Convocation on Haiti Set for Tomorrow

The crisis in Haiti is no longer front-page news, but the island nation and its people still have not recovered from January’s devastating earthquake.

The Cal U community will explore ongoing issues raised by the disaster at “Help for Haiti: A Special Convocation,” rescheduled for 11 a.m.-12:15 p.m. tomorrow in Steele Hall Mainstage Theatre.

After an introduction by University President Angelo Armenti, Jr., a panel of faculty experts will discuss the complex problems facing the people of Haiti as they attempt to reconstruct their island nation.

“Even after the immediate needs are met, Haiti faces an ongoing struggle,” said organizer Dr. Melanie Blumberg, director of the American Democracy Project at Cal U. “We are asking our students to look beyond the headlines and think more deeply about what it takes for a nation to rebuild.”

Discussion topics will range from health care and concerns about child trafficking to the earthquake’s effect on Haiti’s environment, infrastructure and society. A question-and-answer session will follow.

Moderator is Kelton Edmonds, of the Department of History and Political Science.

Panelists are David Boehm, Department of Biological and Environmental Sciences; Deborah Farrer, Department of Elementary and Early Childhood Education; Kyle Fredrick, Department of Earth Sciences; Cheryl Hettman, Department of Nursing; and Emily Sweitzer, Department of Justice, Law and Society.

Before and after the event, participants will have the opportunity to donate to the Haiti Relief Fund. The project will collect donations from all 14 PASSHE universities and use the funds to rebuild a school in Haiti. Information about the fund is available at www.calu.edu.

The convocation is scheduled for the common hour so that all interested students and faculty may attend.

The gathering is sponsored by the Office of the President, the Provost’s Office, the American Democracy Project and the Student Government Association.

Federal Funds Will Develop Broadband Network

The Obama administration has awarded $99.6 million in federal stimulus funding to the Keystone Initiative for Network-Based Education and Research (KINBER), a coalition of Pennsylvania colleges and universities, research and health care organizations and economic development entities that submitted a joint application for the Recovery and Reinvestment Act, will be awarded as part of the American stimulus funding.

The cable network will extend nearly 1,700 miles through 39 Pennsylvania counties—including 22 currently considered underserved or underserved based on their access to affordable broadband services.

“This project represents an extraordinary collaboration among our public and private universities, health care providers, economic development specialists and other public sector members to develop a network that will provide open access to a state-of-the-art.... — Continued on page 3

Marketers Compete With Elite

Cal U’s Student Marketing Association (SMA) hopes to remain among the world’s elite as it rounds out a year of competition next month at the American Marketing Association’s 32nd International Collegiate Conference in New Orleans, La.

Cal U’s SMA currently is ranked ninth, ahead of local teams from Carnegie Mellon, Duquesne and Robert Morris universities, and the Katz School of Business at the University of Pittsburgh. The Wharton School at the University of Pennsylvania is ranked first heading into next month’s conference competition.

The competition begins in August, at the start of each new academic year, and concludes at the annual conference. Students compete by developing a strategic-Chapter Plan, which must be submitted in October. Each chapter then works to fulfill the plan and to compete in “functional” areas such as membership and chapter operations. Results are outlined in an annual report due in March.

The work is judged by an international panel of marketing professors, and the winners are announced at the conference.

In addition to creating the plan and annual report, chapters may take part in a sales and marketing simulation, develop a strategy for a marketing case study, develop a recruiting video, and participate in exhibit competitions, some of which are held at the conference.

Schools that are ranked in the top 15 are recognized as “elite.”

“To attain elite status is an outstanding achievement and shows Cal U’s SMA has excelled in a wide range of marketing areas,” said Dr. Shadley A. Lazorchak, faculty adviser for SMA and Alpha Mu Alpha, the national marketing honorary for qualified undergraduate, graduate and doctoral marketing students. “We have come a long way in a short period of time.”

Lazorchak came to Cal U in 2001. The following year she transformed the campus Marketing Club into SMA and applied for affiliation with the American Marketing Association. She made an investigatory trip to observe AMA competitions in 2003-2004, and Cal U’s SMA chapter began competing the following year.

— Continued on page 3

National Honor for Meteorology Students

Cal U’s Southwest Pennsylvania Chapter of the American Meteorological Society is named the organization’s National Student Chapter of the Year. See story on page 2.
Metropolitan Win National Award

Eighteen meteorology students and three faculty members from the Department of Earth Sciences recently returned from Atlanta, Ga., where they accepted the American Meteorological Society's (AMS) National Student Chapter of the Year Award for the 2008-2009 academic year. Cal U is home to the Southwest Pennsylvania Chapter of the AMS, founded in 2002 by alumnus Patrick C. Taylor '04 and associate professor Dr. Chad Kaufman.

"The award is a significant achievement for a recently organized chapter," said Kaufman. "Many other AMS student chapters date back many decades."

Thousands of AMS members attend the annual conference, where the society recognizes the efforts of local chapters. Before it received the national honor, the Cal U student chapter had been listed as an AMS Honor Roll Chapter for two consecutive years. "Southwestern Pennsylvania has continued the pursuit of excellence with its outreach activities, which included a new weather forum for members and a revamped event (StormFest at the Carnegie Science Center) that connected with thousands of community members," said James Peronto, a member of the AMS Local Chapter Affairs Committee and a meteorologist at the National Weather Service in Anchorage, Alaska.

"The committee also recognizes (members') commitment to their mentoring program, involvement in fundraising events, and weather support for their campus."

This is not the first national award for Cal U meteorology students. In 2007 the campus chapter of the National Weather Association was recognized the Chapter of the Year. Last year the National Weather Service recognized Cal U as a StormReady University, one of just two in Pennsylvania.

Meteorology students shared their love of weather and the geosciences Feb. 26-27 with the third annual StormFest. The event at Carnegie Science Center in Pittsburgh offered dozens of hands-on activities for students in grades K-6.

Continuing their outreach efforts, students in the AMS chapter will visit local schools this spring to deliver weather demonstrations and lectures on topics ranging from the Ideal Gas Law to storm chasing to weather safety.

The chapter also will host a series of speakers during the spring semester, including professionals from the National Drought Mitigation Center, the National Weather Service and NASA.

The Southwest Pennsylvania Chapter of the AMS meets regularly in the Eberly Science and Technology Center. Senior Mike DeFino, from Voorhees, N.J., is the chapter president this year, and Kaufman is serving his ninth year as faculty adviser.

Drs. Swarandeep Gill and Mario Majcen joined the group on the trip to Atlanta.

Harley Raffle Revs Up Scholarship Fund

Cal U students need scholarships, and the IA/TE Alumni Society is gearing up to help.

The nonprofit organization of industrial arts and technology education graduates is raffling off a 2010 Harley-Davidson Road King being raffled off by the IA/TE Alumni Society at California University. Tickets are available now; all proceeds support scholarships for students at Cal U.

"The goal is to give something back to California," says Paul Koontz '78, president of the alumni society.

"Personally, Cal gave me a lot more than just academics. It gave me a foundation for my professional life, and I want to help pass that opportunity along to others."

A total of 5,000 tickets are available, at a cost of $10 each. Every ticket has two numbers, doubling the chance to win.

The winning ticket will match the Pennsylvania Lottery's "Big 4" lottery numbers drawn on the evening of May 3, 2010.

The winner will be notified by certified mail. The holder of the winning ticket must provide proof of insurance and a valid driver's license for registration purposes. Complete rules are posted online at www.cal ia-te alumni.org.

For tickets or more information, call 724-938-4085 or 724-938-4169 between 8 a.m. and 4 p.m. weekdays, or e-mail Dr. John Kallis at kallis@cal u.edu. Dixi Len Colletti at colletti@cal u.edu.

Cal to Reapply for Maglev Funding

The University plans to reapply for federal funding to support the Urban Maglev National Demonstration Test Facility at Cal U.

On Feb. 17 the federal Department of Transportation announced the first-round recipients of its 2010 TIGER discretionary grants, and the urban maglev project was not among them.

More than 14,000 applications were submitted for the Transportation Investment Generating Economic Recovery (TIGER) grants, and just 51 projects received funding. Recipients included rail, transit, intermodal, port, bridge and highway projects in 41 states and the District of Columbia.

A second round of awards is anticipated within the next three months, according to David O'Loughlin, president of U.S. Maglev Development Corp., coordinator of the urban maglev demonstration site at Cal U.

"Naturally, I am disappointed to learn that the Urban Maglev National Demonstration project did not receive funding in the first round of the Transportation Department's TIGER grant program," said University President Angelo Armenti, Jr.

"I continue to believe that urban maglev is a safe and sustainable transportation option, and I am convinced that California University is the ideal site to demonstrate its value to the nation."

"Once our urban maglev coalition reviews any comments from the Transportation Department, we intend to resubmit the proposal for the second round of TIGER grant funding."

The University and its partners hope to demonstrate the value of urban maglev, a "green" transportation innovation that would move passengers and/or cargo using magnetic levitation.

The "shovel-ready" project at Cal U would include five passenger stations along a 5-mile (round trip) elevated guideway connecting the university's upper campus and the nearby Center in the Woods senior complex with Cal U's lower campus and the borough of California.

"I know you are out there on the campus doing wonderful things every day that make our University very attractive to incoming freshmen and transfer students. You take great care of our students and their families."

— President Angelo Armenti, Jr.

Staff Praised at Convocation

At spring semester's Staff Convocation, President Angelo Armenti, Jr. praised Cal U employees for creating a positive atmosphere that helps to increase enrollment.

"These are the best of the times for the University as it prospers," he said, echoing a familiar theme, "but our students still experience the worst of times as far as paying their tuition."

"I know you are out there on the campus doing wonderful things every day that make our University very attractive to incoming freshmen and transfer students," he added. "You take great care of our students and their families."

Janet Koposko, a transfer student who also spoke at Faculty Convocation, described the scholarship she receives and discussed the importance of financial aid for students.

"Before coming to Cal U I was working two jobs with a full class load. I lacked direction and opportunities for professional development," said Koposko, who will graduate this May with a degree in psychology and an aging specialist certificate.

"Because of the scholarship, I can focus my attention less on working and more on my studies and research."

Despite a declining number of high school graduates nationwide, Cal U's annualized enrollment has increased 45 percent over the past six years, President Armenti said.

"The increased we are seeing are incredible," he said. "Many of you play a significant role in this."

"After giving his "State of the University" update, the President fielded several questions about the paid parking system that begins this fall. He explained the various parking options and noted that parking passes will incorporate radio-frequency identification chips, similar to those used in E-Z Pass readers, to admit drivers to the appropriate parking areas.

"I've said for years that paid parking is in our future," President Armenti said. "We are going to join the rest of the world with this. We have to get used to it, and we will get used to it."

"It will be a learning process and a work in progress that we will study and improve as we go along."
Olympian’s Message: ‘Champions Seek Balance’

The most decorated American basketball player in Olympic history urged sport management students to “find a balance” of strong, positive traits as they build their careers.

Teresa Edwards, a five-time Olympian and four-time gold medalist, headlined a two-day Sport Management Conference Feb 4-5. The event was presented by the University’s Sport Management program in collaboration with the Cal U Internship Center and Career Services office.

The conference also featured successful Cal U alumni and other sport management professionals, including representatives of the Pittsburgh Steelers and Penguins.

A two-time All-American at the University of Georgia, Edwards later played and coached in the WNBA. “I never dreamed I would actually play in the Olympics, let alone be inducted into the Olympic Hall of Fame,” she said. “I was a tomboy and did not want to shake pompons,” she said. “That taught me to be competitive and to win, because if you lost you did not play.”

Her theme of creating balance of strong traits permeated her talk. “Identify your weaknesses and adopt the traits that are needed to give you the balance needed to be the best you can possibly be at what you do.”

The oldest of five children — and the only girl in her family — Edwards grew up in Cairo, Ga. As a child she competed against boys on the outdoor basketball courts and even football fields. “I was a tomboy and did not want to shake pompons,” she said. “That taught me to be competitive and to win, because if you lost you did not play.”

Edwards complimented the students in the audience, most of whom are studying sport management. “The promotion of sports comes from what you do, and you are embarking on a vast area,” she said. “You are the driving force that feeds the American star. You are really the stars, because you are selling us and making us big.”

Funds Will Develop Broadband Network

— Continued from page 1

The group’s proposal was endorsed by more than 25 state and regional organizations.

The key to success, she said, is to combine the traits perceived to be typical of both men and women. “Both sides encompass strengths that make a whole,” she said. “In any sport or career there is not a champion in the world who doesn’t embody both sides. You can’t be a champion without creating this balance.”

Edwards said she turned her emotion into passion and was always aggressive on the court. She was inducted into the Olympic Basketball Hall of Fame last year and will be inducted into the Women’s Basketball Hall of Fame.

The group’s proposal was endorsed by more than 25 state and regional organizations, including representatives of the Pittsburgh Steelers and Penguins.

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Pennsylvania is one of only a handful of states without a high-speed optical network serving its higher education and health care institutions. The absence of such a network has prevented the expansion of distance learning and other educational opportunities, delayed the universal availability of telemedicine and limited the ability of many of the state’s leading research universities to access and share critical information throughout the United States and the world.

PennREN will reach every region of the commonwealth, providing access and services to anchor institutions that will have the potential to serve more than 5 million individuals in more than 2 million households and 200,000 businesses.

Initially, the network will include 13 primary network facilities and about 50 secondary locations. The network will provide the capability to connect colleges and universities, public institutions, regional networks and “last-mile” providers across the commonwealth.

KINBER’s founding members are the Association for Independent Colleges and Universities of Pennsylvania; Bucknell University; Carnegie Mellon University; Drexel University; EDINetwork, a collaboration of the Allegheny Library Association and the Carnegie Library of Pittsburgh; the Hospital & Healthsystem Association of Pennsylvania; Lehigh University; the Mid-Atlantic Gigapop for Internet2 (MAGPI) at the University of Pennsylvania; the Pennsylvania Commission for Community Colleges; the Pennsylvania State System of Higher Education; Penn State University; the Three Rivers Optical Exchange (3ROX) at the Pittsburgh Supercomputing Center; the University of Pennsylvania; the University of Pittsburgh; and the University of Pittsburgh Medical Center.

KINBER is an independent, nonprofit corporation created to ensure the needs of all of the members and affiliates are addressed. The group’s proposal was endorsed by more than 25 state and regional organizations.

In its first year of competition, Cal U’s SMA won the 2005 Revitalized Chapter of the Year Award. In subsequent years, the association twice received awards for outstanding professional development and was honored for outstanding community service. It won the Outstanding Chapter Award last spring.

SMA president Allison Harsh said the group has helped her to prepare for a career as a marketing professional.

“Both the SMA and the Alpha Mu Alpha are great vehicles for enhancing the professional and personal growth of our students,” she said. “Our association continues to challenge its members by competing in more events with increasing complexity,” Lazorchak added. “Our goal is to continually bring acclaim to Cal U and our marketing students, which also gives them a needed edge in today’s competitive business world.”

Harsh, who expects to graduate in May, is also a member of Alpha Mu Alpha, a separate organization also under the auspices of the AMA. Alpha Mu Alpha members must have a grade-point average of 3.25 or higher.

Lazorchak served as a judge at last year’s marketing competition and this year is a nominee for the Hugh G. Wales Outstanding Faculty Adviser award.

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Basketball Players, Supporters Return

Nearly 100 former basketball players and supporters of the program returned to campus Feb. 20 for the 11th annual Cal U Basketball Alumni Day.

The event culminated with a home varsity doubleheader against Edinboro.

The men's alumni game was followed by a reception and the announcement of the Basketball Alumnus and Alumna of the Year. Award winners were Roger Hotz ’59 and Amanda Evans ’07.

Hotz, a retired guidance counselor, was inducted into Cal U's Athletic Hall of Fame in 1996. He finished his playing career in 1959 as the school's career leading scorer and rebounder. His 1,750 points still rank third on the all-time list, but his continued support of the program has been just as important, said 14th-year head coach Bill Brown.

"Roger has been very loyal to our program. He's active every year with our golf tournament and a major contributor to the program, not just financially," said Brown, who initiated the alumni basketball tournament and a major contributor but his continued support of the program in 1959 as the school's career leader who also assisted the program.

Evans competed in volleyball and basketball at Cal U. She was a starter on the 2005 PSAC championship volleyball team and a member of the 2007-2008 NCAA Regional championship basketball team. She has a bachelor's degree in English and is pursuing a master's degree in sport management at Cal U.

"Amanda was a great addition to our team. She had a super work ethic and was a quick learner," said women's basketball assistant coach Annie Malkowiak ’94, ’96, a 2000 Cal U Hall of Fame inductee who was the first-ever women's basketball alumna of the year. "She remains very loyal and supportive of our program even two years later. Amanda is still a big part of our success."

Cal U first-year women's basketball coach Mark Swarzy said: "This is a great tradition, and we always welcome and encourage our alumni to return to campus and our games."

In the men's alumni game, the white jerseys defeated the black jerseys to win 104-90. Theron Calao earned Most Valuable Player honors after scoring 54 points.

Though the men's team is uncharacteristically experiencing a difficult divisional season, Brown believes the alumni basketball event brings a positive touch.

"I think it is even more special this year because all of our alumni have gone on and made their marks in the world but suffered ups and downs along the way," said Brown. Cal's winniest men's basketball coach with 288 career victories.

"They can relate to our current young men and share their experiences. Our alumni can make our players realize that if this season is the toughest adversity they are going to have to deal with in life, then they are going to have a real smooth ride."


Softball Team Ranked No. 9

The women's softball team opens its 2010 season with a No. 9 ranking in the National Fastpitch Coaches Association (NFCA) Division II Preseason Top 25 Poll. The team begins play March 6-12 at the Rebel Spring Games in Kissimmee, Fla.

Under the guidance of 17th-year head coach Rick Bertagnolli was selected as the 2009 PSAC-West Coach of the Year, his ninth time to receive this honor.

Other PSAC schools in the NFCA preseason rankings are Kutztown (No. 14) and Lock Haven (No. 25) universities. Bloomsburg and East Stroudsburg also received votes.

In Florida, the Vulcans will face powerhouses Saginaw Valley (Mich.), ranked No. 10 in the preseason, and C.W. Post (N.Y.), ranked No. 18.

In-depth coverage of Cal U varsity athletics, visit www.calvulcans.com.

Campus BRIEFS

Trustees Meet Wednesday

The Cal U Council of Trustees will hold its first quarterly meeting of 2010 at 7 p.m. Wednesday in the President’s Conference Room, Room 110 of Old Main. Trustees meetings are open to the public.

Autism Conference Registration Ends Friday

The conference will begin at 8 a.m. on Monday and conclude at 3:30 p.m. on Saturday. For more information, visit the Autism Conference website at www.autismconference.ca.u.edu.

At left, Roger Hotz ’59 receives the 2010 Basketball Alumnus of the Year award from men’s head basketball coach Bill Brown. At right, former volleyball and basketball standout Amanda Evans shares a moment with women’s basketball head coach Mark Swarzy after receiving the 2010 Alumna of the Year award.

Attack Theatre Arrives Wednesday

At left, Roger Hotz ’59 receives the 2010 Basketball Alumnus of the Year award from men’s head basketball coach Bill Brown. At right, former volleyball and basketball standout Amanda Evans shares a moment with women’s basketball head coach Mark Swarzy after receiving the 2010 Alumna of the Year award.

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