

KUTZTOWN UNIVERSITY MAGAZINE

TOWER

SUMMER 2017

HERE, YOU ROAR

Kutztown University looks to
define its image in a highly
competitive market.

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BACK TO CLASS:

Dr. Gary Cordner

JOYCE KUTZ WEHR '46

MARK WEAVER '83 M'85

KUTZTOWN
UNIVERSITY

IT'S GOOD TO
BE GOLDEN.



CHAMBLISS

AWARDED PRESIDENT'S MEDAL

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

Photo: L to R: Dr. Anne Zayaitz, provost and vice president of Academic Affairs, Dr. Carlson Chambliss, professor emeritus, Dr. Kenneth S. Hawkinson, university president.



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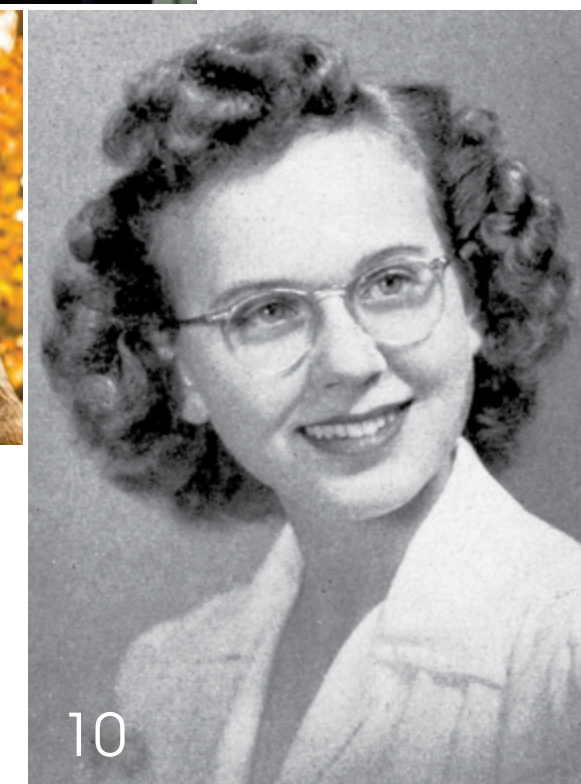
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KUTZTOWN UNIVERSITY MAGAZINE TOWER

PRESIDENT OF KUTZTOWN UNIVERSITY:
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**INTERIM ASSOCIATE VICE PRESIDENT
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Alex Ogeka

**ASSISTANT DIRECTOR OF UNIVERSITY
RELATIONS/TOWER EDITOR:**
David Johnson

UNIVERSITY PHOTOGRAPHER:
Andrew Ferguson

DIRECTOR OF UNIVERSITY MARKETING:
Jennifer Umberger

**ASSISTANT DIRECTOR, UNIVERSITY
MARKETING/DESIGN & PRINT MEDIA:**
Camille DeMarco '81, M'01

DESIGN:
Kerry Hoyes Lord '03

CONTRIBUTORS:
David Johnson, Lisa Mitchell '01,
Nikki Murry '98, Esther Shanahan M'18

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Address correspondence to: Kutztown University, Office of University Relations,
P.O. Box 730, Kutztown, PA 19530 or email tower@kutztown.edu.
Telephone: 610-683-4114

Submissions for Class Notes may be sent to alumni@kutztownfoundation.org.

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A LOOK AT THE KUTZTOWN UNIVERSITY STUDENT BODY

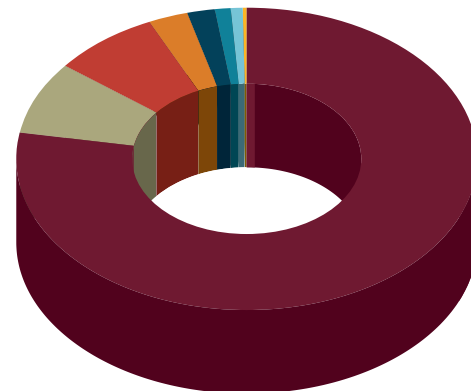
The following demographics are from the 2016-2017 school year and follow the reporting standards of the Integrated Postsecondary Education Data System.

8,513
TOTAL ENROLLMENT

GENDER

Female **4,758** | 55.9%
Male **3,755** | 44.1%

UNDERGRADUATE 7,718 | **GRADUATE 795**



DIVERSITY

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



WHERE THEY'RE FROM

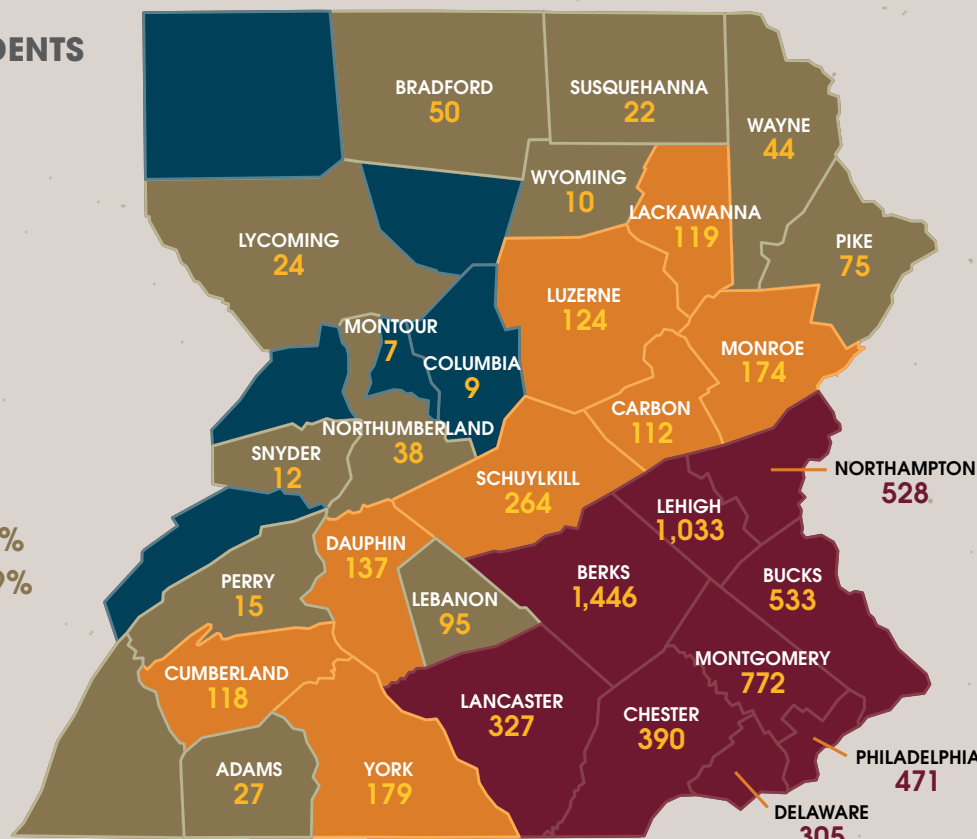
IN-STATE STUDENTS **7,526**

NUMBER OF IN-STATE STUDENTS BY COUNTY

300+
100 - 299
10 - 99

ENROLLMENT BY MUNICIPAL STATISTICAL AREA

Philadelphia **2,471** | 29%
Reading **1,710** | 20%
Lehigh Valley **1,561** | 18.3%
Susquehanna Valley **898** | 10.5%
Scranton/Wilkes-Barre **253** | 2.9%



NONTRADITIONAL AGED STUDENTS

(Ages 25 and Older)

Undergraduate **455**
Graduate **554**

MILITARY SERVICE

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



WHERE THEY'RE FROM

OUT-OF-STATE STUDENTS **918**

TOP FIVE STATES

New Jersey **673**
New York **56**
Maryland **45**
Delaware **41**
Connecticut **12**

INTERNATIONAL STUDENTS **69**

TOP SEVEN COUNTRIES

South Africa **10**
China **9**
India **5**
Nepal **4**
Germany **4**
Spain **4**
United Kingdom **4**



WHERE THEY LIVE

ON-CAMPUS **3,445**

OFF-CAMPUS/COMMUTER **5,068**



FINANCIAL AID

Students Receiving Financial Aid **7,770**
Students Receiving Scholarships from KU **1,863**
Federal Work Study Student Employees **415**
Nonfederal Work Study Student Employees **1,175**



WHAT THEY'RE STUDYING

TOP TEN UNDERGRADUATE MAJORS BY ENROLLMENT

Criminal Justice
Communication Studies
Leisure and Sport Studies
Business Administration - Management
Psychology
Business Administration - Marketing
Social Work
Communication Design
Cinema, Television and Media Production
Business Administration - Accounting

TOP FIVE GRADUATE MAJORS BY ENROLLMENT

Master of Arts in Counseling - Clinical Mental Health
Master of Social Work
Master of Education in Instructional Technology - Digital Classroom Technology
Master of Education - Reading Specialist Certification
Master of Education - Student Affairs in Higher Education



ACTIVITIES

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

TOP TEN STUDENT ORGANIZATIONS BY MEMBERSHIP

Kutztown University Marching Unit **135**
Paws for Love **96**
Gamers of KU **95**
Humans vs. Zombies **91**
Honors Club **89**
Psychology Club **88**
American Marketing Association **86**
Entrepreneurship Club **71**
Black Student Union **68**
Accounting Club **56**

KU APPROVED TO OFFER CFP BOARD REGISTERED UNDERGRADUATE PROGRAM IN FINANCIAL PLANNING

Kutztown University has registered with and been approved by the Certified Financial Planner Board of Standards Inc. (CFP Board) to provide a new financial planning undergraduate degree program.

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

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

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



“According to Joseph Maugeri, managing director of corporate relations for the CFP Board of Standards, there are now more CFP professionals over the age of 70 than under the age of 30,” said Dr. Jonathan Kramer CFP®, professor of finance and assistant chair, KU Department of Business Administration. “This means that there are abundant opportunities for graduates of CFP Board Registered programs like the one at Kutztown University.”

“There are a lot of lucrative opportunities for young people in the financial planning profession, but many of them leave the profession because of the difficulty establishing credibility with older, high net worth clients,” he added. “Having the CFP® certification helps young people succeed in the profession because it shows that they have the broad educational training and experience necessary to assist clients with complex planning questions.”

Kramer and Dr. John Walker, professor, KU Department of Business Administration, were instrumental in attaining CFP Board approval for the program.

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

BACHELOR OF SCIENCE IN SOCIAL MEDIA THEORY AND STRATEGY COMES TO KU

The State System of Higher Education Board of Governors has approved a bachelor’s degree in social media theory and strategy to be offered at KU this fall.

Graduates of the program will be equipped with the skills needed for success, longevity and leadership in careers rooted in social media content development, management, administration, marketing and analysis. Students will be able to apply social media knowledge to endeavors such as lead generation, public advocacy, digital marketing management, concept promotion, e-commerce, digital content marketing, pay per click (PPC) ad construction and evaluation and content marketing. Because this is a unique degree designed to serve a burgeoning field, it will give Kutztown University graduates a competitive advantage.

KU’s program is one of the first of its kind. While there are certificate programs in social media, marketing and digital media programs with a social media focus, there are only a few dedicated social media degrees in the country.



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

entrepreneurial hopes they have in mind.”

Curriculum for the degree program will involve classwork in business, communication studies and English.

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

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

CHAMBLISS ACADEMIC ACHIEVEMENT AWARDS

Kutztown University presented 15 Chambliss Academic Achievement Awards in April. The Chambliss Awards are the most distinguished awards presented by the university.



Brittany Larkin

GOLD MEDALS

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

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

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

Malenda’s road through KU is extraordinary as she has completed five different projects at six locations in the U.S., resulting in seven research presentations at international conferences. She has co-authored two full-peer reviewed scientific journal articles with a third currently in the review process.

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

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



Margariete Malenda

Emma Osle received the award in the categories of original artwork of high quality, successfully completed research projects, artistic performances of high quality and outstanding service to the Kutztown University community.

During her time at KU, Osle has been a volunteer for the Marlin and Regina Miller Gallery, worked as a research assistant under Dr. Daniel Haxall, been a tutor and founded the Art History Club, of which she is the president.

In addition to her work at Kutztown, Osle has also interned and had her artwork featured in museums across southeastern Pennsylvania. Particularly, Osle’s artwork was selected in a contest to be installed in the atrium at the State System of Higher Education offices in Harrisburg.

Over the past year, she has conducted research on contemporary artist Teresita Fernandez, which she presented at conferences in both Memphis, Tenn., and Montreal, Quebec.



Emma Osle

SILVER MEDALS

Nathaniel Benjamin
Adam Cooper
Chelsea Johnson
Jordan Morgan
Trevor Arnold

COPPER MEDALS

Emma Billig
Emily Bogner
Alaina Curry
Kayla Fusselman
Jennica LeClerc
Madalyn Slook
Jiao Xu





L to R Dr. C.J. Rhoads '82, Dr. George J. Zimmerman '73 and Dr. Morell D. Boone '64

COLLEGE OF EDUCATION HONORS THREE WITH DISTINGUISHED ALUMNI AWARD

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

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

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

In addition to teaching, Boone has served as a consultant to universities around the world including Saigon University and Seameo Retrac, both in Ho Chi Ming City, Vietnam, Universidate Anhembi Morumbi, San Paulo, Brazil, and National University, LaJolla, Cal.

Rhoads, of Douglassville, Pa., is a 1982 graduate of Kutztown State College, with a bachelor's degree in elementary education and special education. She went on to earn a master's degree from Temple University, Philadelphia, and a doctorate from Lehigh University, Bethlehem, Pa.

Rhoads has been a professor of business administration at KU since 2004. She previously taught at Lehigh University, Lebanon Valley College, Annville, Pa., Drexel University, Philadelphia, Pennsylvania State University, State College, Pa., Reading Area Community College, Albright College and Alvernia University, all in Reading, Pa.

Outside of teaching she is the founder, president and chief executive

officer of HPL Consortium, Inc., Douglassville, Pa. HPL is dedicated to helping people and groups connect health, prosperity and leadership. The company provides a technology infrastructure and consulting service for people and organizations to effectively market, publish books and videos, and manage workshops and conferences.

Rhoads has published seven books, most recently in 2015 when she released *Telehealth in Rural Hospitals: Lessons Learned from Pennsylvania*.

Zimmerman, of Monroeville, Pa., is a 1973 graduate of Kutztown State College with a bachelor's degree in elementary education, special education and visual impairment. He is an associate professor emeritus at the University of Pittsburgh where he served on the Visual Studies faculty since 1988. He holds a master's degree from Western Michigan University, Kalamazoo, and a doctorate from Vanderbilt University, Nashville.

Zimmerman began his career in 1973 as a teacher with the Northeastern Intermediate Unit #19, Scranton, Pa. He also taught at schools in Massachusetts and New Hampshire before being named director of the Texas Commission for the Blind in 1978. He went on to teach at Boston College for 15 years and Vanderbilt University for four years.

Zimmerman has authored and co-authored dozens of publications and serves as a mentor to doctoral students studying special education and visual impairment. He is the recipient of the Lawrence E. Blaha Award given by the Association for Education and Rehabilitation of the Blind and Visually Impaired.

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



JORDAN MORGAN '16 DRAFTED BY CHICAGO BEARS

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



DR. ANNE CARROLL NAMED DEAN OF COLLEGE OF BUSINESS



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

Carroll had been with Rider since 1986 when she joined the faculty as an instructor in finance.

During her tenure, she was responsible for the creation of several new undergraduate programs. She is credited for creating joint degree programs between Rider and Shanghai University, China, and the Centre d'Études Franco-Américain de Management, Lyon, France. She has also worked to create programs between Rider and the American Business School, Paris and Providence University, Taiwan.

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

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

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

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

A GIFT TO THE FUTURE

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

Sadie Kutz, regarded as a beloved 'second mother' by many of her students, set an enduring example for Joyce, who attended the Eagle Point one-room schoolhouse where her parents taught. Wehr would later follow in their footsteps, and teach in the Allentown School District for 34 years. Her daughter, [the late] Nancy Joyce Henderson '70, and stepson Tom Wehr '71, embraced the family legacy and became educators, with Tom later entering the field of graphic design and teaching in Kutztown's Department of Communication Design (1982-84).

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

Wehr loved her students, and she loved the school which gave her the degree to pursue her career. Her family traced their genealogy to the forefathers of Kutztown, the Coots (later renamed Kutz) family, and according to relatives, she always felt a connection to the college. She was proud of her association with the founding of the town, and she loved the university. The feeling was mutual. As a member of the

college's choir, Wehr was often featured as a [soprano] soloist during performances and festivals, and before graduation, her fellow vocalists threw her a surprise bridal shower.

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

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

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

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



"Joyce took a lot of pride in watching her students develop. She kept tabs on a lot of them after they left her class... She always spoke highly of them, and that was reciprocated."

– STEPSON, TOM WEHR '71

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

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



Above: Joyce Kutz Wehr '46; Left: Wehr's parents: John R. Kutz '12 and Sadie (Hartman) Kutz '20



Mark R. Weaver, Esq. '83, M'85

MARK MY WORDS

BY NIKKI MURRY '98

MARK R. WEAVER, ESQ. '83, M'85
has become one of the most successful communications consultants in the country.

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

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

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

He's a litigation partner at a major Ohio law firm, a court magistrate one day a week, a part-time criminal prosecutor and professor of media law at Ohio State University and also on the adjunct faculty of the University of North Carolina at Chapel Hill.

"I like that every day, I do something a little different," explains Weaver of his varied positions. "One day I can be working with a client prepping for a high stakes news media interview, the next I can be presiding over a court, hearing criminal cases."

THE KUTZTOWN CHOICE

It all began with an interest in political science, a love of lacrosse, and an appreciation for Kutztown's telecommunications program. The last two swayed Weaver to choose Kutztown University from a myriad of other higher institutions offering similar programs. Within his first week at KU, he was elected President of Lehigh Hall and he later held top positions on Student Government Board and as a resident assistant in Berks, Rothermel and Johnson halls.

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

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

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

If they don't know him from his high-profile Department of Justice work or stint as the deputy attorney general of Ohio, there's the fact that he's been interviewed in every major American newspaper and on nearly every national news program, including *60 Minutes* and *Nightline* to name a few. He doesn't consider himself

a "public figure" by any means though. He admits, "It's an odd feeling when people know you or your work, but you don't know them." In fact, on occasion he wonders just how someone might know him, seeing as he holds so many positions.

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

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

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

SLOWING DOWN

What Weaver is really looking to do now is rest more.

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

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

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

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

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

Distinguished Alumni Award.

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

What's next? If he holds true to slowing down, it's more time with his family, more time volunteering with his church, and more time visiting the familiar cities of the world. "Stockholm sounds good," he muses.

He and Lori will get their start this Halloween in Germany to coincide with the 500th anniversary of the Protestant Reformation, on a trip mixing his love of history and faith. **KU**

"I like that every day, I do

something a little different.

One day I can be working

with a client prepping for a high

stakes news media interview,

the next I can be presiding

over a court hearing

criminal cases."

— Mark R. Waver, Esq. '83 M'85

A GOLDEN MESSAGE

BY NIKKI MURRY '98



1866 Kutztown University's Golden Bear faculty, staff and students know it, but now more than ever, thanks to a rebranding effort they're able to explain why and how, loud and proud.

To understand what's happening with the new brand campaign, you have to go back about five years, explains recently retired associate vice president of Communications, Marketing and External Affairs, John Green. "That's when, nationwide, competition for enrollment started and we began to see a drop off," he explains. After all, within a 50-mile radius of Kutztown, future college students have about 200 higher education options.

It was then that it became glaringly obvious; KU needed to shine a light on what makes it special.

Help from (Hired) Friends, Staff & More

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

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

"The students, faculty and staff at Kutztown are very welcoming, genuine and hard working. The university truly values character and work ethic, and is dedicated to helping students grow into their best selves. The combination of all of these attributes is what makes

Kutztown, Kutztown," asserts Sierra Swanson, associate creative director for Ologie.

Market research also showed the campus to be a humble one. "That [humble] nature is part of what kept our 'best kept secret,'" explains Green of the need for KU's supporters to share their pride more publicly.

Sharing the Story

Once Ologie helped the Brand Champions discover the essence of Kutztown University, it was time to put it into a succinct message. A story.

Umberger and Green made the rounds, from university President Dr. Kenneth S. Hawkinson, to admissions office staff, to faculty department after department, and shared a simple 30-second story.



"It's authentic. It's who we are. It hits home," explains Umberger of the message. "We've had people tear up, get goosebumps." It goes something like this:

At Kutztown University we're all works in progress. Whether you know exactly what you want to do, or you're still deciding, this is your time to explore. To try, to fail, and to go places you never thought possible. And you'll never do it alone. We believe in having each other's backs. That creating a strong community empowers individual freedom. And that with the right support, resources, and challenges, you'll grow, not into someone new, but into yourself. Because at your best, there's no limit to what you can do.

Going Public

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

Different groups are enthusiastic for different reasons.

For communication studies major Jacob Sims, a member of the Brand Champions focus group, it's something he believes students will find confidence in. He explains, "I think it will bring a lot more school pride to the student population by creating a message that can resonate on a personal level. KU has opened so many opportunities in academics and leadership for students across campus, and this rebranding can

help put into words how KU has helped all of us. Also, the rebranding is new and fresh. It will attract new students by showing them what it means to attend KU."

Indeed, a new look is also part of the effort. The colors remain the same — it's maroon and gold through and through — but the fonts and graphics are new, yet respect KU history.

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

The Future

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

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

Now, KU students, faculty, staff and alumni: proclaim it proudly. **IT'S GOOD TO BE GOLDEN.**

BACK TO CLASS WITH ... **DR. GARY CORDNER**

Kutztown University professor emeritus of criminal justice Dr. Gary Cordner, former small town police chief and current mayor of Macungie, works for the U.S. Department of Justice.

The Macungie resident serves as a senior police adviser for the International Criminal Investigation Technical Assistance Program in the U.S. Department of Justice, helping with police reform in Ukraine. He has traveled to Ukraine probably a dozen times over the last two or three years, typically working there several weeks each visit.

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

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

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

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

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

As a senior police adviser, Cordner helps bring modern police training to Ukraine. Most of what he does is help plan and coordinate and find good police instructors and mentors from the U.S. to provide police training in Ukraine.

Cordner also serves as chief research adviser for the National Institute of Justice, which is the research arm of the U.S. Department of Justice. A program was created about nine months ago to help U.S. police agencies improve their ability to use data, do analysis, do their own research, and develop their own evidence based practices.

"In other words, do more effective policing but focused on using

data analysis and research to help figure out how to do that," he said.

Still in its early stages, Cordner said the program is working with about eight police agencies across the U.S.

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

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

Cordner also enjoyed his 30 years of educating police. With a Ph.D. in criminal justice from Michigan State University, he taught criminal justice courses for 21 years at Eastern Kentucky University, including five years as dean of the College of Justice and Safety.

In 2008 his journey brought him and his wife AnnMarie to Kutztown when the university had two open faculty positions in criminal justice. AnnMarie continues to teach at KU while Gary retired about two years ago.

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

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

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

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

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

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

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

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

*"I've always thought
of it as a noble
profession, a noble
undertaking.
I tried to convey
that to students."*

– Dr. Gary Cordner



BY LISA
MITCHELL '01

The 1950s

Lorraine Snyder Jones ’56 has established the Donald E. Jones Memorial Scholarship at Blue Mountain High School, Orwigsburg, Pa., where Don taught senior English for 40 years. Donald graduated from KU in 1956. The scholarship was established to benefit a student studying English, journalism, communications or the performing arts. Two recipients of the scholarship are attending Kutztown University.

The 1960s

Mary Alderman Young ’63 received the Dreisbach Award, the highest honor the Berks County Library System bestows. The award recognizes outstanding service to the public library system. She served as a volunteer, board trustee and president of the Wernersville Library Association.

The 1970s

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

Carol Bear ’71 and her husband Darrin Heckman received the 2016 Pennsylvania Historic Preservation Award “Grassroots Advocacy” for restoration work done in historic Bath, Pa. The award was one of 15 given by Preservation Pennsylvania.

Gail Zimmerman Thomas ’71 published her fourth book of poetry, *Odd Mercy*, which was chosen by poet Ellen Bass for the Charlotte Mew Prize of Headmistress Press. Her book *Waving Back* was named a Must Read for 2016 by the Massachusetts Center for the Book. Thomas was honored at a ceremony at the State House in Boston.

Tom F. Hermansader ’73, M’78 has opened Hermansader’s Victorian Mansion Bed and Breakfast in historic Columbia, Pa.

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

Lisa Eshleman Foster McCrae ’77 has had two successful solo art exhibitions/ installations this year. *Ancestors* was held at the MAC Center for the Arts, Newport, Vt., and *Held Back* was at the New Arts Program in Kutztown.

The 1980s

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

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

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

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

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

Michael Pittaro ’89, M’00 has earned his Ph.D. in criminal justice. He is employed by the American Military University, within the School of Security and Global Studies, as a criminal justice professor. He also serves as an adjunct professor at East Stroudsburg University.

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

The 1990s

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

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



A LITTLE OFF THE TOP

FRANKEL ANTOINE '15 USES HIS SKILLS as a barber to improve the lives of those with autism spectrum disorder.

Amos Antoine, 20, is a lively and happy young man with an autism spectrum disorder (ASD). Unable to speak, he has difficulty communicating, that is until he sits in the barber chair with his older brother Frankel Antoine '15. There he sits patiently, clapping his hands and smiling as he gets his hair trimmed as he has for the past 10 years.

“I’ve been giving haircuts to my little brother since I was 15,” said Antoine. “Something as simple as a haircut can change the lives of those with ASD, giving them confidence and a boost in their self-esteem.”

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

Originally from Orange, NJ, Antoine is a graduate of East Stroudsburg High School North, Bushkill, Pa. Graduating from KU with a bachelor’s degree in communication studies in 2015, his senior capstone project was an autism awareness campaign which resulted in the creation of the 501(c)(3) nonprofit organization. While attending KU, Antoine obtained his barber license and began working at City Cuts Barbershop, Kutztown, in 2012.

“My aspiration is to use my degree, my communication skills and help people, in particular individuals with autism,” he said. “I want to inspire people through a haircut; give them that feel-good attitude, that’s what I want to deliver to everyone. A haircut might give them more of a positive outlook on life.”

His personal experience with autism motivated Antoine. Growing up with Amos, Antoine learned that autism has a negative connotation.

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

His studies at KU also taught him how to communicate with those with autism, such as reading non-verbal cues. He gets to know the person’s interests and works extensively with the parent or care-giver to learn as much as he can before sitting down in the chair.

City Cuts owner Jonathan Escueta supports Antoine fully and allows him to use the barber shop to provide his services before or after hours at the barbershop, so that it’s just him, the client and the parent or care giver. He will even travel to a client’s home, all free of charge.

“I want it to be a one-on-one experience,” he said. I’m the only one giving these kids haircuts and I understand that people with autism have a very high sensitivity issue. They have to be comfortable first before I put some buzzers to his ear. That process has been going great. The feedback is great. I’m having fun, honestly.”

He sees the haircut becoming a more comfortable experience for returning clients. He would love for his clients to one day be able to walk into busy a barbershop and get a haircut.

Antoine also hopes Fading Autism sets an example for other KU students and graduates.

“I’m a proud alumnus... I live here, I work here, I love this town. I want to do great things for the people who live here and be a productive member of the community. I’m giving back and I think that’s the way to go.” ^{KU}

Above: Frankel Antoine '15 gives his brother Amos a trim at the City Cuts Barbershop in Kutztown.



DO YOU NEED TO
UPDATE YOUR ALUMNI
CONTACT INFORMATION
WITH THE ALUMNI
RELATIONS OFFICE?

Please visit:
www.kutztownufoundation.org

John Delaney '95 studied desert and marine landscapes through ecological and social field methods in Baja. Delaney, an assistant director of communications at Wildlife Conservation Society/Bronx Zoo, took the graduate course in pursuit of his master's degree from Miami University's Advanced Inquiry Program.

Tracey Gatte '98 took over the internationally recognized theater program at Harry S. Truman High School, Levittown, Pa. The program was featured in the book *Drama High* which is now being made into a television pilot for NBC. Rosie Perez will be playing the part of Gatte.

The 2000s

Sherry Ohl Hoffman '00 has published her seventh book, *Grateful for You, Good Night!*, a bedtime routine story book.

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

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

Ryan Brockman '07 has joined Herbert Rowland & Grubic, Inc. (HRG) as a financial services project manager in its Harrisburg office. As such, he will help clients with infrastructure financial planning, utility rate

analysis, asset valuation and municipal authority implementation. He will also help clients secure public and private financing and assist them with funding program compliance and administration.

David Caruth '08 earned a Ph.D. in business management from Capella University. He has published two books, *Deplorable Me: The Millennial Answer* and *Social Media Advertising: The Uncharted World of Marketing for Small Businesses*.

Alyson Komyanek Cittadino '09 was married on Sept. 25, 2016.

The 2010s

Nadea Williams '15 has been selected to compete in the Miss Pennsylvania USA pageant.

RETIRED PROFESSOR CHOSEN FOR CHINA PROGRAM

Retired Kutztown University professor James Chaney recently returned from a five-week visit to Shangyu, China, as one of five individuals chosen for an in-residence ceramics program at Shangyu Celadon, a Modern International Ceramic Art Center committed to promoting exchanges and research among ceramists in China and abroad.

At the nonprofit center, dignitaries, students and the like visit just to “see what the artists do.” Chaney, who taught at KU for 38 years, was simply there to create. Seven days

a week, from 8 a.m. to 5 p.m., he did just that. And had his photo taken quite a bit, too.

“It was a great occasion to focus,” explains Chaney. “It was almost like being in grad school again. I left behind nearly 70 pieces.”

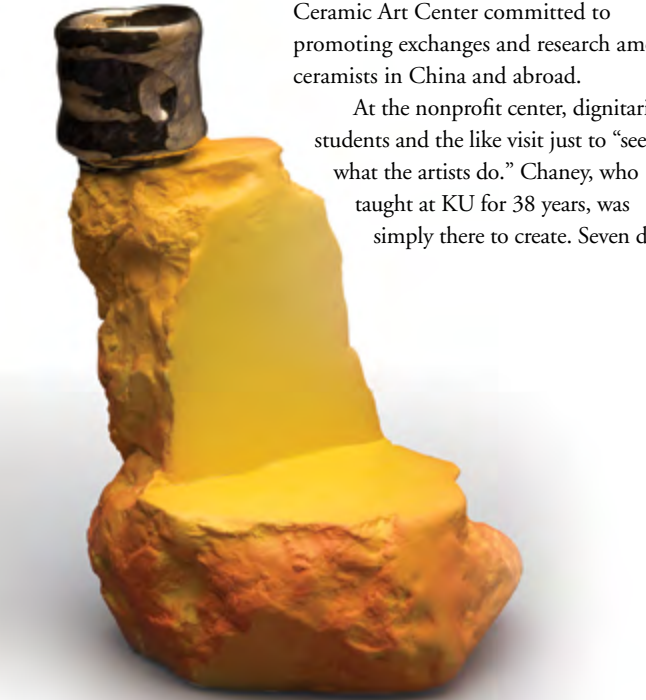
Those ceramics will likely be housed in a dedicated ceramics museum in the area expected to open in about two years.

Shangyu's significance lies in that it's known as “the cradle of celadon,” bearing the world's earliest known porcelain wares along the nearby Cao'e River. Four hundred ancient kiln sites can be found in Shangyu alone. Celadon is a porcelain material known for its jade-green hue.

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

Outside of working hours at the center, the artists in residence were encouraged to go out and participate in the area's economy, even being offered a stipend to do so. Chaney described the area as “up and coming” and noted many young families were out and about. The atmosphere was a friendly one, and when at the local mall, he was even approached for selfies with families interested in posing with the visiting American.

Now home, Chaney enjoys sailing the Chesapeake Bay and time with his wife, Donna Hill-Chaney, an art teacher at Kutztown Elementary School. KU



Left: Game of Thrones, created by Chaney during his residency at Shangyu Celadon Modern International Ceramic Art Center, China. Below: Chaney poses on the campus of the art center with several of his students.

IN MEMORY

ALUMNI

- Marian Killmer Stern '36
- Ruth Sherman Wolfe '36
- Anna Schott Burchill '37
- Carol Davis Bright '39
- Kathryn Burkhart Heasley '40
- Irene Dietrich Heaps '43
- Carolyn Trexler Woods '47
- Dolores Mattern Ringler '49
- Courtlandt Kauffman '50
- Madeline Kriner Sowers '50
- Wallace Musser '51
- Joseph Rinaldi '52
- Donald Mellinger '53
- Doris Stoneback Wilson '53
- Paul Komar '54
- Dennis McGinley '55
- Joan Ulshafer '55
- Ralph F. Del Rocco '57

- Jane Woodcock Kramer '58
- Ronald Dunkelberger '60
- Raymond Hoffmann '60
- Robert Downs '61
- Nicholas Facchiano '61
- John Cogan '63
- Francis Allar '67
- Sandra Holod '67
- Mary Helder Smith '67
- Carol Smith Kreitz '68
- Frank Martenis '70
- John Holobetz '73
- Andrew Szoke '73
- Marybeth Angst Beaver '75
- Roxanne Werkiser Frederick '75
- Edward Doerrman '78
- Frankie Stanton '78
- William Harmuth '86
- Karen Kaufmann '86

- Doris Schaeffer Stapleton '86
- Wendy Fenstermacher '90
- Susan Angstadt Sneddon '03
- Nathaniel Chaffee '12
- Devin Spence '14
- Martha Kairis '17
- Francis Kelly

EMERITI

- M. Holland
- William Jones
- Donald Kreps
- George McKinley

A previous issue of The Tower reported Delbert A. Daubert III '87 as deceased. We are very happy to report that Daubert is alive and well. We apologize for the error.





SATURDAY, OCT. 28

*Come back to KU and celebrate
all that is golden!*

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

ALUMNI APPRECIATION DAY!

10 a.m. – 4:30 p.m. | *Campus Store*
12 p.m. – Midnight | *Dixon Marketplace*
Enjoy \$10 off a purchase of \$50 or more, or \$25 off a \$100 or more apparel purchase.

ALUMNI PARTNERSHIPS ON MAIN STREET

10 a.m. – 1 p.m. | *Main Street, Kutztown*
Start your Homecoming early to enjoy all that Downtown Kutztown has to offer. For a list of specials, visit www.kutztownUFoundation.org.

KU FIELD HOCKEY VS. LIMESTONE

11 a.m. | *Andre Reed Stadium*

ART EXHIBIT: “EXPERIMENTATION/ IMPROVISATION”

12 – 4 p.m. | *Miller Art Gallery, Sharadin*

HOUSING, DINING AND RESIDENCE LIFE OPEN SESSION

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

CINEMA, TELEVISION AND MEDIA PRODUCTION ALUMNI TAILGATE

(Formerly known as the Department of Electronic Media)
2 – 4 p.m. | *Tailgate Parking Lot*
Join with other CTM alumni in the Andre Reed Stadium tailgate lot. Food will be provided and the event is BYOB. To register, contact the CTM department secretary, at lincoln@kutztown.edu.

BLACK ALUMNI REUNION

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

BAND ALUMNI (GOBS) TAILGATE

3 p.m. – End of Game | *Student Rec Center*
Socialize with other music alumni as they gather at the Rec Center tailgate. Pre-registration is required at www.kutztownUFoundation.org.

TAILGATE

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

FOOTBALL VS. SHIPPENSBURG

4:05 p.m. Kickoff | *Andre Reed Stadium*

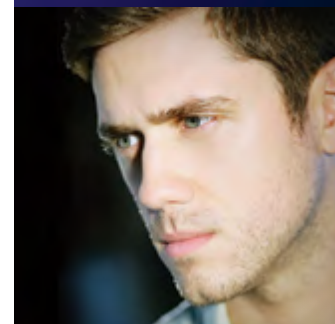
S'MORE HOMECOMING

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

KINSEY SICKS

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

KUTZTOWN UNIVERSITY *presents!* 2017–2018 SEASON



Aaron Tveit

THURSDAY,
SEPTEMBER 21



Jake Shimabukuro

WEDNESDAY,
OCTOBER 25



Boston Brass
with Reading Pops
FRIDAY, NOVEMBER 10



Chanticleer
A Chanticleer Christmas
THURSDAY, NOVEMBER 30



Birdland All-Stars *featuring*
Tommy Igoe: The Art of Jazz
THURSDAY, FEBRUARY 15



National Dance Company of Ireland: Rhythm of the Dance
WEDNESDAY, MARCH 28



Joey Alexander Trio
FRIDAY, APRIL 20



FANFEST 2017 PRESENTED BY PSEC

1:30 – 4 p.m. | *DMZ/Beck Hall/Risley Hall*

Take part in all that Homecoming has to offer by enjoying one or all of the activities under three tents across campus.

CUB TENT | DMZ

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

BEAR TENT | Next to Beck Hall

Geared for our alumni 21 and older. Enjoy drinks, light food and a chance to connect with alumni. Pre-registration is required at www.kutztownUFoundation.org.

BEAR DEN | Behind Risley Hall

Stay close to the football tailgate action, but gather with your alumni friends behind Risley Hall. Tables and chairs will be set up, and affinity groups are welcome to call the KU Foundation and Alumni Relations office to reserve a table for your group.

ALL SHOWS AT 7:30 PM | SCHAEFFER AUDITORIUM
610-683-4092 | WWW.KUTZTOWNPRESENTS.ORG

See you at Schaeffer!



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Kutztown, PA 19530-0730

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Kutztown University awarded an honorary doctorate degree to Scott Weidensaul at the institution's 2017 Spring Commencement on May 13. Weidensaul is a Pennsylvania-based naturalist and author. He was a finalist for the 2000 Pulitzer Prize in general nonfiction for his book "Living on the Wind: Across the Hemisphere with Migratory Birds." Weidensaul, who attended KU, has written more than two dozen books. His latest book is the "Peterson Reference Guide to Owls of North America and the Caribbean," which was published in 2015. Weidensaul's writing has appeared in dozens of publications, including Audubon (for which he is contributing editor), Bird Watcher's Digest and National Wildlife, among many others. He lectures widely on conservation and nature, and directs the ornithological programs for National Audubon's famed Hog Island Center on the coast of Maine. Weidensaul is also an active field researcher whose work focuses on bird migration and a long-time board member at Hawk Mountain Sanctuary, Kempton, Pa.

