Six Sigma Green Belt.

Allison Straub Maloney '86M is assistant professor of nursing at Misericordia University.

Carla Shearer Christian '88 is the executive director of the Chambersburg YMCA. Christian was the assistant director since 2011.

Rodney Zechman '88 is vice president of branch administration of The Northumberland National Bank. He also oversees security for the bank. Zechman has more than 20 years of bank experience. He and his fiancé, Jennifer Riordan, reside in Selinsgrove.

Dale Sinnott '89 retired from the U.S. Air Force concluding more than 25 years of active military duty. Sinnott's last assignment was as the chief of the Director of Operations Deployment Requirements Branch, Defense Intelligence Agency, at the Pentagon, Washington, D.C. Sinnott resides in Alexandria, Va., and has three children.

'90s

Luann Naugle Smith '90 is a Path to Success program coordinator with Big Brothers/Big Sisters of Lancaster County. Smith has worked at BBBS since 1994, most recently as a school-based mentoring coordinator.

Bryan Noaker '90 retired as principal of the Milton Area High School. He worked for the district for 23 years and served as principal since 2004.

Ann DiBernardo Clements '92 received the 2014 Rosalie Kaleda Scholarship for advanced practice registered nurses. Clements, a wound, ostomy and continence certified nurse at the Williamsport Regional Medical Center, will use the funds toward her education to become a certified registered nurse practitioner through Bloomsburg University.

Angela Taylor Hummel '92 has attained the Senior Professional



Duane Carey honored

DUANE CAREY '91 was named Howard County (Md.) Chamber of Commerce's Business Person of the Year during the chamber's annual Signature Event. Carey is president at IMPACT Marketing & Public Relations, which started 10 years ago in his basement and now serves clients in six states.

Carey joined the chamber immediately after starting his business. He has served eight years on the board of directors, including one year as chair; is a founding member of the Young Professionals Network of Howard County; and a member of the leadership team that launched

GovConnects, the chamber's business-to-government initiative.

Carey has also served as a board member for Shari's Promise, an organization that fights child sexual abuse, and as member of the Howard Hospital Foundation Board of Directors.



Bob Marquette top CEO

BOB MARQUETTE '70, president/CEO of Members 1st Federal Credit Union, was chosen as CEO of the Year among credit unions with more than \$250 million in assets by the National Association of Federal Credit Unions (NAFCU).

Marquette has been involved with the credit union movement since 1973, working 28 of those years with Members 1st Federal Credit Union, headquartered in Mechanicsburg. A member of the Regulatory Review Committee of the Pennsylvania

Credit Union Association, he serves on the boards of Capital Region Economic Development Corp. and the Ronald McDonald House Charities, and the advisory boards of the Children's Miracle Network and the Arc of Cumberland and Perry counties.

husky notes

in Human Resources certification. Hummel is the vice president of human resources at Evangelical Community Hospital, Lewisburg.

Patrick Urban '92 is head of the Ulthera Business Unit, responsible for all of the company's commercial activities in the U.S., including sales, marketing and commercial strategy. He joined Ulthera in October 2009 as the organization's first sales leader and has 21 years of commercial experience in the U.S. pharmaceutical and medical device industries. Urban earned his MBA at Loyola College in Baltimore.

Steven Fahs '94 is senior vice president and chief internal auditor of Ally Bank. He is a certified internal auditor and certified auditor of investments and derivatives.

M. Shane Michalak '94 is chief financial officer of Harleysville Savings Financial Corp. and Harleysville Savings Bank. Michalak previously served as vice president, controller and treasurer. A CPA for over 18 years, Michalak is a member of the American Institute of Certified Public Accountants, Pennsylvania Institute of Certified Public Accountants and Financial Managers Society of Philadelphia. He and his wife, LaVonne, have three children, Jordan, 11; M. Seth, 9; and Braeden, 7.

Bonnie Munn Heintzelman '95 is an instructor of nursing at Pennsylvania College of Technology. She previously taught at Geisinger Medical Center School of Nursing, Thomas Jefferson University School of Nursing and the Central Susquehanna Licensed Practical Nurse Career Center.

Leslie Kuffel McLaughlin '95 is sales manager and senior loan officer at Mortgage Network Inc. A certified financial planner, she previously was employed in the same capacity at Cole Taylor Mortgage.

Gregory Orth '95 is president of THincBOX, a business development company, and an authorized licensee of Sandler Training in Lancaster.

Jeffrey Whitenight '95M was promoted to senior vice president, responsible for loan operations and branch administration, at First Columbia Bank and Trust Co.

Michael Devaney '98 is chief operating officer of Rabbit Transit, overseeing operations in York, Adams and Northumberland counties. Devaney recently served as the senior district manager for Waste Management in Philadelphia. He has a master's degree in public administration from Penn State University.

John Kaschak '98 is a council member of the Pennsylvania Institute of Certified Public Accountants. He is director of the Bureau of Audits with the Pennsylvania Office of the Budget.

'00s

Kyle Sahd '01 is an ordained priest.

Nicholas Seier '01, a CPA, is manager at CBIZ MHM. He provides financial, asset securitization and due diligence reviews on collateral/warehouse lines of credit to the financial services community, including private equity firms, hedge funds and venture capital firms.

Kristofer Smith '01, director of Corporate and Community Relations at Seton Hill University, was chosen for *Pittsburgh Magazine's* 40 Under 40. Selected from a nomination pool of more than 225 candidates, the 2014 honorees were chosen based on their passion, commitment, visibility, diversity and overall impact on the region.

James Aurand '02M is acting administrator at Susque-View Home Nursing and Rehabilitation Center. He previously served as facility administrator from

December 2006 to May 2011 when he assumed additional responsibilities for multiple facilities.

Shawn Simchock '02 has entered into priestly formation for the diocese of Scranton at St. Mary's Seminary and University in Baltimore.



Jeremy Thompson '02 is director of power accounting at Public Service Enterprise Group, specializing in derivative accounting. PSEG is a diversified energy company headquartered in New Jersey, and one of the 10 largest electric companies in the U.S.

Matthew Funk '04 is a senior associate with Quantum Financial Management in Allentown. Funk, a certified financial planner, is a 10-year veteran of the financial services industry. He lives with his wife, Jackie, and their son, Levi, in New Tripoli.

Matthew Sterenczak '04 is the assistant principal of Tredyffrin/Easttown Middle School, Berwyn. Prior to joining T/E, Sterenczak served as acting assistant principal for Middle School East and as acting principal of Evergreen Elementary School in the Perkiomen Valley School District.



Of Mice and McMenamain

JAMES McMENAMIN '01 appeared as Whit in *Of Mice and Men* in Broadway's Longacre Theatre. The play, adapted from a novella by John Steinbeck, starred James Franco and Chris O'Dowd, and was screened internationally by National Theatre Live.

McMenamin's acting credits include TV's *The Good Wife*, *Law and Order SVU* and *Law and Order*; and New York theatre productions of *Ashville*, *The Bad Guys*, *Suicide Inc.*, *Middletown*, *Our Town* and *Armed and Naked*, as well as regional theatre and Bloomsburg Theatre Ensemble.

husky notes

Sterenczak received his master's degree in educational leadership and principal's certification from Lehigh University. He is enrolled in the doctoral program in educational leadership at Lehigh.

Trevor Saylor '05 is assistant principal at Bermudian Springs Elementary School in York Springs.

Mary Frances Hynoski Helwig '06M is leading marketing efforts at Knoebels Amusement Resort, Elysburg.

James D'Amico '08/'10M is the associate director of the Center for Engagement, Service, and Learning at Shippensburg University. He previously served as residence director and assistant director of Student Activities.

Ryan Geiger '08 is an international student adviser at Ohio University, where he is an immigration specialist and advises about 800 international students on immigration compliance, academic concerns and cross-cultural adjustment.

Brittany Delaney Brooks '09 is a speech language pathologist at Jersey Shore Hospital. Brooks began her career in the Philadelphia area, diagnosing, treating and preventing communication/swallowing disorders and voice and cognitive difficulties.

Sherrol Browne '09 is a student in the Faculty of Medical Sciences at the University of the West Indies, St. Augustine, Trinidad, with the goal of becoming a physician.

Anthony Smith '09 signed for the 2015 American Indoor Football season as a linebacker with the ASI Panthers in Reading. Following his collegiate career, Smith played with the Wichita Wild of the Champions Professional Indoor Football League for two seasons.

Brittany Groff '11 is a children's therapist at Philhaven, Mount Gretna. Groff received her master's degree in professional clinical counseling/psychology from LaSalle University



Justin Erdman '12, a staff accountant in the assurance practice at Ernst & Young, Philadelphia, completed the Steamtown Marathon in October 2014 with **Mike Stebila '97**. Erdman met Stebila while student teaching during his last semester at BU. Stebila is a teacher and basketball coach at Selinsgrove Area High School.

April Harris-Snyder '12M is the associate dean of students and career coordinator at Lackawanna College. Harris-Snyder works with all departments to improve the co-curricular experience at the college, promote positive community standards and assist in enforcing the student code of conduct. She and her husband, Matthew, have three sons, Harrison, Everett and Henry Snyder.

Michael Hower '13 is an associate planner for Juniata County.

Kayla Oxenrider '13 is the assistant women's basketball coach at Saint Francis University. Oxenrider previously spent one year as an assistant coach at Albright College.

Lydia Shedden '13 is an operations associate at Cargill Wyalusing, a beef processing facility.

Stephanie Winters '14 is a full-time special education teacher with the Danville Area Middle School.

'10s

Michael Hamlin '10 is an assistant basketball coach with Mansfield University.



Nardone acquires East Bay

MARIO NARDONE '99, acquired a wealth management and investment advisory firm now known as East Bay Financial Services. East Bay is a Registered Investment Advisor which provides portfolio management and financial advice to individuals, families and nonprofits, plus consulting and co-advisory services to financial professionals.

Nardone's career began with Vanguard mutual funds in Valley Forge before he relocated to Charleston, S.C., to serve as chief investment officer and chief compliance officer at Morris Financial Concepts. He earned the Chartered Financial Analyst designation in 2003 and serves as president of CFA Society South Carolina.

Correction

GERALD H. STRAUSS was incorrectly identified in the Husky Notes section of *Bloomsburg: The University Magazine's* Fall 2014 issue. Strauss is professor emeritus of English at Bloomsburg University, where he was on the faculty from 1961 to 1993 and served many years as assistant department chair. We regret the error.

VITAL STATISTICS

Marriages

Alan M. Parker '82 and Julie Fullerton, Dec. 31, 2013
Jen Barkume '95 and Bryan Kauffman, Nov. 2, 2014
Shari Sanger '02 and Eric Marderness, Oct. 6, 2013
Jessica Dunmoyer '03 and Paul McGinnis
Megan Brewington '04 and Omar Porrata, April 12, 2014
Stephanie Gates '04 and **Nathaniel Harrison '03**, Aug. 8, 2014
Arithe Sorber '04 and Benjamin Kline, June 4, 2011
Debra Christoffel '05 and Charles Snyder, June 21, 2014
Sarah Lepley '05 and Brian Driscoll, May 31, 2014
Ashley Childs '06 and Kleanthis Daras, Oct. 10, 2010
Justin Hill '06 and Ann Hill, June 21, 2014
Mark Kamenetz '06 and Brooke Colgan, on Aug. 22, 2014
Anthony Keffer '06 and Jessica Sparkes, May 4, 2013
Matthew Lavinia '06 and Erika Sorgule, June 4, 2014
Meredith Michael '07 and Thad Neidrick, July 5, 2014
Alyssa Madeira '08 and **Tom DiSalvatore Jr. '05**, Sept. 7, 2013
Brian Mitterling '08 and Jeana Robertson, Sept. 8, 2014
Harry Phillips '08 and Veronica Bruce, July 19, 2014
Lynsi Ulsamer '08 and Jordan Yohn, July 10, 2014
Steffanie Barnhart '09 and Nathaniel Kimble, Oct. 12, 2013
Holly Bergin '09 and **Brian Pitcavage '09**, March 22, 2014
Bridget Bond '09 and **Gene Ryerson '09**, Aug. 23, 2014
Kelly Bressi '09 and **James Lesko '12**, May 31, 2014
Jena Oley '09 and **James Nestico '09**, June 21, 2014
Jennifer Jones '10 and John Haefner, June 21, 2014
Katharine Wennell '10 and **Phillip Haberek '09**, Oct. 12, 2013
Mary Ziegler '10 and Bryan Gushen, July 12, 2014
Lisa Baier '11 and **Kyle Whitford '10**, June 27, 2014
Janelle Grexon '11 and **Matthew Ridner '08**, June 23, 2012
Lisa Laboskie '11 and Matthew Dooley, June 21, 2014
Ashley M. Furman '12 and **Ezra S. Papincak '12**, July 20, 2013
Amanda Speck '12 and **Andrew McAteer '12**, May 31, 2014
Alaina Strouse '12 and Adam Johnson, May 17, 2014
Megan Gurecki '13 and James Jefferson, June 28, 2014
Amy Thomas '14 and **Nicholas Ross '14**, July 19, 2014

Send information to:

magazine@bloomu.edu

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Bloomsburg, PA 17815-1301

Obituaries

Amanda Babb Fegely '37
Enzo Frosini '45
Carol McCloughan Hilkert '45
Louise Garard Frontera '49
Carson Whitesell '49
Richard Keyser '50
Francis Bidelspach '51
Calvin Kanyuck '52
John Trisko '52
N. Douglas Erickson '53
Carl Hinger '54
John Kosolowski '55
Thomas Higgins '56
Charles Ronald Perry '59
Faye Lee Aumiller Rager '59
Charles Housenick '60
Laura Niehoff Belber '61
Barbara Thomas Hunsinger '61
Joseph Kleczynski '61
A. Louise Knapp Thomas '61
Christine Harnish Haehnel '63
George Pekala '65
Adam Rutski '65
Audrey McClure '66
Samuel Hand '67
David Hildenbrand '67
Pamela Evans Martin '68
Anne Magera Rishe '68
George Geise '69
Jean Cleaver Stank '70
Charles Hess '71
Lucille Matter Jolin '72
Nicholas Kindt '72
Kathleen Roarty '72
Mary Sabatelle Archer '73
Andrew Philip Damiter '74
Cheryl Kleckner '77
John McCauley '77
Holly Jo Kirchhoff '82
Richard Kowker '82
Abraham Simon '83
Sharon Kintzer '84
Dorothy Smith Loyack '84
Judith Reardon '96
Jill Shuminski Donovan '97
Elizabeth Raub '05
Tonya Kehler '07

Births

Gregory Chomyn '96 and wife, Heather, a daughter, Aibhlinn Marie, Dec. 16, 2012
Erika Strawn Kuntz '99 and husband, Matt, a daughter, Adelyn Hope, Aug. 23, 2014
Nicholas James Seier '01 and wife, Krystal, a daughter, Eleanour Lillian Alexandria, Aug. 25, 2014
Michael Kohan '02, and wife, Erin, a son, Mason Michael, Aug. 27, 2014
Jessica Dunmoyer McGinnis '03 and husband, Paul, a son, Nicholas William, Aug. 23, 2014
Kelly Brennan Durante '04 and husband, Carl, a daughter, Lillian Moon, Aug. 3, 2014
Arithe Sorber Kline '04 and husband, Benjamin, a son, Charles Lee, June 2, 2014
Rachelle Simon Rohner '04 and husband, **Bradley Rohner '01**, a son, Jackson William, May 19, 2014
Stefanie Patches Sanders '04 and husband, Keith, a son, Sawyer William, July 17, 2014
Elizabeth Patches Nati '05 and husband, Joe, a son, Brandon James, April 11, 2014
Ashley Childs Daras '06 and husband, Kleanthis, a daughter, Ellie Brooke, Aug. 30, 2013
Brittany Costa Fritz '10 and husband, **Dereck Fritz '10**, a daughter, Emalyn Lee, May 30, 2014
Janelle Grexon Ridner '11 and husband, **Matthew Ridner '08**, a son, Brayden, May 24, 2014

the line up

reunions, networking and special events

SHOE BIZ: Vincent Ottomaneli '88, CEO and regional director of Salvatore Ferragamo – The Americas, spoke to two dozen BU art and marketing students at the flagship store in New York City during a Husky Road Trip. The company visit was offered through BU's Professional U initiative.



PHOTO: ERIC FOSTER



TOGETHER AGAIN: Shown at Lambda Alpha Mu's reunion last fall, from left, are seated: Diane Danzer Gill '78, Roseann Finn Luther '77, Diane Abruzzesse Fink '77, Sharon Gettel '78, Melanie Gill Moore '79, Deb Artz Barry '73, Darlene Clarke Amsler '78, Ann Kapuschinsky Roslevich '80 and Sharon Sweinhart Jankauskas '79; and standing: Kathy Eckenroth '79, Karen Moran Mulrooney '81, Cathie Readdy Wienchek '80, Brenda Myers Monick '80, Rebecca Koppenhaver Kline '80, Nancy Kushnerick Herman '82, Pamela Kirk Kraske '83, Pam Hazen Figard '81, Karen Reinert Wilkinson '78, Cindy Nawrocki Dmochowski '83 and Diana Wells Schaffer '81.

HAPPY EVER AFTER: Gary '63 and Nancy McFerran Rupert Stackhouse '63, seated, reunited at their 50-year class reunion in May 2013 and were married on May 31, 2014, at Eldersburg, Md. Joining in the celebration were, standing from left, Don Rosenbaum '62, Mary Ellen Goodbrod Rosenbaum '62, Lisa Stackhouse Good '90, Donald Denick '63, Joan Stackhouse Bankus '65, Joanne Shafer Pileski '64 and Don Poust '63. The couple resides in Forest, Va.





PHOTO: ERIC FOSTER

WITH THANKS: Stanley and Beverly Oberrender of Bloomsburg presented a sculpture to BU's nursing department to honor five students — who came to the rescue when their car burst into flames following a collision near campus in August 2013. Shown from left are the sculpture artist Jef McGreevy, Stanley and Beverly Oberrender, students involved in the rescue James Gould '14 and Thomas Machovec '14 and BU President David Soltz. Others who assisted were Nicole Slagle '14, Jacob Ribecky '14 and David Arnold.



PREVIEW DAY: Cheryl Latorre '80, superintendent, Danville Area School District; Brian Case '87, manager of academic relations, PPL Corp.; and Steve Carr '97, CPA, manager of audit and accounting, Kreisher Miller, from left, talked to freshmen about the value of internships and job shadowing during Welcome Week.



FRIENDS FROM '89: Alumni from the Class of 1989, who have been getting together every year since graduation, posed for a selfie during their 25th mini-reunion at Lake Hopatcong, N.J. From left are Tina LaGreca, Sue Dougherty, Michelle Garrity Nolan, Monique Manning Heffner and Sherri Shuman Kreisher.



WELCOME BACK: Among hundreds of alumni attending the Homecoming Tent Party last fall were, from left, Tiana Patillo '09, Asia Burnett '09, Felicia Ellzy '10 and Stephanie Devaughn '10.



HOMECOMING VOLUNTEERS: Alumni and friends of BU who volunteered at the BU Alumni Association's Homecoming Tent Party included, from left, Diane Steckel; Mark Steckel '93; Juli Miller '92; Nori Lewis, BU Foundation; Barbara Willders '83; and Mary Braccilli '90.

over THE shoulder



Dancing for a Good Cause

by ROBERT DUNKELBERGER, UNIVERSITY ARCHIVIST

FROM 27 COUPLES at its start, two dancers remained on the floor after 86 hours and one minute to win Bloomsburg's first dance marathon, originally organized as a fundraiser for the American Cancer Society. Breaking the world record of 84.5 hours established by the *Guinness Book of World Records*, the exhausted couple, Manny Santayana and Sherry Warmkessel, received \$300 and gifts from local merchants, while the Cancer Society's local chapter received approximately \$6,000.

The marathon that began in Kehr Union on Jan. 24, 1975, was expected to end on Sunday, Jan. 26, but continued on for two more days. Rules designated each dancer's body must be moving at all times, with only their hands and feet touching the floor, and couples had to dance 50 minutes of every hour. The definition of dancing was loose, since the contestants sometimes played cards or threw a Frisbee. Local bands played music and Scranton Commons and local businesses provided food and beverages.

Subsequent marathons were typically held in late January or early February and organized around a particular theme. In 1976, for example, the theme was the United States Bicentennial and the marathon was limited to 50 hours in duration, one for each state, to avoid serious injuries. Contestants began the marathon dressed in costumes. They answered historical trivia questions and were eligible for prizes based on money raised and number of hours danced. Dancers received longer breaks than the year before and could take a shower after 30 hours.

Originally an independent event, the marathon became a service project sponsored by the Program Board. By 1978, 33 contestants completed 50 hours of dancing in front of an estimated 1,500 spectators in Kehr Union's Multipurpose Room and raised more than \$9,000 for the American Diabetes Association. In addition to the endurance contests, the marathons began to include one or two 12-hour mini-



The marathons in Centennial Gym hosted many dancers and spectators. In the right foreground are some records played by the campus radio station.



One half of the winning couple, Manny Santayana, was interviewed by a reporter from WBRE-TV following the first marathon in 1975.



Participants danced in costume at the 1976 Bicentennial-themed marathon held in the Kehr Union.

marathons. The theme of the smaller events in 1978 was *The 60s* with couples competing in contests where they danced the Frug, Jerk, Limbo, Mashed Potato and Twist.

A variety of charities benefited from the proceeds over the years, including the Easter Seals Society in 1979, the first year the marathon was held in Centennial Gym; the Mental Health Society of Columbia and Montour Counties in 1980; the Multiple Sclerosis Fund in 1981, and the American Red Cross – Bloomsburg Chapter in 1982. Much of the money came from classmates, who pledged 5 or 10 cents an hour up to a maximum of 20 hours.

In addition to college students, entrants included local residents, senior citizens and high school students; of the 171 marathon registrants in 1983, 77 came from Bloomsburg High

School. Local bands continued to perform, supplemented by music from the campus radio station's large collection of records and, at the completion of each successful marathon, balloons fell from the ceiling.

Beginning in 1985, the dance marathon was limited to 25 hours in length, with one 10-hour mini-marathon. Participation began to decline, with just 20 dancers participating in the final Program Board-sponsored event in 1987.

Although interest lessened at the end, the 13 dance marathons held from 1975 to 1987 raised more than \$80,000 to benefit charitable causes. The students at Bloomsburg University wanted to make a difference while having fun ... and they did. ●

Academic Calendar

SPRING 2015

Spring Break Begins
Monday, March 9

Classes Resume
Monday, March 16

Classes End
Monday, May 4

Finals Begin
Tuesday, May 5

Finals End
Saturday, May 9

Graduate Commencement
Friday, May 8

Undergraduate Commencement
Saturday, May 9

SUMMER 2015

Session I: May 18 – Aug. 7

Session II: May 18 – June 26

Session III: June 29 – Aug. 7

Concerts

Listed events are open to the public and free of charge. For information and additional events, see <http://departments.bloomu.edu/music> or call 570-389-4286. All programs, dates, times and locations are subject to change.

Honors Recital

Thursday, Feb. 12, 7 p.m.
Haas Center for the Arts, Mitrani Hall

Stringposium

Friday, Feb. 27, all-day event
Haas Center for the Arts, Mitrani Hall

Chamber Orchestra

Sunday, March 22, 2:30 p.m.
St. Matthew Lutheran Church,
123 Market St., Bloomsburg

Jazz Fest

Wednesday, April 1, all-day event
Haas Center for the Arts, Mitrani Hall

Guest Guitar Recital

Wednesday, April 8, 7 p.m.
Carver Hall, Kenneth S. Gross Auditorium

Husky Singers

Friday, April 10, 7:30 p.m.
Carver Hall, Kenneth S. Gross Auditorium

Women's Choral Ensemble

Saturday, April 11, 7:30 p.m.
Carver Hall, Kenneth S. Gross Auditorium

Spring Orchestra Concert

Sunday, April 12, 2:30 p.m.
Haas Center for the Arts, Mitrani Hall

Guitar Ensemble Concert

Tuesday, April 14, 7:30 p.m.
Haas Center for the Arts, Mitrani Hall

Percussion Ensemble Concert

Thursday, April 16, 7:30 p.m.
Haas Center for the Arts, Mitrani Hall

BU Choirs Spring Concert

Friday, April 17, 7:30 pm
First Presbyterian Church,
345 Market St., Bloomsburg

Concert Band

Sunday, April 19, 2:30 p.m.
Haas Center for the Arts, Mitrani Hall

Knoebels Amusement Resort

Pops Concert
Sunday, April 26, 2 p.m. and 5 p.m.
Knoebels Amusement Resort, Elysburg

BU Community Orchestra

Symphony Ball
Saturday, May 2, 6 p.m.
Danville Elks

Celebrity Artist Series

Events in the 2014-15 Celebrity Artist Series season will be presented in the Haas Center for the Arts, Mitrani Hall, and Carver Hall, Kenneth S. Gross Auditorium. For information and to order tickets, call the box office at 570-389-4409 or visit www.cas.buzz. Programs and dates are subject to change.

Tango Buenos Aires

Argentine tango, Song of Eva Perón
Saturday, Feb. 21, 8 p.m.
Haas Center for the Arts
Mitrani Hall
\$30 adults/\$15 children and BU students

Jekyll & Hyde

National Broadway Tour
Sunday, March 29, 8 p.m.
Haas Center for the Arts
Mitrani Hall
\$45 adults/\$22 children and BU students

Take 6

The 25th Anniversary Tour
Thursday, April 2, 8 p.m.
Haas Center for the Arts
Mitrani Hall
\$30 adults/\$15 children and BU students

Rani Arbo & daisy mayhem

American musical group
Friday, April 17, 7:30 p.m.
Carver Hall
Kenneth S. Gross Auditorium
\$25 adults/\$12 kids & BU students

Theatre

Bloomsburg University Players theatre productions are generally recommended for adult audiences. All Wednesday, Thursday, Friday and Saturday performances are at 7:30 p.m.; Sunday performances are at 3 p.m. Adult tickets are \$6; seniors and non-BU students are \$4. BU students and CGA cardholders are free. Tickets are available at the Performing Arts Box Office, located in the lobby of the Haas Center for the Arts, or at the door days of the performance. www.bloomu.edu/buplayers-current.

The Nosemaker's Apprentice

by Nick Jones and Rachel Shukert
Feb. 25 to 28, 7:30 p.m.
March 1, 3 p.m.
Alvina Krause Theatre,
226 Center St., Bloomsburg

Original One-Act Plays

Student-written and -directed projects
April 1, 2, 6, 7, 7:30 p.m.
Lab Theatre/Bookstore Annex

Fifth Annual Repertory

Ensemble Dance Minor Concert
April 26 and 27
Haas Center for the Arts
Mitrani Hall
Times to be announced

Art Exhibits

Exhibitions in the Haas Gallery of Art are open to the public and free of charge. For more information, gallery hours and reception times, visit <http://departments.bloomu.edu/art/haas.html>.

Leah Schreiber Johnson, Printmaker

Feb. 10 to March 12
Reception: Feb 10, 11 a.m. to 2 p.m.

Student Show

March 26 to April 14
Reception: March 26, 6 to 8 p.m.

Senior Exit Show

April 21 to May 9
Reception: April 21, 11 a.m. to 2 p.m.

Alumni Events

Visit 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.

Husky Leadership Summit

Saturday, Feb. 28

Alumni and Students

Networking Reception
Wednesday, Feb. 18, 5 to 7 p.m.
Pine Barn Inn, Danville

All-Athletics Alumni Day

Saturday, April 18

Alumni Weekend

Friday to Sunday, April 25 to 27

Special Events

Homecoming Weekend

Friday to Sunday, Oct. 16 to 18

Parents and Family Weekend

Friday to Sunday, Sept. 18 to 20

For the latest information on upcoming events, check the Bloomsburg University website www.bloomu.edu.

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or a cool glass ...*



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Sunday, March 29, 8 p.m.



TANGO BUENOS AIRES
Saturday, February 21
8 p.m.



TAKE 6
Thursday, April 2
8 p.m.



RANI ARBO & DAISY MAYHEM
Friday, April 17
8 p.m.

"Big City Shows, Small Town Charm"

Celebrity Artist Series

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