Performing arts students and faculty celebrate the opening of au Pac, their new home.

President Robert A. Scott and Donna de Varone, first president of the Women’s Sports Foundation, show their gratitude to swimming phenomenon Michael Phelps for speaking on campus.

President Robert A. Scott with political pundit Mary Matalin, who spoke on campus with husband James Carville, on the cusp of the November 2008 election.

When I first arrived at Adelphi, I convened a meeting of the deans and asked each to introduce him or herself by name and hobby without reference to title and University responsibilities. A wonderful conversation ensued, with some who had worked together for decades learning about talents, accomplishments, and interests previously unknown. The deans identified themselves as tap dancer, pianist, singer, guitar player, saxophonist, poet, and collector of esoteric hive shapes. From that day on, we could no longer look at each other as a “title;” we saw each other as more fully formed individuals.

The same is true for our faculty. It is fascinating to learn about a former professional musician who relies on fragments of tunes and melodies to enhance the psychoanalytic process; a professional singer turned social worker who gained firsthand knowledge of life’s injustices while working gigs that expanded her horizons beyond the constraints of her middle-class upbringing; a nutritionist and professor of nursing who overcame her shyness by taking acting classes in graduate school, even going so far as to appear in a big-budget action film starring Bruce Willis.

In each case, the person is more fully human, and his or her teaching and scholarship seem both more sophisticated and more approachable.

In my case, I love photography, and am happy to comment on how my work as president is enhanced by my hobby. Good photographs, like good decisions, require composition, timing, proper lighting, color and texture, design, and a willingness to experiment and experience failure. The more I consider design and composition for photographing flowers, faces, lightning, and sunsets, the more I reinforce these abilities, skills, and values in all that I do, and vice versa. And the more people know about my hobby, the more they will know I am multi-dimensional and willing to be evaluated by others. A good photograph, like a good decision, is not an isolated event, but part of an unfolding story. It evokes a larger context, while drawing attention to a particular moment—just like a good decision. What is your hobby? How does it enhance your life? Please share your stories, and share these from Adelphi.

Sincerely,

Robert A. Scott
President
As I write, blue chip companies are shedding jobs by the tens of thousands. Stock markets around the world remain slumped, and credit markets have yet to thaw. Yet, even in the midst of the gloom, are reasons for optimism. On campus and at our centers, classes are filled with students eager for knowledge and faculty who generously share it. Adelphi athletes and performers are taking full advantage of the new spaces in the Center for Recreation and Sports and the Performing Arts Center. Eminent guest lecturers, artists, and performers enliven campus with new perspectives and aesthetics. In fact, Adelphi’s mission seems more urgent and relevant now amid lean times than in fatter ones. Ingenuity and diligence are at a premium when resources are scarce. We at Adelphi have a unique opportunity to endow our students with these qualities so that they can endure and even excel despite scarcity and greater competition. We can seize this time to help our students develop the moral fiber that will enable them to avoid the greed and corruption that have recently tainted leaders in sectors ranging from banking to government. By honing our students’ creativity and critical thinking skills, we will prepare them to address pressing global issues, from economic crises to environmental disasters.

Adelphi, as an institution, must accomplish these goals in an efficient and effective manner—in essence achieve more with less.

I feel especially fortunate to be surrounded by Adelphi’s talented and committed students, faculty, alumni, and administrative leaders who are meeting daunting expectations with aplomb. You’ll read in this issue about undergraduate student Molly Mann ‘09 who is embracing the challenge of greening our campus and our planet. Associate Professor Mariano Torras has devoted much of his scholarship to finding economic models that are environmentally sustainable and, in his spare time, he has founded a school in Brooklyn. Sheryl Mihopulos, director of Student Financial Services, and her team work tirelessly to provide financial support and guidance to Adelphi students and families. Thomas J. Ward, Jr. ‘93, director of the Center for Career Development, and his staff are creating new ways to connect students and alumni with coveted job opportunities.

I hope you find new reasons for hope amid these pages and continue to share with us your thoughts and news.

Bonnie Eissner
Editor-in-Chief
"I just had to swim through it."

— MICHAEL PHELPS

Famed swimmer and Olympic gold medal record-holder Michael Phelps kicked off the release of his new book, No Limits: The Will to Succeed, on December 9, 2008 at a well-attended event at Adelphi. Nearly 2,000 fans packed the arena of the Center for Recreation and Sports for the event, “Dream, Plan, Reach: An Evening with Michael Phelps.”

Sports enthusiasts of all ages, some bearing signs and T-shirts emblazoned with such slogans as “Phelps Fan,” jammed the nearly 2,000-person arena, thrilled to have the opportunity to meet the Olympic swimmer who, with eight gold medals, shattered records for both all-time gold medals won and gold medals won in a single Games at the 2008 Beijing Olympics.

No fan was left sitting as the Olympic star took his seat next to Donna de Varona, first president of the Women’s Sports Foundation, former Olympic swimmer, and sports commentator, who conducted an informal question and answer session with the new champion.

In the candid interview, Mr. Phelps reflected on growing up with Attention-Deficit / Hyperactivity Disorder and the effort it took to achieve his goals in Beijing. In his most difficult race, the 200-meter fly, his goggles began to fill with water, forcing him to count his strokes in order to know where he was in the pool.

“I just had to swim through it,” Mr. Phelps said.

To commemorate the 60th anniversary of this historic document, Adelphi hosted The Human Rights Conference on December 3, 2008. Sponsoring Adelphi’s International Initiatives Committee and organized by Department of Political Science Assistant Professor Kate Laatskainen, the conference assessed the problems, progress, and prospects for universal human rights in the 21st century.

Speakers at the conference’s two panels included representatives from the U.N. and the scholarly community. They discussed the role of the U.N. in promoting universal human rights, humanitarian practice, the role of non-governmental organizations, and the prospects for legislating human rights through authoritative international law.


“There is a huge gap between rhetoric and the reality on the ground,” says Mr. Whitley, whose organization works to protect Palestinian refugees and victims of ethnic cleansing.

The second panel discussion, “Beyond Politics: Civil Society, International Courts, and the Evolution of Universal Human Rights,” examined the future of the U.N. and human rights. Panelists included Dr. Laatskainen, Yvonne Terlingen, Amnesty International Representative to the United Nations, John Walsh, convener of the American NGO Coalition for the International Criminal Court, and Donald J. Puchala, Byrnes Professor of International Studies at the University of South Carolina.

Panelists tackled the issue of whether human rights are indeed universal, or rather culturally based—a question that they were unable to answer. Those listening to the heated discussion gathered that it’s one that’s likely to dominate human rights advocacy in this century.

Political science major Salvatore Pezzino ’09 found the discussions illuminating.

“It is one thing to read about universal human rights and the problems in the world,” he says. “But it is a completely different thing to hear it from people who deal with it on a regular basis. The fact still remains that universal human rights pertain to all of us and not enough people know what they are actually entitled to or what their rights actually are.”

By Molly Mann ’09

Above Michael Phelps speaking at Adelphi in December

Below Fans fill Adelphi’s new arena for Michael Phelps talk

Winning that race proved that his hard work, including an extra workout every Sunday, had paid off. Just recovering from a whirlwind international tour of events, he will focus on several new events, and possibly, he conceded, even take off on Sundays.

By Jennifer Derri ’10

60 Years On: The United Nations and Universal Human Rights

“All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.”

These words form the first of 30 articles with reason and conscience and should act towards one another in a spirit of brotherhood."

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By Molly Mann ’09
Concerned about market volatility and how this affects your employment status? You’re not alone. Fortunately, your alma mater can help. We spoke with Thomas J. Ward, Jr. ’93, director of Adelphi’s Center for Career Development, about the current job outlook, and how both new graduates and workplace veterans can make the best of a stagnant market.


director of Adelphi’s Center for Career Development, about employment status? You’re not alone. Fortunately, your 
can help. We spoke with 

Perhaps you know that our door is always open.
Financial Aid 101

A banking and credit crisis, combined with the federal government’s reauthorization of the Higher Education Act last summer, has dramatically altered the college financial aid process. In fall 2008, Adelphi awarded grants and scholarships to 72 percent of full-time undergraduates at an average grant size of $10,200. The average undergraduate student loan was $5,500, and the average work-study amounted to $700.

Adelphi Director of Student Financial Services Sheryl Mihopulos addresses the state of financial aid at Adelphi and offers tips for aid seekers.

What are the most common myths and misconceptions about financial aid?

Most students and families automatically come to the conclusion that a private university always costs more than a public one. Students and families should complete the Free Application for Federal Student Aid (FAFSA) and compare the financial aid packages against the cost of attendance to determine what their actual out-of-pocket costs will be.

What factors does Adelphi consider when determining a student’s financial aid package?

We consider the date we receive the FAFSA, the expected family contribution, which is computed by the federal government from the FAFSA, other sources of aid the student is already receiving, and any special circumstances. Then, we must comply with an array of federal, state, and institutional guidelines for awarding aid so that we award aid equitably to all eligible candidates.

What are the differences between institutional aid and endowed scholarships?

Institutional aid is the aid that Adelphi budgets for and awards to students based on specific criteria. Restricted and endowed funds come to Adelphi from generous outside donors. The donor funds are in the form of grants and scholarships and have an array of qualifying criteria.

What is the most valuable financial aid a student can receive?

Scholarships are very important to students since they reward them for their academic achievements and special talents. These awards are not based on any federal or state formula and generally are renewable if the student complies with the terms and conditions of their particular award. Let’s not forget that scholarship aid is gift aid, does not have to be repaid, and reduces the student’s out-of-pocket costs.

How has the federal financial aid landscape changed in the past year and what are the effects of the Federal Pell Grant program?

The federal government recently increased the amount students can receive in the Federal Pell Grant program, and it increased the annual amount that students can borrow from the Federal Stafford Loan Program. The landscape has changed to increase transparency and to ensure that families understand the types of gift aid and loans available to them. Students, in the past, did not always apply for the lower-interest federal loans, and they sought to borrow only private, alternative loans without filing the FAFSA.

Why are scholarships so valuable to Adelphi students?

Scholarships are very important to students since they reward them for their academic achievements and special talents. These awards are not based on any federal or state formula and generally are renewable if the student complies with the terms and conditions of their particular award. Let’s not forget that scholarship aid is gift aid, does not have to be repaid, and reduces the student’s out-of-pocket costs.

What should students do if they are having difficulty qualifying for loans or to avoid such challenges?

Try different lenders who participate in the private loan programs. Also, a worthy co-signer for the loan may do the trick.

What is one thing you wish parents knew to do or ask regarding financial aid opportunities?

I wish parents asked the questions early on in high school or in early high school. Sometimes, by the time their children are entering college, there are already strategies that have been lost.

What would parents or students be most surprised about regarding paying for college or graduate school?

Many parents and students are surprised about the different sources of aid that are available if they do the research. There are numerous and even some unusual free scholarships out there for students. Free search engines, like FASTWEB, are available from our Web site (under resource links at campusus adelphi edu/hs). By Bonnie Eissner

Adelphi received the 2008 Regional Commuter Choice Outstanding Achievement Award from the New York Metropolitan Transportation Council and Long Island Transportation Management, in recognition of its free shuttle service and parking incentive program. With more than 1,000 runs per week, including a stop every 15 minutes at off-campus parking fields, the shuttles transported nearly 200,000 passengers last year. Adelphi was the only institution of higher education in the region to earn this distinction.

President Robert A. Scott’s television show, Exploring Critical Issues, was honored with its third Telly Award for the episode, “Solid Waste Recycling.” Dr. Scott’s program, which is the Telecare throughout Long Island, was also recognized in 2007 and 2003. This year’s 29th annual Telly Award contest, with nearly 14,000 entries from all 50 states and 30 countries, was one of the most competitive since the award’s inception in 1979.

Members of the Adelphi community are sounding off in the blogosphere. A bevy of new student blogs, which cover such diverse topics as tips for going green, life as an international student, cooking advice for cash-strapped students, and how to land a prime job at internships, are now online at http://events.adelphi.edu/news.

V.O.T.E.R. (Voicing Our Thoughts, Exercising Our Rights), a non-partisan coalition of students, faculty, and staff who are dedicated to engaging the community in the political process, registered a record-breaking 709 voters. The coalition also sponsored a number of election-centered events, including lectures, forums, debate viewings, and an election night party.

Early risers can grab their morning coffee and head to Adelphi’s Manhattan Center to take advantage of the University’s new amMBA Program. The program, administered by the School of Business, offers courses once a week from 7:00 to 8:50 a.m. Adelphi is the only institution in the New York City area to offer this early morning part-time degree program.
**In Their Own Words**

**Mary Matalin and James Carville**

October 29, 2008

“All’s Fair: Love, War, and Politics”  
Sponsored by the William E. Simon Lecture in American Civilizations and Values

Passionate politicians Mary Matalin and James Carville are known for their unusual marriage that transcends party lines. Republican Mary Matalin served as the deputy campaign manager for George H. W. Bush in 1992 and as a counselor to Vice President Dick Cheney until 2003. Democrat James Carville served as campaign director of Bill Clinton’s 1992 campaign, as well as an advisor to Hillary Clinton’s 2008 campaign. Together, Ms. Matalin and Mr. Carville published the bestselling book, *All’s Fair: Love, War, and Politics* in 1995.

“‘This is a historic election. We have no template. But there are some things that we can measure in the last two weeks. The polls show volatility, movement, and dynamism. There are six days to go, and it’s not over. There will be some surprises.’ Mary Matalin. [1]  

‘The history being made in this election cycle is absolutely breathtaking. Twenty years ago, we couldn’t imagine being at a place like this. All at once, the presidential field started looking like America.’ James Carville. [2]  

“‘There ought to be a national regulator with enforcement powers, clear and plain standards, and transparency. We need a national supervisor…Once you have told the world you are going to solve the problem, you are on a timetable. The more you don’t do it, the more people will doubt. Once you’re on this trajectory, you have a pressed time frame.’”

**Eugene Ludwig**

September 23, 2008

“Corporate Social Responsibility”  
Sponsored by the Hagedorn Lecture on Corporate Social Responsibility

Former U.S. Comptroller of the Currency Eugene Ludwig supervised the nation’s 3,000 federally chartered commercial banks under former President Bill Clinton. During his term, Mr. Ludwig spearheaded efforts to modernize the banking sector and revitalize the Community Reinvestment Act of 1977. As founder and chief executive officer of Promontory Financial Group, Mr. Ludwig represents more than half of the world’s largest banks on six continents and eight of the world’s 10 largest financial institutions.

“‘Both Darwin and the Dalai Lama have the same explanation for compassion. When we view another suffering, it makes us suffer, and by relieving their suffering, we end our suffering. To use a Buddhist phrase, that is the ‘seed of compassion.’ Global compassion is when you feel compassion towards all living human beings. We’re not going to survive, your children and grandchildren are not going to survive, unless we can develop a more global compassion.’”

**Paul Ekman Ph.D. ’58, ’08 (Hon.)**

September 24, 2008

“Emotional Awareness: Overcoming Obstacles to Psychological Balance and Compassion”  
Sponsored by the William E. Simon Lecture in American Civilizations and Values

Pioneering psychologist Paul Ekman Ph.D. ’58, ’08 (Hon.), whose research has transformed the understanding of emotion and its non-verbal expression, was named one of the most influential psychologists of the twentieth century by the American Psychological Association. His latest book, *Emotional Awareness: Overcoming Obstacles to Psychological Balance and Compassion*, was released in September 2008.

“Both Darwin and the Dalai Lama have the same explanation for compassion. When we view another suffering, it makes us suffer, and by relieving their suffering, we end our suffering. To use a Buddhist phrase, that is the ‘seed of compassion.’ Global compassion is when you feel compassion towards all living human beings. We’re not going to survive, your children and grandchildren are not going to survive, unless we can develop a more global compassion.”

**Nicholas A. Cummings Ph.D. ’58, ’08 (Hon.)**

November 19, 2008

“Changing Role of Psychology: Trends in Mental Health and How Psychologists Can Lead in This Transformation”  
Sponsored by the Hagedorn Lecture on Corporate Social Responsibility

Psychologist Nicholas Cummings Ph.D. ’58, ’08 (Hon.), founder of American Biodyne, the nation’s first managed behavioral health organization, and former president of the American Psychological Association, is currently chair of the Nicholas and Dorothy Cummings Foundation. A prolific author and visionary in his field, Dr. Cummings has published 46 books.

“My mentor was Dr. Frieda Fromm-Reichman, one of the greatest human beings I have ever met. She taught us that love is the strongest emotion of human beings; that love, although it is more enduring, takes a long time to develop, while rage is instantaneous.”

**Passionate politicos Mary Matalin and James Carville are known for their unusual marriage that transcends party lines.**
Support for the Greater Good

What better way to show support for breast cancer than to design bras for a worthy cause? This was the rationale behind Creative Cups, a thought-provoking exhibition and fundraiser to benefit the Adelphi NY Statewide Breast Cancer Hotline & Support Program. Nearly 250 bras from across the country poured in during the competition, according to event co-organizer and director of Adelphi’s Graphic Design Studio Dale Flashner M.A. ’84.

After helping to design a bra for a breast cancer survivor in Baltimore, Maryland, in October 2007, graphic design program alumna Beth Tenser ’91 sent pictures of the creations to Ms. Flashner, her former instructor, who was eager to take part in organizing the event. In 2008, Ms. Flashner presented the concept to the University.

“It’s a project that brings awareness even more to the forefront and brings hope to a serious issue as well as fun, all in the same process,” Ms. Tenser says. “Most of all, it’s a form of love for the community.”

Adelphi Athletics community members staged an event dedicated to Creative Cups on August 28, 2008 in the new Center for Recreation and Sports. Among the participating teams were women’s soccer, women’s basketball, women’s cross-country/track, softball, and men’s lacrosse.

“It’s a great opportunity for us to be really creative for a really good cause,” says women’s soccer team captain Amanda Rodriguez ’09. A member of the men’s lacrosse team, Andrew Alderman ’12, lauded the event as “a form of love for the community.”

The bras were displayed and auctioned on March 19, 2009 in the Ruth S. Harley University Center, with proceeds supporting the Breast Cancer Hotline.

By Ana Barbu ’10

Photographs of all 247 Creative Cups bras, along with statements by their creators, are presented in an elegant coffee table book. The book is available for $49.99 (plus shipping and handling charges) at www.AdElphi.EDU/NYSBREASTCANCER. All proceeds support the Adelphi NY Statewide Breast Cancer Hotline & Support Program.

The Creative Cups book is now on sale. Cover designed by Andrew Worth ’08

Melana Tysowsky knew that Adelphi’s dance department had outgrown its quarters, but “the lacrosse incident” in May underscored matters. To present a choreography project, Tysowsky and fellow ballet students had reserved the Woodruff Hall gym, a more spacious venue than their cramped, out-of-the-way rehearsal studios in the same building.

(How inconvenient were their studios? To enter, dancers had to cross over the 78-year-old wooden track favored by Adelphi runners and fitness buffs.)

The morning of the ballet project, the forecast called for rain. Lacrosse players wanted the gym for their own. “There was a lot of drama that day,” says Tysowsky, an Amherst, N.Y., senior who was on hand for the turf tussle, ultimately resolved in favor of the dancers.

Such space conflicts, a byproduct of thriving programs in athletics and the arts, are likely a thing of the past with the opening this semester of Adelphi’s $8.000-square-foot Performing Arts Center (alongside an even larger Center for Recreation and Sports).

‘ALL PAC,’ a $10-million cultural space at the Garden City school, joins under one roof the theater, music and dance programs, while quintupling the number of performance venues. More than two years under construction, the PAC wraps around the existing Olmsted Theatre, which itself has gotten a sprucing up with updated scene and costume shops.

-monday, August 25, 2008. at the new Adelphi University Performing Arts Center in Garden City, senior Melana Tysowsky ’09, 21, stands next to a window where her advanced ballet class can be observed.
Fanfare for New Facilities

The welcoming, airy space, which was specifically designed to foster children’s play and learning, offers children and Adelphi students alike the opportunity to grow and learn.

The inauguration of the Center for Recreation and Sports coincided with the first day of Homecoming Weekend. The atrium of the striking new facility was packed with members of the Adelphi community and elected officials, as Dr. Scott kicked off the ribbon-cutting ceremony. State Senator Kemp Hannon lauded Adelphi for leaving its mark on the world, notably in the fields of athletics and performing arts. President Robert A. Scott unveiled the new piano. The four theaters join the gussied-up Olmsted, transforming into one larger hall.

Each of the three disciplines will be the focus of galas this fall, with the first-theater slated for Sept. 27. That event comes during a weeklong run of “Rent” at the Olmsted. The Pulitzer Prize-winning musical, which last week ended its 12-year Broadway run, was written by alumni Jonathan Larson and this will be its first non-Broadway or tour outing.

The center’s four new theaters, the largest of which is an acoustically optimized concert hall, intended for chamber ensemble, orchestral and vocal performances, but with the flexibility to support lectures and public events.

Of the 500 seats, the hall in fact accommodates fewer than the university center ballroom, which has served the purpose in the past, but is far more elegant. The other new venues are a 100-seat recital hall, a 120-seat “Black Box” theater and a 147-seat convertible dance theater, with two studios capable of transforming into one larger hall.

Classrooms, lounges and administrative offices round out the space, which will enable the creation of new classes within majors, notably dance, which adds 10 new courses this year.

Adelphi’s newly constructed performance hall for three decades. AU PAC was built adjacent to the north and east sides of the existing theater.

For dance majors such as Tywosky, the PAC improvements are tangible. In place of unyielding gymnastium wood, she’ll dance on shock-absorbent spring flooring, reducing the chances of injury. Bigger studios, she says, mean more space for grande allegros, “the big jumps.”

It means more opportunities for us to perform, and more exposure for the program to the outside dance world,” Tywosky says.

Some 250 new lockers have been included in the center. Theater tech students will benefit from a new digital sound studio. Music students gain humidified rooms for instrument storage.

The center, with its plush lounges, is likely to encourage intellectual cross-pollination among performing-arts majors, says Gayle Insler, acting provost and senior vice president for academic affairs.

“We have acting students interested in music and dance students interested in acting,” Insler says. “We expect there to be much more exchange between them.” Other Adelphi officials note the center’s mere existence will serve as a high-profile faculty recruiting tool.

For most of those whose education will revolve around AU PAC, the new space speaks to convenience as much as pride. Among those likely to utilize its state-of-the-art features is Robert Scott, Adelphi’s president, and also a sometime-actor in the theater program.

In 2006, Scott joined a student main stage production of “Our Town” at Joe Stoddard, the local undertaker. In light of ongoing construction, rehearsals were held off-campus at the Herricks Community Center, a venue designed to be a theater.

“It was awkward at Herricks, coming down from the green room to go on to the stage,” says Scott, who remembers the creaking of the existing venue never designed to be a theater.

As an arts lover, Scott keeps subscriptions to the Public and Signature Theatre Company in New York City. Now, he anticipates that more of his theater-going time will be spent on campus. “The theater department - were the opportunity to arise, he wouldn’t mind a crack at Uncle Vanya.”

“I always came to performances on campus,” Scott says. “With these facilities, I’m going to bring guests.”
By Erin Walsh

In the early 1960s, when the Greenwich Village folk scene was exploding with iconoclastic troubadours such as Bob Dylan and Joan Baez, a pivotal moment in American history that would become the stuff of myth and legend for generations to come, Forest Hills, Queens native Robert Mendelsohn played gigs in the Village until 4 a.m., hobnobbing with the likes of Jimi Hendrix (then known as Jimmy James) and playing backup for Ronnie Spector’s band, The Ronettes.

Dr. Mendelsohn, then a 20-year-old drummer and psychology major, played with musicians such as Al Kooper (not to be confused with Alice Cooper), who went on to form Blood, Sweat and Tears and play backup for none other than Dylan himself, and Harvey Brooks, a bass player who was featured on Miles Davis’s seminal jazz album, Bitches Brew.

These days, Dr. Mendelsohn, a professor of psychology in the Gordon F. Derner Institute of Advanced Psychological Studies, performs to a much smaller, albeit no less discerning, audience, whether he’s giving a lecture in one of his courses or playing a gig at a professional conference or Adelphi alumni event. He is just one of numerous Adelphi faculty members and administrators, such as Associate Professor of Social Work Judy Fenster and Professor of Mathematics Robert Bradley, who have a deeply ingrained passion outside of their official duties that informs their scholarship, research, and teaching in rich and profound ways.

Who are they?

Dr. Mendelsohn (second from right) with his bandmates in Bobby Mace & The Debuts, circa 1962

Judy Fenster (nee Saul) during her days as a Manhattan chanteuse

Professor of Mathematics Robert Bradley in The Wickers Creek Band
ROCK AND REVERIE

Music has long influenced Dr. Mendelsohn’s psychoanalytic practice, teaching, and research.

Drawing upon sources such as music, images, books, and movies to pick up both conscious and unconscious impressions in the therapeutic process is not unique to Dr. Mendelsohn. In fact, the practice, known as countertransfer-ence, has been a burgeoning field in psychoanalytic theory since the 1950s, and has its basis in some of Freud’s theories, says Dr. Mendelsohn.

“Freud talked about reverse, using reverse,” he says. “He called it ‘evenly suspended attention,’ meaning that one should be listening and allowing the consciousness, the memory, to pick up all the material, both conscious and unconscious.”

Therapists are sometimes tasked with intuiting thoughts or emotions that are not able to be verbalized, and relying on cues such as music helps with this, says Dr. Mendelsohn. While in therapy with a female patient, fragments of the blues song ‘Born to Be Blue’ came to him. The song’s lyrics and music, penned by Mel Torme and Robert Wells, ‘Some folks were meant to live in clover, but that’s just the chosen few, but clover, being green, is something I’ve never seen,’ ‘cause I was born to be blue,’ entered Dr. Mendelsohn’s mind.

“I was talking to a woman, who seemed to have an underlying sadness, which she was not expressing with words,” he says. “I didn’t really know that until that song came into my head. She seemed happy. She was a little anxious about something; it evenly suspended attention, meaning that one should be listening and allowing the consciousness, the memory, to pick up all the material, both conscious and unconscious.”

Music was Dr. Mendelsohn’s first love, so it should come as no surprise, then, that this nuanced form of expression figures prominently in all facets of his life and career. He was influenced greatly by his maternal aunt, a psychoanalyst and musician who studied under the noted psychoanalyst Theodor Reik, an early protégé of Freud. Dr. Mendelsohn’s Aunt Mildred would ‘encourage the hams’ in him and his siblings, prompting them to perform while she played the piano.

“She influenced me in both spheres because she was a vibrant, full of life, exciting person, and we would visit every Sunday, and she would have each one of the children—me, her neph-ew, my sister, her niece, and her own children—perform,” he says.

In the ’50s, Dr. Mendelsohn sang slow waltzes such as ‘Band of Gold,’ placing second in several local singing contests. His predilection for early rhythm and blues, a precursor to doo-wop and rock and roll, didn’t sit well with his classical music-ball parents.

By the time he graduated from high school in 1960, Dr. Mendelsohn had a basement band (they didn’t have a garage) with seasoned musicians like Al Kooper and Harvey Brooks, which booked regular gigs that earned him as much on weekends as his father made during the week, he says.

In the swinging ’60s, the Village was the place to be for a musician, and Dr. Mendelsohn encountered some of the biggest names in the business, hopping from club to club with names evocative of the neighborhood’s storied bohemianism—Café Wha?, Café Beaus, and the Cadet Club—playing the drums from 7 p.m. to 4 a.m. with short breaks in between.

Although he maintained a straight-A average in his studies, Dr. Mendelsohn’s parents were concerned about his future, he says.

‘Needless to say, for Jewish parents in Queens, my having a rock and roll career wasn’t their cup of tea,’ he says. ‘So, they called in the troops. They called in my aunt.’

His parents, along with his Aunt Mildred and her second hus-band, came to see him play with The Ronettes, he says.

“They loved the show, and, after the show, my Aunt Mildred took me aside and said, ‘This is great. Is this what you’re gong-na do for your life?’”

In 1964, he played his last professional gig at the New York World’s Fair, with a band called the Club Men, and headed to the University of Massachusetts-Amherst to pursue his doc-torate in clinical psychology. He didn’t play his drums during the entire five years that he attended graduate school.

His passions once again converged at Adelphi. While com-pleting post-doctoral training at the Denver Institute, Dr.

Mendelsohn’s first wife encouraged him to pick up where he left off with his music. He was later hired as a faculty mem-ber at Adelphi and started another band, “The Incredible Shrinking Band,” which required each member to be both a musician and a psychologist.

These days, Dr. Mendelsohn frequently plays at profession-al conferences and alumni events at Adelphi, with pickup bands comprised mainly of fellow psychologists/musicans. Contrary to what one may believe, the two professions actu-ally have much in common.

“I tell my students, tongue-in-cheek, when they say, ‘I want to work in a clinic and I also want to practice,’ I learned how to get a practice from being a professional musician,” he says. “There are three rules that I learned as a professional musician that can apply to starting a practice in anything. Number 1: If someone calls you for a band job, return their call. Number 2: If you can’t show up, try to find a replacement and let them know.”

Sidelines

Ever wonder what your favorite professor did before he or she was an academic? How about how faculty members fill their weekends? The answer might include anything from starting a school to introducing extra virgin olive oil imported from Greece to American audiences. Here, five faculty members reveal rich and rewarding pursuits that complement their scholarship.

Anagnostis Agelarakis

Professor of Anthropology and Director of the Environmental Studies Program Anagnostis Agelarakis’s family history. A native of Greece, Dr. Agelarakis says his maternal ancestors produced olive oil, dating back at least five generations.

He would often visit his ancestral region during research trips to Greece, and would learn from the local farmers valuable lessons in the importance of biodiversity and sustainability.

To give back to the people of Greece who provided him with a wealth of information, Dr. Agelarakis and his wife work with members of his extended family to import an artisanal line of olive oil from Crete to American consumers. The Mylopontos Health Foods line is sold in specialty stores in the New York metropolitan region.

The olive oil is “grown with love, harvested with care, and bottled with integrity and the highest food stan-dards,” he says.
“LIFE IN THE BIG APPLE”

Judy Fenster gained firsthand exposure to life’s injustices as a struggling singer in Manhattan in the 1970s that would later inform her career as a social worker and an academic. Dr. Fenster, an associate professor of social work at Adelphi, moved to the Big Apple with dreams of becoming an established chanteuse after graduating from Northwestern University with a bachelor’s degree in speech and theatre.

Armed with ambition and a set of pipes honed since her musical childhood in Atlanta, Judy Fenster (nee Saul) and her singing partner performed everything from Diana Ross covers and current pop tunes to original material in “every dive there was,” she says.

“I remember my father coming to see us, and he was just so Armed with ambition and a set of pipes honed since her musical childhood in Atlanta, Judy Fenster (nee Saul) and her singing partner performed everything from Diana Ross covers and current pop tunes to original material in “every dive there was,” she says.

“Life in the Big Apple,” that became her favorite to perform. Dr. Fenster penned a song that closely mirrored the dust’s lives as fledgling singers, appropriately coined “Life in the Big Apple,” that became her favorite to perform.

“There is one, one other girl, tortured with carnality, toughness, and dysphoria, and suddenly charm, comes to the Apple, looking for something. Jeez, it can’t be so hard.”

And isn’t it weird how the time keeps rolling, and ain’t it funny how you like the change, and ain’t it nice having someone to share it with, cause ain’t the truth, ain’t it less lonely that way?

After years of trying to forge a viable career by playing gigs in bars and clubs, Dr. Fenster transitioned from the club scene to performing at private events including weddings, bar mitzvahs, and private parties. Around the same time, she became involved in the jingle business, singing catchy commercial tunes for 10 years to pay the rent. As difficult as life in the club scene was, Dr. Fenster was not prepared for the glaring inequities she was subjected to as an artist, just like the cliché.

This confluence of factors prompted Dr. Fenster to enroll in graduate school for social work at New York University. Many of the skills she acquired as a singer translated easily to Dr. Fenster's career as a social worker and to her third career as an academic.

“In terms of singing, I had to have very good focus in terms of in terms of this career, my third career, the main thing that helped me was performance skills...knowing that just because you're nervous doesn't mean you are going to die, and you can tolerate it.”

As the faculty chair for curriculum and instruction in the School of Social Work, Dr. Fenster mentors both full- and part-time faculty members, many of whom are nervous about being in front of a class. As a seasoned performer herself, Dr. Fenster seeks to allay their fears, while also instructing a new generation of aspiring academics on the various aspects of teaching in her doctoral-level Social Work Education class.

Throughout the course of Dr. Fenster’s colorful career, whether as a singer, a social worker, or a professor, she’s come to realize that it’s not always about the destination, but how one chooses to get there.

“In social work, I’ve learned that it’s all about the journey,” she says. “And as a teacher, I’ve learned that it’s all about the journey. Students who come here in (one) place, and hopefully leave in another place, not only with more knowledge, but with more confidence, with more of a commitment, with better identity, a better idea of who they are as a professional and a person, all of that.”

Dr. Fenster mentored me well in social work school and in my career as a social worker,” she says. “In terms of this career, my third career, the main thing that helped me was performance...knowing that just because you’re nervous doesn’t mean you are going to die, and you can tolerate it.” As the faculty chair for curriculum and instruction in the School of Social Work.

Diann Cameron-Kelly

Before she was working to improve the lives of those in marginalized communities as an assistant professor of social work, Dr. Cameron-Kelly gave voice to those who might not otherwise be heard, as an information specialist for nonprofit agencies.

By publicizing various agencies’ work through targeted press releases and newsletters, Dr. Cameron-Kelly “always felt as though I made a difference.”

As valuable as her role was in getting the word out, Dr. Cameron-Kelly thought there was “something missing” in merely reporting about the work of others.

“I was busy with my colleagues in donor relations telling the stories about the ‘front lines,’ it seemed really served me well in social work school and in my career as a social worker,” she says. “In terms of this career, my third career, the main thing that helped me was performance...knowing that just because you’re nervous doesn’t mean you are going to die, and you can tolerate it.”

As the faculty chair for curriculum and instruction in the School of Social Work.

Dr. Cameron-Kelly often relies on the communicative skills that she learned early in her career.

“At the end of the day, I am the voice for the social work profession,” she says. “Everything does come full circle.”

As the faculty chair for curriculum and instruction in the School of Social Work.
Robert Bradley is a mathematician and philosopher who studied the two disciplines as a Rhodes Scholar at University College, Oxford University.

He is also a finger-picking, bluegrass-loving musician who just might be inclined to treat an interested student or visitor to an impromptu jam session in his office, on a guitar signed by the likes of Grammy-nominated bluegrass musician Norman Blake, best known for playing on Bob Dylan’s albums John Wesley Harding and Nashville Skyline.

“It’s beef steak when I’m hungry. Lord, it’s whiskey when I’m dry. It’s a greenback when the times are hard. And sweet heaven when I die,” he sings in the style associated with Appalachian roots music. “Let her go, let her go, God bless her, though she roams over land and sea. She may search this wide world all over, and never find a friend as true as me.”

As a teenager growing up in Montreal, Canada, Dr. Bradley was drawn to the early ‘70s folk scene proliferated by American singer-songwriters such as Bob Dylan and their Canadian counterparts, including Gordon Lightfoot.

Over the years, Dr. Bradley’s repertoire expanded to include playing the blues during his days as a graduate student and performing more complex classical arrangements, such as Mozart’s Requiem and Bach’s Mass in B minor, as a singer with Adelphi Chorus, a role he has inhabited for all but one of his 16 years with the University.

Today, Dr. Bradley’s role with the Adelphi Chorus is perfectly in sync with his ongoing gig as a bass player and singer for the bluegrass ensemble The Wickers Creek Band.

“There really is a connection between the stuff that I am doing with the Adelphi Chorus and the way my music has gone in the past eight years or so since I have been playing bass and singing vocal harmonies, instead of playing guitar and trying to be up front and be the star,” he says. “I’ve learned a lot about ensemble singing, I learned a lot about turning my ear properly.”

Although Dr. Bradley would argue that some may overstate the interrelatedness of mathematics and music, he concedes that commonalities exist between the two.

“So, you are playing a song, and it’s written in one key, but the vocalist would like to sing it in another, so you transpose it in your head,” he says. “You realize that it’s a mathematical operation, so when you get good at that, it’s kind of like solving an equation. It’s certainly a patterned thing.”

Whether he’s performing with the Adelphi Chorus, playing with The Wickers Creek Band, or partaking in jam sessions, one of Dr. Bradley’s favorite aspects of music is the camaraderie and experimentation that exists between musicians.

“I go to jam sessions a lot, I love going, and it’s one of the appeals, to me, of bluegrass music, is that there seems to be more situations for people to get together and play with people they may not necessarily know,” he says. “And because there is a standard repertoire, you can play with strangers, and there is a good chance that you will know some songs in common. But, you go to a jam session, and someone will pull out a song that you have never before, it’s on a genre that you understand, and you listen to one verse and one chorus, and you can start playing with it.”

Basking in the glow of an audience, or a classroom full of eager students, for that matter, is just another one of the perks of being a musician/professor.

“Performance is fun,” says Dr. Bradley. “It is fun to play for people, especially if they appreciate it. Some people have stage fright or whatever, but that’s never been a problem for me. Of course, arguably, because I am a professor, I go in front of a class many times a week.”

By Erin Walsh
Will Green Be the New Black for Business?

Today, when thinking of “green” in conjunction with the economy, trees, rather than greenbacks, are most likely to spring to mind. With our survival on a hotter, dirtier, and more crowded planet becoming a more pressing issue, questions of sustainability and environmental impact are altering traditional economic models.

Associate Professor of Economics Mariano Torras was originally attracted to the burgeoning discipline of environmental economics when he read Steady-State Economics, Herman Daly’s seminal work in the field. “His book really got me thinking about what we think of economics,” he says. “The panacea is just that the country can continue to grow. The big problem is defining what our goals are.”

Those, like Dr. Torras, working in the field today are wrestling with major issues that cut to the core of how we view economics, such as “How much is enough?” and “Are businesses responsible to stakeholders, or merely shareholders?” We caught up with Dr. Torras to learn about the future of sustainable economics, and how consumers can influence the economy by voting with their wallets.

WHAT WOULD YOU SAY IS THE PREVALENT VIEW OF THOSE WORKING IN THE FIELD OF ECOLOGICAL ECONOMICS?

I don’t know if there is a prevalent view. What attracted me to ecological economics precisely is that it is trans-disciplinary, that you can’t look at economics as something outside of everything else. It is interrelated to biology, ecology, and physics, not to mention history and politics.

HOW DOES A GOVERNMENT OR COMPANY FIND THE RIGHT BALANCE BETWEEN THE SOMETIMES COMPETING ECONOMIC AND ENVIRONMENTAL INTERESTS THAT ARE INTEGRAL ELEMENTS OF SUSTAINABLE DEVELOPMENT?

We can’t really expect developing countries, which have more pressing problems around hunger and poverty, to really care that much about environmental issues. At least not the population, maybe the politicians and the leaders are in a position to care a little bit, but they’re. I think, justifiably very upset at the United States and European countries trying to lecture them on trying to be sustainable. If we want developing countries not to follow in the industrializing path that we followed getting to where we are, we also are going to have to have it worthwhile, to negotiate with them, and possibly offer them all kinds of assistance to try to get to a more sustainable way of life in a way that doesn’t cost them.

IN TERMS OF SUBSIDIES OR AID?

What I was thinking is a transfer of either technologies that we have already adopted here, or expertise.

DOESN’T THAT DECREASE THE INCENTIVE TO DEVELOP THE TECHNOLOGIES IN THE UNITED STATES, AND LESSEN THE COMPETITIVE ADVANTAGE DERIVED FROM INVESTING IN THESE TECHNOLOGIES?

If the profit margin drives everything, and that doesn’t change, then we have no reason really to be optimistic.
Unfortunately, in the case of developing countries, the short run is all that matters. Poor people, people who have trouble feeding their family, don’t look past one or two days, they can’t make that kind of planning for the future. That doesn’t mean that the leaders of these countries necessarily have to be so short-sighted, but there would undoubtedly be some sacrifice in the short term. Because this type of investment would mean replacing industries that already exist that are providing jobs.

Russia, well after the Soviet Union collapsed, and the Soviet Union was one of the biggest polluters during the Cold War, especially going into the 1980s. CO₂ levels in the Soviet Union dropped remarkably during the 1990s, after the collapse of the Union and the economic collapse. Russia’s economy collapsed, was in horrible shape, even into this century. It’s even not in great shape now. So, there has been a significant cut-back in industry, and in fossil fuel burning, and production of these emissions. This is something that, although not under the best of circumstances, that we can at least take comfort in the fact that, we certainly are not going to intensify the way in which we damage the environment, because it looks like we are heading for a significant contraction right now.

It seems as though this view runs counter to the very core of the prevailing American notion of the efficiency of free markets.

I think that is fundamentally what it is about, and again it goes back to how we define profit. Half of the profit equation is cost, and cost has traditionally just been what the businesses have to pay out of pocket. For very long, the consequences of their decisions and their behavior is not something they have had to pay for. So, it seems if we are going to continue relying on the profit motive, and I don’t see any evidence that we are moving away from it, then something must be done to make whatever these costs are, these social and environmental costs, make them part of that bottom line, to internalize these externalities, so to speak.

This goes back to, for instance, the idea of imposing a tax on emissions or other types of pollution, but it’s very complex. It’s problematic. I have serious reservations with the idea of putting dollar values on a lot of the environmental services and functions that exist. While I recognize the need to do so, for me, it’s a real problem. If we become accustomed to thinking of the environment as something that is worth a certain amount of dollars, then it can be commoditized, like everything else.

DO YOU FEEL THAT SUSTAINABLE DEVELOPMENT HINDERS THE GROWTH OF DEVELOPING COUNTRIES, AS SOME CRITICS ALLEGED?

That is a very tough question. Of course it depends on what you mean by sustainable development. I guess one country’s sustainable development would be different from another country’s. I think, in the short run, the answer to your question is yes, but in the long run, no.

Unfortunately, in the case of developing countries, the short run is all that matters. Poor people, people who have trouble feeding their family, don’t look past one or two days, they can’t make that kind of planning for the future. That doesn’t mean that the leaders of these countries necessarily have to be so short-sighted, but there would undoubtedly be some sacrifice in the short term. Because this type of investment would mean replacing industries that already exist that are providing jobs.

How do you think that the new administration can implement policies that can ensure more viable sustainable developmental models or projects for future generations?

It’s too difficult to say right now. With gas prices plummeting, and economic difficulties we face, we have to be realistic. Again, the environment is going to go, for most people anyway I think, on the back burner. So, that is kind of the pessimistic point of view.

On the other hand, we can also be optimistic. We can look at what happened to

Every time you walk into the bookstore, there are shelves and shelves of new books. One day, you would love to see your novel on these shelves, too. You have thought about writing, you may even have an idea or two for a romance or western or spine-tingling tale. But how do you move from the ‘great idea’ phase to seeing a stranger read your book on the train? Assistant Professor of English, poet, and novelist Jacqueline Jones LaMon graciously agreed to share her advice for not only writing a novel, but also getting it published. Ms. LaMon wrote the novel In the Arms of One Who Loves Me and received an award for her book of poetry, Gravity. U.S.A. Read and Read and Read Some More. The most important step you can take toward becoming a successful novelist is to read novels, especially the kind of novels you intend to write. This is not pleasure reading; this is reading as a writer—to examine, dissect, and analyze this story. You want to see how the writer constructs a beginning that grabs you, a middle that keeps you guessing and engaged, an ending that surprises and satisfies.

Grasp Your Planner. Writing a novel requires a commitment of both time and intention. In today’s hectic world, the only way to accomplish any extended endeavor is to plan for the blocks of time it takes. Just as you would jot down appointments with your doctor or meetings with your fiscal planner, regularly insert your writing sessions and keep these appointments. Experiment with the length of your writing session. You might find that it takes you an hour to warm up, or that a three-hour session is not practical with toddlers running around your feet or assorted errands to run. Try writing at different times of the day and in various settings in order to find what works best for you.

How to Write the Great American Novel

Outline or Not to Outline? Some novelists swear by a detailed outline of what will happen and when. Other writers sit down to the keyboard with little more than a hint of a first line. While it is not necessary to know everything about your novel before you write the first word, it can be helpful to have an idea of the story and knowledge of a few key characters. If someone were to ask you what your novel is about, how would you begin to articulate your story? As Janet Burroway suggests in her text, Imagination Writing, try the following statement: “This is a story about (someone) who (wants something) but can’t because (insert calamity here)? This is the beginning of your outline.

Writing a novel requires fortitude, patience, and an eye toward the future. If you enjoy the actual process of writing—the writing, the crossing-out, and the rewriting of it—it may not be long before you see someone on your train engrossed and turning the pages of the novel you wrote.

Take a Class. Receiving feedback from members of a fiction writing workshop can help you to polish your manuscript. You will learn where readers become bored or confused and get valuable suggestions for creating a seamless story. You will also have an opportunity to read the work-in-progress of other aspiring novelists and to enhance your reading skills.

Find an Agent. Once you have a completed manuscript that dazzles your workshop readers, you will need to find an agent. Go back to the novels you read as a writer. Many authors thank their agents in the acknowledgment section of their books. Make a list of these names and try to locate their agencies through the Internet. Write a brief letter of inquiry and ask if the agent would be interested in reading your manuscript. If you search for an agent using this direct approach (as opposed to finding an agent in a published directory of agents), you will know that the agent represents authors who write the type of novels you write, who appreciates the style of writing you appreciate.

You want to see how the writer constructs a beginning that grabs you, a middle that keeps you guessing and engaged, an ending that surprises and satisfies.

**Read and Read and Read Some More.** The most important step you can take toward becoming a successful novelist is to read novels, especially the kind of novels you intend to write. This is not pleasure reading; this is reading as a writer—to examine, dissect, and analyze this story. You want to see how the writer constructs a beginning that grabs you, a middle that keeps you guessing and engaged, an ending that surprises and satisfies.

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Fun with Figures and Formulas

AMOUNT AWARDED $302,581 from June 2008 through October 2008
TO Associate Professor Elizabeth de Freitas, visiting Assistant Professor Mary Jean McCarthy, and Assistant Professor Dante Tawfeeq, Ruth S. Ammon School of Education
FROM New York State Department of Education

The grant provided full-tuition scholarships for 140 area teachers to attend Adelphi’s Summer Institute for Mathematics and Science Education, held over three weeks in July and August 2008. Designed and led by Drs. de Freitas, McCarthy, and Tawfeeq, the institute aimed to enhance teachers’ mathematics and science content knowledge and inspire new pedagogical approaches.

The intensive program featured lectures from content specialists, such as chemists and biologists, to encourage teachers to pursue new ideas that they, in turn, could then tailor to their students. In so doing, the participants could identify themselves as learners and not just teachers, according to Dr. de Freitas.

“Teachers often become disengaged from the pleasure of learning,” she says. “Our goal is to reignite those passions.”

The institute was also successful in igniting a passion for math and science among other disciplines. Glenn Saenz, a physical education teacher at Dutch Broadway Elementary School in Elmont, New York, found many activities that were relevant to his classroom. One such activity was the Metric Olympics, which relied on objects like Frisbees and straws to help participants estimate distance.

“I found ways to integrate math and science into the physical education classroom with this activity,” Mr. Saenz says.

According to Associate Provost for Research Michael Breton, the institute allowed Adelphi to address a national priority outlined in the reauthorized Higher Education Act, to produce more teachers in mathematics and the sciences, areas facing critical teacher shortages.

The act also requires colleges to certify to the secretary of education that they are preparing teachers to instruct students with disabilities and students who are English language learners. The institute addressed these needs through two courses: “Methods and Materials in Bilingual Education: Content Areas of Mathematics and Science” and “Math and Science Education for Special Needs Students.”

The latter was fully enrolled during the span of the institute.

“The popularity of the special needs course shows that we are addressing an area of national concern,” says Dr. Tawfeeq. “We recognize this and hope to offer more such classes in the program’s future.”

By Molly Mann ’09

Great Exposure

AMOUNT AWARDED $135,712 for one year
TO Professor Robert Bornstein, Gordon F. Derner Institute of Advanced Psychological Studies, Adelphi University, and Catherine E. Lemley, professor and chair of the psychology department at Bloomsburg University in Bloomsburg, Pennsylvania
FROM National Science Foundation

The National Science Foundation grant awarded in fall 2008 is supporting research by Dr. Bornstein and Dr. Lemley on the role of mental imagery in shaping peoples’ preferences for familiar stimuli. They have worked to identify the mental processes behind the mere exposure effect, a phenomenon in which exposure to a stimulus creates a familiarity that results in a favorable reaction.

The mere exposure effect was identified in 1968, and has since been widely accepted by psychologists. Drs. Bornstein and Lemley have contributed to the understanding of this concept by propagating their theory that an automatic process of storing and comparing mental images is the mechanism behind the effect.

According to Dr. Bornstein, one creates a mental image of an object or experience and uses it as a basis of comparison for future stimuli. The more those stimuli match up to one’s archive of stored imagery, the more likely it is to produce a favorable reaction.

“It’s the exact opposite of the notion that familiarity breeds contempt,” says Dr. Bornstein.

The research has the potential to be a valuable tool in challenging stereotypes and xenophobia. Dr. Bornstein hopes that his work will foster understanding between opposing cultural or racial groups.

“If this theory can enhance the attitudes of people for one another, it will be tremendously valuable,” he says.

By Molly Mann ’09
Faculty Highlights

College of Arts and Sciences

Anna Akerman (Communications) presented About Face: A Story of Gender and Race in the Koli TV Show at the annual convention of the INational Communication Association, San Diego, CA, November 2008.

Regina Axelrod (Political Science) published Reflections on the Writings of President Vaclav Klaus in LITSTYXXVIII, 105–107, June 2008. She also delivered a lecture on the nuclear renaisance at the Environmental Protection and Administration graduate program of the University of Economics, Prague, Czech Republic, October 2008.

Robert Bradley (Mathematics and Computer Science) gave two presentations: The Transition from Eater to Caucasy. The Case of Re- current Sesos at the American Mathematical Society; Northeastern Section, Wesleyan University Middletown, CT, October 2008 and Ears’s Contributions to Probability and Statistics at the Eder Society Annual Meeting, Adelphi University, Garden City, NY, July 2008.

Melanie Bush (Anthropology and Sociology) and Deborah Little (Anthropology and Sociology) presented Socialized Praxis: Civic Engagement and/or Social Activism at the American Anthropological Association, San Francisco, CA, November 2008.

Martha Conley (English) published The Sound of Being Alone in A Public Space, August 2008. She held a public reading at the Bel-levier Literary Review, Bellevue Hospital, New York, NY, October 2008.


Traci Levy (Political Science) and Deborah Little (Anthropology and Sociology) presented Who Cares and Other Terrorism between a Public Ethic of Care and Dis- ability Studies at the Annual Meeting of the American Political Science Association, Boston, MA, August 2008. Professor Levy and Margaret Gray (Political Science) presented Transnational Workers, Inequality, and Housework Struggles at the same meeting.

Jennifer Maloney’s (Art and Art History) work was featured in three exhibitions: Still Life at Denny Gallery, New York, NY, September 2008; New Work at the Univer- sity of Rhode Island Gallery, Newport, RI, September 2008; and The Ordinary Object at Clinton Hill Art Gallery, Brooklyn, NY, December 2008.


Georgia Newlin (Music) was an invited discussant on The President’s Panel, Or- ganization of American Orff Schulwerk, Charlotte, NC, November 2008. She presented at the CMEA State Music InService, Farmington, CT, November 2008. She published the Pusdor’s Almpous in the Kedly Essay, July 2008 and October 2008.

Robert Siegfried (Mathematics and Computer Science) and David Chasys presented the paper, Lying in the on the same publication.


Derek Institute


Janice Steil, with A. Neman, presented Entitlement and Work Sharing: A Study of Uni- versity Faculty and Staff at the 12th Biennial Conference of the International Society of Justice and Research, Adelaide, Australia, August 2008. She also served as the chair of the Symposium on Justice in Close Rela- tionships at the same conference.

Ruth S. Ammon

School of Education

DEPARTMENT OF CURRICULUM AND INSTRUCTION


Patricia Marcellino and Susan Eichens- holtz presented Reforming Educational Leadership Preparation. Re-engineering the Frontlines at the National Council of Pro- fessors of Educational Administration, San Diego, CA, August 2008. Professor Marcellino and Lori Woll presented An Educational Inquirers Program in Children’s Literature Chosen by Instructional Leaders at the same conference.
Justice Across the Secondary Curriculum


Maryann Forbes and Mary Hickey presented *Baccalaureate Nursing Curriculum Revision: Integrating the Institute of Medicine (IOM) Recommendations and Integration into an Inclusive Nursing Program in Nursing Education*, 13 (5), 224–227, September 2008.


David Keepnews published two articles: *Rounding Rates in Policy, Politics, a Nursing Practice*, 9 (3), August 2008; and *An Important Step Toward Ethical International Recruitment in Policy, Politics, a Nursing Practice*, 9 (4), October 2008. He was appointed chairperson of the Advisory Council on Policy, Sigma Theta Tau International. He was also elected to a three-year term on the American Academy of Nursing Fellow Selection Committee.
A: Does Exercise Boost Metabolism?  
By Professor Robert M. Otto, Department of Health Studies, Physical Education, and Human Performance Sciences, Ruth S. Ammon School of Education  

Metabolism refers to the energy your body produces and is usually expressed as Calories. The balance between caloric intake and caloric expenditure determines whether we store extra calories as fat throughout our body or reduce our body mass. Fat is an excellent storage depot for extra calories, allowing calories to be saved for future use.

Today, the majority of individuals in the United States consume more calories than they expend, thus leading to the current obesity epidemic. Finding a way to burn more calories can have significant individual and public health implications.

Exercise accounts for a significant caloric expenditure, and the greatest energy cost occurs during the post-exercise period. Aerobic exercise—walking, swimming, cycling, stepping, etc.—performed continuously at a vigorous pace results in a greater average caloric expenditure (eight to 15 Calories per minute) than resistance training (five to 10 Calories per minute). The rate of gain in muscle mass typically returns to the amount of muscle mass involved in each exercise after six months of resistance training for a novice exerciser. The rate of gain in muscle mass reduces markedly after the six months or with previous resistance training.

Plan to expend the majority of calories during the exercise session, expect little boost in metabolism during recovery, and carefully choose the quantity and quality of caloric intake.

During recovery from either aerobic or resistance exercise, there is a small (0.2-0.4 Cal/ min) but transient caloric expenditure that generally disappears within two hours, accounting for 20 to 50 calories. The magnitude of the recovery “boost” in metabolism is proportion al primarily to the intensity of the exercise and secondarily to the length of the session.

Our resting metabolic rate is proportional to the amount of lean body mass—muscle, bone, and organs, excluding fat. An increase in muscle tissue theoretically may increase the metabolic rate of the body. However, when viewed in the long run, a calorie deficit is necessary to lose fat.

Walter Kostaff, author of The Science of Weight Loss, states, "This suggests that the rate of fat loss is directly related to the amount of muscle mass involved in the activity. The increase in muscle mass typically returns to the amount of muscle mass involved in each exercise after six months of resistance training for a novice exerciser. The rate of gain in muscle mass reduces markedly after the six months or with previous resistance training.

Plan to expend the majority of calories during the exercise session, expect little boost in metabolism during recovery, and carefully choose the quantity and quality of caloric intake.

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Plan to expend the majority of calories during the exercise session, expect little boost in metabolism during recovery, and carefully choose the quantity and quality of caloric intake.
I came to Adelphi as a physics major who envisioned engaging with faculty, alumni, and fellow students, a future in engineering. Little did I know that, by my career path would dramatically change.

I had an epiphany during the summer I was 18-years-old when I left India to come to Adelphi. Like many college students fumbling through the uncertainty that comes with being an adult, I felt the need to have a plan just for the sake of having one. Since this four-year journey would set the stage for the rest of my life, I needed some definition of where I wanted to go. As a science-oriented curriculum in high school, studying physics seemed an obvious choice. Since this four-year journey would set the stage for the rest of my life, I needed some definition of where I wanted to go. After undertaking a rigorous science-oriented curriculum in high school, studying physics seemed an obvious choice.

I had an epiphany during the summer prior to my sophomore year. After working as a research assistant in the physics department, I realized that I did not want to spend the rest of my life in a lab. So I fell back on my aptitude in math, a subject I saw as applicable across various disciplines. Adelphi’s emphasis on a solid liberal arts education gave me the opportunity to customize my program of study, and I took up a minor in economics and completed courses in finance and accounting to complement my quantitative and analytical background.

In my search for internships, I initially ran into roadblocks everywhere I turned. A vice. I was doubtful that well-established, successful professionals would be open to communicating with an inexperienced student. I never imagined they would be so welcoming and eager to help. In starting the C.O.A.C.H program, I was giving back. This advice had a profound effect on me. Considering how generous Alumnae had been with their time and insight, I felt the need to share what I had learned with other students. When the Office of Public Affairs asked me to maintain a blog translating my professional experiences into career advice for students, I seized the chance to fulfill that purpose.

If my interactions with alumni have taught me one thing, it’s to make the most of the opportunities that an institution provides. And that’s exactly what I have done at Adelphi.

Now that I am a senior, I am poised to enter the world of work. In this time of economic crisis, graduating seniors are going to find it significantly harder to get a foot in the door, as compared to years past. I am confident, however, in my ability to navigate the uncertainty that lies ahead because of my Adelphi preparation. I know that things might not work out immediately after graduation, but I’ve always believed that you must learn how to swim against the tide. Because, eventually, the tide will turn. And when it does, I will be that much closer to the shore.
In fall 2008, Adelphi field hockey returned to campus after a 25-year hiatus, re-instating a rich tradition for the Panthers.

As early as 1912, when Adelphi was still based in Brooklyn, women were playing the game during physical education, and competing against each other in interclass matches. According to the student newspaper, the Fortnightly, during the 1927–1928 school year, a group of women under the direction of Thelma Van Narden organized a squad, joined the New York Field Hockey Association, and competed in a varsity schedule against surrounding schools such as Manhattanville College and New York University. From that point on, field hockey remained a staple in the Adelphi physical education department (athletics’ home until the 1940s).

Beginning in the early 1930s, results of Adelphi field hockey matches were publicized in the New York Times and campus publications. Women’s athletics at the time were loosely governed, and the players and coaches were largely responsible for organizing the matches, purchasing the uniforms and equipment, and traveling to the games. Throughout the 1940s and 1950s, the team maintained a busy schedule, playing games throughout the tri-state area. Women’s athletics was more structured, and the Panthers regularly contended for conference titles and competed in tournaments. The 1975 season marked a turning point in the team’s history as it was the first year that Adelphi offered scholarships to field hockey players. That same season, Adelphi captured the Metropolitan Crown. Six years later, the Brown and Gold made its first appearance in the National Collegiate Athletic Association (NCAA) Division II championship, qualifying as the third seed in the tournament despite dwindling participation in the sport and the threat of a cancelled season. Team members played for the last time on Stiles Field in 1983, before the sport was cancelled due to anemic participation and a growing interest in women’s soccer, which had been added as a varsity sport in 1982.

With the 2008 opening of a new outdoor sports complex, featuring an all-weather turf, Adelphi could again host a field hockey team, which, as a sport, plays primarily on all-weather turf. Starting as a club sport in fall 2007, field hockey earned varsity status in fall 2008. Under the direction of head coach Gloria O’Connor, the Panthers completed their season with a 3–7–0 overall record. Next season, the team joins the Northeast-10 Conference.
All-Conference kudos.
Amy Williams '10 garnered Third Team Volleyball (27-12, 11-5 eCC) Team selections Theresa Ennis '09, Kayte The team tied the University record for academic excellence. in the team, which achieved a 3.42 cumulative GPA, for academic excellence. in the team, which achieved a 3.42 cumulative GPA, for academic excellence.

Women’s Soccer

The team capped off its 2008 season as a finalist in the Atlantic Soccer Conference (ASC) tournament under the direction of second-year head coach and 2008 ASC Coach of the Year Carlo Acquista. Patrick Figueiredo ’09 collected a number of awards, including ASC All-Tournament honors, ASC Player of the Year, College Sports Information Directors Association Third-team Academic All-American, and NSCAA/Adidas All-North Atlantic Region honors. Mr. Figueiredo ranked seventh in Division I in goals per game (0.95) and 13th in points per game (2.05). Thorne Holder ’11, an ASC All-Tournament recipient, ranked 16th in the nation with a 0.85 save percentage and 20th with a 0.656 goals against average. The team, which achieved a cumulative 3.3 GPA, was honored by NSCAA for academic excellence.

Cross-Country

The women repeated as ECC champions with a first-place finish by ECC Runner of the Year, senior Ani Enne ’09, and six more all-conference performers. The Panthers finished third at the NCAA Division II East Regional, as Ms. Enne (3rd) and Danielle Lyons (11th) earned All-Region honors. Ms. Anene qualified for the NCAA Division II National Championship meet for the second straight year to finish 60th overall.

The men also won the ECC Championship and were named to the All-Conference team. The Panthers placed fourth at the Division II East Regional led by an eighth-place All-Region performance from sophomore Ryan Pezzulo ‘11, who would go on to earn All-East honors at the Association of Amateur Athletics of America Championships.

By MatthewDispensa ’08, M.B.A. candidate

Photos (from left):
Brianne McDonnell ’10
Kathleen Carney ’10
Kemalie Preston ’09
Ryan Pezzulo ’11

Ever on the Sidelines to Prevent
AU Athletes from Getting Sidelined

The torn ligaments, stress fractures, pulled muscles, and numerous other injuries that sideline athletes are well known by the trainers who tend to help players preserve their all-important bodies.

Adelphi’s three athletic trainers and their assistants are responsible for the prevention, evaluation, treatment, and rehabilitation of athletic injuries for nearly 180 student-athletes. Each trainer assists one team per season. Head trainer Mike Garavan M.A. ’03 works with women’s soccer, men’s basketball, and women’s lacrosse. Assistant trainer Renee Crossan handles men’s soccer, women’s basketball, and softball. The addition of field hockey this fall prompted the addition of a third full-time assistant trainer, Tracie Thompson, who also assists swimming and men’s lacrosse. Graduate assistant Anthony Andreach covers volleyball and baseball. Other teams are screened as needed by the staff, including part-time trainer Taryn Rut M.A. ’07. Packaged practice and game schedules mean the staff must be able to cover everything from 6:00 a.m. practices to Sunday afternoon scrimmages.

A typical morning for the trainers might include a rehabilitation session for injured athletes. Later, they might run a pre-practice treatment, taping, and stretching session.

During games and practices, the trainers are on the sidelines, ready to provide quick, effective care to treat any injuries. Afterwards, they take athletes back to the training room for post-treatment.

The move to the new Center for Recreation and Sports has benefited the trainers and the student-athletes.

“The athletes are more comfortable,” says Mr. Garavan, of the new training room. “The expanded work space is ideal for their treatment and well-being.”

The room now has eight treatment tables, a cold water bath to help reduce swelling and pain, and a whirlpool to help athletes recover. Even the trainers offices are larger and now include windows, a welcome change from their subterranean home in Woodruff Hall.

While the training days are new, the pace of their work is still constant.

“We work when the players are here,” says Mr. Garavan, explaining that they may be on campus well into the night.

The trainers also accompany teams to all away contests, which could mean last-minute schedule changes or additions due to post-season play.
Alumni Events

1. Farewell Tour of Yankee Stadium with Adelphi’s head baseball coach Dominic Scala
2. New York Botanical Gardens holiday train show
4. Rachel Rohr’s ’07 shows her work at Adelphi’s Graphic Arts Alumni Reception
5. C.O.A.C.H. Careers in Finance event, featuring Osbert Hood ’86
6. Annual Gordon F. Derner Institute Dean’s Reception
7. Alumni Wine Tasting
9. Fifth anniversary celebration of Adelphi’s Multicultural Alumni Chapter

To see more photos from recent alumni events, visit Alumni.Alumni.Adelphi.Edu/photogallery.
Adelphi alumni who live in Suffolk County can look forward to a new series of events and get-togethers sponsored by the new Suffolk Alumni Chapter. As part of the Office of Alumni Relations’ endeavor to develop more regional chapters, the Suffolk Chapter, under the leadership of President Gregg A. Scheiner ’90, has gotten off to a promising start. “It’s very exciting,” says Mr. Scheiner. “There are charismatic, energetic people to interact with and events for everybody to get involved.”

In September, the chapter hosted Fan Appreciation Day at the Long Island Ducks final home game for the season, in conjunction with the G.O.L.D. (Graduates of the Last Decade) alumni chapter. The next event was held in October at the Riverhead County Fair, followed, in November, by a shopping day at Tanger Outlet in Riverhead. More events were held in the spring.

“We’ve tried to come up with activities that would engage families as well as alumni,” says Senior Associate Director of Alumni Relations Mary Ann Mearini ’05. “And we’re hoping that the chapter will continue to grow.”

For more information on this chapter and other regional alumni chapters, visit the Office of Alumni Relations Web site at HTTP://ALUMNI.ADELPHI.EDU/ or email Gregg Scheiner at gregg@li.aol.com.

By Molly Mann ’09

Suffolk County alumni enjoy a Long Island Ducks game.

Paying Homage to their Alma Mater

The atmosphere on the Garden City campus was celebratory on October 4, 2008, as generations of alumni returned to their alma mater to kick off the Homecoming Weekend festivities.

The day’s events included a ribbon-cutting ceremony to commemorate the opening of the new Center for Recreation and Sports, a Retro Reunion for alumni of the ’60s, ’70s, and ’80s, and the Homecoming King and Queen coronation.

Those who attended the alumni spirit festival held on Levermore lawn were rewarded with tempting culinary delights and ample opportunities to connect with friends.

Honors College alumni enjoyed a hearty gathering at Honors College Dean Richard Cramer’s home. The intimate group relished the opportunity to catch up with their beloved dean.

Former editors and staff members of long-standing campus publications congregated for evening Delphian and Oracle reunions.

“It’s a great memory,” says former editor-in-chief of the Delphian Lori Dillebo Wallisah ’89. “My husband and I came. It’s an opportunity to see people, professors, what’s new on campus.”

By Ana Barbu ’10
The 20th annual Adelphi University Golf Classic, held on Monday, September 22, 2008, brought together alumni and friends for a spirited day on the green at Garden City’s Cherry Valley Club. More than 60 foursomes teed off in the morning and afternoon in the annual fundraiser for student athletic scholarships, raising $100,000. The day culminated in an awards dinner, honoring Gus Scacco ’84, managing partner at AG Asset Management, with the 2008 President’s Award for Outstanding Achievement and Friendship. A former Adelphi baseball player, Mr. Scacco served as team captain for two years.

This year’s event was co-chaired by alumni John P. Finnerty M.S. ’77 of W.J.M. Associates, Inc., and Stephen M. Wirth ’70 of New York Sports and Physical Therapy Institute.

Mark your calendars for next year’s Golf Classic to be held on Monday, October 5, 2009 at Hempstead Golf and Country Club.
Adelphi Completes Kresge Challenge, Secures $3.6 Million for New Facilities

The Kresge Foundation, the esteemed $3.1 billion private foundation, designates its grant-making to support communities by building the capacity of the nonprofit organizations that serve them. Through capital challenge grants, its signature program, Kresge has enhanced the operation of many leading institutions, including universities, hospitals, and libraries.

"The national landscape is dotted with capital projects that have benefited from Kresge's distinctive challenge grant program," notes Kresge's Web site.

Adelphi's own landscape now features two such projects: the Center for Recreation and Sports and a renovated Woodruff Hall, scheduled to open in fall 2009.

Late last year, gifts and pledges to support those construction projects exceeded $3 million, the challenge goal, and guaranteed the foundation's contribution of $600,000. In total, more than 1,600 supporters answered Kresge's challenge in just 18 months, adding more than $3.6 million to The Campaign for Adelphi University.

Donors included alumni of all ages and majors, members of the faculty and administration, students, neighbors, parents, and friends of the University. Numerous student groups and organizations, including sports teams and Greek organizations, made collective contributions to the effort.

Gifts of all sizes, from $5 to $500,000, worked together to fulfill the challenge, just as the Kresge Foundation intended. A core of Kresge's philanthropic mission is to help nonprofit organizations increase their fundraising capacity.

According to President Robert A. Scott, the completion of the Kresge Challenge is about far more than dollars raised and buildings opened. It represents a significant milestone in the ongoing story of the Adelphi community. The challenge inspired individuals from a range of backgrounds to unite for a common purpose. So too, he notes, does Adelphi University.

"Every day, Adelphi’s supporters have the opportunity to share their resources with others, and shape our students' future," says Board of Trustees Chairman Thomas F. Motamed ’71. "Thank you to all who helped make this challenge a success."

Foundation and Corporate Support Helps Adelphi Extend its Reach

The Kresge Capital Challenge Grant is notable for its size and impact and fits into a continuum of growing foundation and corporate support for the University. With its successful conclusion, University leadership will work to translate Kresge's endorsement into further success. Other recent foundation and corporate gifts have included:

- The J.P. Morgan Chase Foundation provided more than $200,000 to support the operation of the Long Island Center for Nonprofit Leadership, housed in the School of Social Work. Other funders of the center's innovative programs include the Long Island Community Foundation and the Bethpage Federal Credit Union. Last year, the center began a partnership program with the National Grid Foundation to offer training programs to public school boards of education on Long Island.
- The Bank of America Foundation provided $100,000 over two years, beginning in 2008, for the continued development of the Center for Social Innovation, a multi-faceted clearinghouse that will help Long Island communities face current issues such as immigration.
- In 2008, the Allstate Foundation extended its support of the University with a $40,000 grant to create an innovative emergency management partnership benefitting residents of Nassau and Suffolk Counties.

Adelphi Completes Kresge Challenge, Secures $3.6 Million for New Facilities
Eric Feldman ’80

PROFESSION Director, Enterprise Architect, Computer Associates

FONDEST ADELPHI MEMORIES Staying up all night editing my senior film project; Peter Costello, my favorite professor and faculty adviser whose class discussions were so lively, and times spent with my fraternity, Zeta Beta Epsilon, especially the parties we hosted at the Rathskeller (a.k.a. The Rat).

FAVORITE PLACE ON CAMPUS The Rat, which was the campus social center, and second floor Linen Hall, where many of my friends lived.

MOST PROUD OF My next achievement. My proudest moment hasn’t happened yet. Yesterday’s accomplishment is not nearly as important as tomorrow’s challenge.

HOBBIES At Adelphi, I loved filmmaking, the arts, and music. I worked at the University’s radio station. Through the years, my interests have remained constant, but expanded. Today, I also love sailing, the beach, traveling, and the theatre.

RECENT GIFTS Was one of 1,000 new donors in 2008 who helped Adelphi meet its new donor challenge, allowing the University to secure a $100,000 matching gift from an anonymous benefactor. Mr. Feldman’s company has since matched his contribution.

WHY I GIVE While change is constant, there is a special permanence about institutions of higher education, especially Adelphi. The faces of students and the curricula change, but the values of the institution itself do not. Over the years, Adelphi has faced many challenges, and it has endured. I decided it was my time to give something back to Adelphi.

Lois Gassmann M.B.A. ’81

PROFESSIONAL BACKGROUND Manager of Field Collections for the IRS, working with small businesses and self-employed individuals in central Florida

FONDEST ADELPHI MEMORIES I started Adelphi’s M.B.A. program in 1977 at an off-campus site in Huntington, New York. What I enjoyed most was meeting new people through my classes. It was interesting to interact with different people in varied careers and to hear the stories they brought to the classroom.

HOBBIES Being outside, walking, casual reading about mysteries and forensics, and doing yoga. I just completed a certification to teach yoga—something I look forward to doing.

FIRST GIFT $10 in 1985

RECENT GIFTS Contributions towards the Kresge Challenge, the Annual Fund, and the Buy-a-Brick Campaign.

PHILANTHROPIC PHILOSOPHY Whatever you can give, give. Gifts of all sizes matter. Do what you can.

WHY I GIVE As time has passed, my appreciation for my M.B.A. and Adelphi has increased. Meeting alumni and development staff through programs I attended in Orlando helped my appreciation grow even more. Dr. Scott has been wonderful in what he has done for Adelphi. I give because I want to do something for the school.

Thank you to everyone who made the Kresge Foundation’s $3.6 million challenge grant a success! We thrive because of your generosity.

CAMPAIGN NEWS Since October 2007…

More than 5,200 alumni and friends have made a gift to Adelphi

More than 1,100 alumni have made their first-ever gift to Adelphi

The Panther Lounge in the new Center for Recreation and Sports was dedicated in honor of former Chairman of the Board of Trustees, Michael J. Campbell ’65

The outdoor plaza leading to the new Performing Arts Center (AUPAC) was dedicated in honor of Trustee Leon Pollack ’63 and his wife Catherine ’78

Nearly 500 engraved bricks adorn a new outdoor plaza and celebrate generations of memories

Nine new scholarship funds have been created, bringing the campaign total to more than 80

$40M Raised

$56M Goal
1920s - 1940s
Mary Tobascoff ’29 celebrated her 104th birthday in March 2008.
Margaret Cristiens B.A. ’30 turned 100 years old on June 24, 2008.
Norman Hall B.A. ’48 has a new grandson, Aaron. He is now the grandfather of six.

1950s
Sarah (Cifarelli) Wellen B.A. ’50 published a book of poetry, Reflections. Her former students invited her to the 50th high school reunion of the East Meadow High School class of 1957, where they honored her with the establishment of a scholarship in her name. She taught ESL for 35 years. Her husband Rick Wellen B.A. ’55 passed away just after their 50th wedding anniversary in 2013.
Edward Frank B.A. ’51 served as sales manager for Proctor & Gamble for 30 years. He retired as sales manager before Proctor & Gamble was acquired by P&G in 2005. He is now the head of the Republican Club of East Meadow.
William Wipfler B.A. ’52 was named to the 1953 class reunion committee in 1952. He was the first person to serve as chairman of the committee. He is now the head of the Alumni Association.

Mary Tobascoff ’29 and her husband, John Tobascoff, were married in 1932. They have three daughters and three grandchildren.

1960s
Felicia Lasky B.S. ’61 retired after 20 years as dean of the Rutgers College of Nursing. She is an active consultant and continues her writing.
Libby (Udell) Hart B.A. ’62 began her career as a financial investment advisor in 1969. She worked with Dean Winter and Morgan Stanley before moving to Jankey Financial in 1993. She has a son and two daughters.

Felicia Lasky B.S. ’61 retired after 20 years as dean of the Rutgers College of Nursing.
Libby (Udell) Hart B.A. ’62 began her career as a financial investment advisor in 1969.

Raul da Silva B.A. ’80 penned a book slated for publication by Diversion Press. The prologue was published in the July/August 2008 issue of Fat Magazine.
Betty (Kipnis) MacDonald B.A. ’84 has worked on the permanent collections of a number of galleries, including the American Cultural Center, New Delhi, India, the Museum of Modern Art, Buenos Aires, Argentina; the Jane Voorhees Zimmerly Art Museum, Rutgers University, New Jersey, the House of Humor and Satire, Gaborno, Bulgaria, the White House, Washington, D.C., the Library of Congress, Washington D.C., the New York Public Library, and the Boston Public Library.

1970s
The Millers, knowing they wanted to expand their family, refused to discriminate in their review of children available for adoption.

1980s
Steve Miller graduated from Adelphi with a B.B.A. in accounting in 1982, but the joy of working with children during summers at Maplewood Camp in Wantagh, New York, sent him back to school two years later to pursue a master’s degree in early childhood education. After completing his degree, Mr. Miller and his wife Tammy packed up and moved to Georgia, where they knew the large family they always dreamed of would have space to run around in the yard.

The Millers are now the proud parents of 10. Steve, who is one of three children, and Tammy, who is one of nine, always wanted a large family.

‘As fun as my family was, her family was a ton,’ Mr. Miller says.
With six girls and four boys, ranging in age from five to 15 years, the high school sweethearts have achieved their dream. Their family makes a complete dozen with five natural daughters and five adopted children.

The Millers chose to adopt their children simply because they most needed their care.

‘We wanted to help out a child who other people would overlook,’ Mr. Miller says.
Most of their adopted children, cared for in foster homes prior to the adoption, joined the family around the age of four. The lengthy process of adoption, involving a number of multi-page applications, an in-depth family study, and long periods of waiting for approval from various departments, was at times frustrating.

‘The longer they took, the longer the child was not in our home,’ Mr. Miller remembers. ‘You just have to be persistent,’ he says, because the effort is certainly worthwhile.

‘Our adopted children give to them, however, is outweighed by a sense of family.

Steve Miller ’82 and Tammy with their children, Sydney, Ryann (back row), Brandon, Patrick, Mackenzie, Emily, Kieran (middle row), Teagan, Evan, and Aidan (front row).

Mr. Miller also sees the experience as rewarding for his biological children. With the family’s busy schedule, everyone has to pitch in.

‘Not a day goes by that the older ones don’t help,’ Mr. Miller says. ‘Before I turn around, they have the younger ones in bed.’

Mr. Miller is currently the principal of Otwell Middle School in Cumming, Georgia. His school, which now hosts three of his 10 children, is only five miles from the family’s ranch-style home, which Mr. Miller says would be a good candidate for ABC’s “Extreme Makeover Home Edition” project.

The strain of fitting 12 people under one roof, however, is outweighed by a sense of family.

‘Everything we do, we do as a family.’

Mr. Miller says, whether going out to a restaurant or cheering on family members at sports games. ‘We take up half the field,’ Mr. Miller says. ‘When his youngest daughter scored a goal in a recent soccer match, the Miller family’s cheers dwarfed ours. People were looking at us, like, “Look how many people are here to support her,”’ Mr. Miller says.

We discussed the financial implications of having a large family, but it is worth it to see the joy on the kids’ faces,’ he says. ‘It’s exhausting, but it’s fun.’

By Jennifer Derri ’10
Thinking like a Kid

Steven Fink '94

The toys on display in the lobby of Bang Zoom, Ltd. rest quietly on their shelves during office hours, but it is not hard to imagine that when the doors close for the day, Barbie and her horse, Jumping Tawny, leap from the shelf to race the anthropomorphic race car, Lightning McQueen, around the lobby, while Hokey Pokey Elmo and Dora the Explorer dance the night away.

Alumnus Steven Fink ’94, co-owner of the small toy invention company in Cincinnati, Ohio, is responsible for conceptualizing, developing, and licensing these toys to big-name manufacturers, such as Mattel, Fisher Price, and Hasbro. Fink’s imagination is one of his company’s biggest assets.

Mr. Fink’s interest in toys began in high school when he “caught the collector’s bug” from his father. As his collection of toys expanded, so did his appreciation for the history of toy play and design.

“Toys to me are more like pieces of artwork,” he says. “I appreciate them in a way that someone might appreciate a painting.”

Mr. Fink enrolled at Adelphi as a political science major, with plans to attend law school. After reconsidering his interests in law post-graduation, Mr. Fink spent several years working odd jobs in Philadelphia, until his life-long hobby led him back to the toy industry.

Rejection is part of this high-risk industry,” Mr. Fink says. “They will send you two toy concepts, and 90 percent of its ideas will be rejected.”

Mr. Fink now oversees manufacturer affairs and general business development for the small company, Bang Zoom, Ltd., which was launched five years ago. The company sells and licenses only about 15 percent of those inventions, abandoning close to 90 percent of its ideas.

“If you have become very aware of their development, and how that could potentially serve as inspiration for toy designs, then you can relate to toys,” Mr. Fink says.

“My kids are very aware of the latest trends, and they’ll say, ‘You have to make that!’”

The goal is to find out which cartoon characters, songs, and themes will inspire this sort of play. “If you want to immerse yourself in the world of toys, certainly, it helps if a product is marketed well,” Mr. Fink says. The item also has to fall within a reasonable price range. Most importantly, however, a toy must have a long-term play value: “A kid will want to play with a good toy over and over,” Mr. Fink says. “They will think about it at night before bed and want to play with it again.”

But what does it take to invent a best-selling toy? Certainly, it helps if a product is marketed well. Mr. Fink says. The item also has to fall within a reasonable price range. Most importantly, however, a toy must have long-term play value.

“A kid will want to play with a good toy over and over again,” Mr. Fink says. “They will think about it at night before bed and want to play with it again.” The goal is to find out which cartoon characters, songs, and themes will inspire this sort of play. “You have to immerse yourself in the world of kids,” Mr. Fink says. This kind of intuition is the key to success in the highly competitive toy industry. “You just have to think like a kid,” Mr. Fink says. “A kid thinking, ‘I want to make this toy happen.’

By Jennifer Derri ’10

Alumni Steven Fink ’94, co-owner of the small toy invention company in Cincinnati, Ohio, is responsible for conceptualizing, developing, and licensing these toys to big-name manufacturers, such as Mattel, Fisher Price, and Hasbro. Fink’s imagination is one of his company’s biggest assets.

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The goal is to find out which cartoon characters, songs, and themes will inspire this sort of play. “If you want to immerse yourself in the world of toys, certainly, it helps if a product is marketed well,” Mr. Fink says. The item also has to fall within a reasonable price range. Most importantly, however, a toy must have long-term play value.

“A kid will want to play with a good toy over and over again,” Mr. Fink says. “They will think about it at night before bed and want to play with it again.” The goal is to find out which cartoon characters, songs, and themes will inspire this sort of play. “You have to immerse yourself in the world of kids,” Mr. Fink says. This kind of intuition is the key to success in the highly competitive toy industry. “You just have to think like a kid,” Mr. Fink says. “A kid thinking, ‘I want to make this toy happen.’

By Jennifer Derri ’10

Steven Fink ’94

The toys on display in the lobby of Bang Zoom, Ltd. rest quietly on their shelves during office hours, but it is not hard to imagine that when the doors close for the day, Barbie and her horse, Jumping Tawny, leap from the shelf to race the anthropomorphic race car, Lightning McQueen, around the lobby, while Hokey Pokey Elmo and Dora the Explorer dance the night away.

Alumnus Steven Fink ’94, co-owner of the small toy invention company in Cincinnati, Ohio, is responsible for conceptualizing, developing, and licensing these toys to big-name manufacturers, such as Mattel, Fisher Price, and Hasbro. Fink’s imagination is one of his company’s biggest assets.

Mr. Fink’s interest in toys began in high school when he “caught the collector’s bug” from his father. As his collection of toys expanded, so did his appreciation for the history of toy play and design.

“Toys to me are more like pieces of artwork,” he says. “I appreciate them in a way that someone might appreciate a painting.”

Mr. Fink enrolled at Adelphi as a political science major, with plans to attend law school. After reconsidering his interests in law post-graduation, Mr. Fink spent several years working odd jobs in Philadelphia, until his life-long hobby led him back to the toy industry.

Rejection is part of this high-risk industry,” Mr. Fink says. “They will send you two toy concepts, and 90 percent of its ideas will be rejected.”

Mr. Fink now oversees manufacturer affairs and general business development for the small company, Bang Zoom, Ltd., which was launched five years ago. The company sells and licenses only about 15 percent of those inventions, abandoning close to 90 percent of its ideas.

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Thinking like a Kid

Steven Fink ’94

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By Jennifer Derri ’10
"I see myself as a change-maker with a strong education in the field of prevention, treat ment, and recovery," says Karen M. Carpenter-Palumbo M.S.W. ’86, commissioner of the New York State Office of Alcoholism and Substance Abuse Services (OASAS).

Karen Carpenter-Palumbo M.S.W. ’86

Working All in a Day’s Work OASAS Commissioner Karen M. Carpenter-Palumbo M.S.W. ’86 wields a bat signed by clients of a treatment facility. She conducts a meeting (bottom left).

Her office oversees the largest and most comprehensive chemical-dependence treatment, prevention, and recovery system in the nation. Under her direction, more than 1,700 staff members supervise 15,000 employees at non-profit and for-profit treatment centers who care for, on average, 110,000 clients each day.

Ms. Carpenter-Palumbo’s commitment to change was evident in her decision, soon after her 2007 appointment, to ban smoking in all New York State chemical dependency prevention and treatment facilities.

Ms. Carpenter-Palumbo reeks off the dreary statistics supporting her controversial move. While 18 percent of New Yorkers smoke, 92 percent of those whose other chemical dependencies are also addicted to cigarette. The cites research showing that smoking is a trigger for other addictions.

"New York was the first state in the nation to do this," says Ms. Carpenter-Palumbo of the ban. "We are very proud.

Prior to heading up OASAS, Ms. Carpenter-Palumbo served as regional vice president for the American Cancer Society. From 1997-2004, she was executive vice president of government programs for Capital District Physicians’ Health Plan Inc., serving more than 600,000 members in upstate New York.

Ms. Carpenter-Palumbo earned her M.S.W. at Adelphi’s Hudson Valley Center in Poughkeepsie, New York, while working for the New York State Office of Mental Retardation.

"I was able to open my mind and learn more," Ms. Carpenter-Palumbo says of the program.

In addition to her professional commitments, Ms. Carpenter-Palumbo has found ways to impact communities through her volunteer work. She has served on numerous boards, including those of the Parsons Child & Family Center, the Cystic Fibrosis Association of Northeastern New York, the New York State Commission on National and Community Service, and the Make-A-Wish Foundation of Northeastern New York.

“These are organizations and causes I wanted to dedicate my time and effort to," she says. "They could really make a difference."

"I’m an advocate for helping those that can’t help themselves," says Ms. Carpenter-Palumbo.

By Ana Barbu ’10

Courtney Yoses B.B.A. ’75 celebrated her 25th year as a private practice attorney.

Peter D'arcy B.S. ’79 was appointed chair of the biological sciences department at the State University of New York at Cortland.

Gary Jacobs B.B.A. ’79 was appointed CFO of Chem RX Corporation.

Shirley Callahm B.S. ’80, M.S.W. ’81 has been working at Stony Brook University Hospital for 23 years.

Michelle Mach B.S. ’80, M.A. ’84 was included in Cambridge Who’s Who.

Deborah Susan (Tannenbaum) Wallouf M.S. ’80 was named in the Winners Section of Nardly. She is an associate professor of mathematics at Suffolk County Community College, where she received the Governance Award for Academic Excellence and Service. She has taught at Suffolk County Community College for 28 years.

Diane (Tskia) Peterson B.B.A. ’81 was promoted to alternate group manager of private lending at America Bank, Florida Division. She earned national top sales performance for 2007-2008. She earned an M.B.A. in legal compliance at Florida Atlantic University.

Sandra Kane B.A. ’82, M.S.W. ’84 recently opened The Dance Academy for Special Learners in Ronkonkoma, New York, which offers one-on-one instruction in piano, keyboard, guitar, and art, as well as small group instruction in art and keyboard for children. For more information, please visit HTTP://WWW.MDSNCACADEMY1POWER.COM.

Michael Mondol B.B.A. ’82 joined Invesco as the senior director of the institutional sales and service team.

Terrie Rahnowitz B.A. ’81, M.S.W. ’85 is a private practitioner in two locations.

Michael Need M.B.A. ’81 is an adjunct associate professor of accounting at Dowling College. He is married to Karen and has two children, Amanda and Jeffrey.

Leidy Abbey M.S.W. ’85, a filmmaker and photographer, has produced several award-winning documentaries and movies through her production company, Snowflake Video Productions.

Marylee Di Lorenzo D.S.W. ’85 moved to North Carolina in 2005 after living in Mexico for seven years. She was involved in recruiting new voters for Barack Obama’s presidential campaign.

James Kalpakis B.B.A. ’85 is an attorney specializing in personal injury, real estate, and litigation. He has offices on Long Island and in New York City. He is president of KAL-PAR Realty LLC, a company that owns, manages, and develops properties in New York, North Carolina, and Florida. He is president of the Queens Chapter of Cooley’s Anemia Foundation, which raises money to find a cure for the rare blood disorder that affects young children.

Lynn (Suffian) Rasin M.B.A. ’87 is a staff accountant for The Villages in Central Florida, the world’s largest retirement area. She is an active member of the Florida Government Officers Association. She is married to Bob. Her son Mike recently finished his third tour in Iraq and her daughter Michelle is studying pre-med at the University of Central Florida.

Jeananne Weiss B.S. ’87 is a board certified pediatric and special care dentist. She is a consultant for the Navy Reserve Volunteer Medical Corps of Nassau County and Manhattan. She is the program director of Reach Out and Read.

Carol Suttle B.A. ’88 is retired.

Danielle (Gandolli) Licharev B.S.Ed. ’89, M.A. ’90 recently produced an instrumental CD compilation of hit songs by the Four Seasons.

Shamir Ally B.B.A. ’89, M.B.A. ’92 co-authored the paper, Globalization, Sport, and Tourism: The Case of the 2007 Cricket World Cup in Guyana, which was presented at the International Conference on Globalization and Performance in the European Tourism Industry at the Romanian American University in Bucharest, Romania in November 2007. He also co-authored the paper, 2007 Cricket World Cup Sri Lanka vs. Caribbean: Experience, which was presented at the European Association for Sport Management Conference in Heidelberg, Germany in September 2008.
Claudine Cathbery-Keehan B.A. ’83 is executive assistant to the provost at Richard Stockton College. She joined the board of trustees for the Galloway Community Charter School.

Jamey Hechi B.A. ’89 published the book of poetry, Luminous, Yellow Sky. Fifty Frames from the Zapruder Film.

Sarah Kalman M.S.W. ’89 leads the NAMI support group for bipolar patients at Ziker Hillside Hospital.

Shirelle (Ferretti) Pearson B.A. ’89 is pursuing a post-master’s certificate in bu- man resources at Hofstra University. She is also pursuing a certified employee benefits specialist designation. She is a member of the Society for Human Resource Management and the Rhode Island Society of Certified Employee Benefit Specialists.

Margot Ann (Diekmann) Edlin M.A. ’80, M.A. ’83 is involved in a family literacy project for immigrant families. She teaches special education in a program sponsored by VESID. She is conducting research on student self-efficacy. She is also involved in a service learning project and is working on an article on learning communities.

Lawrence Gellenstein B.S. ’80, M.S. ’86 worked in foster care for 10 years, before teaching for six years. He now serves as a trust officer, a position he has held for seven years.

Richard Eng B.S. ’90 was announced by Foshing Financial Corporation as the chairman of the Empire State Certified Development Corporation’s Loaner of the Year Award.

Audrey Austin M.B.A. ’92 joined STC Corporation’s Lender of the Year Award. She is conducting research on student self-efficacy. She is also involved in a service learning project and is working on an article on learning communities.

Mary Tantillo P.h.d. ’92 is the director of special education in a program sponsored by VESID. She is conducting research on student self-efficacy. She is also involved in a service learning project and is working on an article on learning communities.

Mary Anne (Condon) hornell ph.d. ’01, M.A. ’95 is a family literacy project for immigrant families. She teaches special education in a program sponsored by VESID. She is conducting research on student self-efficacy. She is also involved in a service learning project and is working on an article on learning communities.

Mary-Grace Tomecki B.A. ’89 was elected trustee of the Village of Floral Park on the Citizens Party ticket. She serves as the Floral Park Public Library commissioner, liaison to the New York-New Jersey Port Authority, and liaison to the Covert Avenue Chamber of Commerce, and liaison to the Citizens with Disabilities Committee. She was presented with the Trailblazers in the New Millennium Award by the Nassau County Legislature.

Nancy Randolph B.S. ’99 is the director of nursing at Quinn’s College.

Brian Gellenstein B.S. ’00, M.A. ’01 is a happy to announce his engagement to Andrea Tuttman. Their wedding is planned for November 2009. He is the program director at Little Kids Rock, an organization that re- stores and revives music education in low-income public schools across the country.

Joseph Lardaro M.B.A. ’00 runs all comm/ data sales for Graybar Electric in New York.

Mary Anne (Condon) hornell Ph.D. ’90, a former associate professor of nursing at Alfred State College, returned to the campus in August 2008 in a new role, working half-time in the president’s office, serving as gov- ernment relations coordinator, and half-time as director of the College’s B.S.N. program.

Joseph Minoso B.A. ’00 was appointed assistant artistic director at Teatro Vista, Theatre With A View in Chicago, Illinois.

Keith Scala B.A. ’01 ran for office in the 128th District of the New York State Assembly. He is a high school English teacher and lifelong resident of Massapequa, New York, where he lives with his wife Jennifer and two children, Cassandra and Logan.

Micha Feld MD B.A. ’00 recently relocated his private practice in Huntington, New York, where he practiced for four years, to Miami Beach, Florida.

Helene Cohen M.S.W. ’02 is a social worker at Saratoga Hospital. She is assisting in the creation of a Ronald McDonald House for the hospital.

Lisa Mason B.A. ’01, M.A. ’04 ended her career as a teacher to become a certi- fied paraprofessional. She works full-time in real estate and law.

Kipp-Caillou Glaze B.A. ’06 recently grad- uated from Colorado Technical University with an M.S. in management.

Laurie Lucas B.S. ’06 is a staff nurse in the neuroscience intensive care unit at North Shore University Hospital.

Rosetta Marzano M.S.W. ’06 is conducting investigations for NYC Children’s Services and studying to take the social work licens- ing exam.

Monica Teixe B.A. ’06 is a human resources assistant at International Swaps & Derivatives Association, Inc.

Barbara Snyder M.S.W. ’07 is managing home care cases for Medicare-eligible clients who receive housekeeping or home atten- dant services. She makes field visits to homes, rehabilitation centers, and hospitals to assess the type of service plan that suits the client’s needs. She is also an adjunct professor of psychology.

Garet L. Nash B.A. ’07 is a seventh-grade language arts teacher at his alma mater, Novusus Middle School. He is pursuing a master’s degree at the Massachusetts College of Liberal Arts.

Chad Henry B.A. ’07 was selected in the Fifth Round of The National Lacrosse League Draft. He was drafted 52nd overall by the Boston Blazers.

Elizabeth Kreuzwitz M.A. ’08 is a counselor at Western Queens Recovery Services, Inc. She has been recognized in Cambridge Who’s Who,为核心的M.B.A. ’92 is a counselor at Western Queens Recovery Services, Inc. She has been recognized in Cambridge Who’s Who, a counselor at Western Queens Recovery Services, Inc. She has been recognized in Cambridge Who’s Who, a counselor at Western Queens Recovery Services, Inc. She has been recognized in Cambridge Who’s Who, a counselor at Western Queens Recovery Services, Inc. She has been recognized in Cambridge Who’s Who, a counselor at Western Queens Recovery Services, Inc. She has been recognized in Cambridge Who’s Who, a counselor at Western Queens Recovery Services, Inc. She has been recognized in Cambridge Who’s Who, a counselor at Western Queens Recovery Services, Inc. She has been recognized in Cambridge Who’s Who, a counselor at Western Queens Recovery Services, Inc. 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Innovating His Way to the Top

A serial entrepreneur, Christopher D. Saridakis ’90 started his first business in the mid-1990s—being on call to make deliveries for local florists—while pursuing his undergraduate degree in economics at Adelphi. The demands of school and his desire to learn caused him to walk away from that business, but Mr. Saridakis was destined for bigger and better things. Today, he is the youngest member of the 12-person management committee at Gannett Co. Known for publishing USA Today, the company also owns 85 other daily newspapers, 900 non-dailies, more than 200 Web sites, and destinations for bigger and better things. Today, he is the youngest member of the 12-person management committee at Gannett Co. Known for publishing USA Today, the company also owns 85 other daily newspapers, 900 non-dailies, more than 200 Web sites, and 23 television stations. A multinational news and information company, Gannett employs more than 46,000 people in the United States and the United Kingdom through its NewsQuest division.

Mr. Saridakis traces his rapid rise to his Adelphi preparation. “There were so many resources available to me at Adelphi,” he says. “I had jobs through-out college—I even worked in the ban-quet department at the Garden City Hotel. Adelphi was flexible for me, and I needed it to be. Adelphi has had a really big influence on where I am today.”

Since graduating, Mr. Saridakis has worked at top-tier companies, including Marsh & McLennan, Lehman Brothers, Reuters America, DoubleClick, and PointRoll. Early on, he even interviewed with the CIA for a position as an economics intelligence officer, but opted instead for a paid internship—one he landed through Adelphi’s Center for Career Development—with the Department of Labor. He was then recruited to Marsh & McLennan as a financial analyst, and while working full-time, pursued his M.B.A. Mr. Saridakis says Marsh provided him with a great opportu-nity. At a young age, he was able to “smell some of the company’s money,” and worked alongside great mentors like Tom Quinlan, now CEO of RR Donnellley.

From there, he went to work for Lehman, starting out in the analyst training program, an experience he describes as “pretty tough.” Mr. Saridakis made his way to Lehman’s trading floor where he developed technol-ogy that facilitated the efficient trading and clearing of fixed income instruments. Even since Adelphi, he has been intrigued by the intersection of economic theory and market reality. He fondly recalls Adelphi professors who were passionate about economics and economic theory, including Howard Cottelman. “He taught labor and public policy, and was willing to debate anything,” Sergio Roca. “I loved his course on econom-ic development relating to economic systems in communist countries.”

David Gleicher. “His class was history of economic thought, and he always applied a sense of reality to historical economic issues.”

The Adelphi faculty taught economics, not math, and they taught economics in an ap-p lied system, which I found completely fascinating. I disliked accounting, but I loved economics.”

At Lehman, Mr. Saridakis focused on predict-ing the future prices of particular bonds and the value of Lehman’s fixed income portfolio. He even built an automated col-lateral management program that helped streamline the trading operations. One of the largest global suppliers of data on bond prices for Wall Street firms at the time was Reuters. Mr. Saridakis was such an avid con-sumers of the company’s data that he was recruited by Reuters to build mathematical models and trading applications for distribution to its global client base. He launched a mini start-up at Reuters called FAST, Financial Application Specialist Team. From there, it was a short leap to his next calling, online advertising.

At 27, he joined DoubleClick as one of the founders of its technology division and launched its global technology business for Internet advertising. With a team of others, Mr. Saridakis built DoubleClick’s annual revenues to $400 million and market value to an impressive $11 billion. He was instru-men tal in building DoubleClick’s global footprint in Europe, Africa, South America, the Middle East, and the Asia Pacific region.

After his successful career with DoubleClick, Mr. Saridakis became intrigued with build-ing and funding businesses on his own. “I was becoming more and more interested in consumers behavior online,” says Mr. Saridakis. “I left DoubleClick for what I considered to be an experiment,” he says. “At the same time, we had a 19-month-old son when my wife gave birth to triplets. We sold our house in Westport, Connecticut, and we moved to Kennett Square, Pennsylvania.”

“In the start-up days of the Internet explo-sion, it was all about passion, competition,” says Mr. Saridakis. “You had to win. At that time, we were building an industry, and try-ing to build a company at the same time.”

With a few colleagues, Mr. Saridakis built PointRoll, a company which today enables advertisers, agencies, and publishers to cre-ate engaging advertising that connects with consumers by creating an interactive online environment that generates conversion revenue to any type of company, perhaps more valu-able than what kind of discipline you have,” he says. “When we need technically proficient people, we can always hire and train them. That’s why the liberal arts are so important. Personally, I wish I would have taken more liberal arts classes.”

According to Mr. Saridakis, he and his fel-low founders started with $100,000 and by 2005 sold 92 percent of the company to Gannett for more than $100 million in cash.

“Most companies don’t communicate ef-fectively using the technology available to them,” he says. “I’m very interested in hu-man behavior and social interaction using digital devices. At PointRoll, we hire any-where from 13 to 20 college interns a year. They gain valuable work experience, and they teach us about what they are doing and how they are using technology. Many of us want to and need to become students of this behavior.”

PointRoll’s offices continue to reflect the irreverent philosophy of its founders. “We’re a unique start-up,” says Mr. Saridakis. “We have 21,000 square feet in an old chemi-cal plant located off the Schulykill River outside of Philadelphia. All of our offices, even more, can be converted into large conference rooms. And the people are like the culture. They are unique, no two are alike.”

According to Mr. Saridakis, traditional media companies have been slow to exam-ine online consumer behavior. Not true of Gannett. “They’ve been the most progressive: willing to listen, and willing to learn. They know it’s not about Gannett; it’s about the con-sumers,” he says. Mr. Saridakis is also an active angel investor for many media software development and service companies and invests in a dozen or so companies at any point in time.

If he had it to do all over again, Mr. Saridakis says he would have taken more liberal arts classes.

“The independent-minded thinker is valuable to any type of company, perhaps more valu-able than what kind of discipline you have,” he says. “When we need technically proficient people, we can always hire and train them. That’s why the liberal arts are so important. Personally, I wish I would have taken more psychology and sociology classes. I’ve of-ten told my wife that I’d love to go back to school and get my Ph.D. when I retire.”

Christopher D. Saridakis ’90