



# ADELPHI UNIVERSITY

## M A G A Z I N E

Spring 2012

### FEATURE STORY

#### Stand By Me

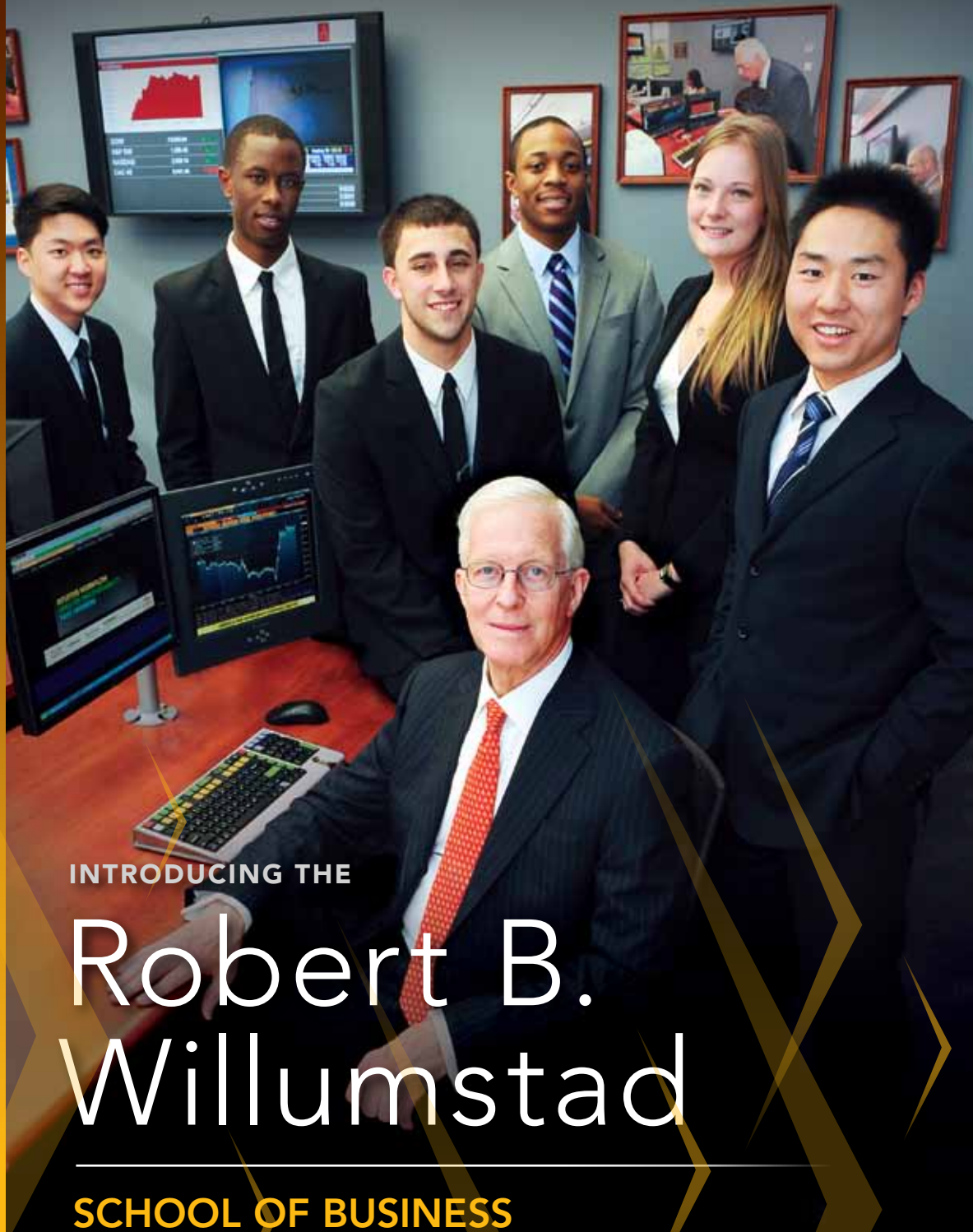
Four Latina Alumnae on the Friendship that has Sustained Them Through Ambitious Careers, Parenthood, Love and Loss

#### Touchdown!

Chevy Ad by Adelphi Alumni Hits the Super Bowl

#### Remembering

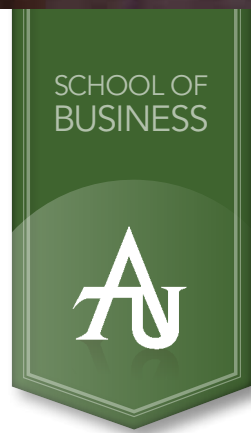
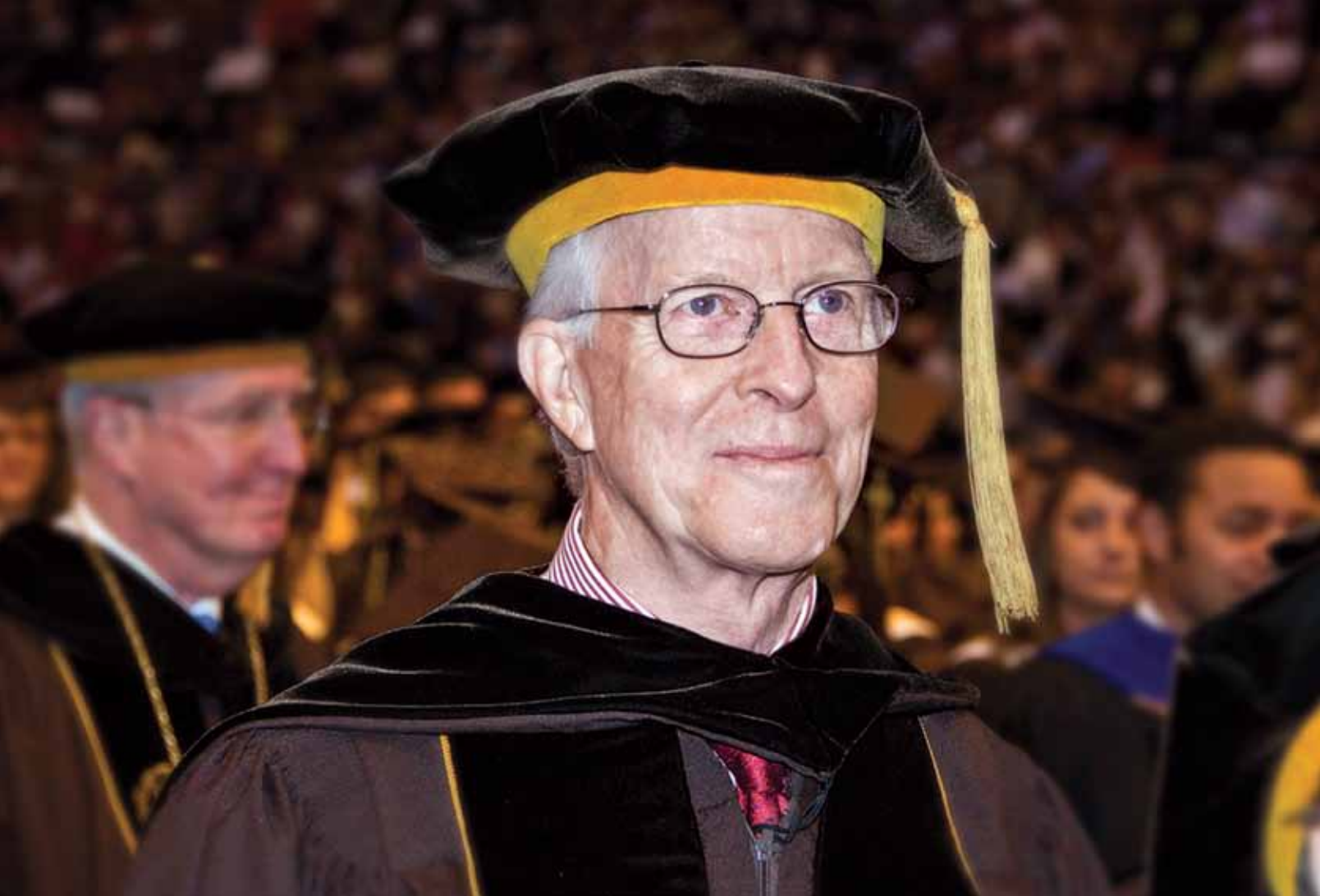
when NFL Legend Al Davis Coached at Adelphi



INTRODUCING THE

# Robert B. Willumstad

SCHOOL OF BUSINESS



## INTRODUCING THE Robert B. Willumstad SCHOOL OF BUSINESS

Adelphi University thanks Board of Trustees Chairman Robert B. Willumstad '05 (Hon.) for his generous and transformational gift to the **Campaign for Adelphi University**.

The Robert B. Willumstad School of Business was officially dedicated on February 27, 2012.

With this historic gift, Adelphi has surpassed its \$56 million campaign goal. Together, 16,000 alumni, friends, parents, faculty members, administrators and students have participated in the University's first-ever comprehensive fundraising campaign, raising more than \$58 million to date.

The collective generosity of campaign supporters has transformed the campus, made college more affordable for our students with newly endowed scholarships and enhanced faculty excellence through endowed support of teaching and scholarship.

The campaign officially concludes on August 31, 2012. It's not too late to be part of institutional history. Make your gift today at [GIVING.ADELPHI.EDU](http://GIVING.ADELPHI.EDU).



ADELPHI UNIVERSITY  
M A G A Z I N E

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*Adelphi University Magazine* is published two times a year by the Adelphi University Office of Public Affairs. We welcome your thoughts and comments. Please address letters to: Bonnie Eissner, editor-in-chief, *Adelphi University Magazine*, Adelphi University, Levermore Hall, Room 205, One South Avenue, P.O. Box 701, Garden City, NY 11530, or email [EISSNER@ADELPHI.EDU](mailto:EISSNER@ADELPHI.EDU). Letters may be edited for publication.

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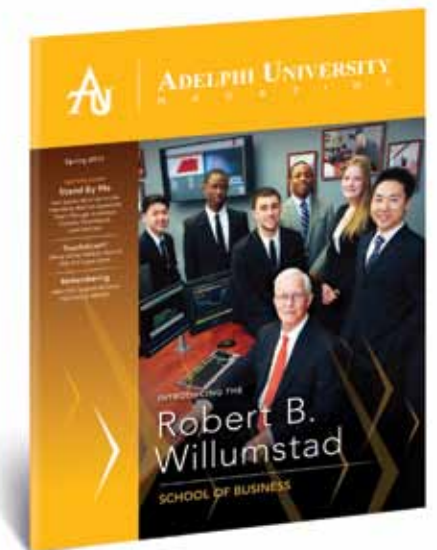
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**Cover photo by Kathy Kmonicek.**  
Pictured are: Adelphi University Board of Trustees Chairman Robert B. Willumstad '05 (Hon.) in the James Riley, Jr. Trading Room of the Robert B. Willumstad School of Business with (from left) John Lim '12, Issa Tall '13, Liam Kelly '14, Aaron Burton '15, Kaitlyn Henn '12 and Nian Ma '13

# Inside



- 4 Message From the President
- 6 University News
  - 6 Jane Goodall Comes to Campus
  - 8 Robert B. Willumstad '05 (Hon.) Reflects on his Gift
  - 10 Ad by Alumni Hits the Super Bowl
  - 12 Hari Simran Khalsa '11 Brings Yoga to OWS
  - 16 A Poet in Motion
- 18 Feature Story  
Stand by Me  
*Latina Alumnae Brought Together by Adelphi*
- 28 Faculty Focus
  - 28 How to Start your Own Business
  - 30 Grants to Improve Science Teaching
- 32 Student Life
- 34 Athletics
- 38 Alumni Events
- 42 Alumni and Friends Giving
  - 42 2011 Golf Outing
  - 44 Who Gives
  - 46 Lasting Friendships Begin at Adelphi
- 48 Class Notes
  - 48 Nanci Beyerl, M.S.W. '07, of Peaceful Acres Horses
  - 50 A Life in Film, Peter Friedman '72
  - 52 Coffee Buff Paul Lovegreen '87
  - 54 What Glass Ceiling? Eileen McDonnell, M.B.A. '87
- 58 A Look Back



It is the collective funds contributed by many and the sheer number of donors that make an impact.

# WHY ALUMNI SUPPORT MATTERS


Adelphi has a proud history of opening doors of opportunity for its students. Alumni are a major help. Many among you recruit talented students, encourage them to attend, host accepted students and their parents and speak on campus. Adelphi alumni serve on advisory boards, including the Board of Trustees, assist in events such as the annual Golf Classic and President's Gala for student scholarships, attend cultural events and keep up to date by checking the website and reading this magazine. Thousands of you invest not only your time and talent, but also your treasure as donors and patrons.

In this issue's feature story, you will meet several alumni who benefited from scholarship support during their Adelphi years. The University maintains the same commitment now as it did then to keep an Adelphi education accessible, affordable and excellent.

Donor support at every level is what enables us to ensure that Adelphi remains a place of opportunity. It is the collective funds contributed by many and the sheer number of donors that make an impact. Gifts to the Adelphi Annual Fund—the foundation of all philanthropic activity at the University—help make the student experience as good as it is.

Giving, or investing, comes in many forms, and gifts made at all levels are crucial, whether they are Charles H. Levermore Society gifts, planned gifts or that first-ever modest yet personally meaningful gift. While big gifts are transformational, the percentage of alumni who give annually is an important measure of institutional vitality.

People often assume that when we talk about alumni involvement, we are talking only about money. Time and talents are also important. Our students and young alumni benefit from the opportunities created by all alumni, whether it is through speaking on campus or welcoming students to an office, serving on an academic advisory board or a committee planning an event, loaning art for an exhibit or adding to the University Archives.

On behalf of the students and faculty of Adelphi, I thank you for your interest, involvement and investments in all forms. 

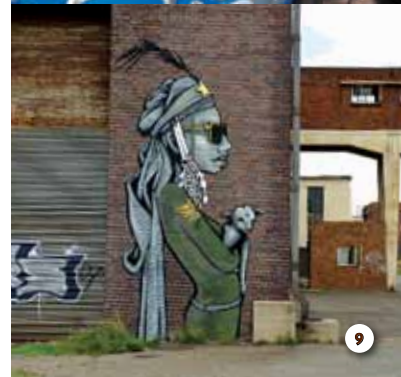
Sincerely,



**Robert A. Scott**  
President



Dr. Scott *RIGHT* with Provost and Senior Vice President for Academic Affairs Gayle D. Insler *LEFT* and Robert B. Willumstad '05 (Hon.) at the dedication of the Robert B. Willumstad School of Business



- 1 Dr. Scott *LEFT* and Assistant Vice President and Director of Athletics Robert Hartwell congratulate Joan Kuster '51 on her husband's behalf during the ring ceremony celebrating the 50th anniversary of the Athletic Hall of Fame.
- 2 Dr. Scott *LEFT* with Adelphi Board of Trustees Chairman Emeritus Steven N. Fischer at the dedication ceremony and luncheon for the Lucia and Steven N. Fischer Box Office in the Performing Arts Center.
- 3 *FROM LEFT* Augusto Solares '12, Catherine Chrisafis '11, Samantha Epstein '12, and Nadia Savarese '11 at the Margolin, Winer & Evens College Accounting Challenge, hosted by Adelphi last November.
- 4 *FROM RIGHT* Dr. Scott, Phoebe McMillan, Robert R. McMillan '57, Dean of Libraries Charles W. Simpson and Ken McMillan at the McMillan Viewing Rooms dedication.
- 5 Bumper car battles during last October's Family Weekend.
- 6 Women's basketball team members *FROM LEFT* Jessica Kitrys '14, Sade Jackson '14, Melanie O'Brien '13 and Kara Tancredi '13 at Adelphi's Linsanity Knicks vs. Nets viewing party last February.

- 7 Dr. Scott with Janet L. Ficke '59, the namesake of Adelphi's newly renovated softball field.
- 8 *FROM LEFT* Jianan Huang '14, Oritshenemi Boyo '12, Karuna Xaymountry '13, Assistant to the Dean of Student Affairs and Coordinator of Special Projects Kathleen Watchorn '04, M.F.A. '11, Director of Media Relations Kali Chan, Wei Chen '14 and Anthony Murray '14 celebrate at the Chinese Lunar New Year Party hosted by the Chinese Student and Scholars Association.
- 9 Graffiti art in South Africa, photographed by Dr. Scott and displayed in his Mala Mala photography exhibition.
- 10 Adelphi's women's lacrosse team members with Director of Athletics Robert Hartwell *FAR LEFT* and Dr. Scott *FAR RIGHT* celebrate the team's fifth national title at last fall's ring ceremony.
- 11 *FROM LEFT* John Lim '12, Anton Volobuev '11, Adelphi Board of Trustees Chairman Robert B. Willumstad '05 (Hon.), Provost Gayle D. Insler, Dr. Scott, Daniel Zider '15, Kaitlyn Henn '12 and Issa Tall '13 at a reception celebrating the Robert B. Willumstad School of Business.

- 12 *FROM LEFT* Vice President for Administration and Student Services Angelo B. Proto, M.B.A. '70, Ed Randall, Tom Croci, baseball legend David Cone, Vice President of University Advancement Christian P. Vaupel '96, M.S. '03, Assistant Director for Athletics Development and Baseball Head Coach Dominic Scala and Assistant Vice President and Director of Athletics Robert Hartwell at the 2011 Adelphi Athletics fall cocktail reception fundraiser.
- 13 *FROM LEFT* Dean of the Robert B. Willumstad School of Business Rakesh Gupta, Dr. Scott, Amy Maiello Hagedorn '05 (Hon.), CEO of American Express Company Kenneth Chenault and Adelphi Board of Trustees Chairman Robert B. Willumstad '05 (Hon.) before Mr. Chenault's lecture on corporate social responsibility last October.
- 14 Adelphi EXCEL mentors who completed a 16-hour peer mediation training program are honored with certificates of completion at the Peer Mediation Award Ceremony hosted by the Education & Assistance Corporation.



# University News




NO MONKEY BUSINESS:

PRIMATOLOGIST

## Jane Goodall

Draws more than Fifteen Hundred to her Adelphi Lecture

Angelina Jolie, Pierce Brosnan and Dave Matthews are among her friends, and Jane Goodall, the 78-year old primatologist, or “chimp lady” as she calls herself, has become a celebrity herself. In April, she drew an audience of more than 1,500 to Adelphi’s Center for Recreation and Sports for her lecture, “Making a Difference.” Dr. Goodall described her lifelong love of animals and her breakthrough experiences studying chimpanzees in Africa’s Gombe National Forest. “The most exciting aspect is how much like us they are,” she said of the chimps she has spent more than 50 years observing and rescuing from poaching and habitat loss. “I am ashamed of what our species has done to our planet,” she told the crowd. Dr. Goodall drew applause when she said, “Of course we need money to live, but what’s gone wrong is that we’re living for money...It makes me think that we’ve lost wisdom.” Still, Dr. Goodall said the “indomitable human spirit” and the “resilience of nature” gave her hope for the future. And, she said, “My greatest reason for hope is the critical mass of young people who understand the value of money and the value of living.” 

By Bonnie Eissner

 Catch the highlights of Dr. Goodall’s talk in a short video on YouTube at [BIT.LY/JSUJNO](http://bit.ly/jsujno).



Jane Goodall with her mascot, Mr. H



Editor’s Note

WITH A

## Little Help

from

Our Friends

In an age when the wired telephone was the height of communications technology, long before Facebook coined the word friend as a verb, people still formed social networks. Only, they didn’t use that now ubiquitous term. Rather, they would simply say friends, or fraternity brothers, or sorority sisters, or teammates, etc. It is easy to be lulled into the fantasy that our new social media tools have made us more social. Rather, they’re just a new way for us to express our innate need to connect with others.

In this issue of *Adelphi University Magazine*, we bring you a variety of stories about Adelphi alumni who have thrived through their

ability to connect. When he wanted to make an impact on the Occupy Wall Street movement, Hari Simran Khalsa ’11 reached out via Facebook and texting. His first posts and messages brought Mr. Khalsa into an impassioned Occupy Yoga movement.

Mr. Khalsa’s story illustrates the power of new social media tools to unite individuals and ignite shared passions and interests. Another story—that of seven African American women who graduated from Adelphi in the early 1970s and have remained tight—shows that traditional means of making and keeping friends can be equally powerful. The alumnae fondly

recall gab sessions in the dining hall, and since leaving Adelphi, they have reunited regularly, despite their disparate locations and busy lives.

As the title, “Stand By Me,” implies, our feature story is about friendship and its role in the lives of four alumnae—all Latinas from the Bronx—who bonded when they were at Adelphi in the late 1970s and have remained close since. They have individually excelled at careers in law, business and higher education, but, at Adelphi, they were simply ambitious young women with big dreams who found comfort and support in each other.

College is for learning and growing. It’s also one of the best places to make friends and find the people who will sustain you and allow you to make your mark in the world. The stories in this issue are but a few of thousands. Let us know yours. You can, of course, reach us via Facebook and Twitter as well as email and mail.

Happy reading. 

**Bonnie Eissner**  
Editor-in-Chief

### IN THEIR OWN WORDS

Excerpts from Adelphi Lecture Series

“Hone the ability to recognize when you’re saying ‘what,’ because it’s so easy to overlook those moments...Those ‘what’ moments are the things that can completely change your life and make you go in directions you can’t imagine...My advice to students is to follow those ‘what’ moments while you’re in the classroom because you never know where they’re going to lead.”

**Rebecca Skloot** BEST-SELLING AUTHOR

“*The Immortal Life of Henrietta Lacks*,” October 17, 2011



In February, Mr. Willumstad gave \$9.5 million to support the Adelphi University School of Business.

# Robert B. Willumstad '05 (Hon.) GIVES GENEROUSLY TO ADELPHI

The School of Business is named in his honor.

Robert B. Willumstad '05 (Hon.) has been at the forefront of some of the most dramatic changes in the financial services industry. As president and chief operating officer of Citigroup Inc., then CEO of American International Group, Inc. (AIG), he witnessed up close the rise and fall of some of the world's biggest financial firms. Now a senior advisor at Brysam Global Partners, a private equity firm he co-founded in 2007, he regularly travels to Mexico, Egypt and other countries to help build banking systems in emerging economies. But the longtime Long Island resident has never forgotten where he started.

In February, Mr. Willumstad gave \$9.5 million to support the Adelphi University School of Business. (Mr. Willumstad's gift and a 2006 donation from Carol A. Ammon, M.B.A. '79, are the largest in Adelphi's history.) The School was renamed the Robert B. Willumstad School of Business.

"Because I grew up on Long Island, I was looking for a way to give back to some institution on Long Island," explains Mr. Willumstad, a member of the Adelphi University Board of Trustees since 2005 and its current chair. "Adelphi has become such an important piece of the economy and the culture, as well as the history, of Nassau County. The students tend to be very local, from Suffolk and Nassau and Queens, and there are a lot of first- and second-generation Americans, which reminds me of how I was 40 years ago. If, through my gift, other kids can get some of the opportunities I had, that would be a terrific thing."

Mr. Willumstad, the son of a machinist and union representative who later owned a restaurant, grew up in Elmont. He attended Adelphi before a cousin got him an interview for a computer programmer job at Chemical Bank, then one of the largest banks in New York. Mr. Willumstad quickly graduated from programmer to running computer operations to managing entire regions for the retail bank, including Long Island, in the late 1970s.

The skills that made Mr. Willumstad a good programmer helped him excel in business management. "Computer programming is a fairly disciplined process of logic and information flow," he says. "In many ways, business is the same. It's having the data, doing the analysis and understanding what the problem is. Modern finance, beyond the service aspect, is simply looking for solutions, trying to utilize financing and capital to solve customers' problems."

In 1986, former colleague Sanford Weill invited Mr. Willumstad to help him build up a relatively small consumer finance company based in Baltimore called Commercial Credit. Intrigued by the opportunity to try something entrepreneurial and have a much larger financial stake in the success and future of a company, Mr. Willumstad joined Mr. Weill and helped him take the company public, then acquire a series of other firms, including financial services company Primerica Corp. and insurance company Travelers. These were exciting days, Mr. Willumstad says: "It was always a challenge to smartly acquire companies—make sure you're paying the right price and that you have a company that will be additive to your business."



Robert B. Willumstad '05 (Hon.) with Aaron Burton '15 in the James Riley, Jr. Trading Room of the Robert B. Willumstad School of Business

In 1998, the company, now called Travelers Group, merged with Citicorp, the first time an insurance/investment firm had merged with a commercial bank. The deal created the largest financial services company in the world at the time, with \$698 billion in assets and operations in 100 countries. Mr. Willumstad was named president of Citigroup Inc. in 2002, adding chief operating officer to his title a year later.

Mr. Willumstad has also seen the consequences of less prudent business decisions up close. In June 2008, the board of insurance giant AIG asked Mr. Willumstad, a board member since 2006, to take over from its CEO. The company had lost \$13.2 billion in the first six months of 2008. "I thought I knew the company well," Mr. Willumstad told an Adelphi audience in 2009, "but after three weeks of digging and turning over rocks, I realized how fragile AIG's balance sheet was." AIG had allowed its profitable but risky capital markets mortgage business to grow too big, so when that business collapsed, it impacted the whole company, Mr. Willumstad says.

Three months later, the government bailed out AIG with an \$85 billion loan, and replaced AIG's management with its own leadership team. Mr. Willumstad left the company after only 91 days. His contract entitled him to a \$22 million payout, but he turned it down, declining to receive severance payments while shareholders and employees had seen their AIG shares plummet.

While poor risk management got AIG into trouble, Mr. Willumstad believes financial services firms are not the only ones to blame for the financial crisis. "The banks made mistakes, but the regulators should have been more aggressive and forceful about dealing with the concentration of risk that was in a lot of these institutions," he says. "And, at the end of the day, the customers were also responsible, with all of the outrageous amount of debt consumers had, whether it was from credit cards or mortgages. It all fed on each other."

The global debt crisis continues today, but Mr. Willumstad says the financial services industry is still a place where a hardworking person can learn and make a difference.

"Ninety percent of what gets done in financial services is positive," he says. And these days, he notes, there is a great need for financial services in emerging economies like India, Russia and Brazil, where a relatively low percentage of the population has bank accounts.

That's one reason Mr. Willumstad is still in the business himself, investing in consumer-oriented financial services companies in emerging economies, as well as domestic markets, through Brysam. "There's no middle class without access to capital," he says. "In post-World War II U.S., what drove the middle class was home ownership and loans for cars. Those things don't exist in a lot of places. And if there's no organized financial system per se, people are more susceptible to being taken advantage of by other lenders." [A6](#)

By Samantha Stainburn





# Touchdown!

The "Happy Grad" ad created by Zachary Borst '07 in collaboration with cinematographer Michael Ilkiw '07 was chosen by Chevrolet for airing during the 2012 Super Bowl.

## Chevy Ad by Adelphi Alumni Hits the Super Bowl

Zachary Borst '07 has wanted to be a filmmaker for as long as he can remember.

Originally intent on going to New York University, Mr. Borst chose Adelphi instead, studying in the Honors College and majoring in communications. He says it was the right decision. "All the professors were incredible," Mr. Borst says. "Everyone was so supportive, like a little family. At other schools, everything can become cutthroat, but at Adelphi, it was more like: What can we collaborate on? How can we work on each other's projects?"

Years later, Mr. Borst still collaborates with a handful of classmates, including Michael Ilkiw '07, whom he describes as "all-around phenomenal."

Their most recent project? A television commercial that aired during the first quarter of Super Bowl XLVI. Yes, *the* Super Bowl. Mr. Borst's ad was chosen out of 200 submissions to Chevrolet's Route 66 Super Bowl Ad Competition. He won \$25,000, but the real prize was airing his work for 111 million viewers.

Entitled "Happy Grad," Mr. Borst's commercial shows a high school graduate, still in cap and gown, being presented a new mini-fridge by his parents. The grad, however, sees only a yellow Chevrolet Camaro parked just behind it. Thinking the car is his, the grad celebrates with fellow graduates and a passing jogger chanting, "Best gift ever!"

When his neighbor, the car's real owner, drives away, the confused grad blurts out, "Hey! Mr. Johnson just stole my car!"


Mr. Borst's inspiration for the "Happy Grad" commercial is close to home. Mr. Borst lost his mother in 1999. His father, a New York City police officer, managed to give his three children their own used cars when they graduated from high school. The gift meant a great deal to Mr. Borst, but, he says: "Looking at the Chevy line-up,

I realized I would never have gotten a Camaro. That's where the joke started, and it evolved from that." He adds, "I also wanted it to be tongue in cheek about the high energy of our generation and how our expectations are really high before reality sets in."

Mr. Borst, who founded his own production company, Goat Farm Films, describes himself as a "one-man show" explaining that he is in charge of his films from conception to delivery. His career goal is to create feature films.

Joan Stein, an award-winning filmmaker and an assistant professor of communications at Adelphi, says Mr. Borst's ambition was evident when she taught him. "Zach came in very focused with a real goal as to what he wanted to do," she says. "We gave him guidance: how you tell a story and make it more compelling for the audience...He was always pushing himself and set the bar high for his peers. I respected that about him. He was hardworking and committed, but humble and respectful."

The ad's cinematographer, Mr. Ilkiw, whom Ms. Stein describes as a "prolific editor," is also passionate about filmmaking. "The best part about film is that you can take what you know from writing, music, art and then put it all together," he says. "You have a palate of ways of expressing your ideas."

"What's really nice is that they started working together as undergrads and are still pushing and inspiring each other and having fun," Ms. Stein adds. "They're both idea generators." 

By Michelle Consorte '12


 If you missed the ad on Super Bowl Sunday, you can catch it at [YOUTUBE.COM/CHEVROLET](http://YOUTUBE.COM/CHEVROLET).

Mr. Borst and Mr. Ilkiw were among a number of Adelphi alumni involved in making Super Bowl ads. Read about Peter Friedman '72, who produced the Super Bowl spot for Samsung, on page 50.

## A New Home in the Hudson Valley

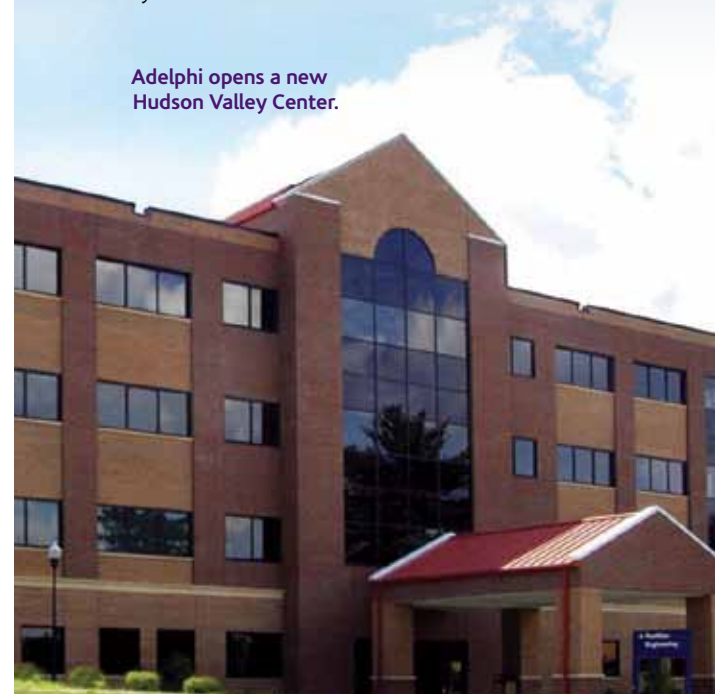
Nearly 38 years after initiating its social work programs in the Hudson Valley region in 1974, Adelphi has opened a new Hudson Valley Center at the St. Francis Medical Arts Pavilion in Poughkeepsie, New York. Almost double the size of Adelphi's former stand-alone center, which also was in Poughkeepsie, the new center can accommodate more students and features greater amenities. Adelphi will offer a B.S. in Nursing, an M.S. in Nursing Administration and an M.S. in Nursing Education, in addition to its Master of Social Work degree, at the center.

Adelphi has invested in creating a new full-service library and classrooms equipped with interactive white boards, or SMART Boards, and the new center can accommodate up to 200 students—a jump from 150 at the previous location.

"The new center gives Adelphi the opportunity to expand our services, programming and outreach to the community," Provost and Senior Vice President for Academic Affairs Gayle D. Insler, Ph.D., says. "We're proud to enhance learning opportunities in our longstanding social work program and to add new programs, beginning with the R.N. to B.S. in Nursing, that support our commitment to training a highly prepared workforce." 

By Michelle Consorte '12

Adelphi opens a new Hudson Valley Center.



## IN THEIR OWN WORDS

Excerpts from Adelphi Lecture Series

"We need to see ourselves as being a part of nature, not above nature. We must look to the needs of more than just our species, thereby creating a revolution in living restoratively and sustainably, a revolution that will reverse what we do that lays waste to the world, a revolution that may just save our species from ourselves. This new revolution is already underway—in industry, architecture, health, transportation, education, agriculture and new forms of energy."

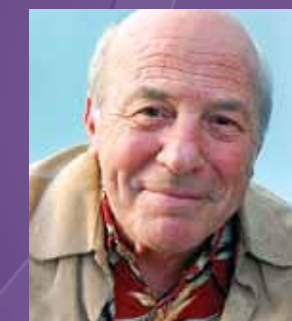
Roger Payne FOUNDER AND PRESIDENT OF OCEAN ALLIANCE


"SeaChange: Reversing the Tide," November 9, 2011

Sponsored by the Jerry March Memorial Lecture and the Joseph J. Napolitano Memorial Lecture




## PBS to Air Interview with Professor Nicholas Petron, M.A. '70



In an interview recorded at Adelphi in 2009, Adelphi Professor Nicholas Petron, M.A. '70, performing arts department chair, told a compelling story about the loss of his grandfather's apartment building and the subsequent breakup of his family. The StoryCorps interview has been broadcast nationally on National Public Radio's *Morning Edition*, and the PBS show, *P.O.V.*, is creating a short animation of the story to air this summer. 



 You can hear the original interview at [HTTP://STORYCORPS.ORG/LISTEN/STORIES/NICHOLAS-PETRON/](http://STORYCORPS.ORG/LISTEN/STORIES/NICHOLAS-PETRON/).





Alumni  
in  
the News



**TOP** Hari Simran Khalsa '11 led a series of yoga and meditation classes in Zuccotti Park last fall.

**BOTTOM** Like father, like son. Hari Simran Khalsa '11 with his father, Sat Jagat Singh Khalsa, who also taught yoga classes as part of the Occupy Wall Street movement.

# Inhale, Exhale, Occupy

Hari Simran Khalsa '11 began his activist career the way many do these days: he sent out a Facebook message.

A certified Kundalini yoga instructor for the past five years, Mr. Khalsa visited the Occupy Wall Street encampment in early October 2011. After his first day of meditating at Zuccotti Park, an action that led to him being photographed for *Time* magazine's October 24, 2011 cover story, he decided he could further contribute to the movement by offering yoga and meditation classes at the park. He sent out the word on Facebook and via text message, and on October 11, 15 or so friends gathered for the first class. Within minutes, they were joined by another 70 people—some protestors, others just passersby.

After that, the yoga and meditation classes became an almost nightly event in Zuccotti Park, with anywhere between 20 and 50 students at each gathering, according to Mr. Khalsa. "It was kind of infectious," Mr. Khalsa says. "We'd be sitting and chanting something and people would stand, and you'd see them put their hands into the mudra, and then they'd start chanting, too." While Mr. Khalsa and other instructors from around the city—including Mr. Khalsa's father, Sat Jagat Singh Khalsa—taught most of the classes, yoga teachers came from as far away as New Mexico and California to lead sessions.

"My main experience was that I was drawn to the encampment just to serve. I felt like a lot of people were," Mr. Khalsa says. In fact, he says he encountered a surprisingly yogic outlook among many of the protestors. "There was this really powerful attitude. If you focus on your goals and set intentions to serve, you will be provided for. It was the perfect environment to teach."

Even after the police cleared the park in November, Mr. Khalsa's contribution to the Occupy Wall Street Movement continued, albeit in a new form. He and other like-minded protestors formed a wellness working group and have taken an active role leading marches, as well as moments of silence, reflection and focused breathing during Occupy Wall Street general assembly meetings. For future yoga and meditation classes, Mr. Khalsa and the other members of the wellness working group are looking into indoor spaces at yoga centers around Wall Street.

Meanwhile, Mr. Khalsa continues teaching yoga at Jai Yoga Arts in Bushwick, Brooklyn, and works alongside his parents at Kundalini Yoga, their studio in Park Slope, Brooklyn, as well as part-time in his father's home renovation business. For the future, he is considering graduate school in his field of study, environmental studies.

By Charity Shumway

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"Travel teaches how to see," goes one African proverb. With more study abroad opportunities than ever, Adelphi is giving students new ways to see and understand the world.

Last year's inaugural Adelphi study abroad photo contest revealed the variety of perspectives Adelphi students gain in studying afar. More than 90 students submitted entries, and four winning photos—shown here—were selected.

Adelphi's short-term faculty-led study abroad trips, in particular, have been getting more exotic and popular. Last January, students joined Ruth S. Ammon School of Education Assistant

Professor Pavan John Antony and Associate Professor Anne M. Mungai to learn about special education in Kerala, India. Also in January, a cadre of nursing students studied traditional Chinese medicine through a 3-credit course offered by School of Nursing Associate Dean Jane White and Professor Anne Peirce at Jinan University in Guangzhou, China.

The Prophet Mohammed summed up the educational benefit of travel in saying, "Don't tell me how educated you are, tell me how much you traveled."

By Caitlin Belforti '13

**1** BULLFIGHT AT PLAZA DEL TOROS  
MADRID, SPAIN  
by Nicole Osterhoudt '13

**2** ON A GONDOLA IN VENICE  
VENICE, ITALY  
by Hannah Rohrs '14

**3** JOHN LENNON WALL  
PRAGUE, CZECH REPUBLIC  
by Shauna Kleiman '12

**4** PYRAMIDS OF GIZA  
GIZA, EGYPT  
by Cara Bloncourt '11



# DID YOU KNOW

## Toe to Toe

Adelphi's Sixth Outdoor Sculpture Biennial (running 2010–2012) integrates an array of pieces by 10 local artists into Adelphi's bucolic Garden City campus. One of the most talked-about works is Miggy Buck's sculpture, *42 Toes*, which depicts a dozen detached, cement toes, each one about two feet long, arrayed in a circle—morphing the familiar into the unexpected.

## Popular New Repast at Post

Post Hall has become a campus dining hot spot. The renovated cafeteria offers an all-you-care-to-eat dining experience with an array of menu options—from pizza and pasta to salad and made-to-order grill items. Fall 2011 cafeteria traffic nearly doubled over the prior spring semester: 72,435 meals were purchased in the fall versus 37,025 in the spring.


## Shine On

One hundred eighty-seven solar panels now adorn Swirbul Library's roof. The silicon panels, part of the Adelphi Goes Green initiative, have generated more than 74,000 kilowatt hours and offset more than 93,000 pounds of carbon dioxide since their installation in November 2010. For a live update on the panels' output, visit [HTTP://BIT.LY/W7N3FA](http://bit.ly/W7N3FA).

## Adelphi's Glee Debut

On the hit television show, *Glee*, members of a high school glee club convey their trials and triumphs through song and dance. Adelphi got a prominent mention in the February 7, 2012 episode when two characters discussed the University as a likely college choice because of its strong performing arts program.

## Adelphi Lauded for "Success" Train

In April 2011, Adelphi acted on its "Change is Good" slogan when it converted one of the New York City Subway Shuttle or 'S' trains into the Success train. Art from the University's Success advertising campaign transformed the typically gritty exterior and interior of each car. The bold move sparked the attention of commuters, especially alumni, and garnered a Silver Accolade Award from District II of the Council for Advancement and Support of Education. 



# MY ADELPHI

## Maggie Lally '82 ADELPHI ASSOCIATE PROFESSOR

Adelphi has grown and changed quite a bit since I was an eager undergraduate theatre major. No longer do we perform shows in the stairwell of Olmsted Theatre or in a classroom above Post Hall cafeteria.

We have the beautiful, state-of-the-art Adelphi University Performing Arts Center. Yet, in my 25 years of association with the Adelphi Department of Theatre, some things have remained constant, such as the dedication to helping students discover and hone their unique voices.

As a professor, I encourage my students to find their artistic voices or their callings by breaking out of their comfort zones. Initially, students want to be actors or technicians because they know these roles from prior experience, and familiar pursuits are comfortable ones. The exploration of things that are unknown, whether they are courses, exercises, study abroad, community outreach or the investment in a difficult moment is where we grow as artists and individuals. After such new experiences, students make more informed choices. A student who intended to be an actor may choose to be a director, designer, playwright, stage


manager, producer or teacher, among other wonderful pursuits.

"Get comfortable with the uncomfortable" is my challenge to students because theatre, like life, is full of uncomfortable moments—moments that need to be experienced and embraced for an actor to have any effect. I urge my students to explore what makes them uncomfortable. Sometimes it is eye contact, or a connection to their body or their instinct. Often, what makes young actors uncomfortable is vulnerability. They feel naked with their clothes on. These moments have had a stirring impact in the classroom. One actor's vulnerability revealed becomes a moment of grace seen by others. Actors soon understand that vulnerability is a priceless commodity. Comfort is overrated. Curiosity is essential.

When my students wonder if they will ever be successful, or they question the

relevance of a life in the arts, I remind them of Bertolt Brecht's charge to artists: "Seek nothing less than to change the world." Many of them take up this challenge. They explore and uncover their passions and follow them in a way that connects them to a larger community.

Many of my students are actively involved in efforts related to social awareness and issues of peace and justice. Theatre students have created and performed original theatre pieces to honor female Nobel Prize winners and Nobel Laureate Elie Wiesel. They have created guerilla theatre pieces encouraging students to vote. Students have developed original pieces about women being sold into slavery around the world (and in this country), urgent global labor issues, LGBT issues, eating disorders, identity issues and current politics. Even after graduation, some students continue to create art around these themes in professional theatrical venues, in classrooms, on street corners and in refugee camps around the world. These artists are making a difference by sharing their passion.

They are my heroes. 





# A Poet in Motion

When Adelphi freshman Justin Long-Moton performs, it is hard to imagine him as anything other than a slam poet. His voice and gestures bring an irresistible dynamism to his words, and his poetry and personal charisma seem like two halves of a whole.

In fact, his prowess as a slam poet has already taken him far. In 2010, Mr. Long-Moton won both the Brave New Voices International Youth Poetry Slam and the 2010 New York Knicks Poetry Slam. A Bronx, New York, native, Mr. Long-Moton was also named the 2010–2011 New York City Youth Poet Laureate and was awarded the 2011 Scholastic Art & Writing Awards Gold Key award.

But this past fall, with the release of his first book of poems, *Manual* (Penmanship Books, 2011), Mr. Long-Moton has taken on a new challenge: written poetry.


"There's a big difference between stage poetry and page poetry," Mr. Long-Moton says. "On the stage, they're just hearing you, and it doesn't matter in terms of line breaks or structure. When there is no voice, just the words on the page, it's a whole different piece. You have to chisel at it. It's made me a stronger writer."

In connection with the publication of *Manual*, Mr. Long-Moton has read selected poems at The Cooper

Union, New York University, the TED Youth Conference and Adelphi, among other venues.

While Mr. Long-Moton continues to perform his work, the publication process has changed his outlook. "I have a lot of series poems," he says. "I have poems that coincide with each other. I didn't realize it until I started getting feedback on the book, but it's creative storytelling."

With that in mind, Mr. Long-Moton plans to try his hand at other genres. He says, "I want to try to get into playwriting and screenwriting and see how that goes. If I'm already working on creative storytelling, why not dabble in that?" He signed up for the Introduction to Creative Writing course in his spring semester so that he could expand his repertoire.

"I think I could create some good stories," says Mr. Long-Moton, with a mix of excitement and humility. "It's worth a try." 

By Charity Shumway

## IN THEIR OWN WORDS

Excerpts from Adelphi Lecture Series

"Having financial success alone is not enough. How you achieve that success is just as important. It has to be done with honor. It has to be done through fair and just treatment of our people, and it has to be done with...consideration to all of the social responsibilities as a company."

**Kenneth Chenault**

CHAIRMAN OF THE BOARD AND CHIEF EXECUTIVE OFFICER OF THE AMERICAN EXPRESS COMPANY

"Corporate Social Responsibility," October 24, 2011  
Sponsored by the Hagedorn Lecture Series on Corporate Social Responsibility



Justin Long-Moton '15, the 2010–2011 New York City Youth Poet Laureate, is making a name for himself as a poetry writer and performer.

## In the beginning

there was me. Face chiseled marble and an earthen screech that peeled paint from walls. My arrival mysterious as the Big Bang was sudden. An unexpected surge of gust, cracking windows into runways of light and we flew in. Skies cargo, a nine month delivery made right on schedule. Touched down on the most miserable day of the week—Monday, hates its reflection. It is the 1st work day, rush hour traffic, a migraine lingering from Friday night's cocktails and shimmy. A stoic July rendered me intrusive. Held in the burrows of my mother's arms, I imagine her gazing down in reverie, eyes wide in awe that this life had blossomed inside her, believing her body was unworthy of such miracles. This is all speculation, the mind's theory on origin. Another un-photographed genesis—no one wanted memories. When envisioning my first breath I see: pale infant citizen to two realms, this one and the ghostly, he is crying with a wrench clutched in his fist.

From Justin Long-Moton's *Manual*  
(Penmanship Publishing Group, 2011)





Students choose colleges based on academic programs, the look of the campus or even the success of their sports teams. But a factor that can truly have a lasting impact on an individual's life is the other students they meet while they are there.

That certainly was the case for a small group of Latina women who met at Adelphi University in the mid-1970s.

Carmen Milagros Ortiz '78, Liz Alicea-Velez '78, Lynda Perdomo-Ayala '78 and Norma Melendez '76 grew up in Spanish Harlem and the Bronx and attended Catholic high schools. All of them had Puerto Rican parents who were striving for a better life in New York. Ms. Ortiz's father was a taxi driver who sold toys on the street until he could open a variety store of his own; Ms. Melendez's dad was a printer who was a singer and guitarist on the side.

All won scholarships to attend Adelphi. And at a time when only 3 percent of students attending four-year colleges were Latino, these girls had big dreams—to become lawyers or nurses or psychologists.

With so much in common, it's no wonder that they gravitated toward each other in Garden City. "Most of us were the first in our families to go to college, so we had nobody at home to check in with as far as the experiences we were having at the time," Ms. Melendez says. "The only ones we had were each other. Because we were able to identify with each other so easily, we didn't feel alienated on campus, and that made it easier for us to make the transition."

What's remarkable is, nearly 40 years later, they're still close with one another and with fellow Latina friends from Adelphi, such as Miriam Gonzalez '76 and Rose Guilbe '78. *Adelphi University Magazine* talked to the women about how their friendship has endured even as they've pursued ambitious careers, had children, moved to different cities and experienced life's ups and downs.

Together in 2011.

**SEATED, LEFT TO RIGHT**  
Carmen Milagros Ortiz '78,  
Rose Guilbe '78, Norma Melendez '76  
and Miriam Gonzalez '76

**STANDING, LEFT TO RIGHT**  
Lynda Perdomo-Ayala '78  
and Liz Alicea-Velez '78



# stand by me

by  
**Samantha  
Stainburn**



## Carmen Milagros Ortiz '78

**THEN Business major from Baldwin, Long Island, via Spanish Harlem**  
**NOW U.S. Attorney for Massachusetts**

As U.S. attorney for Massachusetts, Carmen Milagros Ortiz has helped send corrupt state lawmakers to jail and increased prosecutions of white-collar crime. Currently, Ms. Ortiz, the first female and the first Hispanic U.S. attorney in Massachusetts, is overseeing the criminal case against former Boston mob boss James "Whitey" Bulger, who was captured last June after 16 years on the run.

Ms. Ortiz says she loves the variety of her job, for which President Barack Obama nominated her in 2009. "No two days are alike," she says. "One day I may come in and be engaged in some high-profile significant case strategy where I need to make certain decisions: Do we immunize these witnesses? Do we agree to a certain kind of plea negotiation? What direction should an investigation take? Other days, I meet with lawyers on priorities. Or I give a talk about what the U.S. Attorney's Office does, or healthcare fraud, or national security."

It's the kind of work she dreamed of doing as early as high school, when Perry Mason movies made her think it would be rewarding to have a legal career where she helped people who'd gone through terrible things. "As an attorney, you can help people solve problems, make sure defendants' rights are protected, pursue justice," she says. "It was a way of giving back." Attending Adelphi on a partial scholarship put her on the path to achieving her ambition of becoming a lawyer, says Ms. Ortiz, who spent her early years in public housing in the Bronx before her parents moved the family to Long Island. "Adelphi provided me with social and academic opportunities that I took advantage of," she says. "That opened the door to law school and enabled me to be successful in law school."

Among the opportunities: Living in Earle Hall, where Ms. Ortiz served as a resident assistant (R.A.) in her junior and senior years on campus; a work-study job in admissions; activities like La Union Latina, Adelphi's Latino student organization, and volunteering on an advice hotline for students. In many of these activities, Ms. Ortiz was joined by Ms. Alicea-Velez, Ms. Perdomo-Ayala and Ms. Melendez, which was how the initial bonds formed among the friends. "We all felt we

had come from very humble beginnings and we saw college as our key to success," Ms. Ortiz says. "It was going to be the path to have a better life than our parents had."

After earning a J.D. at George Washington University in Washington, D.C., Ms. Ortiz worked for the U.S. Justice Department, then moved to Boston to be an assistant district attorney in Middlesex County, Massachusetts, where she oversaw the District Court and prosecuted homicides, sexual assaults and robberies. She later was a senior trial attorney at a private law firm and then an assistant U.S. attorney in the Economic Crimes Unit of the U.S. Attorney's Office in Massachusetts.

Over the years, her Adelphi friends have shared in the high and low points of her life, attending events honoring her and going on vacations together, but also supporting her when her first husband, Michael V. Morisi, was ill and then died of pancreatic cancer at age 42 in 2000.

As someone who's broken barriers, Ms. Ortiz is often called on to give talks to students about how to achieve big goals. One piece of advice she always shares: Surround yourself with individuals who are going to motivate and encourage you, not naysayers who will drag you down. "Even when I was at Adelphi, I'd say, 'I'm going to go to law school,' and there were some kids who would say, 'Why are you doing that? Aren't you tired of school? Isn't four years of college enough?' 'It's expensive.' 'Aren't you going to get married?'" she recalls. Friends like Ms. Alicea-Velez and Ms. Perdomo-Ayala, she notes, were the people who said, "Wow, that's great!" All these years later, she says, she can still count on them for encouragement.

"We all felt we had come from very humble beginnings and we saw college as our key to success."

Ms. Ortiz is about to join Adelphi's Class of 2012 as an honorary member. She will be the commencement speaker and receive an honorary doctorate.





## Liz Alicea-Velez '78

**THEN** Psychology major from the Bronx  
**NOW** Florida-based businesswoman

In key management positions at Univision and Western Union, Liz Alicea-Velez built departments and grew new businesses, achievements which earned her a place on *Hispanic Business* magazine's Top 50 Hispanic Women in Business list in 2001 and its 100 Most Influential U.S. Hispanics list in 2007.

But in 1974, she was just a high school student from the South Bronx who chose to study at Adelphi because the school offered her a full scholarship and the chance to live away from home, and Adelphi's leafy campus in Garden City was different from what she knew.

At Adelphi, Ms. Alicea-Velez majored in psychology, served as an R.A. in Eddy Hall, gave campus tours, helped with new student orientation, heard the political activist Angela Davis speak and joined other members of La Union Latina in protesting changes to scholarship funding. "We were active because we just liked to do things," she says. "The on-campus student body was pretty small back then, so we had to create our own activities."

Ms. Alicea-Velez worked a lot of different jobs to make ends meet. Money was tight when she graduated, so she put aside her dream of becoming a psychologist to go to work in Manhattan right away—first as an assistant buyer at Abraham & Straus, then in sales positions at Avon and AT&T. In 1985, she moved to Boston with her husband so he could attend Harvard University's M.B.A. program. She decided to apply to the program, too, and was accepted a year later.

After Harvard, Ms. Alicea-Velez joined Univision, then a new Spanish-language television network, where she helped start the marketing department. As she climbed the corporate ladder and had children, she and Ms. Ortiz would plan joint vacations for their families, which had grown close when they overlapped in Boston. "We'd invite one of our nannies to come with us, or both of them, to take care of the children, so we actually had a vacation," Ms. Alicea-Velez remembers. She regularly chatted over the phone with Ms. Ortiz and

Ms. Perdomo-Ayala, who also had children, about balancing career and motherhood. "We talked about the tradeoffs and finding what's going to work for you," she says.

One choice Ms. Alicea-Velez made was to take a year off and stay home when she had her son. And when she did return to work, she decided to look for a job at a company in New Jersey that was close to her son's school. That fortuitously led her to financial services company Western Union in 1992. At the time, Western Union was in Chapter 11 bankruptcy; it was later acquired by First Data Corp. and then spun off into its own company.

Ms. Alicea-Velez was flexible enough to thrive in a firm going through big changes, and she rose through the ranks. In 2006, she became executive vice president of Latin America and the Caribbean for Western Union, in charge of sales, service, marketing and operations in the largest remittance-receiving region in the world. "I love building a business, and when I started, the international business was small, so growing that was very exciting," she says.

Now a business consultant based in Florida, Ms. Alicea-Velez still checks in frequently with her Adelphi friends. "They knew me in college, so it's not like a friend you just meet," she says. "You spend a lot of time together when you live on campus. So part of the friendship is we know each other so well. We've seen each other at our best and our worst."

"The fact that we've kept in touch has added a lot to my life," Ms. Alicea-Velez says. "Next up is our kids getting married and then becoming grandmothers! It's not something you think about when you're meeting someone at freshman orientation, but that's the beauty of growing with other people."

**"You spend a lot of time together when you live on campus... We've seen each other at our best and our worst."**



Liz Alicea-Velez '78 **RIGHT** reunites on campus with Carmen Milagros Ortiz '78.





## Lynda Perdomo-Ayala '78

**THEN** Psychology major from the Bronx

**NOW** Academic administrator at Stony Brook University

Among the many hats worn by Lynda Perdomo-Ayala—the departmental administrator for pharmacological sciences at the School of Medicine at Stony Brook University Medical Center—is adviser to the university's Latin-American Student Organization. Ms. Perdomo-Ayala strives to be a university official that Latino students—who make up just 8 percent of the Stony Brook University student body—can be themselves around. “I was and still am very Latina,” she says. “I wear that on my sleeve. My job here is all about being involved with them at their level.”

Ms. Perdomo-Ayala knows how important it is to help minority students feel comfortable in the new and often overwhelming environment of college. An only child, she grew up in a close extended Puerto Rican family in the Bronx; cousins lived upstairs in the same brownstone and down the block. Part of the first generation in her family to go to college, she was the first to leave home and live on a college campus. “I wanted to try a different environment and living on my own,” she says. But it was a more difficult transition than she anticipated. “I really missed that collective of people who were my support system,” she says. “You go home and no matter what you do, and how you act out, they still love you.” With a serious boyfriend back in the Bronx (they married a year after she graduated), Ms. Perdomo-Ayala found reasons to go back home nearly every weekend, which meant she was not as connected to campus as she could have been.

The friends she made at Adelphi, however—including Ms. Melendez, who was her roommate, Rose Guilbe '78, now a physician at Montefiore Medical Center in the Bronx, Ms. Ortiz and Ms. Alicea-Velez—kept her engaged with the University, she says. She served as president of La Union Latina in her senior year and graduated with a bachelor's degree in psychology.

Ms. Perdomo-Ayala joined Stony Brook University in 1986 as administrator of the Department of Economics, where she helped manage a \$2 million feasibility study on hospitals in Latin America and the Caribbean and was assistant to the director of the Institute for Decision Sciences in addition to day-to-day management of the second largest major on campus. In 1992, she moved to the medical

school, where she helped establish the department's undergraduate pharmacology program and manages strategic program planning, finances and staff development for the \$14 million department. Along the way, she earned a master's degree in social welfare from Stony Brook and certification in conflict resolution from Cornell University.

Ms. Perdomo-Ayala is a connector, someone who can bring diverse groups of people together to have conversations, a talent that's benefited the many community organizations at which she's volunteered

since her family moved to Suffolk County in the 1980s. Ms. Perdomo-Ayala serves on the Suffolk County Women's Advisory Commission and is a past president of the Long Island chapter of the National Conference of Puerto Rican Women, among many other board and committee memberships. When she joined the board of the Victims Information Bureau of Suffolk County (VIBS), an organization that assists survivors of domestic violence, rape and sexual assault, in 1999, she looked for ways for VIBS to combine forces with Stony Brook University to

improve care for victims of sexual assault. That resulted in the establishment of a Sexual Assault Nurse Examiners Center at the medical center, which treats sexual assault victims and offers forensics training to nurses, and a joint grant to prevent sexual assault on college campuses. In March, VIBS presented Ms. Perdomo-Ayala with a Lifetime Service Award for her accomplishments.

The conversations about work and life that Ms. Perdomo-Ayala and her friends started at Adelphi continue to this day, she says. “I talk to them constantly,” she says. “These are women I still have a strong relationship with. They're like the sisters I didn't have.”

“I was and still  
am very Latina.  
I wear that on  
my sleeve.”





## Norma Melendez '76

**THEN** Social work major from the Bronx  
**NOW** An attorney for New York State

Coming from the South Bronx, where she exasperated the teachers at her Catholic high school with her incessant questioning, Norma Melendez was clear about what she wanted out of Adelphi University. "I wanted to learn," she says. "I was like a sponge."

While she was at Adelphi to expand her horizons, La Union Latina and friends like Ms. Ortiz, Ms. Perdomo-Ayala and Miriam Gonzalez '76 made college a more comfortable place to be. "It wasn't as if we only hung out with each other, but the fact that we all were stepping out of our familiar surroundings contributed to a bond," she says.

Ms. Melendez also found a way to bring a little home with her. She started a choir at Adelphi called El Coro Caribe that performed traditional Puerto Rican songs. Her father, a musician, would drive from the Bronx to Garden City with his guitar to teach them the music. Her Latina friends responded to her call for choir members, and El Coro Caribe had non-Hispanic participants, too.

At Adelphi, Ms. Melendez majored in social work but decided to go to law school. "I wanted to help disenfranchised people who didn't have the wherewithal to help themselves," she says. "I knew that social work could help people individually, but I wanted to have more of a macro impact." Her time as a social work student wasn't wasted, however. "Much of what you do in the legal field is listening, and listening for what is not being said, which is what you get trained in as a social worker," she notes.

Ms. Melendez graduated from Rutgers University School of Law in Newark, New Jersey, in 1982 and became an assistant district attorney for the Manhattan District Attorney's office. Based in its consumer protection bureau, she prosecuted people who preyed on the poor, such as goons hired by landlords to terrorize tenants out of their apartments. Robert Johnson, the first African American district attorney in the state of New York, then hired her to develop the community affairs initiative at the Bronx D.A.'s office. After some years in private practice, Ms. Melendez became a program director and staff attorney for Legal Services of Northwest Jersey, which represents low-income people who can't afford attorneys in housing, bankruptcy and consumer cases. "There is so much pain, and we were just scratching the surface," Ms. Melendez says. "I had to learn

how to balance empathy and compassion with a certain distance so I could be effective. But the assistance we gave people turned their lives around."

These days, she's a principal court attorney for New York State, working for its Appellate Division First Department Departmental Disciplinary Committee, which investigates and prosecutes charges of unethical conduct committed by attorneys in the Bronx and Manhattan.

Ms. Melendez still keeps in touch with her college friends. Her explanation for why they continue to be in each others' lives, even though they've pursued different paths and live in different cities, is: "We've gone through so many years since we graduated from Adelphi, yet when we talk to one another, that core person is still there, and we can still connect," she says. [fu](#)

"We've gone through so many years since we graduated from Adelphi, yet when we talk to one another, that core person is still there, and we can still connect."



# Faculty Focus



While the recent recession has presented a stiff challenge to job seekers, a number of enterprising individuals have circumvented the corporate route by becoming entrepreneurs and small business owners.

If you're thinking of launching your own venture, here are some rules to follow that will aid in your success.

## Start YOUR OWN Business

### STEP 1 Choose a product or service that interests you.

Often, the most successful start-ups are those created from a labor of love. It helps to be truly passionate about your product, idea or service to make up for the unlimited and unexpected hours and sacrifices needed to get your business off the ground.

### STEP 2 Know your market.

Targeting the right buyer with the right product or service is crucial. Nothing in business happens until someone sells something, and with so much competition today, marketing expertise is essential. Always know your customers, what they buy and how and why they buy it.

### STEP 3 Educate yourself.

Running a business is complex. You need to understand principles of accounting, marketing and management. You can read about these and take business courses. Look into programs offered by the U.S. Small Business Administration and your local Chamber of Commerce. If possible, work part time in a company or industry that manufactures or sells similar products or services as those you wish to introduce.



**Thomas W. Shinick, M.B.A. '92**  
VISITING PROFESSOR, SCHOOL OF BUSINESS

Mr. Shinick is president and CEO of Corporate Development Partners, LLC, a nationwide management advisory firm specializing in forensic business assessments, strategic profit and growth planning, marketing analysis and promotion, mergers and acquisitions, organizational change and turnaround strategies for small, mid-cap and Fortune 1000 companies. He is also the chairman of US China Partners, Inc., an international business facilitation firm.

### STEP 4 Write a business plan.

A formal plan not only validates your ideas, but also serves as a road map to follow while building your business. The plan is also a critical component for creating buy-in and raising capital, even if you're just borrowing from family and friends. Commercial bankers and investors rely heavily on a business plan when making their decision to lend monies or partake in equity financing.

### STEP 5 Assemble a team.

Creating a board of advisers, including an accountant, an attorney, business professors and a banker, will provide you with people to bounce ideas off of and will add credibility to your new venture. Investors like to see that you've had your ideas reviewed by professionals, and the team becomes a tremendous resource for assisting in regulations, taxes, contracts and all other matters pertinent to small businesses. Seek experts in your alumni and social networks.

### STEP 6 Be nimble.

Prepare to make the necessary adjustments to make your business fly. Some of the most successful entrepreneurs have learned from what they initially did wrong to do it right the next time.



Associate Professor  
Jacqueline Jones  
LaMon's book of  
poetry, *Last Seen*, was  
nominated for a 2011  
NAACP Image Award.

### Recognition for Professor's Poems of Loss

The Felix Pollak Prize-winning book of poetry, *Last Seen* (University of Wisconsin Press, 2011) by Associate Professor Jacqueline Jones LaMon, J.D., M.F.A., was inspired by case histories of long-term missing African American children. But the poems are not about the children. The book depicts the world the children and others who've disappeared have left behind.

*Last Seen* received an NAACP Image Award nomination this year, and, with it, Ms. Jones LaMon hopes to push readers to contemplate the ways they might be missing in their own lives—in relationships, for example, or by the way they cut off parts of themselves to fit into different categories or situations. "The work was inspired by missing children, but it became larger," Ms. Jones LaMon says.

More than half a million people are reported missing each year in the United States, according to the FBI's National Crime Information Center. They're abducted by strangers or family members or they run or drift away. In 2010, about 77 percent of the people reported missing were children under age 18 and about 33 percent were African American.

Excerpted from "Healing Through Art" By Samantha Stainburn, published in Adelphi's 2012 *Erudition* magazine

*Want to meet an  
Adelphi entrepreneur?*

*See page 52 for a profile of  
Paul Lovegreen '87, founder  
of Tunnel City Coffee.*



# With \$2 Million in Grants, Adelphi Teams Up with High-Needs Schools to Improve Science Teaching

High school leaders in Long Island's Westbury and Roosevelt school districts and at Queens High School of Teaching, Liberal Arts and the Sciences, like leaders in other high-needs districts, have been facing some pressing challenges: attracting well-prepared science teachers and addressing the learning needs of an influx of English-language learners. Nearby, at Adelphi's Ruth S. Ammon School of Education, professors have been searching for new ways to immerse their science education students in experiential-learning opportunities.

**Then, in Fall 2011, inspiration (and funding) struck.**

"This is where education really begins. You practice [concepts] as you're learning them so there's no disconnect between learning and doing."

**Reginald Warren**

ASSISTANT PRINCIPAL AT  
WESTBURY HIGH SCHOOL

Beginning this summer, about two dozen Adelphi education students will participate in either Project BEST: Bilingual Educators in Science and Technology, funded by a New York State Education Department grant totaling \$816,016, or the Science Education Advancement (SEA) Program/NSF Robert Noyce Teacher Scholarship Program sponsored by a \$1.2 million grant from the National Science Foundation.

Project BEST and the SEA Program address "the much-needed effort to increase the quantity of highly qualified science teachers," providing important resources for "high-needs school districts both on Long Island and across the state of New York," says Tracy Hogan, assistant professor in Adelphi's Ruth S. Ammon School of Education and the principal investigator for both grants.

Dr. Hogan secured the two grants with the help of a number of Adelphi colleagues. Beth Christensen, associate professor and director of Adelphi's Environmental Studies Program, was the co-principal investigator for the SEA Program grant. Faculty who helped obtain the BEST Program funding include Daryl Gordon, assistant professor in the Ammon School of Education; Diana Schwinge, associate professor in the Ammon School of Education; and Eva Roca, director of Adelphi's Teaching English as a Second Language/Bilingual Program.

Through two new grant-funded programs, Adelphi will prepare science and technology teachers for high-needs high schools.

Selected students will learn the latest science teaching strategies hands-on while working toward adolescent science education certification in their discipline (biology, chemistry, physics or earth science). Project BEST also allows for a bilingual extension. Both programs provide students with consistent mentoring by partner teachers and University faculty.

"This is where education really begins," says Reginald Warren, assistant principal at Westbury High School. "You practice [concepts] as you're learning them so there's no disconnect between learning and doing."

In science terms, the Adelphi-high school partnerships are symbiotic. They benefit Adelphi and the participating high schools. Adelphi students will put education theories


into practice and hone their skills through unique experiences in and beyond the classroom, including, for SEA Scholars, field experiences on Long Island and in Australia, and paid summer internships. Participants will also have much of their tuition and expenses covered by generous yearly stipends of \$15,000 to \$40,000.

As for the partner high schools, the programs bring "increased opportunity for more group activities and individualized instruction and an extra knowledgeable person in the classroom," Mr. Warren says. "Anytime you have the opportunity to decrease the teacher-student ratio, it's always a plus."

Another benefit is "having young people in the classroom as role models," says Brumsic

Brandon, Westbury's district-wide science chairperson.

"Exposing our students to college kids will hopefully inspire some of them to continue their education," Seth Brechtel, ESL chairperson at Westbury High School, adds.

BEST and SEA scholars are expected to seek employment in high-needs school districts upon program completion. 

By Michelle Consorte '12



**THE STORY CONTINUES...**  
Learn more about the generous support Adelphi has received for its science programs on the Adelphi University Magazine Facebook page.



# Student Life



When people think of sports at Adelphi, or virtually any university, they usually think of NCAA-governed intercollegiate athletics, such as football, basketball and soccer. Less well-known but increasingly popular are Adelphi's intramural and club sports. With the opening of Adelphi's Center for Recreation and Sports in 2008, participation in intramural sports—recreational leagues and tournaments open to students, faculty and administrators—has skyrocketed, increasing by nearly 30 percent. Club sports, which are student-run and can compete with other schools, are also thriving. This year, students started an Equestrian Club and a popular Badminton Club. This was also the first year that Adelphi's competitive Ultimate Frisbee Club won a tournament trophy.

Here's what some club and intramural athletes had to say about their experiences.

By Vithusha Balachandran '14

FOR THE  
**fun**  
OF IT

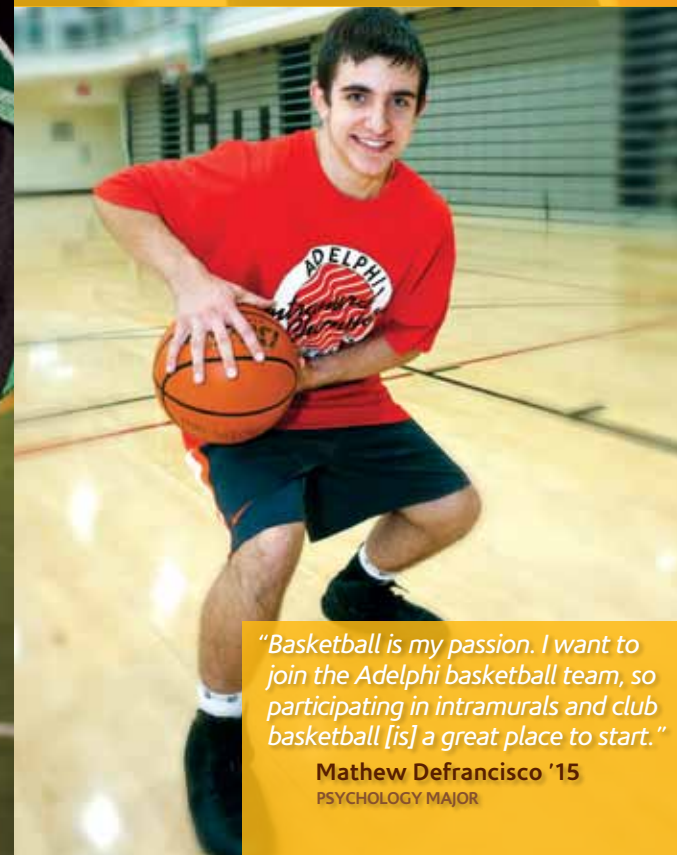
*"Playing flag football is the perfect way to connect with your [fraternity] brothers [and] make new friends with the other competitive students on campus."*

**Alec Wishney '12**  
ACCOUNTING MAJOR



*"Dancing is a way to express myself better. I'm actually a shy person, so dancing is my way to let everything out."*

**Estefania Jimenez '13**  
MATHEMATICS MAJOR/STEP PROGRAM



*"Basketball is my passion. I want to join the Adelphi basketball team, so participating in intramurals and club basketball [is] a great place to start."*

**Mathew Defrancisco '15**  
PSYCHOLOGY MAJOR



*"I've always wanted to step, and I finally found the opportunity when I joined Adelphi through the STEP sport club. Step makes you get rid of your emotions because you're here, you're doing it and this is your stage."*

**Malcolm Webb '14** PSYCHOLOGY MAJOR



*"I play for almost every intramural and club sport, including soccer, football, dodgeball and flag football. It keeps me incredibly active. Badminton was just that one sport I had to knock off my list."*

**Jon Paul Marcy '14** PHYSICAL EDUCATION MAJOR



*"My friend back home in Levittown informed me about Adelphi's [Ultimate] Frisbee team. I'm glad I joined. This is such a positive and happy team."*

**Jennifer Abramowski '12** HISTORY MAJOR





# Athletics

# Athletes & Injuries:

## What's Behind the Headlines?

**Susan Tendy '70, Ed.D.**, has seen scores of athletic injuries in her time as an associate professor and coach at the U.S. Military Academy at West Point. This one, though, was the worst.

In Fall 2010, Andrew Avelino, a member of Army's men's gymnastics team, was practicing on the trampoline when he landed awkwardly, hyperextending his knee. Initially, the cadet didn't think the injury was significant. But swelling in the artery behind his knee went unattended to and resulted in the amputation of the lower part of his leg.

Mr. Avelino received a prosthetic and returned to gymnastics at West Point in 2011. "It's a great tragic example," Dr. Tendy says. "If circulation is not restored in six to eight hours, there is an 86 percent amputation rate."

Mr. Avelino's experience is the classic case of why injury awareness has increased in sports today. One reason why head injuries, ACL tears and dehydration issues seem to be more prevalent is the increased awareness and reporting of injuries, combined with extensive testing procedures that have become more commonplace in many sports.

"The reporting mechanisms in place are more prominent," said **Michael Kennedy '81, D.O.**, president and chief medical officer of Expert Medical Care, a sport medicine practice in Huntington, New York. "For a while, it went unrecognized and underreported. There was a thinking of 'I didn't get knocked out so I didn't get a concussion.'

"What we are doing now is realizing that...in all sports, head injuries are a dangerous thing," he says.

Recent headlines have demonstrated just how dangerous injuries to the head and other parts of the body are. In 2010, Rutgers football linebacker Eric LaGrande was paralyzed when attempting to tackle Army's Malcolm Brown. Sidney Crosby, the star center for the NHL's Pittsburgh Penguins, has missed chunks of the past two years with multiple concussions and their lingering effects. Just last fall, four-time NFL MVP Peyton Manning missed the entire season due to a neck injury that required four surgeries. And those are on the professional and collegiate level. Youth and high school sports can often present different challenges.

The National Federation of State High School Associations, the governing body for high school sports in the United States recently enacted a rule that requires an athlete who has sustained a head injury to be removed from play, and not return unless cleared by a physician. Dr. Kennedy, who is also the school sports physician for the East Williston and Valley Stream South School Districts on Long Island, says that the return and recovery time is where the most significant progress is needed.


"You can probably pass a baseline impact neurological test, but until you get that athlete out on the field, you won't know if they are really cleared," he says. "We need a process by which the athlete is at 85 to 90 percent of their max before they are actually ready to go back. Then if they are in a collision or contact sport, then they have to add that [component to practice].

"In sports like lacrosse, there is a need for medical coverage. I think there are a lot of injuries that are going underreported. Other sports are going to start to say 'We need a physician for other sports besides football.'"

**Stephen M. Wirth '70**, a physical therapist for New York Sports and Physical Therapy Institute, says vast improvements have been made since he graduated from Adelphi. First, he notes that immobilizing an injury sooner has become increasingly important, especially in ACL tears. "In the early days, they just casted them," he says. "It really hindered rehabilitation."

Second, Mr. Wirth says advancements in pathology and in technology and equipment have expedited recovery times. "Way back when, when somebody had a tear, they took out the meniscus and it started early arthritis," Mr. Wirth says. "They learned over time that when you have a tear, maintain as much as you can."

Ms. Tendy has certainly learned and adapted over her career. She notes an instance when she was coaching Army's women's swimming team, one swimmer suffered from exercise-induced anaphylactic shock, which was the result of arduous workouts. She said the swimmer began experiencing itchiness on her head and hands. She was treated, but a second occurrence happened while the team was at a meet in Puerto Rico.

"I look for it now," she says. "The bottom line is, when something bizarre happens, you have to get help right away." 

By Chris Gasiewski

CASE • 744452/A

### Ulna Stress Fracture

The result of repetitive stress on the ulna bone creating hairline cracks, which can worsen into fractures when not immediately treated.





# SCOREBOARD

## Men's Soccer

The men's soccer team had a solid season, with an undefeated record in conference play and an 8-9-2 overall record. The Panthers entered the Atlantic Soccer Conference Tournament seeded first, but lost to Longwood University in a tight final match, 5-4, with the winner determined by a penalty shootout.

Mauricio Mora '12, Dan Larenus '12, Omar Edwards '13 and Brandon Stoneham '13 earned First Team All-ASC honors, while Christopher Herrera, Steven Rivera '13 and Issa Tall '13 earned Second-Team nods. Mr. Stoneham, Mr. Tall and Travis Tennie '13 earned All-Academic nods. Head coach Carlo Acquista, M.A. '06, was named ASC Coach of the Year for the third time.

## Women's Volleyball

The women's volleyball team won its first Northeast-10 Conference Tournament Championship, beating College of Saint Rose, 3-0, in the final. The Panthers advanced to the NCAA East Regional Tournament for a fifth time. Seeded fourth, the team fell to top-ranked University of New Haven in the semifinals.


Patawe Simms '12 and Chelsea Overholt '13 were named to the Second Team All-Northeast-10. Kaitlyn DeStefano '15 earned a spot on the All-Rookie Team. Bianca Hernandez '12 was named Most Outstanding Player of the Tournament, and she and Ms. Overholt made the All-Tournament team.

## Cross Country

The men's and women's cross country teams set a quick pace in 2011, faring better in both their conference and regional meets. Andrew Coelho '13 capped the season by qualifying for a second straight NCAA Division II Championship appearance and earning All-American honors—the first for the Panthers in at least 30 years.

At the Northeast-10 Conference meet, the women's team jumped up five spots from last year, earning a seventh-place finish. Elizabeth Eickelberg '14 and Jacqueline Kaste '13 earned spots on the NE-10 Third Team All-Conference. The men's team improved to fourth, up three positions from 2010, thanks to a fourth-place finish by Mr.

Coelho, which earned him First Team All-NE-10 honors. Angel Ortega '12 and David DeSalvo '14 were named to the Third Team All-NE-10.

At the NCAA East Regional, Ms. Kaste finished 25th to lead her team to a sixth-place finish and earn All-Region honors in the process. On the men's side, Mr. Ortega and James Panetta '15 earned spots on the All-Region Team as they placed fourth out of 25 teams. The highlight of the day was Mr. Coelho's 10K finish as runner-up to earn All-Region honors and qualify for the NCAA Championships. At the national meet, he placed a respectable 29th and garnered All-American honors. 



- 1 Men's soccer team
- 2 FROM LEFT Kaitlyn DeStefano '15, Bree Popham '13 and Chelsea Overholt '13
- 3 Andrew Coelho '13
- 4 Jennifer McNally '15

At the close of the Fall 2011 season, *golfstat.com*

ranked Adelphi's freshmen golfers, Louis Kelly '15,

Aaron Burton '15 and Frank Amicizia '15, as the third

most impactful freshman class in NCAA Division II Golf.

# TRIPLE THREAT

"It's been really exciting," says head coach Janzten Vargas '08, M.B.A. '10 of the trio's many triumphs. "They are all very young, but at the same time, they all have a lot of good, solid golf in them, so it's been fun watching them play. It's also been fun because I have the opportunity to help them grow at such a young age."

All three had strong high school records. Mr. Kelly, who is from Sewell, New Jersey, reigned as the

Louis Kelly '15 LEFT and Aaron Burton '15 RIGHT

2010 New Jersey state junior champion. Mr. Burton, who hails from Wilmington, Delaware, garnered multiple Delaware Player of the Year honors and captured the 2011 Delaware state high school individual championship. Mr. Amicizia, of Northport, New York, was the 2010 Suffolk County individual champion and the 2009 Long Island junior runner-up.


Mr. Burton and Mr. Amicizia had some strong finishes last fall. Mr. Burton tied for second place at the Goldey-Beacom Fall Invitational in Rising Sun, Maryland and tied for 16th at the Dowling College September Shootout in Riverhead, New York. Mr. Amicizia trailed close behind Mr. Burton at the Goldey-Beacom Fall Invitational with a third place finish and tied for fourth place at the Philadelphia Fall Golf Classic in Philadelphia.

But it's been Mr. Kelly, explains Mr. Vargas, who has truly propelled the Panthers. At the Northeast-10 Championship in Boylston, Massachusetts, he led the Panthers to a third-place finish, where he posted an impressive two-under par, round of 70 and a five-stroke victory. That same day, Mr. Kelly also took home numerous accolades, including distinction as an All-Northeast-10 First-Team selection and the Northeast-10 Golfer and Rookie of

the Year. During the fall season, Mr. Kelly earned two Northeast-10 Golfer of the Week titles.

"The success Louis has achieved so far is not surprising to me," Mr. Vargas says. "He is one of the most talented young golfers I've seen play the game in person. Now it's really up to him how far he goes with the sport. He'll get out of this game as much as he puts into it, that's how talented he is."

For Mr. Kelly, a business marketing major, the sky's the limit. "I am definitely looking to pursue golf at a professional level," he says. "But I'm also focused on my grades and obtaining my degree—that is the most important thing."

Recruited by a number of universities, Mr. Kelly felt he could best balance athletics and academics at Adelphi. "My family and I both agreed that education was first and foremost," he says. "Golf is great, but I need to develop as a person first, and then as a golfer second." Adelphi's strong business program, coupled with its small class sizes and close proximity to Manhattan, solidified his decision. "It just seems to fit," he says, "and I am enjoying my time here." 

By Leslie Fazin '10

Frank Amicizia '15







# Alumni Events


“Ninety percent of the people who matter most in my life today are from Adelphi.”

— Elvin Ramos '06, M.A. '07

## Reunions

In Fall 2011, Adelphi started a new tradition: celebrating reunions in a big way. Alumni spanning many decades gathered for reunion festivities. At 230 5th Rooftop Bar in Manhattan, the Classes of 2001 and 2006 caught up with fellow alumni over cocktails and hors d'oeuvres, enjoyed panoramic views of the city skyline and captured new memories in the photo booth. The Classes of 1966, 1971, 1976 and 1981 took a tour of Long Island's scenic Eastern End, sampling wine and visiting local farms. The celebration continued into the night, with a reception at Hotel Indigo in Riverhead.

Class reunions give alumni the opportunity to catch up with old friends, reminisce about their Adelphi days,

visit campus and learn about how the University continues to grow. In celebration of their reunion, many alumni also choose to give back to the University—commemorating their years at Adelphi in a way that benefits current and future students. 

By Kate Cartagena '13

SEE YOU AT REUNION 2012

JUNE 1–3

Adelphi University, Garden City Campus

For more information and to register, visit [ADELPHI.EDU/REUNION](http://ADELPHI.EDU/REUNION) or call 516.877.3265.

### A Holiday Hit

Even without snow on the ground, the holiday spirit was alive among Adelphi alumni last December. Nearly 250 people attended Adelphi's sold-out event at the Chelsea Piers Sky Rink and enjoyed an afternoon of skating, catching up with friends over hot cocoa and a three-course meal with a view of the Statue of Liberty on Chelsea Piers' Sunset Terrace.



Check out pictures of event guests with the Adelphi Panther at [ADELPHI.EDU/PHOTOGALLERY/ALUMNI.PHP](http://ADELPHI.EDU/PHOTOGALLERY/ALUMNI.PHP), and look for information about next year's alumni holiday celebration.



“I'm Facebook friends with people I took classes with and knew from campus, but it was nice to see them in person and have the chance to catch up.”

— Lillian Cheung '06



“It was really cool to hear Dr. Scott talk about the new facilities and residence halls that are on campus, thanks to the support from alumni.”

— Dr. Nathan DeDeo '02



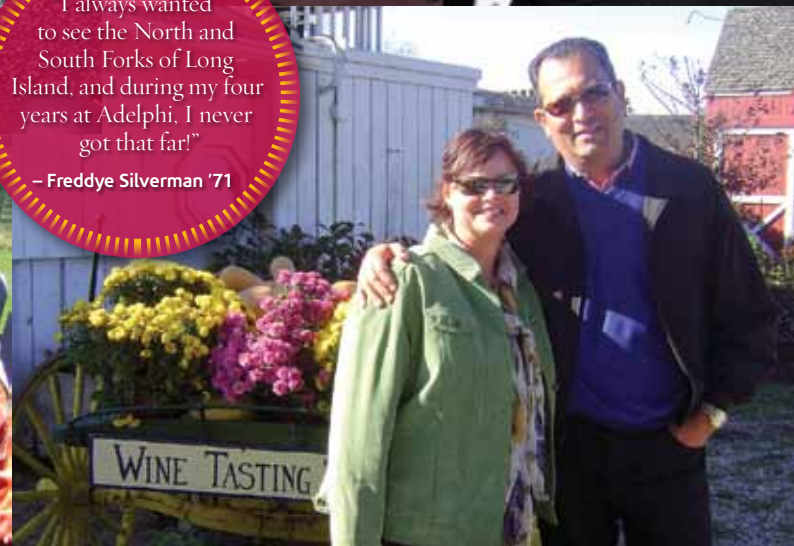
“If you enjoyed your four years at Adelphi, reunion is a chance to re-establish roots.”

— Steven Glubo '71



“I always wanted to see the North and South Forks of Long Island, and during my four years at Adelphi, I never got that far!”

— Freddie Silverman '71





# "CROSS-COUNTRY" REDEFINED

Perfecting a pace of roughly nine minutes per mile, rigorously training up to 100 miles per week and carefully mapping out routes from Long Island to California, Adam Clark '11 and Jeffrey Perez '10, M.B.A. '11, set their sights on a daring adventure of more than 3,000 miles last August.

Mr. Clark and Mr. Perez, former Adelphi cross country teammates, harnessed their love for running by traveling across the country to raise money for charities. Beginning at Jones Beach in Wantagh, New York, and ending in Huntington Beach, California, the running duo accomplished their feat, which they dubbed The Transcontinental Project, in about 14 weeks.

It's a daring endeavor that, according to [USACROSSERS.COM](http://USACROSSERS.COM), only 236 documented individuals have completed since the early 1900s. For Mr. Perez, who had never traveled past New Jersey, the cross-country

excursion was eye-opening. "When you're traveling on foot, you really have the opportunity to digest every scene and every geographic detail," he says.

"It was a once-in-a-lifetime opportunity," Mr. Clark says. "I saw the country I had never experienced before."

The chance to attract funds and attention for two personally meaningful charities spurred the runners on. Mr. Clark ran for Shannon's Fight, an organization founded in honor of his cousin, Shannon, his sister, Brianne, and others coping with rare forms of cancer.

Mr. Perez devoted his run to Global Kids, an organization dedicated to promoting academic excellence and leadership among urban youth in New York and Washington, D.C., which, he says, transformed his own

life. "I knew that traveling cross country by foot would be monumental and that it would be a great story to tell," Mr. Perez says. "And what better story to associate my journey with than through Global Kids, an organization that really motivated me and inspired me to be where I am today?"


To accomplish their goals, Mr. Clark and Mr. Perez followed a strict daily regimen: waking with the sun and running an average of 35 miles a day, relying on their own supplies, quick problem-solving skills and the hospitality of others along the way.

Day one proved the most challenging, both physically and mentally, Mr. Clark says. "After the first day, I had serious doubts about completing the trip." Through the exhausting efforts of trial and error, he learned that preventing injuries and conserving


energy would require early morning and late afternoon runs in order to avoid the heat of the day.

Five weeks later, the excursion grew increasingly difficult when the pair decided to finish the run on separate terms. "There were disagreements," Mr. Clark says of the split. "But we both completed the trip and we both raised money for charities, so that's the most important aspect."

Throughout the remainder of the journey, staying motivated was essential. "Remembering all of the people that were pulling for me, remembering who I was doing this trip for, Shannon and the struggles she's going through, and my sister and her survival definitely kept me going," Mr. Clark says.

The two agreed that reaching the final stretch of the journey, Huntington Beach, on November 19, 2011 for Mr. Perez, and two days later for Mr. Clark, solidified the lessons they learned about life and about themselves along the way. "This trip definitely confirmed that I'm a little crazy," Mr. Perez says, laughing. "But the most important lesson that I've learned is that I can accomplish anything I set my mind to. And it taught me to value all of the little things in life, like seeing my family and having face-to-face conversations with them." 

By Leslie Fazin '10

 To learn more about the runners' respective causes, visit [SHANNONSFIGHT.ORG](http://SHANNONSFIGHT.ORG) and [GLOBALKIDS.ORG](http://GLOBALKIDS.ORG).



Jeffrey Perez '10, M.B.A. '11, RIGHT celebrates with his family after reaching the West Coast by foot.



Adam Clark '11 dashes to the end of his coast-to-coast run.



# Alumni and Friends Giving



The 23rd annual Adelphi University Golf Classic, held last October at the Hempstead Golf and Country Club, drew nearly 200 alumni and friends and raised \$190,000 for student athletic scholarships. A day of golf was followed by cocktails and an awards dinner at which event honoree Scott Treiber, of RPS Treiber Agency, received the 2011 President's Award for Outstanding Achievement and Friendship.

The event was co-chaired by John P. Finnerty, M.S. '77, of WJM Associates, Inc. and Stephen M. Wirth '70 of New York Sports and Physical Therapy Institute.

Mark your calendars for the 2012 Golf Classic, to be held on Monday, October 1, at the Hempstead Golf and Country Club. For more information, please contact Jaime Farrell, associate director of leadership annual giving, at 516.877.4689 or [FARRELL@ADELPHI.EDU](mailto:FARRELL@ADELPHI.EDU).

# 2011 GOLF CLASSIC



**1** President Robert A. Scott presents the 2011 President's Award for Outstanding Achievement and Friendship to Scott Treiber *CENTER* and his wife Jo Ellen.



**2** SEATED, LEFT TO RIGHT Adelphi Trustee Michael J. Campbell '65, Bill Alesi '67, Craig Miller and Trustee Ronald B. Lee '67. STANDING, LEFT TO RIGHT Adelphi Senior Vice President and Treasurer Timothy Burton, Gil Weatherly '68, Adelphi Director of Community Relations Maggie Yoon '98, M.A. '08 and Adelphi Trustee John J. Gutleber '68



**3** LEFT TO RIGHT Deborah Mackoul from New Empire Group, Kelley Galway from Insight Companies and Irene Gaughan and Amy Feller of Chubb Group of Insurance Companies



**4** LEFT TO RIGHT Peter Treiber, brother of event honoree Scott Treiber; Peter Pucciarelli of The Hartford; event honoree Scott Treiber; and Joel Cavaness, president of Risk Placement Services, Inc.



**5** LEFT TO RIGHT Sam Prisco and John Piccirillo of Damon G. Douglas Company, Adelphi Executive Director of Facilities Management Jim Kosloski and Nick Juliano of Damon G. Douglas Company



# WHO GIVES

## Felicia Singh '11, M.A. '12

**I AM ABOUT TO** complete my master's degree in education from Adelphi's Scholar Teacher Education Program (S.T.E.P.).

**I WANT TO** go to Spain. It's all I think about. I'm in love with the Spanish culture, the food and the music.

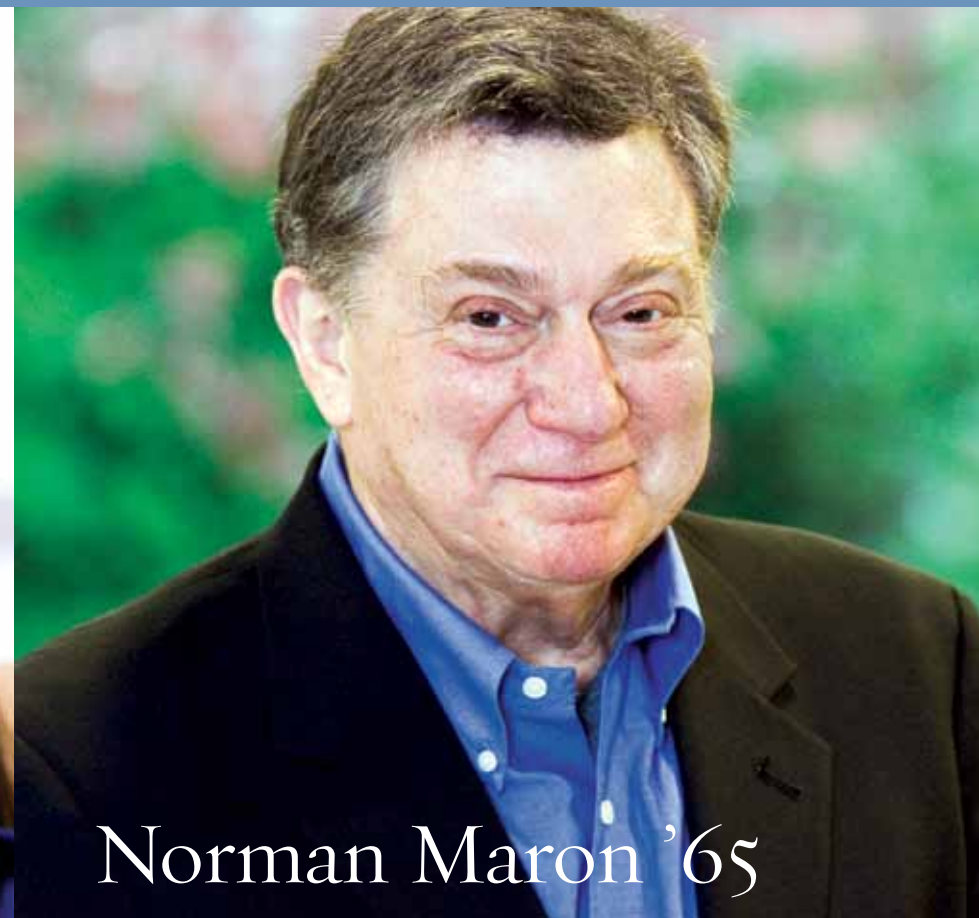
**I AM A STRONG BELIEVER** that if I haven't laughed for the day, then my day is wasted.

**THE BEST ADVICE** I ever received was from my mom. She said education is power. And she is so right.

**MY PERSONAL HEROES** are Maya Angelou and Martin Luther King, Jr. They were wise enough to know that they could change themselves, others and the world through words—not fighting or going to war.

**RECENT GIVING** 2011 Senior Legacy Campaign, 2011–2012 Annual Fund

**WHY I GIVE** Everything that you learn at Adelphi is represented in your diploma, so giving to the University is vital. I think when people donate money, they have a tendency to see it as something they are losing. You're not losing anything. You're giving back to students who are in the same position that you were when you were at Adelphi.



## Norman Maron '65

**PROFESSION** Retired Orthopedist; Deputy Medical Director, New York City Department of Sanitation.

**I AM MOTIVATED** to improve the future of medicine and the economy, especially with four children and six grandchildren. I'm motivated to try to better their lives.


**MANTRAS I LIVE BY** Never talk down to anybody, no matter what; and don't go to sleep angry.

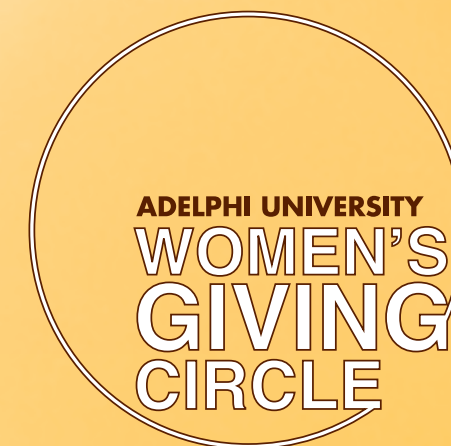
**I LOVE** talking to people—any place, at any time, for any reason.

**MY GREATEST ACHIEVEMENT** was getting into medical school. It helped shape the whole direction of my life. But I'm most proud of seeing the birth of my kids, and having the chance to hold my grandchildren. I'm crazy about my grandkids.

**RECENT GIVING** \$1,000 to the Annual Fund, member of The Charles H. Levermore Society

**WHY I GIVE** I could not have gotten where I am today if it wasn't for Adelphi and the medical school I attended. Adelphi was the best place for me, and I want to make sure it's available for others.

The Charles H. Levermore Society recognizes those who lead in their unrestricted giving by making contributions of \$1,000 or more to the Annual Fund. Learn more about the Levermore Society by visiting [GIVING.ADELPHI.EDU/LEVERMORE](http://GIVING.ADELPHI.EDU/LEVERMORE) or calling 516.877.3257. 



## Strength in Numbers

"In union, there is strength." The Greek writer Aesop's words ring true for Adelphi University's Women's Giving Circle—a group of women united by their commitment to support Adelphi, who share their ideas and pool their donations to make an even greater impact together than they could make individually.

Founded in 2011, the circle is comprised of alumnae, parents and friends of Adelphi who have diverse experiences in fields ranging from finance to healthcare, academia to entrepreneurship. "Everyone is coming from different places and backgrounds, and is at different stages of life," says circle council member Melissa Driscoll, the mother of a current Adelphi student and wife of Adelphi Visiting Professor and Senior Executive-in-Residence Michael Driscoll, M.B.A. '89. "Fresh ideas are brought to the table every time we meet. It's invigorating."

The circle's council members annually choose which Adelphi initiatives the circle will support, such as student scholarships, faculty research and other campus priorities. "It's targeted giving," Mrs. Driscoll says.

"People often think men should make decisions when it comes to monetary issues," circle council member Mary Perry, M.S. '06, says. "As women, we need to step up and do our part. We are leaders. We are givers."

Promoting women's philanthropy strengthens Adelphi and sets a powerful precedent for alumnae and current students. "Being a part of the Women's Giving Circle is a way of empowering ourselves, and in turn, empowering Adelphi," Mrs. Perry says.

Those who support the circle at an annual level of \$1,000 (and graduates of the last decade who give \$100 multiplied by the number of years since graduation) can become council members in the circle. While everyone is welcome to join this dynamic community, council members have the privilege of deciding, through a voting process, how the funds which the circle raises will be distributed each year.

By Andrea Winters

Adelphi invites you to join the Women's Giving Circle.

For more information, visit [GIVING.ADELPHI.EDU/WGC](http://GIVING.ADELPHI.EDU/WGC) or call Rory Shaffer-Walsh, director of major gifts, at 516.877.3098.





*friends to the end.*

...And it all began at Adelphi.

#### Friendships like these are rare.

Nearly five decades ago, seven African American women found each other at what was then a predominately white Adelphi University. "The fact that we were black in a small bubble played a part in picking each other out," Renaye (Brown) Cuyler '70 says. "But it's not the thing that kept us together."



**1** 1979 Reunion in Washington, D.C. *FRONT, FROM LEFT* Laida (Robinson) Allen '72, Lorene (Street) Wilkerson '69 and Charlotte (Matthews) Harris '69; *MIDDLE* Renaye (Brown) Cuyler '70, Diane (Hunter) Hazel '69 and Jacquelyn Lendsey '71; *BACK, ARMS EXTENDED* Joyce (Barnett) Montague '69.

**2** 2008 Reunion in Bermuda. *FROM LEFT* Laida (Robinson) Allen '72, Joyce (Barnett) Montague '69, Lorene (Street) Wilkerson '69, Diane (Hunter) Hazel '69, Charlotte (Matthews) Harris '69, Jacquelyn Lendsey '71 and Renaye (Brown) Cuyler '70

**3** 1994 Reunion in New York. *FROM LEFT* Lorene (Street) Wilkerson '69, Joyce (Barnett) Montague '69, Laida (Robinson) Allen '72, Renaye (Brown) Cuyler '70, Charlotte (Matthews) Harris '69, Jacquelyn Lendsey '71 and Diane (Hunter) Hazel '69

Long before Facebook, Twitter and text messages, the students established a tight social network. They gathered in places like the dining hall—where they often stayed until closing—to share opinions and advice. "Whether we were talking about issues surrounding civil rights, professors, parents, emotional support or boyfriends, we found comfort in each other," Diane (Hunter) Hazel '69 says.

Before the seniors in the group graduated, the seven women—Renaye Cuyler, Diane Hazel, Laida (Robinson) Allen '72, Charlotte (Matthews) Harris '69, Jacquelyn Lendsey '71, Joyce (Barnett) Montague '69 and Lorene Wilkerson '69 (formerly Lawrence Street)—decided to reunite every five years.

They met in New York City in 1974 for their first reunion. "We felt five years was too long to wait to see each other," Lorene Wilkerson says. For the next 20 some-odd years, they continued to reunite every five years, with an additional gathering in between.

When the youngest of the group turned 50, it was unanimous: they would get together every year. When members started approaching 60, Joyce Montague proposed "six months to 60." For each of the six months leading up to the birthday girl's 60th, one of the friends was assigned to surprise her with a special gift. Now, each woman turning 65 gets to decide where the reunion for that year will be held.



They have decided to establish a permanent legacy at the place where their story began. "Endowing a scholarship at Adelphi is a way for what we have to live beyond us—so that even when we're not here, the group will still be present," Charlotte Harris says.

"We want to support students at our *alma mater* who need financial help," Laida Allen says of the Adelphi 7 Sisters Endowed Scholarship. "It's our chance to give back."

The seven will travel from New York, Ohio, Pennsylvania, New Jersey, Virginia and Maryland to celebrate their 2012 reunion in June. "We've been there at every critical moment of each other's lives over the last 46 years," Jacquelyn Lendsey says. "We are friends until the end. And it all began at Adelphi." [A](#)

By Andrea Winters

[f](#) **SHARE YOUR OWN FRIENDSHIP STORY**  
on the Adelphi University Magazine Facebook page.





# Class Notes

## 1950s

**Sarah Cifarelli Wellen, B.A. '51, M.A. '74**, is now working for *Oasis* journal.

**Norma Riess, B.A. '53**, is chairperson of the Connecticut State Freedom of Information Commission (FOIC). She is the first woman to be chair. She was appointed to the FOIC in 1997 by Governor John G. Rowland and was appointed chairperson in December 2010 by Governor M. Jodi Rell. She has been married to Frank A. Riess for 52 years and has three daughters and five grandchildren.

## 1960s

**Robert Achtel, B.A. '63**, is an associate clinical professor at the Lucille Packard Children's Hospital at Stanford University, as well as director of adults with congenital heart disease at Sutter Hospitals. He is also a commercial pilot and a speaker for FAA, EAA and AOPA.

**Tsoltim Shakabpa, B.B.A. '67**, has a new book, *Voices of the Voiceless*, which poetically describes the experience of the Tibetan people under Chinese rule. The book was published by Publish America.

**Del Fidanque, M.A. '68**, presented "An Afternoon of Original Prose Readings" at the Howland Public Library in Beacon, New York.

## 1970s

**Darryl Weissman, B.A. '70**, has been selected for inclusion in the 2012 edition of *Best Lawyers in America*, a highly respected peer review publication.

**Edward Quinlan, B.S. '71**, retired in 2007 from the Sewanhaka Central High School District as the chairperson of health and physical education at H.F. Carey High School. Since 2007, he has served as an adjunct professor at Nassau Community College in the Department of Health, Physical Education and Recreation. Mr. Quinlan is currently the first vice president of the Nassau Community College Alumni Association. On October 3, 2010, he was inducted into the signature class of the Nassau Community College Athletic Hall Of Fame for cross country and track and field. He resides in New Hyde Park, New York, with wife Grace. He has five children: Michele, Shane, Marc, Sean and Courtney. He has two beautiful grandchildren, Milan Jace and Elliott Reese.

**Dianne (Ashton) Styler, B.A. '71**, has been named the first woman editor of the journal, *American Jewish History*. She is a professor at Rowan University in Glassboro, New Jersey.

**Bob Beamon, B.A. '72**, an Olympic gold medalist and record-breaking track and field star, has been named chief executive officer for Art of the Olympians Museum and Gallery at the Al Oerter Center for Excellence, home of Olympic sports and arts. Mr. Beamon is best known for his longstanding world record in the long jump at the 1968 Olympic Games in Mexico, which remained unchallenged for 23 years. He has since been elected into the USA Track & Field Hall of Fame and the U.S. Olympic Hall of Fame.

This year, approximately 130,000 horses in the United States will be sent to Canada or Mexico to be slaughtered for human consumption in other countries, according to Nanci Beyerl, M.S.W. '07, founder of Peaceful Acres Horses, Inc.

## Where Rescued Horses RESCUE PEOPLE

Peaceful Acres is a 156-acre farm in Pattersonville, New York—about 26 miles northwest of Albany—where 40 rescued and retired horses guide children and adults in healing psychologically and physically. Ms. Beyerl started the farm in 2007 to help people dealing with grief and trauma. She says she didn't initially intend to rescue horses, just people. The horses she worked with at first were healthy and had simply retired from racing and other pursuits.


Over time, though, Ms. Beyerl's commitment to rescuing and rehabilitating abandoned and neglected horses drove her to establish Peaceful Acres as an equine rescue sanctuary. The rehabilitated horses also have a powerful effect on her human clients. "You can imagine what it's like for one of our clients who helps in the rehabilitative care of one of these horses; it's so incredibly empowering," Ms. Beyerl says. "When you match an abused, neglected horse with an abused, neglected child and watch them grow and become strong, and healthy and confident, and, together, they become best of friends...it's beautiful. There's absolutely nothing like that."

Her own experience with divorce and domestic abuse compelled Ms. Beyerl to start Peaceful Acres. She had recently moved to what was then a dilapidated 12-acre farm with a few horses. She was anxious and suffered from panic attacks. Yet, she says, "I was feeling a lot better in the barn and with the horses."

After significant research and soul-searching, Ms. Beyerl became certified in equine assisted psychotherapy and learning. She also decided to pursue a master's degree in social work at Adelphi, traveling an hour and a half each way to take classes at the Hudson Valley Center in Poughkeepsie, New York. The investment, she says, was worthwhile. "Adelphi made it possible for me to think... that my dream and my vision to open a not-for-profit organization was possible, and that wasn't what I was hearing anyplace else," Ms. Beyerl says.

Last year, according to Ms. Beyerl, Peaceful Acres served about 125 children, many of whom were living in foster care or residential treatment facilities. Peaceful Acres also offers a variety of programs and retreats, including support for breast cancer survivors and adults struggling with addiction. "Horses are wonderful therapeutic partners and healers," Ms. Beyerl says. "Unlike people, they do not pass judgment."

Peaceful Acres' budget is supported through grants, donations and memberships. So far, Ms. Beyerl has obtained funding from foundations such as the Charles R. Wood Foundation and Newman's Own.

"I love what we do," Ms. Beyerl says. "I wish we had more funding to do what we do. It's expensive. We need to keep our horses and our people comfortable. We live on a shoestring." 

By Bonnie Eissner

Peaceful Acres Horses, Inc. founder Nanci Beyerl, M.S.W. '07, pictured with her mare, Cassie, has established an equine rescue sanctuary where horses and people can heal.



# A LIFE IN FILM

Today, Peter Friedman '72 is one of the leading veterans of the production world. Co-founder of F360, an integrated content studio, he has blazed a trail from the era of broadcast television to today's multimedia universe, working with PGA Tour Productions, Nike and many other top global brands along the way. But during his years at Adelphi, he was just a kid who loved his camera.

"There wasn't a film department when I was at Adelphi," Mr. Friedman says. "But Professor Paul Pitcoff offered a course where you could go across the country working on a film. I was pre-law and my wife Lynn [Class of 1972] was a dance major, but we both signed up for the course."

After a few months of writing, shooting and editing, Mr. Friedman had made his first film. "It was dreadful," he says, laughing. "But that was it, I was hooked on filmmaking."

After graduation, he started his career as a runner for CBS, and quickly realized he loved advertising. In particular, he was intrigued by the role of producer. "I loved pitching ideas. I loved meeting face-to-face with clients," Mr. Friedman says.

"As a young person, it's not just figuring out what you want to do, but what space you want to live in, where you're most comfortable," he says. "I loved pulling everything together."

"Being a good producer is being able to anticipate everything before it happens. That's still what I do now."

By 24, Mr. Friedman was the head of a department, and after making a name for himself, more opportunities came his way. In the late 1980s, George Lucas recruited Mr. Friedman to create a commercial production company, and Mr. Friedman spent five years building that business. A few years later, he was recruited again, this time by Nike to become the global head of commercial production. From there,

he became the global head of broadcast production for the advertising agency network McCann Worldgroup.

In the early 2000s, before the Internet and mobile devices became the dominating force they are today, Mr. Friedman worked to push McCann beyond traditional broadcast TV advertising. "People looked at me like I was nuts," he says, "but the world wasn't going to exist in a 30-second format anymore. It was my crusade to get people to understand the potential of digital technology."

His passion for multiplatform production led him to another opportunity, this time as the general manager of PGA Tour Entertainment. "Rather than being a vendor, we wanted to be a leader, creating content that people would want rather than waiting for them to come to us."

Now, as the head of his own company, F360, Mr. Friedman is still pushing into new territory, producing everything from flash mobs to interactive video. Among its many projects, the company consults on the Samsung Fanboy campaign, which included a commercial in this year's Super Bowl.

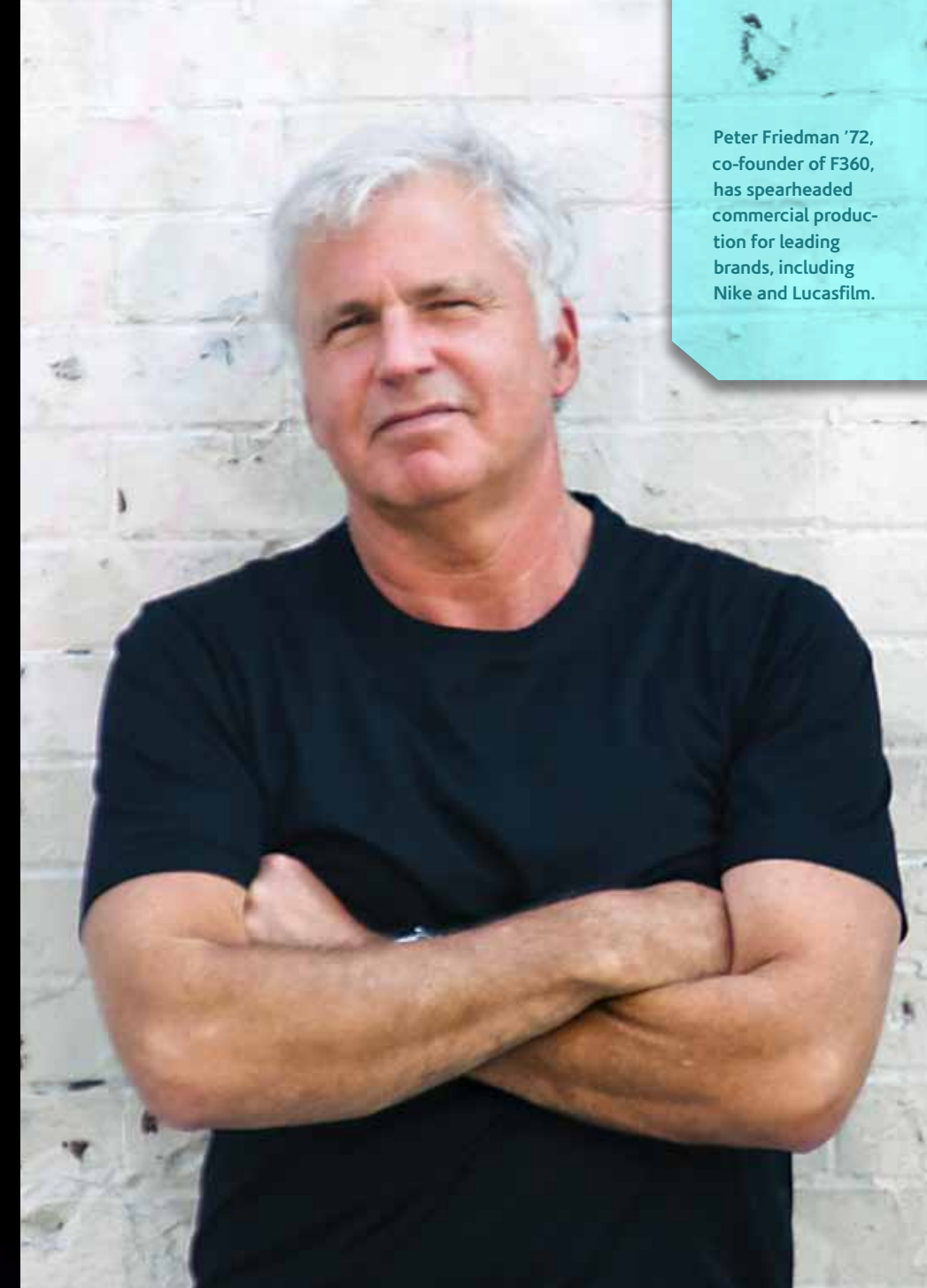
"The Super Bowl ratchets up everybody's expectations," Mr. Friedman says. "There were hundreds of people who worked on that ad—directors, agencies, editors, all the imaging, mixing, music. Hundreds of people for 60 seconds, but everyone was very happy with the results."

Above all, Mr. Friedman says, it comes back to lessons he learned at Adelphi. "Paul Pitcoff taught me something," he says. "The only way you're going to be great at something is to do it and do it and do it. There are no gimmies. You do good work, and it begets more good work."

With decades of good work behind him, Mr. Friedman is looking forward to the future. "Platforms are converging. Everything is going to be streaming," he says. But the fundamentals remain the same. "There are always new stories to tell." [A](#)

By Charity Shumway

*Mr. Friedman was one of a number of Adelphi alumni involved in making television spots for this year's Super Bowl. Read about the "Happy Grad" Chevrolet ad created by Zachary Borst '07 and shot by Michael Ilkiw '07 on page 10.*



Peter Friedman '72, co-founder of F360, has spearheaded commercial production for leading brands, including Nike and Lucasfilm.

**Linda Bradshaw, B.A. '72**, had her *Federal City Road Barn* art exhibit at the University Medical Center at Princeton.

**Donald Newman, B.S. '73**, was appointed to the board of Nature's Bioceuticals, a wholly owned subsidiary of Mistral Ventures Inc.

**Carole Roberts-Wilson, M.S. '73**, has been in the profession of speech pathology for more than 38 years in California and Florida. She recently retired from full-time work and is moving on to part-time *per diem* work. Her specialties include geriatrics, dementias, dysphagia, neuro deficits and caregiver education.

**Audrey Weiner, B.A. '73**, has been appointed as 2012–2014 board chair to the prominent national organization, LeadingAge. In her new role, she will oversee the organization's governance, fiduciary responsibilities and development of policies.

**Neil Staples, B.A. '74**, was featured in the arts faculty exhibition at Virginia Intermont College in Fall 2011.

**Thomas Biondolillo, B.A. '75**, is creative director at The Royal Group and an instructor at Miami Ad School.

**Richard Lysaght, B.B.A. '75**, celebrated his 30th anniversary as director of sales operations for Siemens Enterprise Communications.

**Dolores Lamb, M.S. '76**, became president of the American Society for Reproductive Medicine at the society's 2011 annual meeting in Orlando, Florida.

**Kathleen Mucciolo-Kolins, M.A. '76**, and her Music and Theatre Legacy Foundation were featured in the *Floral Park Dispatch*.

**Stuart Goldfarb, B.A. '77**, has been elected to the board of WWE (World Wrestling Entertainment). He is a member of the audit committee.

**Michael Graziano, B.A. '77, M.S. '90**, is director of the Ethics & Compliance Division of BNP Paribas, New York.

**Barbara (Gratson) Cavallo, B.S. '78**, was recently hired as a nurse case manager at Riverside Medical Clinic.

**Karen Messineo, B.B.A. '78**, was named chief financial officer of the About Group, a unit of The New York Times Company. Ms. Messineo was previously a vice president, finance in The New York Times Media Group. Ms. Messineo reports directly to the About Group CEO Darline Jean.

**Richard Taylor, B.S. '78**, is exceedingly happy to announce his retirement at age 62 after 33 years of direct patient care nursing activity. He has been blessed to serve in a diverse variety of nursing care units, including the clinical care unit (CCU), the emergency room, surgical and medical intensive care units, 10 years in a burn center and, surprisingly, three years in labor and delivery, and in all kinds of positions such as staff nurse, team leader, supervisor and all-around get-it-done guy. Six years in the U.S. military took him to Germany and Arizona. His career ended in a veteran's affairs hospital in Richmond, Virginia. Before receiving the B.S.N., as well as during his years as an R.N., he was honored

to give 21 years of service to the Long Island community as a volunteer firefighter and EMT and as a first aid and CPR instructor for the American Red Cross, both in the United States and Germany. Currently, he lives in Richmond, Virginia, in a retirement community where he remains active with his church, and continues an 11-year participation in the prison, senior and teaching ministries.

**Anthony Fiorentino, M.B.A. '79**, was appointed chief executive officer by VERGO Interactive, a digital marketing company that connects institutions of higher learning with students exploring options for postsecondary education.



# Making Bread from Beans

Most entrepreneurship courses and books advise aspiring business owners to develop detailed business and marketing plans before launching into a new enterprise. Paul Lovegreen '87, owner of Tunnel City Coffee in Williamstown, Massachusetts, had a different approach. "I went on gut; that was my marketing approach," says the former Adelphi School of Business accounting major, only half joking.

Mr. Lovegreen opened Tunnel City in 1992 before Starbucks brought the coffeehouse craze to the Northeast. For the residents of picturesque Williamstown, a rural community nestled in the Berkshire Mountains, drinking a cup of cappuccino was about as familiar as eating kimchi. "I'd have people coming in wanting, you know, eggs and bacon with toast," Mr. Lovegreen says. "They really didn't know what an espresso bar was or what a coffeehouse was."

Williamstown, though, is hardly a backwater, and Mr. Lovegreen knew it. The town is home to the highly regarded Sterling and Francine Clark Art Institute, the celebrity-studded Williamstown Theatre Festival and, most important, Williams College. Besides having a strong desire to live in the Berkshires,

Mr. Lovegreen says, "I knew I just wanted to be in a college community because I just felt like college kids need coffee."

He was right. From the outset, the students kept his business afloat. "I had this core group of kids who went to Williams from California, and they really helped me stay in business my first few years," Mr. Lovegreen says.

Influenced by the book, *Marketing Without Advertising*, Mr. Lovegreen chose to invest in the customer experience. "I built my business with [an] essentially minimal...budget for advertising; it was all built on location and servicing the customer," he says. He also made sure to pay the bills on time. "That helped me build solid relationships with my suppliers and my landlords," he says.

The first store, which Mr. Lovegreen opened by maxing out on three credit cards, consisted of four or five tables stuffed into 500 square feet. "We would just cram as many people as we could into the place," Mr. Lovegreen says.

In 1996, Mr. Lovegreen took out his first bank loan and tripled the size of the store. He hired a professional pastry chef in 2000—a pivotal move that, according to Mr. Lovegreen, changed the business. Four years later, Williams College constructed a building in town with retail space tailor-made for Tunnel City Coffee.


Today, Tunnel City has seven-digit sales figures. Mr. Lovegreen opened the store with one part-time employee. Now, he employs 24 people, including 10 full-time workers. His head pastry chef has four assistants.

Mr. Lovegreen even met his wife in the shop. She was a regular, he says. Now, she also works in the business.

While local residents and students are the store's "bread and butter," according to

Mr. Lovegreen, it has benefited from the tourists and celebrities who come to town. A few who have been to Tunnel City include Gwyneth Paltrow, Bebe Neuwirth, Joan Woodward, *New York Times* columnist Thomas Friedman (whose daughter attended Williams) and former New Jersey Senator Bill Bradley.

For Mr. Lovegreen, running Tunnel City is a labor of love. A longtime coffee and coffeehouse connoisseur, he enjoys being able to select and roast his own coffee. A veteran of the retail business (he was a department store manager before he opened Tunnel City), he's undaunted by the long hours, including weekends, and the hands-on nature of the business. He likes that he has created a social space for his community.

"If you have a passion for something, that's what your worth is," Mr. Lovegreen says. "That's how you enjoy what you do." 

By Bonnie Eissner

*Inspired to launch your own business? Get tips from Robert B. Willumstad School of Business Visiting Professor Thomas W. Shimick, M.B.A. '92, on page 28.*



**James Lubin, B.A. '79, M.B.A. '84**, was named managing director of CBOE Futures Exchange (CFE). He leads CFE's strategic direction and is based in New York City.

**Leonard Natelson, B.B.A. '79**, is chief executive officer of Hematology Oncology Associates of Rockland. He has been recognized by Cambridge *Who's Who* for demonstrating dedication, leadership and excellence in administrative operations.

**Victor Stancarone, M.A. '79**, has created a unique and new method for learning the piano using yoga principles and improvisation techniques. He has created [PIANOYOGATV.COM](http://PIANOYOGATV.COM), which features free videos about the healing and therapeutic benefits playing piano can bring about and how to play the piano using this approach.

## 1980s

**Virginia Deleo, M.A. '80**, was named Long Island's Educator of the Month by Dowling College and News 12. She teaches living environment and is the science research coordinator at Howard T. Herber Middle School in Malverne, New York.

**Howard Sitomer, M.B.A. '80**, and Bette (Brill) Sitomer, B.S. '92, celebrated 50 years of marriage on June 4, 2011.

**Rosemary A. Martino, B.S. '81**, has been appointed by Sound Shore Medical Center (SSMC) as its senior vice president for clinical systems development. Ms. Martino will be responsible for broadening access to and coordination of care through the Sound Shore Medical Center Outpatient Department. In addition, she will assume leadership for development of an independent practice association that will help to ensure the full continuum of care for those served by SSMC.

**Barry Davis, M.B.A. '82**, has been appointed vice president of business development for Egnite, Inc.

**Judith De Felice, D.S.W. '82**, is retired and volunteers as a member of the board of directors of Hugs Across America. She is the director of Hugs Chapter #15 in New York City.

**Robert Silberman, B.A. '82**, was named DMEautomotive director of product and CRM strategy.

**Ann Bochicchio, B.B.A. '83**, joined the sales staff of Prudential Connecticut Realty's New Canaan office.

**Nancy Falls, M.B.A. '83**, has been promoted to national managing partner of Tatum's Healthcare Practice. She is responsible for growing the healthcare practice and working across the firm to drive Tatum's market penetration within the industry.

**Marguerite Corda, M.S. '84**, has recently joined the staff of Beth Israel Medical Center as vice president for patient care services at the Kings Highway Division in Brooklyn.

**Judith Levy, M.S.W. '84**, presented *The Last Descendants*, a solo exhibition in Kansas City, Missouri. The show features three faux documentary videos in which the living "descendants" of Huckleberry Finn, Hansel and Gretel and The Lone Ranger are interviewed.

**Sharon (Cohen) Garber, B.S. '85**, received her master's degree in 1990 at Columbia University and postmaster's certificate at the University of Rhode Island. She is now working as a family nurse practitioner at a nephrology practice as well as a community health center, and volunteers at the Rhode Island free clinic, American Cancer Society, and the National Kidney Foundation. Her oldest son, Andrew, recently graduated from the United States Naval Academy and her son James

completed his sophomore year at Manhattan School of Music, where he majors in classical guitar. Her youngest son, Peter, completed his sophomore year at Toll Gate High School. Her husband, Ken, owns a food distributorship called New Vermont Creamery and is active at Rhode Island Community Food Bank.

**Julye Calder-Spinelli, B.F.A. '86**, has a certified woman and minority-owned business, Saratoga Flag, a Broadway Banner and Graphics Co. LLC in upstate New York.

**Sharon Feeney, B.S. '87**, is currently NSG supervisor of the Medical Adult Day Care Program at Gurwin Jewish Nursing and Rehabilitation Center, where she has been since 1988. She is also an adjunct professor at Farmingdale State College in the Long Island Educational Opportunity Center's certified nursing assistant program. She has been married since 1989 to Shawn Feeney. They have two children, one of whom attends Adelphi.

**Glenn Molin, B.A. '87**, joined CI Harvest mergers and acquisitions firm as its senior business intermediary.

**Christopher Tracey, M.A. '87**, retired on January 27, 2012, after 17 years in the East Hampton Union Free School District and 1.5 years as principal of John M. Marshall Elementary School.

**Marc Adler, B.S. '88**, has been appointed director of the Value Based Purchasing Program at Winthrop-University Hospital. Dr. Adler serves in this capacity concurrent with his role as physician adviser to the case management department.

**Shamir Ally, B.B.A. '89, M.B.A. '92**, is a faculty member at DeSales University, Center Valley, Pennsylvania. Dr. Ally is president/CEO at International Consulting & Financial Services. He was also listed in the *Marquis Who's Who in Finance and Business in the USA 2010-2011*, 38th edition.



# what Glass CEILING?

“If you’re going to take it to the next level of leadership...it’s not about you. It’s all about the people you surround yourself with.”

Eileen McDonnell, M.B.A. '87  
President and CEO of The Penn Mutual Life Insurance Company



Eileen McDonnell, M.B.A. '87, president and CEO of Penn Mutual Life Insurance, attributes her success to “dreams and aspirations and well-laid plans.”

As president and CEO of The Penn Mutual Life Insurance Company, Eileen McDonnell, M.B.A. '87, spearheads a company with \$18 billion in assets, 2,000 employees and 4,500 sales agents. She joined Penn Mutual as its executive vice president and chief marketing officer in 2008—at the start of the Great Recession. But since that time, revenue has doubled, and the company’s life insurance sales hit all-time highs in 2010 and 2011.

“I was only here for a couple of months and the bottom fell out of the economy,” Ms. McDonnell says, “and I came here with a mandate that we were going to grow the organization.” How did she pull it off? Her description of the company’s 2008 field leadership meeting is telling: “I got up and boldly told our associates and our sales force that Penn Mutual would not participate in the recession.” In Ms. McDonnell’s words, “We haven’t allowed the economic or market obstacles to take us off course or thwart our success.”

Ms. McDonnell’s optimism, drive and ability to motivate others have allowed her to thrive in a competitive, male-dominated industry despite some long odds. The fourth of six children, she says she learned early on the

power of diplomacy. Her parents also instilled in her the value of education. “My father, who was an elementary school principal, definitely set high standards for us,” Ms. McDonnell says. “I can recall coming home and getting a 99 on this test and him saying, ‘What happened to the other point?’”

Ms. McDonnell and her sisters were encouraged to become nurses or teachers. Although Ms. McDonnell initially enrolled at Molloy College as a nursing major, she decided, after her sophomore year, to major in math with a minor in computer science. Despite the disruptive switch and the need to work two jobs to cover a lost nursing scholarship, she completed her degree a semester early and with two job offers.

She chose a job at Wang Laboratories over a more lucrative offer from I.B.M. because, she says, Wang, a smaller and more nimble company, offered her greater opportunities. The experience, she says, was a pivotal one. Working in the comptroller’s office piqued her interest in finance, and she decided to pursue an M.B.A. at Adelphi. She also saw what happens when a company fails to adapt to market forces. Wang bet against the personal computer, insisting that giant mainframes and dumb terminals were the future. Two years later, Wang was in a tailspin, and Ms. McDonnell left, taking her first job in the insurance industry, as a financial manager at The Equitable Life Assurance Society of the United States (now AXA Equitable Life Insurance Company).

Once at Equitable, Ms. McDonnell says, “I started to dream about where I might go in the company.” She set a goal of being a vice president and homeowner by the time she was 30. She beat her deadline by three years, becoming, at 27, Equitable’s youngest vice president. The meteoric rise meant she was overseeing branch officers who were older than she and accustomed to being managed by men. There was pushback, but she remained undaunted.

After nine years at Equitable, Ms. McDonnell joined The Guardian Life Insurance Company of America as a vice president and quickly rose to become the company’s first female senior vice president in its 150-year history. She describes her eight years at Guardian as a time of great self-awareness. She developed a true passion for her industry, but she also came close to burning out. From that, she learned: “If you’re going to take it to the next level of leadership...it’s not about you. It’s all about the people you surround yourself with.” And, she says, she chose wisely.

Ms. McDonnell’s zeal and her skill at building teams served her well in her next corporate position at MetLife. Six months

after joining the company, while on a business trip, she got a phone call. One of MetLife’s subsidiaries, New England Financial, was about to be investigated by the Securities and Exchange Commission for accounting fraud and the president was going to be removed. MetLife wanted to announce that she would be the new president. She took the job and turned the company around, an experience she describes as “baptism by fire.”

“People often ask me about the glass ceiling,” Ms. McDonnell says. “What I’ve always said is that I’ve never seen a ceiling, glass or otherwise. I just always had dreams and aspirations and well-laid plans.” [A](#)

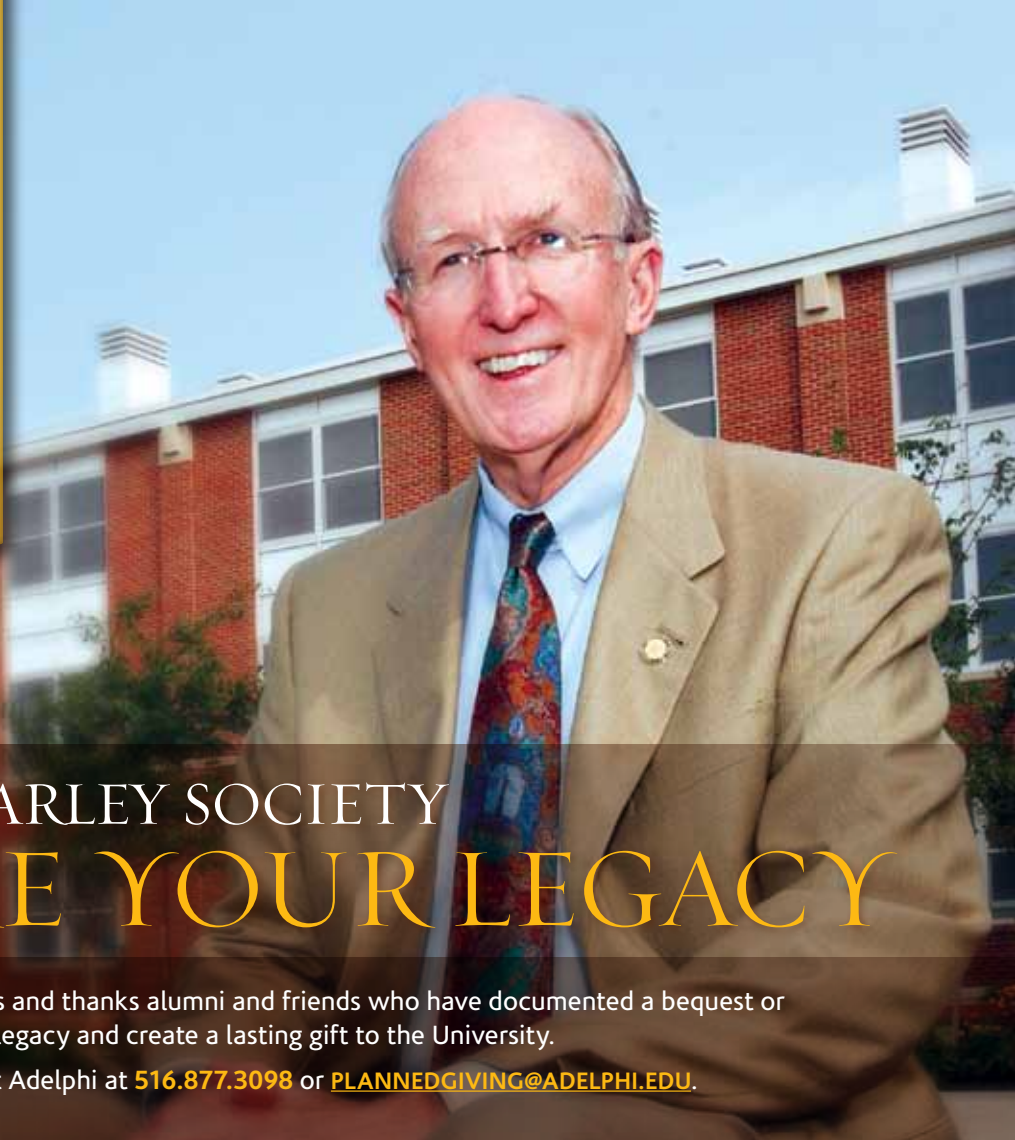
By Bonnie Eissner

Ms. McDonnell’s two sisters, Barbara Kelnhofer '88, M.A. '91, and Theresa Ganley, M.A. '90, are Adelphi alumnae, and her niece, Jennifer Ganley '09, is now pursuing a master’s in psychology at Adelphi. Ms. McDonnell recently established an endowed scholarship at the Robert B. Willumstad School of Business. The Eileen C. McDonnell Scholarship for Women in Business annually supports a female graduate student who is working while going to school. “The scholarship is created to give opportunities for years to come for other women to have the same success I did as the result of an education at Adelphi,” Ms. McDonnell says.



"I believe in Adelphi, and am proud to help advance what we have accomplished together by including the University in my estate plans."

**Dr. Robert A. Scott**  
President of Adelphi University  
Member of the Ruth S. Harley Society  
since 2005



# THE RUTH S. HARLEY SOCIETY DECLARE YOUR LEGACY

The Ruth S. Harley Society recognizes and thanks alumni and friends who have documented a bequest or planned gift to Adelphi. Define your legacy and create a lasting gift to the University.

For more information, please contact Adelphi at **516.877.3098** or **PLANNEDGIVING@ADELPHI.EDU**.

## 1990s

**Laura Benson, B.S. '90, M.S. '92, CAGS '96**, has been appointed as vice president of medical affairs of Novocure.

**Anne Kontopoulos, B.B.A. '90, M.B.A. '03**, has been promoted to the position of assistant vice president of finance by the New York State Catholic Health Plan, Fidelis Care.

**Jeffrey Phlegar, M.B.A. '90**, was appointed as CEO of MacKay Shields LLC, a wholly owned subsidiary of New York Life Investments.

**David Pinkowitz, M.B.A. '91**, was recognized as one of the Ones to Watch in *Long Island Business News*. He is president of DCP Marketing Services, based in Melville, New York. He runs his own full-service marketing firm, helping law, accounting and technology firms increase their revenue by building awareness, developing relationships and generating business prospects.

**Lenore James, B.B.A. '92, M.B.A. '95**, is a senior merchandiser at Gap Inc.

**Frederick Curry, B.S. '93**, has been named by Transparency International-USA (TI-USA) to its board of directors. Mr. Curry is a member of Deloitte's anti-money laundering and economic trade sanctions practice in Washington, D.C. He specializes in advising senior executives and board directors of global financial institutions on compliance programs and responses to regulatory enforcement actions and criminal investigations in the anti-money laundering, anticorruption and Office of Foreign Assets Control (OFAC) areas. In 2001, he founded The Sirius Foundation, Inc., a nonprofit organization that has awarded annual scholarships to high-achieving African American women aspiring to careers in business.

**Karin DiMichele, B.B.A. '93**, was sworn in as police chief of Berkeley Township Police Department.

**Frank Castellano, M.S. '94**, has been appointed to the executive board of the Long Island Business Development Council.

**Monet Cherise Dunham, M.S. '94**, has been recognized by Cambridge *Who's Who for Excellence in the Arts*.

**Jill Ytuarte, B.A. '97**, is an executive director at Morgan Stanley Investment Management.

**Barbara Cataletto, M.B.A. '99**, has been appointed CEO of Business Dynamics Limited and was featured in *Newsday*.

## 2000s

**Adam Wittenstein, B.S. '02**, is a mathematics teacher at Saint Demetrios High School and also teaches at least one course per year in Adelphi University's Department of Mathematics and Computer Science.

**Omar Grant, B.B.A. '03**, is A&R creative director at the Roc Nation music label.

**Danielle Mebert, B.A. '04, M.A. '05, M.F.A. '11**, was named the director of recruitment and outreach for the communications, visual and performing arts departments at LIU Brooklyn. She plans travel to events and nurtures relationships with professional organizations and arts high schools around the country.

**Stewart Rego, M.B.A. '04**, traveled to the Cayman Islands for seven weeks in the summer.

**Rachel Sukert, B.S. '04**, married Scott Urgola, B.S. '05, on September 4, 2011. Both graduates met at the Adelphi Department of Music in 2002. They continue to write and perform music together across various venues in the New York City and Hudson Valley areas.

**Alexander Hotzoglou, B.B.A. '05**, is a financial adviser working at The Coleman Group in Morgan Stanley Smith Barney.

**Othniel Denis, M.B.A. '06**, recently launched his own company, Excellent Ones Consulting LLC, a business venture devoted to solving business problems using the countless tools available in Microsoft Excel. He uses Excel to automate processes, test business decisions and measure company performance. He was recently mentioned in *The Wall Street Journal* as one of the hopeful stories in the dismal economy.

**Jennifer McNamara, M.S.W. '06**, is the new chair of the Wilton Domestic Violence Task Force.

**Maureen Altieri, M.S. '08**, was featured on *NURSE.COM*. As director of professional practice at Good Samaritan Hospital Medical Center in West Islip, New York, she is responsible for developing and implementing programs to promote an environment of professional nursing practice that supports scientific, scholarly practice.

**Deb Picone, M.F.A. '08**, continues to be the library director at the American Academy of Dramatic Arts but is also currently serving as their on-site writing tutor.

**Rebecca Jimenez, B.A. '09**, is currently a backstage camera operator at *The Bill Cunningham Show* and first assistant director, production associate at Execution Entertainment.

**Erica Naess, M.F.A. '09**, is still living in New York City (for now) and teaching English as a second language. One of the stories from her thesis, "Assembling for a Demonstration," was published in issue 14 of *Copper Nickel* and was nominated for the 2012 Pushcart Prize collection.

## 2010s

**Gregory Estes, M.F.A. '10**, is living in Triangle, Virginia, selling cars at Lindsay Chevrolet of Woodbridge. As a creative outlet, he has focused recently on music and illustrations, mostly consisting of characters featured as skeletons.

**Leslie Fazin, B.A. '10**, is the communications associate for Whitsons Culinary Group in Islandia, New York. She writes for and edits the company's two in-house publications and lends support to the company's sales, social media and public relations initiatives.

**Steph Garrison, M.F.A. '10**, is back in her native mid-Hudson Valley land, teaching at both Marist College and SUNY New Paltz as an English adjunct professor.

**Brian Hoyle, B.A. '10, M.A. '11**, is a third grade teacher in Prince William County, Virginia. He relocated to Occoquan, Virginia, in August of 2011 and is currently pursuing a certificate in administration.


**Brian Stolz, M.F.A. '10**, is teaching English composition as an adjunct at Wood Tobe-Coburn School in Manhattan, while living on Long Island.

**Christine Utz, M.F.A. '10**, is living in Brooklyn and took a job as a personal assistant to an art attorney.

**Devin Walsh, M.F.A. '10**, works at the French Broad Brewery in Asheville, North Carolina, where his wife and he just bought a house. He's at work on the second complete revision of the young adult novel he started while attending Adelphi.

**Siobhan May, M.F.A. '11**, is living in Newark, Delaware, where she works as the student engagement coordinator at the University of Delaware.

**Casey Tolfree, M.F.A. '11**, is living in Westchester County and working as a communications specialist at Manhattanville College.

**Bradley Warshauer, M.F.A. '11**, is living in Jackson, Mississippi, and working as a staff writer at the marketing company, Communication Arts. 

## In Memoriam\*

- Ruth (Higbee) Vosburgh, B.A. '38  
Dorothy (Harper) Stone, B.A. '43  
Mary (Fitzpatrick) Quinn, B.S. '47, M.A. '71, M.S.W. '79  
Lorraine Bartel James, B.S. '48  
Richard Boehm '50  
Mary-Alice (McKinstry) Morey, B.A. '50  
Marcia Kuhlke Schubert, B.S. '51  
Audrey (Pelkonen) Crawford, B.S. '52  
Leo Dalcortivo, M.S. '53  
William Reiss, Ph.D. '54  
Mary (Scholar) Davis, B.S. '55  
Judith (Kalish) Sobel, B.A. '56  
Ann Gothler, B.S. '58  
Walter Beisinger, B.S. '59  
Lynn (Malen) Klarreich, B.A. '59  
Rhoda (Naylor) Krawitz, Ph.D. '60  
Nancy (Bloomberg) Black, Ph.D. '61  
Victoria McLane, B.A. '61  
Ellen (Vosburgh) Stier, B.S. '61  
Sanford Ehrlich, Ph.D. '63  
Ruth (Zimmerman) Magill, B.B.A. '63  
Robert Sherman, B.A. '63  
Veronica Dolan, B.S. '66  
Lois Rubin, M.A. '71  
Mabel (Fulster) Fisher, M.A. '74  
Joseph F. Quinn, B.A. '74  
Andrew Jaret, B.B.A. '76  
Joseph Antonette, B.A. '78  
Marilyn Hudson, B.B.A. '78  
Joan Pazienski Davin, B.S. '78  
Kenneth Pietrasko, B.A. '78  
William Purvin, B.A. '78  
Joan Hay, M.S. '80  
Norman Segel, M.B.A. '80  
Aldona Viola, B.S. '82, M.S.W. '87  
Leonard Neils, M.S.W. '85  
Dorothy Grant, M.S.W. '86  
Josephine Whiting, B.A. '87  
William Blatz, B.S. '88  
Allen Davis, M.A. '92  
Michael Stein, B.S. '92  
Terrance Quinn '93

\*as of January 11, 2012

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Tara Howard Saunders '84  
Teresa Savory, M.B.A. '94  
Marc Sieben '75  
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*EMERITUS*  
Joan Kuster '51

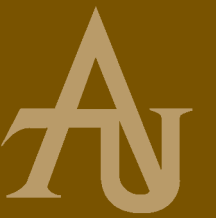
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Cathryn Chenkus  
Mary Ann Mearini '05

To find out more about our programs and alumni benefits, please call **516.877.3470**.





# A Look Back

## REMEMBERING

# AL DAVIS

When news of the passing of Al Davis broke on Saturday, October 8, 2011, memories and anecdotes quickly filled newspapers, blogs and television broadcasts in an attempt to personalize one of the most influential people in professional football history. He was a maverick, a man who repeatedly followed his own—often controversial—path to success.



**THE OAKLAND RAIDERS  
OWNER'S LEGACY  
STARTED AT ADELPHI.**

Long before he donned his iconic gold-rimmed sunglasses and coined now-popular phrases like "Just win, baby!" and "commitment to excellence," the Oakland Raiders owner's legacy started at Adelphi. From 1950 to 1951, he was the football team's offensive line coach, as well as the baseball coach. He may be remembered for winning three Super Bowl championships, or as a pioneer in progressive hiring practices or as a member of the Pro Football Hall of Fame, but Mr. Davis was never forgotten at Adelphi, and he never forgot the University.

"If you didn't call him, there was an imaginary clock ticking, and he would call you," says Lou Flego '55, who played quarterback at Adelphi during Mr. Davis's tenure. "That happened until he died."

"He was elected into our Athletic Hall of Fame in 1992, and it was the most successful hall of fame induction that we ever had," Mr. Flego says. "He was very humble, and he had a tremendously busy schedule. It was important to him."

Mr. Flego and Mr. Davis had a close relationship—one that began when the coach approved Mr. Flego's Adelphi football scholarship after an intense interview. Mr. Flego has many stories of his former coach, friend and mentor, and he often tells of when he brought Mr. Davis a framed photo of his first team, which Mr. Flego dubbed "the beginning." The photo remained with Mr. Davis for decades.

"He took a liking to that," Mr. Flego says of the picture. "When you looked behind his desk in Oakland, there was the silver and black, the Super Bowl rings—he had all kinds of memorabilia—and next to it all

was the picture. Every time Sue [Mr. Flego's wife] and I would go to Oakland, he would always show it off."

Mr. Flego says Mr. Davis's personality was contagious. Mr. Davis was a man of his word and certainly a person you wanted on your side. Despite his reputation for constantly combating the NFL and its administration, he was an effective advocate for his players and employees, someone who wanted to hear your honest opinion.

He could also be self-effacing. During the holidays, Mr. Flego says, Mr. Davis and the Adelphi staff brought in gifts for needy children, but took a humble approach. "He wasn't the kind of guy that wanted it to be known," Mr. Flego says.

To the end, Mr. Davis enjoyed the camaraderie of his first football team. A while back,

Mr. Davis charged Mr. Flego with keeping the Adelphi team connected, and the remaining members of that team have gotten together and attended a Raiders game each year. Last December marked the 19th gathering of the squad in Miami, but the first without Mr. Davis.

"Every time, Al would always set up a hospitality room, and we would spend a significant [amount of] time together," Mr. Flego says. "He would let his hair down. The people who attended those things are much richer [for it]."

"It was always about friendship...but it was not always about him," Mr. Flego says. "His comfort zone was 'what can I do for you?'"

By Chris Gasiewski



1 Adelphi in Oakland: Former teammates gather with their coach, Al Davis, before an Oakland Raiders game. FROM LEFT George Wulper '54, Mr. Davis, Charles Finger '55 (Adelphi Hall of Fame), Lou Flego '55 (Adelphi Hall of Fame) and Lou Fox '56.

2 Former Adelphi quarterback Lou Flego '55 LEFT and Adelphi Assistant Vice President and Director of Athletics Robert Hartwell display a photo of Mr. Flego issuing Al Davis a photo of his former team. Mr. Flego calls the photo, "The Beginning."

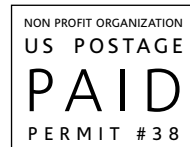
3 Lou Flego '55 received plenty of Oakland Raiders memorabilia from owner Al Davis. Pictured are an invitation to his birthday party and two crystal pieces commemorating the celebration.

4 Lou Flego '55 and his wife, Sue '55 (nee Crandell)





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**Adelphi's Annual Fund closes on August 31.**

