

BloomSBurg

THE UNIVERSITY MAGAZINE

Pulling Back the Curtain on the *UN*common Man

Page 16

ALSO INSIDE

Broadcast Opportunity

Confer Gift Creates
Center for Broadcast
Education

Page 12

GOAL!

Women's Soccer Repeats
PSAC Championship

Page 27





President Bashar Hanna

Dear BU Family,

We are pleased to bring you the Winter 2022 edition of *Bloomsburg: The University Magazine*.

In December, I had the honor of presiding over the Fall Commencement ceremonies, which were held in person with the full gamut of pomp and circumstance for the first time since winter 2019. To see the joy of our graduates and their families and supporters after years of hard work is always gratifying, and I look forward to learning of their future successes. I am grateful to our faculty for their work in preparing our students to reach this milestone and our staff for everything they do in preparation for the celebration.

In this issue, we get to pull back the curtain on our university's most generous benefactor, Steph Pettit. I have known Steph for several years now, and I look forward to you getting to know him on a deeper level. And I hope you find inspiration in his unique perspective and drive. We are eternally grateful to Steph and his wife, Allie, for what they do for Husky students and student-athletes.

The Winter issue also features a story about a recently announced gift from radio legend Kerby Confer, which will dramatically impact several programs of study, especially media and journalism. Kerby has hosted his Radio Talent

Institute at BU for several years to benefit our students and many others. His gift will support the creation of a state-of-the-art media center for aspiring students interested in radio, video, podcasts, live streaming, and other forms of broadcasting careers. We also look back at the early days of the radio station on campus and celebrate WHSK's bright future.

Our faculty spotlight features College of Education associate professor Beth Rogowsky. Beth is co-author of *Uncommon Sense Teaching: Practical Insights in Brain Science to Help Students Learn*, which is making waves in the teaching world. More than 7,500 copies have been sold in the first six months of its release.

This issue also highlights our women's soccer team, which won the Pennsylvania State Athletic Conference title and was recognized for its great sportsmanship. While I am proud of our champions on the field, the recognition gained for being honorable competitors is even more meaningful.

And whether it is being kind to a fellow competitor or a fellow individual, I urge everyone to live and be inspired by Dr. Martin Luther King Jr.'s messages of peace, hope, and love. And there is no shortage of inspirational words that mean as much today as they did when first spoken more than a half-century ago.

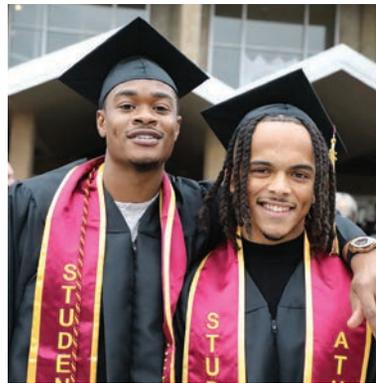
Please stay healthy in 2022 and go Huskies!

Sincerely,

Bashar W. Hanna, President



FALL COMMENCEMENT 2021



FALL COMMENCEMENT 2021



Winter 2022



Contents

- 5 COMMON GROUND
- 10 SMART TEACHING
- 12 BROADCAST OPPORTUNITY
- 15 MOONROOF MAKES A MARK ON THE INDIE-POP SCENE
- 16 PULLING BACK THE CURTAIN ON THE *UNCOMMON* MAN
- 23 HUSKY NOTES
- 27 ATHLETICS: A VIEW FROM THE TOP
- 31 THEN AND NOW: THE EVOLUTION TO A UNIVERSITY

Connect with us

bloomu.edu



Pennsylvania's State System of Higher Education Board of Governors

Cynthia D. Shapira, Chair
 David M. Maser, Vice Chair
 Samuel H. Smith, Vice Chair
 Robert W. Bogle
 Representative Tim Briggs
 Tanya I. Garcia, Designee for Secretary of Education Noe Ortega
 William "Bill" Gindlesperger
 Allison Jones, Designee for Governor Tom Wolf
 Senator Scott Martin
 Marian D. Moskowitz
 Secretary of Education Noe Ortega
 Representative Brad Roae
 Alexander C. Roberts
 Senator Judith L. Schwank
 Zakariya Scott
 Larry C. Skinner
 Skylar Walder
 Neil R. Weaver
 Governor Tom Wolf
 Janet L. Yeomans

Chancellor, State System of Higher Education

Daniel Greenstein

Bloomsburg University Council of Trustees

Judge Mary Jane Bowes, Chair
 Nancy Vasta, Vice Chair
 Dr. Brian O'Donnell, Secretary
 Amy Brayford
 Edward Edwards
 Duane Greenly
 Daniel Klingerman
 John E. Wetzel
 Raymond Zaborney
 Julia Burcin, Student Trustee

President, Bloomsburg University

Bashar W. Hanna

Executive Editor

Jennifer Umberger

Co-Editors

Eric Foster
 Tom McGuire

Designer

Kerry Lord

Sports Information

Mary Raskob

Contributing Writers

Thomas Schaeffer '02
 Andrea O'Neill '06

Cover Photo

Amy Chapman

Bloomsburg: The University Magazine is published three times a year for alumni, students' families, and friends of the university. Back issues may be found at bloomu.edu/magazine.

Address comments and questions to:
Bloomsburg: The University Magazine
 Arts and Administration Building
 400 East Second Street
 Bloomsburg, PA 17815-1301

Email address: magazine@bloomu.edu

Visit Bloomsburg University on the web at bloomu.edu.

Bloomsburg University is an AA/EEO institution and is accessible to disabled persons. Bloomsburg University does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, age, national origin, ancestry, disability, or veteran status in its programs and activities as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and University policies.



Integration Update

On July 1, 2022, we officially integrate Bloomsburg, Lock Haven, and Mansfield universities creating a student-centered, academic powerhouse that will grow opportunities while honoring local campus traditions.

Many months of planning — with important input from students, alumni, faculty, staff, and community members— are helping us boldly reimagine public higher education and develop a best-in-class learning experience for all students.

From humble beginnings, our universities have evolved and adapted over the years to meet the needs of students. 2022 brings the next evolution of our universities, and we're excited about the bright future ahead of us.

As we continue on this path, it is critically important that we develop how our integration story is told, and we are pleased to unveil our first short-form explanation of integration (below).

The Power of Three

The integration of Bloomsburg, Lock Haven, and Mansfield universities is a bold investment in the communities and people of Pennsylvania. Our mission is to expand high-quality, affordable academic opportunities and support a vibrant on-campus student experience.

Powerful ideas start here, carried by dynamic stories and voices, resulting in empowered students. Together, we provide financially responsible degree options that maximize experiential learning, career preparation, and efficient time to degree completion.

We're honoring our history by preserving the founding principles of each campus and continuing as pillars of our communities, supporting students and our neighbors alike.

We're investing in today by answering the greatest challenges facing higher education: accessibility, cost, quality, and relevance through the combined strength of our storied institutions.

We're building a powerful tomorrow by boldly changing the trajectory of public higher education to position ourselves for growth and meet economic and workforce development needs in our region, across Pennsylvania and beyond.

That's the power of three.

What Won't Change

Our footprint: No campus is closing, and we will deliver robust residential experiences. Students will have a home campus and will not be required to travel between campuses for daily classes.

Our collective brand will maintain our names, colors, mascots, and local traditions. The integrated university's name will be used as a secondary element for Middle States and accreditation purposes and announced this spring.

Our athletic brands: Each campus will retain a full complement of NCAA programs and we are working to confirm this path in the spring.

Our academic mission: Students will be able to complete the programs they start; it is our academic contract with them.

Our commitment to a world-class education: Real-time technology will support new collaborative learning environments while program-based field study, semester residency, or other multi-campus experiences will be developed.

Our commitment to generous alumni and donors: Foundations and alumni associations remain separate. Donors may still designate funds to support programs or a campus/campuses of their choosing.

Functional Area Leadership

We continue to be laser-focused on creating a leadership structure that will best serve the needs of our students and position all of us — students, faculty, and staff — for optimal success.

As previously announced, the integrated institution will consist of five distinct divisions: Academic Affairs, Enrollment Management, Finance and Administration, Student Success and Campus Life, and Advancement. Deans and Department Chairs in Academic Affairs were announced by the Provosts and APSCUF in early November.

You can learn more about the integration plans by visiting www.bloomu.edu/integration.

Northeast Triad Selected for Gates Foundation Transformation Program



Bloomsburg, Lock Haven, and Mansfield universities were among 15 institutions selected by the American Association of State Colleges and Universities (AASCU) to participate in the newly launched Transformation Accelerator Cohort (TAC). The program, funded by the Bill & Melinda Gates Foundation, is designed to help institutions eliminate race, ethnicity, and income as predictors of student success.

In addition to the Northeast triad, the inaugural cohort — selected through a highly competitive application process — comprises the following AASCU institutions: Albany State University (Ga.), California State University—Fresno, Central Connecticut State University, College of Staten Island CUNY, Metropolitan State University of Denver, SUNY College at Oswego, Texas A&M University-Corpus Christi, Texas A&M Kingsville, Prairie View A&M University (Texas), Texas A&M University System, Texas A&M University—San Antonio, University of Hawaii at Hilo, University of Maryland Eastern Shore, and William Paterson University (N.J.). The selected institutions serve 120,525 students, with an average Pell eligibility of 48 percent.

“It is an honor to be one of just 15 institutions nationwide to be selected for this impactful and important program that focuses specifically on parity in student outcomes for Black, Latinx, Indigenous, and low-income students,” said Bashar Hanna, president of Bloomsburg University and interim president of both Lock Haven and Mansfield universities. “The Transformation Accelerator Cohort will serve as a catalyst in continuing to advance practices and policies to ensure our campuses are places of welcome and courage, where every student, especially those of any difference, are embraced and supported. Their success is pivotal to the success of our campuses as well as our nation’s success.”

The two-year, team-based learning program accelerates institutional transformation by providing customized support for making data-informed decisions grounded in students’ realities. Campus leaders will learn best practices to close equity gaps and achieve student success goals for underrepresented students.

“The values and principles that the TAC espouses will help our campus communities grow and be better at understanding a student experience that may be different than our own,” said Diana Rogers-Adkinson, BU provost and senior vice president for academic affairs. “It will also show that we need to view learning through an intersectional lens and to understand the needs of all student populations and more responsibly identify inequities. Finally, this program will challenge us to understand our biases, identify our

contradictions, hold ourselves accountable, and strengthen our skills for our historically underrepresented populations.”

The TAC cohort approach involves peer-to-peer learning across institutions via in-person and online Student Success Academies. Participants will have access to resources, such as online modules and webinars, and receive support from experts in data analytics, equity, student success, advising, institutional transformation, and strategic and systems planning.

“This effort aligns perfectly with the mission of our system of public universities — closing achievement gaps and ensuring every student has the opportunity to enroll, persist, and graduate,” said Dan Greenstein, PASSHE chancellor. “We have a responsibility to every one of our students from every part of the Commonwealth, and we are lucky to have institutions like Mansfield, Bloomsburg, and Lock Haven that have already made such incredible strides in promoting equitable outcomes for all our students. I look forward to seeing the work that results from this partnership.”



Offering a Helping Hand for Tech

Students from the Zeigler College of Business held a free two-hour technology training session for older adults in November. Pi Omega Pi, a business education national honor society, and Beta Gamma Sigma, an international business honor society, hosted the event. In all, 15 older adults were present and assisted by five students (Katie Trainello, Sydney Moyer, Kimberly Speece, Andrew McNeal Jr. and Rachel Clouser) and three faculty members (Christina Force, Jeremy Jeffery and Scott Mehall). Shown are Rachel Clouser (standing), a senior finance major, working with Eva Moyer and Sally Chamberlain.



Giving Businesses a Boost

ZEIGLER COLLEGE OF BUSINESS LAUNCHES CONSULTING PRACTICE

Businesses and nonprofits in the region can now get expert guidance from Zeigler Business Consulting, a multidisciplinary practice launched by the Zeigler College of Business that offers the services of BU professors.

"This program will yield multiple collaborations between university professors and local businesses in an overall effort to enhance the local economy and provide meaningful learning experiences for students," said Todd Shawver, Zeigler College dean.

The consulting service has already begun working with a client business in the

Allentown area, according to Shawver.

Professors from marketing, accounting, information technology, finance, management, and other areas will provide tiered service levels, allowing area businesses to access skilled consulting services to help them reach the next level.

"As businesses contend with the new landscape brought on by the pandemic and other economic conditions, fresh thinking and approaches can help them survive and thrive," Shawver says.

Businesses and nonprofits can purchase ZBC consulting packages to address

marketing, accounting, finance, and management issues, helping them with contemporary problems such as supply chain management and information technology.

"This is a win for both our local businesses and our students," said BU Provost and Senior Vice President Diana Rogers-Adkinson. "Our faculty will utilize their vast expertise to help businesses be successful and simultaneously provide rich experiential learning experiences for our students. It will lead to both short-term and long-term results for the community."

International Business Students Place Fourth

BU's Global Business Association took fourth place at the 2021 San Diego State University-CUIBE (The Consortium for Undergraduate International Business Education) International Business Case Competition in October. Students Kirna Cabrera, Ashley Davis, Glenn Klinger, and Maranda Plunkett, presented their strategic analysis and recommendations on the case "EMMA Safety Footwear (A): Designing a Circular Shoe." The case touched on critical issues in various business functions in the global environment, including supply chain management, human resource management, marketing, finance, technology, and sustainability.

The judges applauded the team for their effective use of the case data, clear identification of key issues, and quality of recommendation and implementation. They were also impressed with the quality of the team's presentation.

"We came to this competition knowing that it was extremely challenging since all participating teams came from great schools. However, our students have showcased their impressive knowledge in international business, analytical and problem-solving skills, and above all, excellent teamwork,"



The BU team poses with their awards. Maranda Plunkett, Glenn Klinger, Ashley Davis, Kirna Cabrera, Lam Nguyen (BU team adviser), and John Putman, director of international business at San Diego State University.

said Lam Nguyen, chair of the Department of Management and International Business and the team's adviser. The team was also coached by Wai Kwan (Elaine) Lau, associate professor of management and international business.

Paid Internships, Guaranteed

Students majoring in professional sales and marketing will have access to a guaranteed paid internship with Paychex, Inc. starting in the fall of 2022. BU is the first school that Paychex is partnering with for guaranteed paid internships.

Paychex, Inc. is a leading provider of integrated human capital management solutions for payroll, benefits, human resources, and insurance services. The company services more than 700,000 clients in the United States and Europe and is the largest human resources company for small to medium-sized businesses.

"This is an incredible opportunity for our students in professional sales and marketing," said BU President Bashar Hanna. "Many thanks to Dr. Monica Favia (chair of the Department of Marketing and Professional Sales) and Scott Barr of Paychex for putting together this first-of-its-kind program. It will provide our students real-world job experience in a very competitive field."

The internships will begin as online experiences but will transition to a hybrid model later.



"Paychex has been very supportive of our marketing and professional sales program," said Favia. "They want to be the employer of choice, and this is a big step in that direction."

Barr, district sales manager for Paychex's Allentown office, has been impressed with BU's students.

"The Paychex-BU partnership started years ago with the sales competition and just grew from there," said Barr. "I was immediately impressed with the quality of students that Professor Favia was turning out, and through my many contacts with them, found that they were truly 'field ready.' We have been fortunate to hire a number of the graduates of this program and look

forward to more. Multiple departments at Paychex worked together to gain approval on the internship program, and it will open many doors for Bloomsburg students."

BU was first named among the top North American schools in 2015 by the Sales Education Foundation's (SEF) listing of the best universities offering professional sales education. BU is one of only five Pennsylvania institutions included in the listing. SEF recognizes institutions for elevating the sales profession through university education.

Faculty Hone Online Teaching Skills

More than 60 faculty members were recognized for earning a nationally recognized teaching credential co-endorsed by the Association of College and University Educators (ACUE) and the American Council on Education (ACE).

Faculty demonstrated their commitment to student success by completing a year-long course on Effective Online Teaching Practices to equip them with the instructional skills shown to promote student motivation, learning and persistence.

"Congratulations to our faculty who have earned this teaching credential from the ACUE," said BU President Bashar Hanna. "This program fits perfectly with BU's continued efforts to focus on student success. Earning this credential affirms our faculty's commitment to our students."

To earn their Certificate in Effective College Instruction, faculty members completed a 25-module course that

required them to learn about and implement new evidence-based teaching practices in their courses and reflect on the experience. Aligned with the latest research in cognition and adult learning, ACUE's courses address over 200 evidence-based teaching practices, covering how to design an effective course, establish a productive learning environment, use active learning techniques, promote higher order thinking and conduct assessments to inform instruction and promote learning.

Faculty will continue to learn about pedagogy and receive career-long support through ACUE's Community of Professional Practice, which provides access to member forums, expert webinars, biweekly newsletters, the 'Q' Blog, and "office hours" with leading scholars in college instruction.

Forging a Path for Student Success

BU PARTNERS WITH LEHIGH CARBON

Graduates of Lehigh Carbon Community College (LCCC) will be guaranteed admission and have a chance to earn a scholarship to BU thanks to a new transfer agreement signed by the two institutions.

Students must complete at least 30 credits at LCCC, then apply for admission to BU. They must then graduate with an associate degree in any of LCCC's majors.

Under the agreement, LCCC graduates will enter BU with at least junior standing in a comparable parallel major. They are also guaranteed a renewable transfer scholarship based on their academic performance. Depending on the student's grade point average, these transfer scholarships are valued between \$1,500 and \$3,000 annually at Bloomsburg. Students must maintain an overall GPA of at least 2.50 and be enrolled full-time to remain eligible.

"We are delighted to collaborate with our colleagues at Lehigh Carbon Community College to provide students from LCCC seamless matriculation to Bloomsburg and provide students with a guaranteed renewable transfer scholarship," said BU President Bashar Hanna. "BU is committed to working with community college partners to ensure students have the best path to success. This agreement is another example of partnerships in action."



From left: Diana Rogers-Adkinson, Bloomsburg University provost and senior vice-president; Ann Bieber, Lehigh Carbon Community College president; Bashar Hanna, Bloomsburg University president; Larissa Verta, LCCC vice president for academic services and student success.

Engaged WITH U.S. CYBER COMMAND NETWORK

The Department of Mathematics and Digital Sciences has been selected by the U.S. Cyber Command (CYBERCOM) as one of 84 colleges and universities to be part of its new Academic Engagement Network (AEN).

"Cyber Command's goal for the AEN is to strengthen our relationships and communication with these participating institutions," said CYBERCOM's executive director David Frederick. "This will improve and sustain our efforts to meet cyberspace educational requirements and workforce needs."

The command will use the AEN to support and enhance four primary lines of effort: future workforce, applied cyber research, applied analytics, and strategic issues. With its academic partners, it can shape the nation's cyber workforce while supporting the command's mission. For the AEN, strong partnerships are vital to remain agile and ready in the cyber domain. The AEN extends partnerships to institutions through collaboration and access to CYBERCOM through scheduled events and engagements.

"We are honored to be part of this prestigious group of institutions to join the U.S. Cyber Command Academic Engagement Network," said BU President Bashar Hanna. "By collaborating with CYBERCOM we can cultivate a strong cyber security workforce to help mitigate and successfully manage the threats to our nation."

Diane Barrett, associate professor of mathematical and digital sciences, will coordinate the partnership.

"One of our goals is to engage and inspire students to consider careers in Department of Defense, both in the military and as civilians," said Barrett. "We want to broaden awareness of some great internship programs that Cyber Command runs, as does the service commands."

"We also hope to expand partnerships with academia to build better relationships and take advantage of the deep expertise in academia about our adversaries' cyber strategies and organizations," said Barrett.



A 'Shoppe' to Help Students Succeed



Students from BU's Act 101 program now have a place on campus where they can grab clothing, food, and culturally-relevant personal care items. Located in the Greenly Center, the Basic Needs Shoppe features non-perishable food items, hair care products, and even new dress clothes for students who would be going out on job interviews.

"If your basic needs are met, you're able to perform better, you're able to do better," said Ralph Godbolt, BU's director of access and success. Godbolt

added that over the fall semester, 182 students in the state's equal opportunity program used the shop.

"Having a lot of the stuff that we got here just helps us out a lot, whether it's shampoos, or conditioners, especially for textured hair because it is harder to find," said sophomore Destiny Martinez.

Student Lyonna Ben-Oduro agreed.

"I have coarse hair, so when they came here with the more cultural hair products and skin products, it pretty much made me feel a lot better."

In addition to providing a variety of items, the Basic Needs Shoppe also serves cooking demonstrations, education on housing and food and basic needs insecurity, as well as information on the Supplemental Nutrition Assistance Program (SNAP) and assistance in applying for the program.

For more information or to support the Basic Needs Shoppe contact Ralph Godbolt at rgodbolt@bloomu.edu.

Chemistry Student Earns Research Awards

Senior Helena Eby has won a Society of Toxicology (SOT) Undergraduate Research Award to be presented at the 2022 SOT Conference in San Diego from March 27-31.



The award goes to approximately 12 students per year and this year Eby is the only awardee from a public, primarily undergraduate institution. Other 2022 award winners attend Duke, Rutgers, North Carolina State, Louisville, Kansas, Johns Hopkins, Case Western, Oregon State and Washington University in St. Louis.

Eby has been conducting research in the lab of American Society of Biochemistry & Molecular Biology Education Fellow Michael Borland, professor of chemistry and biochemistry, since the spring 2021 semester. The research is funded by a PASSHE Faculty Professional Development grant.

Eby's work studies how a cellular receptor, called PPAR-Beta/Delta, can be targeted as a potential malignant melanoma therapeutic. She uses pharmaceutical activators of PPAR-Beta/Delta and cutting-edge laboratory techniques at BU to study cancer cell growth and tumor formation. Her studies have

also examined how chemical changes to PPAR-Beta/Delta activators can alter the anti-cancer effects. Eby has been instrumental in mentoring new students to the lab group. Eby and Borland are preparing the work for publication in a toxicology or cancer-related peer-reviewed scientific journal.

"Quite honestly, if you told me four years ago when I started college that I would be working with melanoma cancer, I would not believe it," said Eby. "For a long time, it was a goal of mine to partake in research of some kind. I just was not sure how to get involved. I am very grateful that Dr. Borland offered me a chance to join his lab because I have learned so much and gained amazing opportunities."

"I plan to attend graduate school in the fall. My long-term goals involve medical school; however, I am not ready to give up research just yet. My plan is to pursue both an M.D. and Ph.D."



SMART TEACHING

Professor Co-Authors Book
on the Science of Learning

By Eric Foster

As an educator, Beth Rogowsky is a veteran. And today, her expertise is making a global impact on education.

"Growing up, I worked in our family's child care center, and I learned early on that organizing toddlers for a picture can be a lot like herding cats," says Beth Rogowsky, Ed.D. "After high school, I went on to college at BU ('96/'01M). Becoming a teacher was a natural fit, given all my hands-on training with the little ones."

Before returning to BU, where she is an associate professor of teaching and learning, Rogowsky taught for more than a decade in rural and urban middle school classrooms and completed a three-year post-doc fellowship in neuroscience at Rutgers University.

The combination of hands-on teaching experience and scientific research made her the perfect co-author for the book, *Uncommon Sense Teaching: Practical Insights in Brain Science to Help Students Learn*, which is making waves in the teaching world. It's sold more than 7,500 copies in the first six months of its release, ranks ninth on Amazon's list of inclusive education books, and is being translated into eight languages.

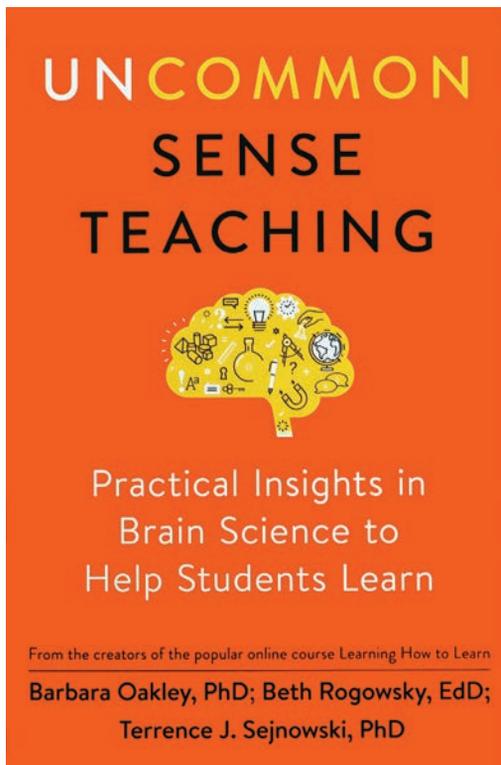
"We need to start basing our teaching on the science of learning. Unfortunately, teacher education textbooks don't typically include the neuroscience of what makes effective teaching, and if they do, they make sweeping generalizations that offer little insight. Likewise, most neuroscientists are not directly applying their research to education. There remains a disconnect—until now," says Rogowsky, a Danville, Pa., native and first-generation college student.

Uncommon Sense Teaching changes that. The book was written over a two-year period with neuroscientist Terrence Sejnowski and engineer Barbara Oakley, who teach the massive open online course, *Learning How to Learn*, with over 3 million enrolled. The co-authors met in late 2018, began writing in 2019, and devoted the fall of 2020 to editing. For the final three semesters of the process, Rogowsky used the book draft in her classes and got feedback from her students.

"There are a lot of trends in education that aren't valid," says Rogowsky. "Too many bells and whistles don't work. Hands-on doesn't necessarily mean minds-on. Active learning is about the pathways neurons take in your brain. Honestly, it has nothing to do with arts and crafts projects or excessive time on low-level regurgitating of basic facts and definitions."

What does work?

"Direct instruction," says Rogowsky, "the teacher presenting to the class for short periods of time. Coupled with guided practice and immediate feedback. Otherwise, students may repeat the same mistakes. For students to improve, they need the teacher's feedback. When you look at how the brain works, we need repetition. That takes time. Time with built-in deliberate practice. We call it 'drill to skill.'"



It's an instructional strategy that will be familiar to any athlete or musician — fields where coaches and teachers rely on repeated drills to build "muscle memory." The same principle works for academic subjects ... repetition strengthens connections between neural links in the brain. Those strengthened neural connections mean that information becomes readily accessible when needed.

"My BU students' feedback helped make the book clear and relatable," says Rogowsky. "This is the book that I wish I had when I began my teaching career, but it couldn't have been written in the 1990s because we needed to tap into the most recent neuroscience that wasn't even available or known about in some cases until just a few years ago."

But even non-teachers can find the book useful. "It's a book about learning. There are strategies you can use to help yourself learn and to help your children learn."

Rather than publish it as an expensive textbook, the trio opted to go through the challenging process of selling the concept to a leading mass-market publisher, Penguin Random House, so it would be affordable and accessible. And today, the development of the internet means that the lessons of the book can also be found online as a MOOC (Massive Online Open Course) on Coursera.org with over 10,000 enrolled. "The MOOC is where the book really comes to life," says Rogowsky.

"Back in the '90s when I was sitting in the seats of McCormick as an undergrad, I dreamed I would make a difference to the field of education. I just had no idea that dream would lead to all this."

Teacher of the Year

By Tom McGuire



Stephanie Gardner has been named the 2021 Teacher Educator of the Year by the Pennsylvania Association of Colleges and Teacher Educators (PAC-TE). The statewide award, PAC-TE's most prestigious, is based on faculty teaching, scholarship, and service.

"To be honored with this award through an organization I am grateful to be a part of is a very

humbling feeling and a moment that I will not forget," says Gardner, assistant professor of exceptionality programs in the College of Education. "I have been actively involved in PAC-TE for the last eight years and greatly value all of the opportunities my involvement has opened up to me in building relationships with colleagues, advocating for our teacher preparation programs, and collaborating with key stakeholders at the state level."

At BU, Gardner earned the Provost's Award for Excellence in Research/Scholarly Activity; was the McDowell Institute Faculty Fellowship recipient (2019-2021); and was named the Vicki and John Mihalik Faculty Fellow in 2020 (a two-year appointment). In the community, she is the lead faculty adviser of the Trinity Learning Community student organization, which supports adults with disabilities living in Bloomsburg.

Gardner credits her mother for inspiring her to become a teacher. "My mom has been a pivotal influence as to why I am in the field of special education. She is a graduate of BU, having gone through her undergraduate program in special education as a nontraditional student with two young children. Growing up, I saw her persevere to achieve her dream. Her involvement as a therapeutic horseback riding instructor and as a homebound instruction special educator made me realize that I wanted to find my place in this world, supporting and advocating for individuals with special needs. My mom is one of the most selfless, accepting, and joy-filled people I know, and a true educator at heart."



BROADCAST OPPORTUNITY

CONFER GIFT WILL CREATE A HUB FOR BROADCAST EDUCATION

By Eric Foster, Thomas Schaeffer, and Tom McGuire

As a teenager in his hometown of Williamsport, Kerby Confer would lie awake at night listening through the crackle and hiss of faraway stations on his transistor radio, hoping one day to be that voice on the other end of the mic. "I was dreaming I would be on the air, and with no idea and no money for college. Just my grandmother's intuition and encouragement that I could do whatever I thought I could do."

Sixty-five years later, Confer, a legend in the radio industry, is focusing his creative energy to create a new legacy with a \$5.3 million gift to the BU Foundation designed to support and inspire the next generation of students to become professionals in the broadcasting industry.

A portion of the gift will create a state-of-the-art media center for students aspiring to achieve success in the fields of radio, video, podcasts, livestreaming, and other forms of broadcasting. In recognition of the impact this gift will have on the university, BU will name the new facility the Kerby Confer Media Center.

The Confer Media Center, to be located in the soon-to-be renovated McCormick Center for Human Services, will include a fully renovated radio station, TV studio, newsroom, and interactive collaboration space where students and faculty can actively share ideas and experiences. The media and journalism program, having more than doubled in size and

scope since its inception, is one of Bloomsburg's largest majors and has outgrown its current space. This gift will also fund new scholarships to help recruit and retain students across the region interested in pursuing careers in the media and journalism industry.

"This is an extraordinary gift from Kerby that will help us provide access to value-added experiential learning opportunities for all students," says BU President Bashar Hanna. "We talk about what helps BU stand out to prospective students in terms of preparing them for success after graduation, and this is an amazing example of what that looks like as we move forward. I can't thank Kerby enough for his commitment to helping us bring that vision to life."

"In my day, the way that you got into radio was you either got a college education and some credentials, or you just hung around trying to be noticed," says Confer of his youth. "I started hanging around a new radio

station that wasn't even on the air yet and did what you did in those days to get a job. And that was to keep hanging around until they said, 'Kid, get lost or empty the wastebaskets.' And I did for a year until they went live, and they gave me a minimum wage job for a buck an hour."

Confer's time listening to the radio was well-spent. On air, his talent found larger and larger audiences, moving into progressively larger markets, including Harrisburg, Scranton, Wilkes-Barre, and Syracuse.

By his twenties, he was on the airwaves in the Baltimore-Washington markets for WCAO Radio and WBAL-TV in Baltimore and WDCA-TV in Washington, D.C. His was the first integrated TV dance show in America, which inspired movie and Broadway productions of "Hairspray," and hosted major stars including the Beatles, the Rolling Stones, Stevie Wonder, the Supremes, and James Brown.

In the late '60s and '70s, Confer began managing then purchasing radio stations and turning them into market leaders.

"In those days, there were 1,500 radio stations in the United States total," says Confer, who was inducted into the Pennsylvania Broadcasters Hall of Fame in 2003. "Today, there are 15,000 radio stations in the United



Long-time friends Kerby and Judy Confer on the right and Steve and Kathy Kirk on the left on a recent trip to Italy.

States, and I am very blessed to say I own 80 of them. My daughter owns 50 of them, the majority of which are in Pennsylvania."

The secret to Confer's success is his deep understanding of how personal radio is. "It's the original social media. There's real-time interaction with the audience. Radio is my real-life connection to what Flip Wilson called 'the church of what's happening now.'"

He also became a master of branding. "I started realizing that graphic branding and call letters were important. There were some radio stations that for some reason, people remember better."

"In 1978 in Little Rock, Arkansas, I took over a bankrupt station. The area never had a country format on the FM dial. The call letters, KSSN, spelled kissing. I married it up to a lipstick imprint and to introduce the station had bumper stickers made, 'I'm KSSN in my car' with the lipstick imprint. We went from a 0 to 22 share in the first year."

He repeated the success at numerous stations around the country, including WBVR, The Beaver, in Bowling Green, Ky., and WFRG, 96 Frog, in Utica, N.Y.

In the mid-80s, a two-week African safari with his new wife and stepson would lead Confer to take his radio branding strategy to an even higher level. The Confer family was partnered with Steve and Kathy Kirk. Steve was head of audio-animatronics and Kathy head Imagineer for Walt Disney.

"I'm a Disney-phile. I'd been collecting original cels from animated movies for about five years at that point," says Confer, who shared stories of his radio career. The Kirk's loved the Beaver station

concept, but Kathy asked, "what's the mnemonic device?" and told Confer to close his eyes while she did a Mickey Mouse voice to demonstrate. The problem was the Beaver had no mnemonic device. So Confer came up with the idea of a talking Frog.

And then she asked, "what are the names of the cast members? It's a theme park on the radio, the DJ names are the cast members. For example, Tad Pole and Polly Wog."

"It was a life-changing and career-changing experience for me," says Confer. "They are our best friends. This summer we will go on our 35th trip with them."

With radio providing so many life-changing opportunities for Confer, he had a vision of helping a new generation of students access the same opportunities.

"People will knock on the door of one of my radio stations, and they will ask how to get on the air? And we'll ask, what are your credentials? And they'll say I made this tape. They really don't have any credentials. They want to be on the radio. They want to be on the air. They want to connect. They want to communicate. They don't know how to put all of it together."

"From becoming an on-air personality to selling advertisements, I had to learn it all," says Confer. "What hasn't changed today is these students will still have to learn all those things to be successful. What has changed is we can make it easier for them to do that by giving them a head start. That's what I want to provide."

"And that's what started me, eight years ago, thinking if there's any legacy I'm capable of leaving, it's going to be to create a radio talent institute and bring all the best of my people and the crème de la crème of the other broadcasters, primarily in the northeast. Basically, open doors for these students."

Since making his first gift to BU in 2013 to establish the Confer Radio Talent Institute, Confer has grown his support each year, continually increasing access to professional experiences for students entering the radio and broadcasting industry. He has made gifts to create scholarships, fund a faculty fellowship, upgrade equipment, and rebrand BU's student radio station – personally



Kerby Confer meets with students in the campus radio station, WWSK, in 2019. Shown with Confer are from left: Nassir Bryant, Molly Nesselrodt, and Catherine Rose.

Confer gift continued...

purchasing the new station call letters of WHSK-Home of the Huskies. His latest gift brings his total contributions to more than \$6.1 million.

"The evolution of Kerby's involvement here at BU and his commitment to engaging with our students has been immensely valuable to their education," says James Brown, BU's Dean of the College of Liberal Arts. "For him to take that commitment to an even higher level and provide this type of professional

setting in which our students will learn and grow shows how dedicated he is to their success."

"Nothing would have happened without the intuition of Dr. Jim Brown, who was the driving force to bring the institute to Bloomsburg, which I will be forever grateful," says Confer. "Then Dr. Hanna came along and had a vision. Maybe we could be the Northcentral Pennsylvania hub for media. I looked around and said, nobody has such a

thing. Wow. The very first moment I saw the plan, I said yes."

"I'm extremely excited. The geographic location and the integration of Bloomsburg University with Lock Haven and Mansfield. These are the areas where my daughter and I grew up, and these are the areas that we know and love and cherish."

"As the Beatles wrote and sang, it's been 'a long and winding road.' We've got a lot of road ahead of us."

SMALL STATION BIG IMPACT

By **Tom McGuire**

The history of radio at Bloomsburg University dates back to the 1970s, starting with WBSC-AM 640 before the university was granted an FM license in 1985 when WBUQ-FM, 91.1, debuted.

In 2019, the station changed call letters to WHSK with the assistance of Kerby Confer. "WHSK because the mascot of the station is the Husky," says Confer. "Husky 91 or 91 the Husky, there are so many great graphic and mnemonic possibilities."

The 1970s WBSC was a low-power radio transmission that used the AC electrical system of a building to broadcast an AM signal to lower campus and a few surrounding blocks. The station broadcast to the campus from the second floor of Kehr Union and featured a staff of about 20 students before going off the air in 1986.

Gene "Stosh" Stachcak '80 was one of the station announcers in the early days.

"I got involved because I wasn't doing so well as a math major and really always wanted to be on the radio," says Stachcak. "Because of WBSC, I had a 31-year career in radio working in the Poconos, the Lehigh Valley, Wilkes-Barre/Scranton, and Philadelphia."

For **Carol Seidel '84**, who also had a distinguished broadcasting career, the station felt big time despite its low power.

"I did a show, "Bloomsburg's Best Rock," a few nights each week," says Seidel.



"By working at the station, I obtained my third class broadcasters license which was needed to work on the air at the time. WBSC also gave me the chance to learn how to use a control board, plan my show, play some awesome music and develop on-air rapport with listeners (my fellow Huskies!) There was a large album library, a production room, and lots of room for creativity."

Seidel later worked at ROCK 107 (WEZX) in Scranton and then WHTF, 92.7 in Harrisburg/Lancaster/York for close to 20 years where she was both promotions and music director. The Pennsylvania Association of Broadcasters recognized her in the late '90s for commercials she voiced. While no longer in radio full time, she does independent voice work from her home studio.

In 1985, 16 years after applying for a 600-watt FM license, the school was granted a frequency, 91.1. **Dan Fickes '85 M'86** was the station's first general manager.

"We were over the moon excited to be going FM and have new equipment to learn on," says Fickes, who now owns a television production company. "Most of all we were excited to be the first alternative music station in the county. We didn't want to be like any other radio station in the area. At the time we went on the air, the bands that were new and up coming were: Velvet Underground, U2, REM, The Smiths, The Cure, and so many others. We had two brilliant music directors, Frank Minishak and Eric Kehs who in my opinion could have programmed any of the big city alternative radio stations."

In the early years of the station, the student staff was very active at campus events.

"One year we entered a "float" (a pickup truck with speakers) in the Homecoming parade with the theme of Ferris Bueller's Day Off," says **Ted Hodgins '89**. "We also did a live broadcast from the Renaissance Jamboree in downtown Bloomsburg with a live interview with then-President Harry Ausprich.

"WBUQ also did live broadcasts of many sporting events including football, men's and women's basketball and wrestling events; all with student announcers and producers," Hodgins says. "These were all great hands-on experiences."

Music, of course, was the big draw for students to join the staff.

Students like **Christina (Chuck) Samtmann '90**, took advantage of a chance to be a DJ and spent three years at the station. "During my shows I played classic and alternative rock music," says Samtmann. "My friend Jen Glancy would join me for my classic rock show. We had a ball."

Today WHSK can be heard on the web through www.bloomu.edu/whsk.

MOONROOF

Makes a Mark in Indie-Pop Music Scene

By Eric Foster

It can pay to sing in the shower.

Philadelphia indie-pop band Moonroof owes its start to **Dave Kim '16** singing in the shower of Luzerne Hall in September of his freshmen year.

The sound attracted the attention of drummer **Dan Rendine '16**. "Dan knocked on my door and told me he'd been in a band in high school," recalls Kim, who was already roommates with bassist **Kevin Randolph '16**.

"We started jamming in the lounge," says Rendine. Jams became gigs as a group called The Big Picture, performing at open mics and parties. At BU, theatre major Kim was a member of the Husky Singers, mass communications major Randolph worked in the Kehr Union setting up events, and exercise science major Rendine took lessons with BU's percussion professor Gifford Howarth.

After graduation, the band stayed together, renamed itself Moonroof, and began penning upbeat, indie-pop tunes ripe with hooks. Hooks that have earned radio play on Philadelphia-area radio stations Alt 104.5 and WXPB, 3 million streams on Spotify alone, and allowed the group to share the stage with indie heavyweights The Lumineers, Death Cab for Cutie, and Grouplove.

They've been busy through the COVID-19 pandemic, signing with Free Dive Records in October of 2020, releasing four singles, "First," "Vanilla," "Sweatshirt," and "Bored and Numb." Their EP "Dream State" dropped this past October and

debuted as the No. 2 alternative album behind ColdPlay and No. 6 overall on the Apple iTunes Top 200.

"We're a band that loves to sing about the theme of love, we try to be catchy and danceable. But a lot of the lyrics are about how it doesn't work out," says Kim, who notes the writing process is very collaborative. "Kevin uses his basslines as a melody. Dan's drums work with basslines. Lyrics come last." Recording works similarly, with drums and bass going down first and working up to the vocals.

YouTube videos, regularly featuring BU swag, are a big part of the band's

marketing with more than 220,000 views.

"We take a lot of time to make our singles pop out," says Rendine. "Now you need to have visuals. The music and the visuals come together to make the song more memorable."

"We're excited to keep growing, and we wouldn't be where we are without Bloomsburg," says Randolph. "We can't wait to come back and play in Bloom."

The Bloomsburg community will have a chance to see Moonroof live when they play the Renaissance Jamboree on April 30.



From left: Danny Walsh, Kevin Randolph '16, Dan Rendine '16 and Dave Kim '16.



PULLING BACK THE CURTAIN ON

THE *UNCOMMON* MAN

By Tom McGuire

Take a drive through Tampa at 5 a.m., and gaze upward to the Bank of America building's 31st floor. You'll see the lights from Clean Earth Systems Inc. already blazing. Company CEO **Steph Pettit '89** is reviewing invoices, answering emails, and preparing for the next challenge today's economy will throw at him. It's a work ethic that has enabled Pettit to become BU's largest donor ever — with gifts totaling more than \$12.5 million.

But Pettit is more than just a shrewd businessman. He's a son, husband, father, and mentor. He's an inventor, workout fanatic, music lover, and hockey player. He's as comfortable discussing supply chain issues with his suppliers as he is hanging out at home watching television with his wife, Allie.

That disciplined yet humorous, fun-loving personality is what makes Steph Pettit an uncommon man.

GROWING UP

One of five children of Sue and Howard Pettit, Steph was born in Florida, moved to Ohio at age 6, then to Middletown, N.J. But he wasn't the "cool kid" you'd imagine him to be in elementary school.

"My given name is Stephan, but my parents always called me Steph when I was younger," says Pettit. "When I started school, I told my classmates my name was Steph. That didn't go over well, and I was teased quite a bit for having a 'girl's' name. At that point, I asked my mother to call me Steve so the teasing would stop."

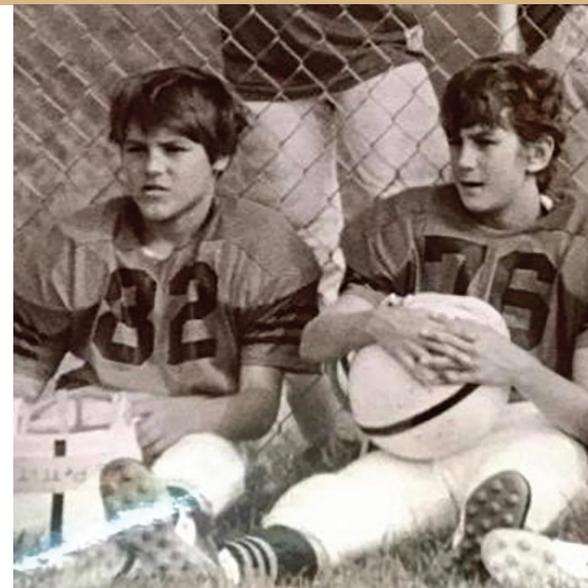
And "Steve" he remained throughout elementary school before he reverted to Steph in high school.

At his wedding reception last June, his new bride couldn't figure out why some of Steph's friends from elementary school were calling her husband 'Steve.'

"I didn't know about the history of "Steve" until our wedding day," Allie says. "It caught me by surprise."

Pettit gravitated to sports, playing football, baseball, and basketball at Middletown South High School. But football was his true calling because of the physical nature of the sport.

"I could have gone to an Ivy League school, but when I came to visit BU, I fell in love with the place."



Academically, Steph began as an economics major but realized the "fun" factor wasn't there.

"It was too dry," laughs Steph. "Some of my buddies told me about mass communications and the wide range of skills you could develop. So I switched majors, although I still took many business classes." It proved to be a wise decision.

After graduating, he took a job at Earnest & Julio Gallo Wines in Orlando and later Tampa, but his upward movement in the company slowed after three years.

THE EARLY DAYS

"I was working at Earnest and Julio Gallo Wines, and suddenly things changed for the worse, and I knew it was time to leave," Pettit says. "A former teammate at BU asked me to go in with him on a company (Clean Earth Systems) selling boxes for hazardous waste. After a year, he wanted out, figuring the business had only five years left in its life cycle and wasn't a million-dollar idea. We're nearing our 30th year, so I made the right call staying with it. Not bad for a poor kid from Jersey."

Early on, Pettit's sales skills saved Clean Earth.

"My first year, I knew nothing about environmental products," Pettit says. "I was a sales guy and was good at it. By myself, I sold \$550,000 worth of products. I lacked real knowledge of what I was selling, didn't understand whom I was selling to, or know much about the industry. Those first three or four years, I had just one item on our inventory list. Now our product line features 200 plus packages."

"When I look back, I've been fortunate that I made all the right moves," continues Pettit. "Educated guesses paid off. But my luckiest break was that none of the companies buying our product failed. If they did, we would have gone under, too."

GROWING THE BUSINESS

A company selling just one item has the life span of a snowball on the equator. Steph knew his product line had to expand for Clean Earth to endure and grow.

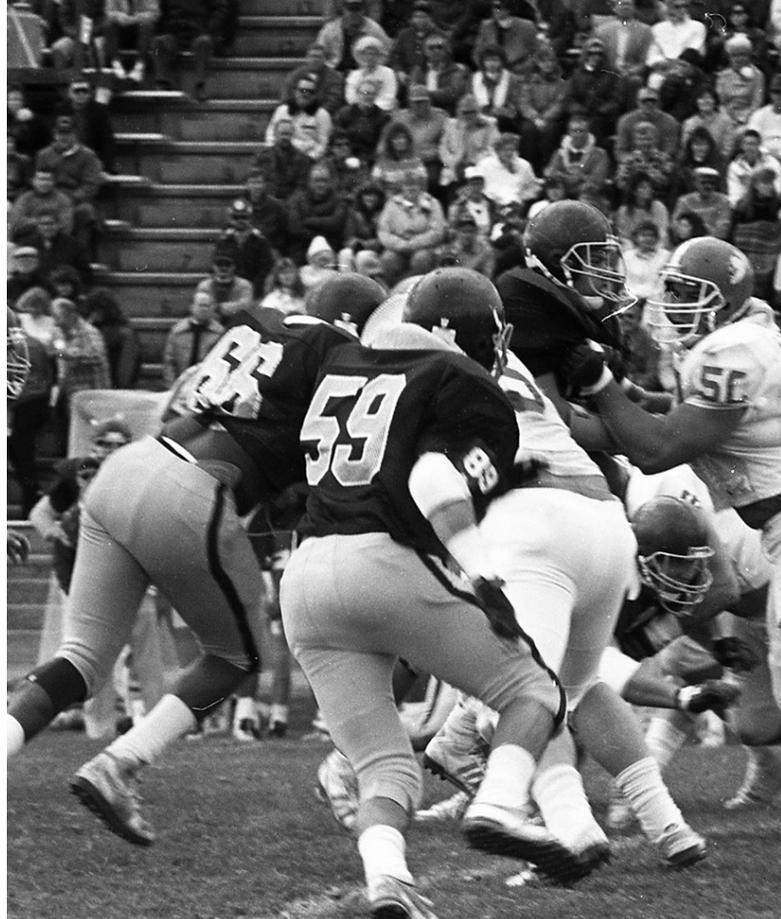
"I'm left brain, right brain," says Steph. "There's the analytical side and then my creative side. If I walk into a room and see a package, my brain immediately begins wondering can I make that into a hazardous waste container."

"The first-ever corrugated hazmat drum was one of my best inventions. It was so different from anything anyone else had done," Pettit continues. "It took eight years of off-and-on work to perfect it. We then had to get the U.S. Department of Transportation to approve it. The approval came six months before the Ebola outbreak hit. We were the only company with this kind of product, so the timing was perfect. Our plant in Tennessee couldn't make the containers fast enough. I, and some of our team members from here, went there to help. It was a crazy time."

STRESS RELIEF

Owning and operating a business is never easy. During a pandemic, the stresses multiply by a factor of a hundred. An outlet for that stress is essential.

"I am in the office by 4:30 a.m. and go work out by 8 or 8:30 a.m.," says Pettit. "I can accomplish as much in four hours as I would in five or six during the day because the phone is not ringing, no one is sending follow-up emails, or needing to speak with me," says Pettit.



As his staff reaches the office, Pettit goes in the opposite direction to a workout facility a few blocks from the office or to a quieter gym near his home. While walking into either of the workout facilities, Steph greets everyone by name and with a smile. Seamlessly he shares a story about each person he sees.

"Exercise is my stress relief," says Pettit speaking effortlessly as he pounds away on a treadmill. "I never stopped working out after college. It's not about having big muscles anymore. Now I stretch, use the treadmill to build endurance and speed, and use weights for toning my muscles. I also dropped some weight going from a high of 240 pounds when I played football at BU down to a range of 195 to 205."

"Per week, I work out four to six times and will play two days of hockey," says Pettit. "I'm in the Over-50 league now since some of the young guys take things a bit too seriously. They don't realize I have to go to work the next day."

After a 60- to 90-minute workout, he's in his SUV for the short drive home to clean up, then back to the office by 11 a.m. While the company could function without his direct guidance, he stays on top of what's

happening. This day a meeting with representatives of International Paper highlights his morning schedule. Supply chain and transportation issues at a facility in Virginia are snarling production. By the close of the hour-long meeting, everyone is satisfied that the issues can be overcome.

“I’ve never seen anyone live life to the fullest like he does. He may have nice things, but he is simple, down to earth, and will go out of his way to help someone less fortunate. His story is the true American dream story.”

— CATHY MOORE



IN THREE WORDS

Can you describe someone in just three words? This task is more difficult than anticipated for Pettit's wife, daughter, employees, longtime friends, and business associates.

He's described as giving, loving, and kind, again and again, starting with his wife and moving on to his daughter, employees, longtime friends, and even business associates.

Allie, whose love for her husband can be seen in her face as she talks, never met anyone like him.

"He is the most gregarious, loving, and giving human being I have ever met in my life," says Allie. "He will give you the shirt off his back. And I think it goes back to his childhood and the way that he was raised. He feels that he needs to give back to other people. And I think that's just remarkable. Not enough people do that. He has impacted and changed people's lives."

His daughter Ashley had difficulty settling on how to describe her father in three words.

"Humanitarian is the first thing that comes to mind," says Ashley. "Also, amazing and awesome. There are so many adjectives to describe him, but the one thing that can sum it up altogether would be that he's the ultimate humanitarian. What he does as a father, a husband, a son for his family is above and beyond good. And then what he does for Bloomsburg students is just amazing."



Allie's parents, Howard and Cathy Moore, like the "funny" Steph. "He calls me 'Princess' and I call him 'muscles,'" says Cathy. "His sense of humor is amazing. He is not afraid to poke fun at himself, which not many people are able to do."

And it isn't just family that sings Steph's praises. Amy Chapman started at Clean Earth 10 years ago and has worked her way up to vice president of the company.

"When I moved to Tampa for the job, I had no family here and knew only one person," says Chapman. "Steph is very generous, and if you need anything, he'll make it happen. I call him 'Papa Steph' because he's been that kind of person when my dad isn't around. He is that person that will help people no matter what."

Friend and business associate Gary Peters, owner of Peters Packaging, has known Pettit for more than 20 years as a manufacturing representative for Clean Earth. "First and foremost, generous, and not just in terms of money," says Peters. He's generous with opportunities, with his resources, with the things he's been blessed with, and that's just such an extension of him."

"The second way to describe Steph is how driven he is because he's really a force of will, determined to be successful. He also wants others to succeed and fulfill their dreams. He is determined to keep moving forward in his life and to bring people along with him."

Longtime employees Diana Holzauer, company president, along with Jenna Cameron, Beth Carey Silverman, and Alli Turner, all regional managers, total more than 90 years of combined service with the company. They describe Steph in a slightly different way.

"He's the Energizer bunny. He never stops. It's mental. It's like his diet. He's extremely structured. Very routine-oriented," says Holzauer. "He's regimented even when he goes away. I think he eats the same lunch every day. He is the most routine-driven personality I know."

"He's also very loyal," says Carey Silverman. "He has given a lot of people, an opportunity that a big corporate company wouldn't necessarily do if they didn't have certain credentials on paper."

"Steph is charismatic, kind, and the most giving person I have ever met," says Kourtney Thompson, sales representative for radio station 97X in Tampa, where Steph's company is

a sponsor. "Plus, he is all about the community and giving back to others."

"He's completely engaging and makes you feel like he has known you your entire life," says Jenna Kesneck Pulido, assistant director of branding and programming at 97X. "His passion and work ethic are characteristics that I have admired since the day I met him 10 years ago."

"He wants others to succeed and wants to help other people fulfill their dreams," Peters says. "And so, to see him feel a sense of pride or sense of accomplishment that was rewarding to see as his friend, as somebody that cares about him."

IT'S NOT ABOUT STEPH

Being the center of attention is a natural high for some individuals, terrifying for others. Crowds can turn the most engaging person inward. Steph, though, relishes the chance to work a room. Not for the attention, but to give the

focus to someone else.

"When he walks in a room, he lights it up," his wife remarks. "Everybody smiles. He can make anybody laugh. At the drop of a hat, he will say something that can brighten somebody's day. And I find that to be great quality."

Alli Turner from Clean Earth says, "He's really good about checking out a room when he goes out, zeroing in on something and bringing people to talk nonstop about their life. Amazing how he does that. I mean, he'll work the room and make them feel good about themselves. It's a gift."

"He's humble. He doesn't try and seek out anyone's approval. He's just himself and is humble about it," says Cameron.

"I've never seen anyone live life to the fullest like he does," says Cathy Moore. "He may have nice things, but he is simple, down to earth, and will go out of his way to help someone less fortunate. His story is the true American dream story."



MUSIC

If you didn't know Steph, you could easily confuse him as a rock and roll artist with his tattoo-sleeved arms. One arm is dedicated to music, the other to sports. Walking into what will be his music room, you'll find a wall of more than 80 guitars facing you.

"Everyone in my house is or was musical, including my mother," says Pettit. "It was a big part of who I was as a child."

Reconnecting with that part of his life years ago, he does have a favorite among his extensive collection. "My Gibson Les Paul, Custom Sunburst is my favorite," says Steph. "It is the first guitar I purchased when I decided to start playing again about 15 years ago. It is the same model that Slash from Guns N' Roses plays."

That passion for music has also unknowingly benefited the Tampa region. For the past 20 years, 97X has hosted a two-day alternative music festival, the Next Big Event, in early December. In 2021, Twenty One Pilots and Weezer headlined the shows. Clean Earth Systems has been the festival's title sponsor for 10 of the 20 years.

Bryan Kelly, sales manager from 97X, says, "Steph's sponsorship of our event is built from who he is as an individual ... passionate and giving. This event for our region is only possible through his and Clean Earth's support. He is very passionate about music. The look on his face watching the performances is the same as those who have purchased tickets. It defines who he is as a person and how he can help."

LAUNDRY KING

Nearly everyone keeps something about themselves close to the vest, Pettit included. But his wife says parts of Steph that people don't know make him uncommon.

"He loves to go out and have fun, but he's a homebody deep down," Allie says. "We can stay at home together for 48, 72 hours and sit outside, play Monopoly, do a puzzle, or work around the house. It's 'our time.'"

"He'll help me with anything. If I want to bake or cook, he is hands-on in the kitchen," she continues. "If we are making dinner, he'll do the dishes. And, this is funny when I tell people, but Steph loves the laundry room. Steph is my laundry king! He does all the laundry."

And according to Pettit's in-laws, when he retires, they know where he could stay busy. "He needs to work in a laundromat. He folds clothes like he is in the military. Very meticulous."

While dating, Pettit went old-school before proposing.

"Steph asked our son Nicholas for Allie's hand in marriage since we were out of the country," said Howard Moore. "That's not done much these days."

Daughter Ashley says sports have always kept her and her dad close. "Growing up, it was all about sports, and I played pretty much every sport, every weekend. We were all doing a new sport," Ashley says. "Our favorite sport, hard to believe here in Florida, was ice hockey. He also loves chess. I've never beaten him in a game yet, but I'm getting better, and one day, I'll win a match."

While eating healthy is a priority for Pettit, he does have a weakness ... snacks. In his office are boxes of candy, chips, popcorn, and other assorted goodies. At home, well, let's say there's more.

"Steph has a whole cabinet of snacks," says Allie. "I couldn't believe it when he showed me the snacks. He loves popcorn. You'd never know looking at him that he eats food like this, but he does."

When the TV comes on in the Pettit household, it's not a business news channel on the screen. No, you'll find the couple watching *Lord of the Rings*, *Harry Potter*, *Zoolander*, *The Sopranos*, and the *Simpsons*. Pettit even had a cameo in the Zach Braff movie "Wish You Were Here" playing a science teacher.

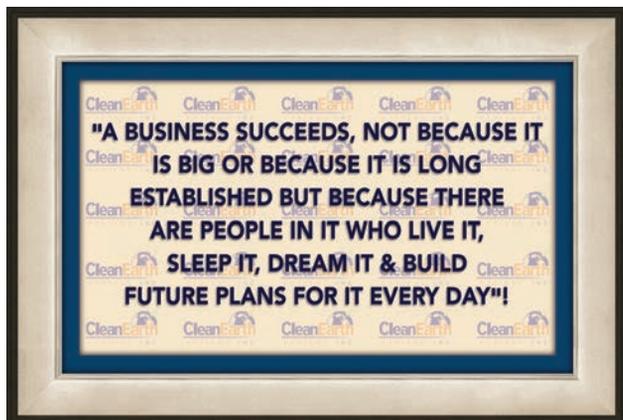
WHAT DOES THE FUTURE HOLD?

Today, Clean Earth Systems employs nearly 25 people in the Tampa office, with about 75 more at its warehouses around the country. But like all good CEOs, Pettit keeps an eye on the future.

"We will continue to invent containers and expand our product lines and locations," says Pettit. "Ten years from now, I would like to semi-retire. I love what I do, and I can't imagine ever selling out or wanting to no longer come to work. Maybe I'll work just three days a week instead of six or seven."

More than 25 years ago as Clean Earth was settling into a new office, a handwritten sign was left behind by the previous tenants. Steph adapted the words as his company's motto. It reads: 'A business succeeds, not because it is big or because it is long-established, but because there are people in it who live it, sleep it, dream it and build future plans for it every day!'

No truer words have ever described this *uncommon* man.





See Steph Pettit's dedication video.

CREATING A LEGACY FOR STUDENTS

By Tom McGuire

During the Fall 2021 Homecoming celebration, BU recognized a \$10 million gift from Steph Pettit '89, by renaming the upper campus the Pettit Athletic Complex.

"We are overjoyed to be here today, celebrating this moment," said BU President Bashar Hanna. "Steph's overwhelming commitment to supporting student-athletes is something we celebrate every day. His transformational gifts over the years have positively impacted hundreds of students – and their families – and changed their lives for generations to come. I can't think of a better time to celebrate Steph Pettit than with so many alumni and members of the BU family who have returned this weekend for Homecoming."

The university initially announced Pettit's most recent gift in December 2019. The gift made Pettit the largest donor in BU's history, bringing his total contributions to more than \$12.5 million. The celebration and unveiling of the Pettit Athletic Complex were delayed due to the COVID-19 pandemic.

"My goal is to elevate the athletic program at BU by giving the coaches the resources needed to recruit student-athletes from Pennsylvania, New Jersey, and beyond with stronger

academic and athletic profiles," said Pettit. "Competition is fierce in the world of intercollegiate athletics, and our coaches need more scholarship money to compete at the highest levels. I am honored to be able to make this gift and support their efforts to compete for championships at the conference level and be competitive on a national level."

For Pettit, giving back to his alma mater has always been a priority. In 2010 he co-chaired the First & Goal Campaign, the largest fundraising campaign in the history of Huskies football as well as establishing the SP-59 annual football scholarship, the Under Armour Football sponsorship, and the Steph Pettit Legacy Scholarship.

Pettit has also supported athletics with a \$1 million contribution that endowed scholarships, christened the Steph Pettit Stadium, and honored classmates with the Sully and Bubs Pavilion. In 2017, Pettit, who was a mass communications major, established a gift to fund learning opportunities through a production company within the Department of Media and Journalism that features documentary and long-form video projects.

60s

Noble Quandel '69 was reappointed to the Schuylkill County Airport Authority by the Schuylkill County Commissioners.



Alumni Ron Paci '62, Charles Gelso '63, and Edward Buck '66 (shown from left) held their annual reunion in Laurel, Md. They had all lived in off-campus housing at Main and Center streets.

70s

John Wolk '70 is a supervisor of student teachers at Widener University in Chester. Previously, he taught in Ridley School District for 23 years and was assistant principal in the Upper Darby School District for 15 years before retiring in 2008.

James Berkheiser '71 is teaching acting at Sussex County Community College in Newton, N.J. Berkheiser also founded the North Star Theater Company and published a book of poetry, "In Mercurial Days."

Donato Nieman '74 earned the 2021 AARP New Jersey Advocacy Award. Nieman has been a volunteer and member of AARP for many years before being asked to join the New Jersey Statewide Citizens Volunteer Committee. His work focuses on controlling the price of prescription drugs, and his testimony has been given to members of the U.S. House of Representatives, New Jersey Delegation, and the New Jersey Legislature.

80s

Richard DiLiberto '82, litigation partner with Young Conaway Stargatt & Taylor LLP, was named vice chair of the board of directors of MMI Preparatory School in Freeland. DiLiberto has served on the board since 2013.

Ronald White '82 was named senior community director of Associa Mid-Atlantic, based in King of Prussia. White has 10 years of experience in community association management and additional experience as a business owner and in construction and real estate. Associa provides homeowner association and property management services.

Maxim Furek '84 published his fifth book, "Somebody Else's Dream," a history of Northeastern Pennsylvanian rock 'n' roll examined through the lens of a critical look at the Buoy's song "Timothy."



Paul Kappel Jr. '89 has been named president and CEO of Junior Achievement of Central Maryland Inc., a nonprofit organization dedicated to educating young

people to succeed in a rapidly changing economy. Previously, Kappel served as president of Junior Achievement of Southeastern Pennsylvania from 2007-2021, where he increased organizational revenue by 57 percent, and managed a 21-member board of directors consisting of some of Philadelphia's top companies such as Bank of America, Wells Fargo, JP Morgan Chase, PWC, KPMG, Ernst & Young, and Truist. He was executive vice president for Junior Achievement of Greater Washington from 2003-2007 and started his JA career in 1997 with Junior Achievement of Georgia. Kappel received the Bloomsburg University Legacy of Leadership Alumni Award in 2015.

90s

Barbara Rhone Davis '94 earned her doctorate in educational leadership from Neumann University. Davis is the assistant superintendent for the Eastern Lebanon County School District.

Andrew Bradley '96 is vice president of sales and marketing for Tergus Pharma. Bradley has over 21 years of life science sales experience, during which he was Patheon/Thermo Fisher's director of business development and Patheon's business development executive.

Paul Cutrufello '98 was promoted to professor of health and human performance at the University of Scranton.



Tom Murray '99, co-founder of A Path to Wellness Integrative Psychiatry, Greensboro, N.C., completed the Goldman Sachs 10,000 Small Business (GS10KSB)

certification program in Entrepreneurship in partnership with Babson College in Wellesley, Mass. Over the course of 12 weeks culminating in December, Murray learned from nationally recognized experts in entrepreneurship. GS10KSB provides an advanced business curriculum for small business owners to grow their business. A Path to Wellness Integrative Psychiatry provides innovative, socially just, and recovery-oriented mental wellness services, psychotherapy, and relationship and sex therapy.

00s

Yvonne Wenger '02 has been appointed director of community affairs by the Archdiocese of Baltimore.

Daniel Malloy '03 is superintendent for the Weatherly Area School District, appointed by unanimous vote of the district's board of education.

Andrew Venezia '07 was named associate professor of health and human performance at the University of Scranton.

Jahri Evans '07 will be inducted into the Louisiana Sports Hall of Fame Class of 2022 in June.

10s

Julia Murphy '13 was named Cooperative Educational Services' (CES) 2022 Teacher of the Year. CES is one of six regional educational service centers in Connecticut. Murphy has taught for seven years and started teaching at CES during the 2018-19 school year in the Preschool-Primary Learning Center in the special education division. She is eligible for the 2022 Connecticut Teacher of the Year award.

David Croall '15, an officer with the Winston-Salem, N.C., police department, was honored with the Life Saving Award by his department for saving the life of a man who was shot.

HUSKY NOTES

Melissa Matthews '15 was named project coordinator at SEDA-COG Community Development program in Lewisburg. Matthews brings over five years of expertise in zoning, planning and development and code enforcement to the position. Prior employment included serving Hemlock Township and the Hemlock Municipal Sewer Cooperative. Matthews holds a bachelor's degree in geography and planning from BU.

Geneka Mahan '18 was promoted to senior accountant at Boyer & Ritter LLC, headquartered in Camp Hill.

Mackenna Mahan '18 was promoted to senior accountant at Boyer & Ritter LLC, headquartered in Camp Hill.

20s

Ashli Venokur '20, a teacher in New Jersey's East Brunswick School District, has been a participant in the Special Olympics Polar Bear Plunge in Seaside Heights for the past 10 years and is scheduled to participate again this year.



Geiger Retires from First Nonprofit Foundation

Joe Geiger '74/'81M retired in December as president and chief executive officer of the First Nonprofit Foundation after 48 years of service in the education and not-for profit industries.

Geiger began his career as an educator, teaching high school social studies and continued his career with Duquesne University, where he taught in the graduate program for leadership and business ethics. He also served as the executive officer for the Bloomsburg Area YMCA, the Suburban East Shore YMCA, and the Vanderbilt YMCA in New York City. He returned to Pennsylvania to run the Keystone State Head Injury Foundation and The Pennsylvania Association of Nonprofit Organizations.

He served on the Bloomsburg University Alumni Board from 1996 to 2001. Other boards he has served on include: National Standards for Excellence Board; Governor's Rehabilitation Advisory Committee; the Civil Justice Coalition, and the Board of Directors for the National Head Injury Foundation, the American Trauma Society — PA Division, and on the FNICs boards for more than 25 years, acting as its chair for six years. He has been inducted into the Pennsylvania Association of Nonprofit Organizations Emeritus Society.

First Nonprofit provides state-compliant, individually insured, cost-saving options to satisfy State Unemployment Insurance requirements for nonprofit, governmental, and tribal entities.



SOCCKER ALUMNI | **David Good '80** and **Bill Sypawka '83** showed their Husky spirit at the annual Beer City Cup Soccer tournament held in September in Asheville, N.C. This year 107 teams from 14 states participated in the tournament. Sypawka lives in Greenville, N.C., and plays for the Curmudgeons, and Good lives in Atlanta, Ga., and plays for the Hammers. The two teams met in the finals of the O-58 division with the Hammers coming out on top, 3-1. Both played for the BU soccer team in 1980. Sypawka still holds the record for most assists in one game. Both also played for CB West HS and the CenBuco Soccer Club in Doylestown.

In Memoriam

WALTER BLAIR

*Football and Baseball Coach
Who Reestablished Wrestling*

Walter Robert Blair, who served as a dean, coach and professor at Bloomsburg from 1955 to 1966, passed away Dec. 26 at age 97.

While at Bloomsburg, Blair served in many roles: dean of men, director of athletics, head football and baseball coach, chair of the health and physical education department, all while teaching as an associate professor in physical and biological sciences, psychology, history and education. He also reestablished the wrestling program and coached the team for two years. Members of the 1955-63 football teams established the Walt Blair Endowed Football Scholarship at BU in his honor. The scholarship has been awarded for 21 years and has benefited 11 different students.

Born in 1924 in Philadelphia, Blair was an outstanding high school athlete, lettering in football, basketball and baseball, and was inducted to the Northeast High School Wall of Fame in Philadelphia.

In 1943, Blair enrolled at Temple University on a full athletic scholarship. That same year, his education was interrupted when he was inducted into the Army. During his training at Camp Polk, he received the Honorary Doughboy Award. He played baseball and football on the Camp Polk teams as well as the A.I.B. Baseball squad for the duration of the war.

He was assigned to the Eighth Armored Division, 49th Armored Infantry Battalion, The Thundering Herd, and served as a platoon leader in Europe. His unit participated in the Battle of the Bulge and was present at Buchenwald when the allies declared victory. At the war's end, Camp Polk awarded him with an outstanding U.S. Infantryman Award.

He completed his college education at West Chester University, where he played varsity football and baseball. He earned a bachelor's degree in health and physical education from West Chester and a master's degree in education from Temple University. Following college, he held several



coaching positions, teaching and directing positions in the Philadelphia area before coming to Bloomsburg.

After Bloomsburg, Blair joined the faculty at West Chester University as associate dean of education and was the founder and director of the WCU Career Development Center. He was inducted into the W. Glenn Killinger West Chester University Football Hall of Fame.

At the age of 95, Blair was still teaching and sharing his World War II experiences as a docent at the New York State Military Museum.

Blair was predeceased by his wife of 67 years, Gloria Blechschmidt Blair. He is survived by five daughters: Debra A. Blair, Donna Blair Adams, Justine Blair Carroll, Janet Blair Franco, and Allison L. Blair; seven grandchildren, four great grandchildren, and brothers Donald and Kenneth Blair.

Marriages

Stephanie (Debuski) Friedman '12 & Max Friedman, July 10, 2021

Stefanie (Bressi) Scott '14 & Barrett Scott, Aug. 7, 2021

Peter Freda '16 & Taylor (Williams) Freda '17, Sept. 5, 2021

Births

David '12 & Tracy (Stutzcage) Tomtishen, a daughter, Claire Diane, Dec. 13, 2021

Kurt '15 & Megan (Willie) Henrie, a son, Liam Charles, Dec. 14, 2021



Caroline Douglass '18 and Ian Stambaugh '17 were married Sept. 24, 2021, in Blue Bell, Pa.

In Memoriam

CLAUDIA COOPER THRUSH

Vice President for Administration and Finance

The Bloomsburg University community suffered a tragic loss with the passing of **Claudia J. (Cooper) Thrush**, 51, on Jan. 17, 2022.

A BU employee for more than 23 years, starting as assistant comptroller in 1998 and most recently as vice president of finance and administration, Thrush's professional acumen and personal warmth inspired confidence on campus and respect from peers across the state. She ensured BU has remained fiscally secure, oversaw countless improvements to the campus infrastructure, including the construction of the Arts and Administration Building, and provided critical leadership and support for the accreditation of the BU Police Department.

Colleagues on campus are heartbroken at her passing, and recalled her "leadership, mentorship, and ready smile." Peers at sibling institutions in State System recalled that "we all looked forward to seeing her, chatting, and asking her thoughts and advice."

She was a member of the Wesley United Methodist Church, Bloomsburg, and attended LCBC, Bloomsburg. She attended Bloomsburg area grade schools, and graduated from Bloomsburg High School in 1988. She graduated from Bloomsburg University with a bachelor's degree in 1992 and Bucknell University with a master's degree in 1993.

She was preceded in death by a daughter, Olivia A. Thrush; and her father-in-law, Ken E. Thrush. Survivors



include her husband of 25 years, Arlie R. Thrush; her two sons, Cooper A. Thrush and Zachary C. Thrush, of Bloomsburg; her parents, Tommy L. and Sandy R. Cooper, of Bloomsburg; a brother, Tom R. Cooper; two brothers-in-law: K. Bryan Thrush and Keith A. Thrush and wife Janie; four nieces, and three nephews.

Memorial contributions in Claudia's name are suggested to: American Cancer Society, c/o Columbia County Unit, 1948 E. Third St., Williamsport, PA 17701. Friends and family wishing to send a memorial gift, share a personal memory or offer condolences to the family, a Memorial Tribute Page in her honor is available at www.Allen-FuneralHome.com.

Obituaries

- | | | | |
|---------------------------------|--------------------------------|---------------------------------|--------------------------------|
| Mary Louise Fox Albano '49 | Vincent Raupers '62 | Russel Scheuren '71 | John Gelety '81 |
| Eugene Warren Snyder '49 | Jean O'Donnell Reinhart '62 | Noreen Tatusko Schwalm '71 | Donna Polak Zimmerman '83 |
| Eugene Shipe '50 | Gail Schively Ottenheimer '64 | Diana Braganini Statsman '71 | Jennifer Boore Paul '84 |
| Genevieve Scheetz Hosier '51 | Edgar Ewing '65 | John Gildea '72 | Kerry Reidinger '86 |
| Christine Kreamer Wells '51 | Wayne Eddowes '66 | Ronald Inkrote '72 | Rhonda Noble Bauer '87 |
| Mary Ellen Bartholomew '53 | Connie Dorscheid McMichael '66 | Gerald Staivisky '72 | Darla Watts Flick '87 |
| Donald McClintock '53 | Violet Mae Kratzer Klinger '67 | Stephen Tellep '72 | Pauline Kmiecinski Roberts '87 |
| Mary Kubic Linkchorst '55 | Arthur Pentz '67 | Glenn Welker '72 | Leslie Newman Kiess '88 |
| Marian Walsh Chrunev '56 | Janice Bowman '69 | Ruth Dietz Fullerton Deppen '73 | Michael Shannon '89 |
| Joanne Hester Gentry '56 | Bart Giacometti '69 | Robert Griffin '73 | Thomas Graham '90 |
| Charles Thomas '57 | Austin Greenland '69 | Graydon Gulliver '73 | Danielle Derr '92 |
| Robert Ridgway '58 | Kathleen Horst Kuzmiak '69 | Paul Mullock '73 | L. G. Scott Felty '94 |
| Larry Fisher '59 | Anthony Pirraglia '69 | Stephen Berrigan '74 | Billie Jo Hack |
| Janet Bittenbender Fritz '59 | Judith Henry Spence '69 | Edward Parsons '74 | Matelevich-Hoang '95 |
| Carole Coolbaugh Foster '61 | Thomas Zukovich '69 | John Steinhart '75 | Victoria Harrison Kidd '98 |
| Alexandria Galli Gronka '61 | Edward Jackson '70 | John Diblasi '79 | Keith Berezwick '03 |
| Connie Jane Dietterick Paul '61 | James Canterbury '71 | Jack Shultz '79 | Casey Lachenmayer '03 |
| Sandra Greider Swanson '61 | Nancy Grodzinski Hickey '71 | Timothy Barrett '80 | Connor Welch '17 |
| Hope Wingate Martin '62 | Claire Karpowich '71 | Warren Rozelle '80 | |

Send information to: magazine@bloomu.edu

Bloomsburg: The University Magazine | Arts and Administration Building | 400 E. Second Street | Bloomsburg, PA 17815-1301



Women's Soccer Repeats as PSAC Champs

By **Mary Raskob**

Defense proved prophetic in BU's march to the Pennsylvania State Athletic Conference women's soccer championship this fall.

The Huskies captured the PSAC trophy with three shutout victories in six days at Steph Pettit Stadium and secured a return trip to the NCAA Division II Soccer Tournament.

After winning back-to-back NCAA Atlantic Regional titles in 2018 and 2019, the 2020 veteran-laden BU women's soccer team was poised to make another try at glory until its season was shuttered by the COVID-19 pandemic. Fast forward to 2021 when the Huskies, now with a roster full of inexperienced players, would soon shock even their most ardent fans.

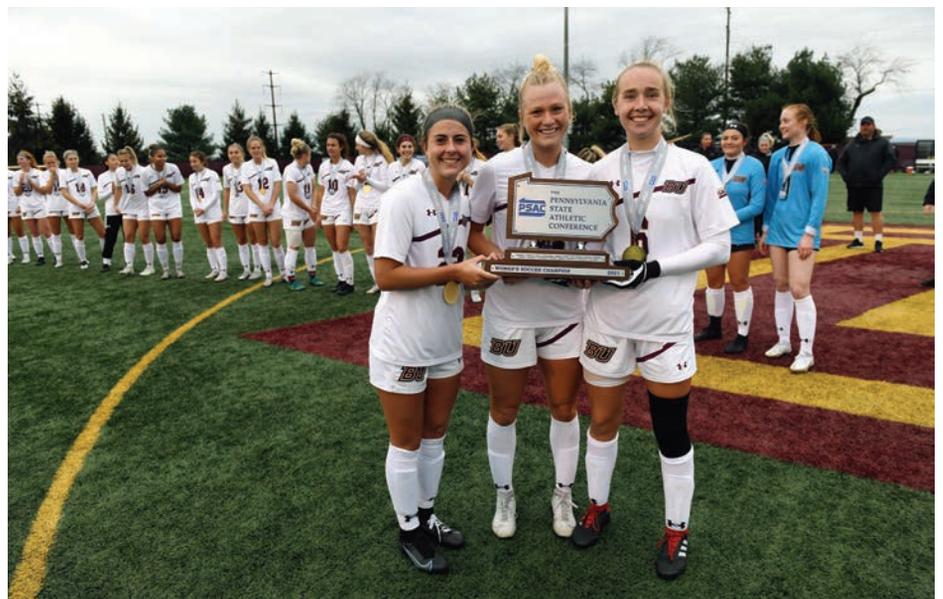
"As we prepared to report for preseason camp in the fall, there was some trepidation within the team," says head coach Matt Haney. "We had not played in forever, and we had suddenly become a very young and inexperienced team. We knew it was sink or swim, and true to our culture, we swam."

The Huskies opened the season with a 6-1 win over Goldey-Beacom. The Huskies began the season 1-0 for the fourth-straight year and looked to pick up where they left off two seasons ago despite a very young roster. However, the

promising start was overshadowed by a critical injury in the preseason and another during the second match of the season. The Huskies opened their PSAC schedule 1-1-1 and needed to find their new identity.

"It was an uneven start, with two major injuries and a couple of others mixed in, but we banded together and went with the next person up mentality and saw many people enhance their roles within the team," says Haney.

The Huskies quickly found that identity and won three-straight contests without giving up a goal. Bloomsburg ran into a tough Kutztown team that halted its win streak, but a 1-0 win over rival West Chester University kicked off a new streak – this time six-straight, and the Huskies allowed just one goal over 540 minutes of soccer. Bloomsburg closed out the regular season 12-5-2 and clinched the No. 2 seed in the PSAC Tournament.



They had a home game for the first round but needed an upset in the other quarterfinal to host championship weekend. The Huskies got that upset as Kutztown fell to Millersville in penalty kicks and the semifinals and championship match made their way to Bloomsburg and Steph Pettit Stadium.

The Huskies rose to the occasion and relied on the staunch defense that got them to that point. Bloomsburg won three straight games in the tournament, all shutout victories, on its way to the PSAC Title. The Huskies allowed just 11 shots in the three games, including two shots on goal in their 1-0 win for the conference title.

The Huskies' run in the NCAA tournament came to an untimely end as they fell in the second round to Concord University. Still, the accomplishments of the year and the last four years were not overshadowed by the loss.

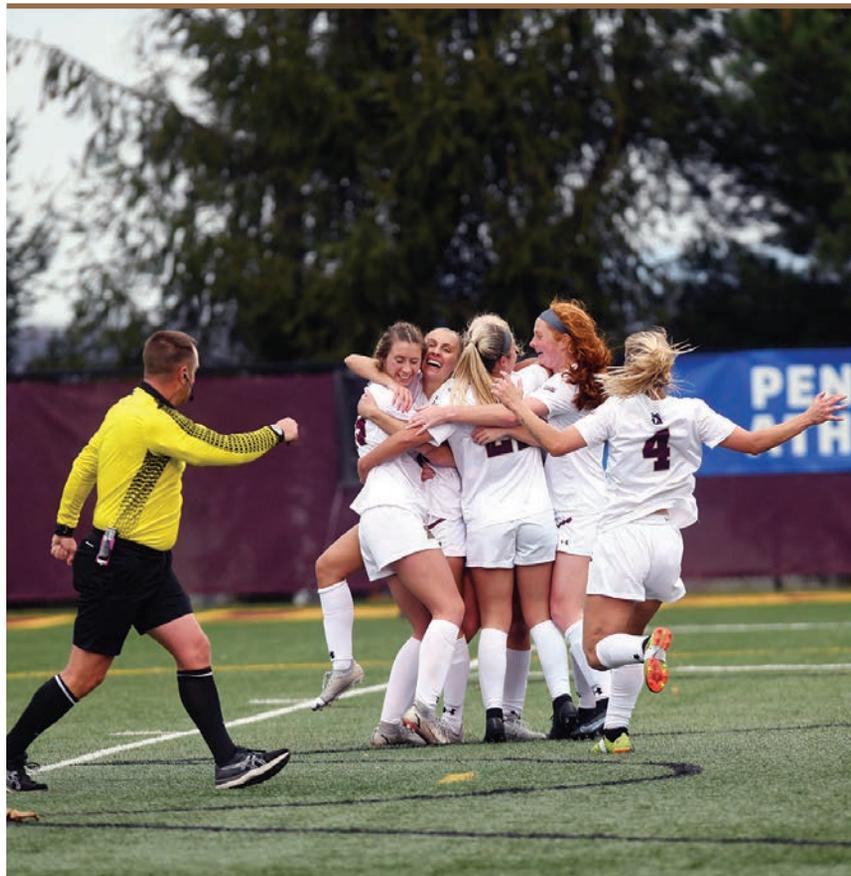
The Huskies finished the season with the 13th-best goals-against average in NCAA DII after allowing just 13 goals in 23 games. Opponents took just 5.9 shots per game for the season and just 2.8 shots on goal per game.



Bloomsburg finished the season 16-5-2 and received votes in the national coach's poll.

"Winning our second PSAC championship in three years was a fantastic accomplishment and something that made us proud. This senior class leaves

as decorated soccer players – two regular season PSAC championships, two PSAC Tournament championships, and two NCAA Atlantic Region championships. But most importantly, all are graduating on time and preparing for the next step in their lives," says Haney.



WINNING THE Right Way

The women's soccer team did more than win matches in 2021. They won while exemplifying great sportsmanship. The United Soccer Coaches recognized the team with the 2021 Team Ethics and Sportsmanship Bronze Award for the second straight season.

The Team Ethics and Sportsmanship Award was created to recognize teams that exhibit fair play, sporting behavior, and adherence to the laws of the game. A team must not have received any red cards during the season – regular season or postseason – and the team's yellow card percentage (total yellow cards divided by total games played) must not exceed 50 percent.

A total of 112 institutions across all divisions in the country earned a Team Ethics and Sportsmanship Award (platinum, gold, silver, bronze) with the Huskies being the only Pennsylvania State Athletic Conference team to claim the honor.



MAKING THE MOVE

From Player to Official

By Tom McGuire

Recent BU Athletic Hall of Fame inductee Jeff Benson has taken his passion for basketball and channeled it into officiating at the NCAA Division I level.

Benson, now in his eighth season officiating, is in his seventh year of working as an official for the Mountain West and Big West conferences as well as a few NCAA Division II conferences.

"My journey to becoming an official started when I was asked by the director of an AAU program I was coaching in if I ever thought about putting on the striped shirt," said Benson. "At first, I said no. But once I learned there is a science to the job and the officials are not out there just doing anything they want, I was immediately drawn to it."

"Being an official is also extremely competitive," Benson continued. "You have to be in the right place and have the temperament to make the tough calls when needed."

Officials are just like players who never want to miss a shot, he says. "The toughest part mentally is not getting a call correct. No official ever wants to miss a call."

Officiating in the women's game is something Benson also enjoys.

"Contrary to what most people think, there are rules that differ between the men's and women's college games. I love and respect college basketball, period, but I am proudly a Division I women's college basketball official and will never change."

And while being an official can be stressful, occasionally, he and a coach will exchange words that make each of them chuckle.

"Once, I had a coach tell me that we (the officiating crew) had a bad night," Benson remarked. "I told him 'well that makes two teams that did a poor job tonight' and walked away."

'Protect Our Pack' Recognized

The BU athletic department was selected as one of the 28 finalists for the 2022 NCAA Division II Award of Excellence for its "Protect Our Pack" student leader group. The NCAA Division II Award of Excellence recognizes "initiatives in the past year that exemplify the Division II philosophy, community engagement, and student-athlete leadership." Each finalist received \$500 intended for future SAAC initiatives or community engagement events.

"Protect Our Pack" was formed in September 2020 to bring awareness to current social justice topics and help students find assistance to overcome challenges they may face

related to bullying, racism, LGBTQA, and gender issues.

BU was chosen as the official entry from the Pennsylvania State Athletic Conference (PSAC) and is joined by Shippensburg University on the finalist list. Shippensburg's "ONESHIP" initiative was chosen as one of the seven at-large honorees.

Division II honors its members each year for conducting events that promote student-athletes giving back and serving as leaders within their communities or on their campuses. A committee of athletics administrators determined this year's finalists.





Forever Remembered Seven Inducted into Athletic Hall of Fame

When a student-athlete or coach earns selection into a hall of fame, that individual is considered among the best of the best. For Bloomsburg University, **Michael Barnhart '70** (football), **Jeff Benson '99** (men's basketball), **Susan Boyer Flanders '84** (women's swimming), **Andy Cappelli '80** (wrestling), **Kate Denny Peckham '87** (field hockey/softball), **Michele Ruzicka Lamb '99** (women's basketball), and **Danny Hale '01(H)** (football coach) were bestowed that recognition after enshrinement in the BU Athletic Hall of Fame last October.

Barnhart was a four-year member of the Bloomsburg State College football team from 1966-69, starting every game of his collegiate career at middle linebacker. "My father told me, if I wanted to excel in any sport, I need to practice, practice, practice. More importantly, I need to give more than 100 percent. That was my first challenge."

Benson was a two-year standout for the Huskies men's basketball team. He credits his mother with the push he needed to call Bloomsburg's coach at the time, Charlie Chronister, and commit to Bloomsburg. He is 28th all-time at BU with 1,025 career points despite playing only two seasons.

(Boyer) Flanders was a four-year standout on the women's swimming team. Boyer earned 10 All-America accolades during her decorated collegiate career and won a pair of PSAC titles, with both coming during the 1981-82 season. She went on to coach numerous swimmers through different club teams and had several of her swimmers continue their careers at Bloomsburg.

Cappelli enjoyed a sensational four-year career on the mat for Bloomsburg wrestling posting an overall record of 109-32-4. Cappelli was a three-time PSAC champion, a three-time Eastern

Andy Cappelli, Michael Barnhart, Kate (Denny) Peckham, Susan (Boyd) Flanders, Jeff Benson, Michele (Ruzicka) Lamb, Danny Hale, Diana Rodgers-Atkinson, provost and senior vice president, and Michael McFarland, director of athletics.

Wrestling League placewinner, and a three-time NCAA qualifier. He also served as the president of the Delta Omega Chi fraternity and credits his time as a Bloomsburg wrestler and as president of his fraternity for helping him learn with a lot of people from different walks of life.

(Denny) Peckham was a four-year starter on both the field hockey and softball teams and was a highly decorated student-athlete while competing for both programs. She married a fellow Bloomsburg student-athlete, Edward Peckham, a two-year captain for the men's soccer team. The two have watched and cheered their children on at the highest level, just as she fondly remembers her parents doing during her career.

(Ruzicka) Lamb had a sensational four-year career on the Huskies' women's basketball team. Ruzicka was named the PSAC Eastern Division Athlete of the Year following the 1997-98 campaign and also earned Second Team All-Region honors from Daktronics and two-straight First Team All-PSAC East laurels.

Hale, one of Division II's winningest coaches, spent 20 seasons as the head coach of the Huskies football team and 25 years overall as a head coach. At BU, he posted a record of 173-56-1 (.754), while overall, in 25 years as a head coach, he had a mark of 213-69-1 (.754). Hale led the Huskies to 11 outright or shared PSAC Eastern Division titles, eight NCAA postseason playoff berths and were national runner-ups in 2000.

McFarland Named to Division II Board

Michael McFarland, director of athletics, has been selected to serve on the Division 2 Athletics Directors Association Board of Directors.

McFarland is in his 11th year leading the Huskies athletic department. The chair of the Department of Athletics faculty, McFarland was promoted to associate professor. In addition to his athletic department leadership duties, McFarland serves as a member of the President's Leadership Council and also serves the university academic community as a member of the General Education Council, Curriculum

Committee chair for Student Affairs, and as a co-chair for a Middle States Commission on Higher Education sub-working group.

The Division 2 Athletics Directors Association Board of Directors is administered by the National Association of Collegiate Directors of Athletics (NACDA), which is in its 57th year.



President Harvey Andruss and Dean of Instruction John Hoch removing "teachers" from the Bloomsburg State College sign, January 8, 1960.

BU: The *Evolution* to a University

By Robert Dunkelberger

On July 1, 2023, it will be 40 years since Bloomsburg State College became a university. It was just another step in the evolutionary process of higher education in the town since an Academy was started in 1839.

Although the Academy was not stable nor continuously in operation, this situation ended when Henry Carver opened the Bloomsburg Literary Institute in 1866.

With the completion of what is now Carver Hall and the Institute being named a State Normal School for teacher instruction in 1869, the stability the community craved was finally achieved. Change continued in 1916 when the Normal School was purchased by the Commonwealth of Pennsylvania, as were the other 13 schools around the state.

While the Normal School's primary degree was a two-year teacher's certificate, the goal of the Commonwealth was to create a four-year degree program. For Bloomsburg, this occurred in 1926 when the school was given the authority to offer a Bachelor of Science in Education. The following May, the name of the institution was changed to the Bloomsburg State Teachers College.

"When you are finished changing, you are finished."

— Benjamin Franklin

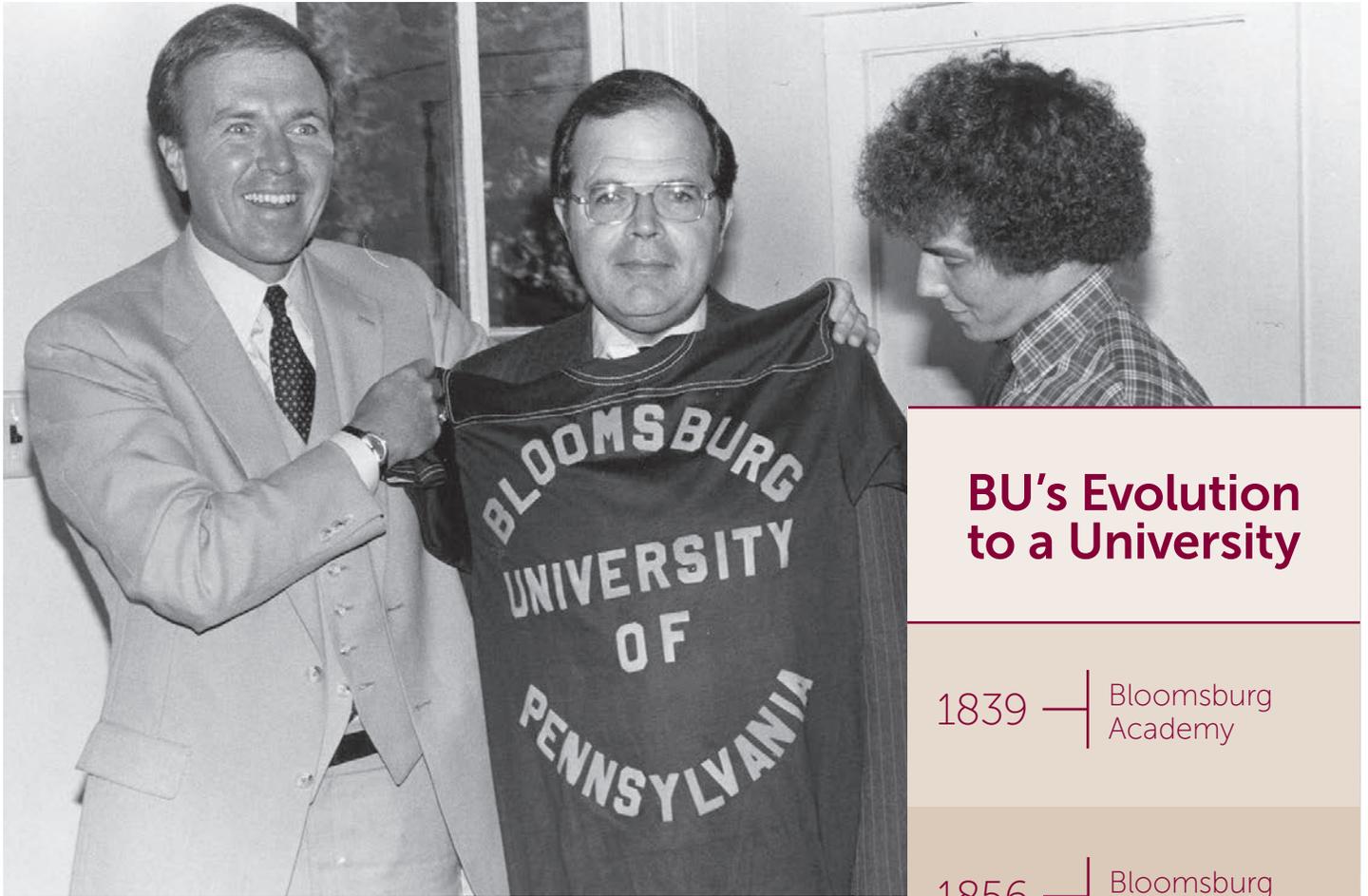
All of the newly-named colleges were under the State Department of Education and operated both independently and in coordination, especially with a focus on specific disciplines. Majors were to be offered only at certain schools, geographically spread throughout the state. This took place during the 1930s, and for Bloomsburg, the two areas of specialization were in business, which began in 1930, and five years later, special education.

The programs offered by the college stayed relatively stable for more than 30 years until 1960, when the next phase of growth began. On January 8 of that year, all of the former state teachers colleges were elevated to state colleges and could grant graduate degrees. At first, these were only in education, as were the bachelor's degrees, but by the end of the decade expanded to other disciplines.

Now colleges, the ultimate goal for the former normal schools was to complete the process to become universities. This occurred much sooner for one of the colleges. Indiana was a model for what could be achieved and was named a university by an act of the legislature in 1965.

Bloomsburg State College continued to grow up to the early 1980s in terms of enrollment, course offerings, and programs, while schools had been formed to organize the academic departments. This was when the last major change occurred in Bloomsburg's evolution.

In 1982, after eight years of debate on differing proposals, the legislature passed a bill to take the state colleges and



President James McCormick in the fall of 1982 with the first Bloomsburg University t-shirt.

BU's Evolution to a University

1839 — Bloomsburg Academy

1856 — Bloomsburg Literary Institute

1869 — Bloomsburg Literary Institute and State Normal School

1927 — Bloomsburg State Teachers College

1960 — Bloomsburg State College

1983 — Bloomsburg University of Pennsylvania

Indiana from the Department of Education and create an independent system of higher education. It was known as Act 188 and signed into law by Gov. Dick Thornburgh on November 12. One essential aspect of the law was that all educational institutions in the system would now be universities and, through Indiana, grant doctoral degrees.

With Bloomsburg becoming a university as of July 1, 1983, the various schools became colleges, with the first ones being Arts and Sciences, Business, and Professional Studies. The most significant adjustment to make was that Bloomsburg was losing its president, James McCormick. Hired in 1973, he had spent the preceding decade positioning the college to become a university, developing it into a multi-purpose institution with diverse graduate and undergraduate programs.

His success at Bloomsburg caught the attention of the system's newly-named Board of Governors, and on June 6, 1983, he was named the first chancellor. The appointment was intended to be temporary until a permanent individual was named to the position, and McCormick intended to return to Bloomsburg. However, McCormick excelled in the role, the appointment became permanent, and McCormick remained as chancellor until leaving to head the Minnesota state system in 2001.

The newly-minted Bloomsburg University of Pennsylvania celebrated its status with a convocation to begin the fall semester on September 11. It was a time of pomp and ceremony as a new era was starting for the former literary Institute of more than a century before. Now, nearly 40 years later, the integration of universities within the system is opening up a new chapter in Bloomsburg's evolution.



READY FOR SPRING



Get ready for spring at the University Store. Now in stock are high-quality caps embroidered in Pennsylvania just in time for softball and baseball. Show your Husky spirit with a sweatshirt, T-shirt, picnic gear, and even home decor.



shop in-person or online

400 E. Second Street
Bloomsburg, PA 17815
General Information: 570-389-4175
Customer Service: 570-389-4180
bustore@bloomu.edu

bloomustore.com



Pictured is Kayla Dzomic, a first-year finance major from Danielsville.



MARKETING AND COMMUNICATIONS

Arts and Administration Building
Bloomsburg University
400 E. Second St.
Bloomsburg, PA 17815-1301 1011050113

HUSKY STORIES

Students and alumni talk about their own unique academic climb in their words.

Hear first-generation business student Nicole Stickel, football player Brandon Gill, and Marine Corps veteran Jared Stump share their experiences of how BU opened doors and created opportunities for them



bloomu.edu/husky-stories

A NOTE TO PARENTS

If this issue of *Bloomsburg: The University Magazine* is addressed to a daughter or son who has established a separate residence, please notify us of that new address by sending an email to: magazine@bloomu.edu

WANT TO UNSUBSCRIBE?

If you no longer wish to receive the print edition of the magazine, please notify us by sending an email to: magazine@bloomu.edu

RECEIVING DUPLICATE COPIES?

If you are receiving more than one copy of *Bloomsburg: The University Magazine*, please forward the mailing label panel from each issue you receive to:

Bloomsburg: The University Magazine
Arts and Administration Building
400 E. Second Street
Bloomsburg, PA 17815-1301