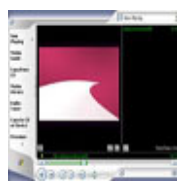


@THIS WEEK PhilaU

A Weekly Newsletter for Faculty, Staff and Students



Top Story
**Philadelphia University
Launches Next Phase of
Branding Campaign>>**

More news...



**Jay McCarroll 2005 Recipient of
Spirit of Design Award>>**



**Author David Macaulay to Speak at
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NEWS BRIEFS

Philadelphia University Launches Next Phase of Branding Campaign

Starting tomorrow, Tuesday, March 15, the University will launch the next phase of our branding campaign with a 30-second television advertisement, which has been designed specifically to increase awareness of the University and its brand among the general public in the Philadelphia region. Our new commercial will run until the beginning of May and then again in the fall on NBC10 (WCAU-TV). In addition, 15-second ads will run on KYW1060 News Radio from March 17 through April 4, during the NCAA National Basketball Tournament. A print ad is also running in *Playbill* at many of the city's cultural venues, and outdoor billboards will soon appear. More information about specific air times will be available soon. In the meantime, the commercial will be airing on NBC10 during the morning, evening and late news hours, as well as a couple of prime time spots over the next six weeks. To view the commercial, visit <http://www.philau.edu/commercial>

CAMPUS CONSTRUCTION UPDATE

Check this column each week for the latest news on Philadelphia University's Campus Plan. Check our progress during the new construction. We're on the move!

- Over spring break, to begin excavation for the parking facility, the construction fence was moved into the parking lot between Althouse Hall and the White House. Half of the parking lot will not be accessible from now until the end of the project.
- The entrance to the Common Thread has changed to the front of Althouse Hall. The cafeteria can be accessed by the stairs at this entrance.

We will continue to keep you informed about any changes through a dedicated web site, email, voicemail, fliers, posters and *This Week @ PhilaU*. Please send specific questions by email to constructioninfo@PhilaU.edu.

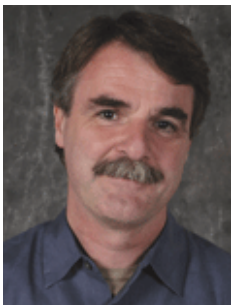
EVENTS

Monday, March 14



Jay McCarroll Named 2005 Spirit of Design Award Recipient

Former Fashion Design student and winner of the Bravo reality television show *Project Runway*, Jay McCarroll will receive the 2005 Philadelphia University Spirit of Design Award at the annual Fashion Show on April 30. As the show's headliner and as part of the award ceremony at the beginning of the show, Jay will join Philadelphia University President James P. Gallagher on stage and speak about his career experience, creative vision and the future of fashion. The Philadelphia University Spirit of Design Award, which was established in 2002, is presented to an individual for excellence in design or outstanding support for design. In previous years, the Award has been given to fashion icons Geoffrey Beene and Mary McFadden.



Author David Macaulay Announced as 2005 Commencement Speaker

President James P. Gallagher announced today that David Macaulay – noted author and illustrator – will be the keynote speaker at this year's Commencement, where he will receive the honorary degree, Doctor of Humane Letters. Mr. Macaulay is a gifted speaker with a curiosity and intellect that will inspire the campus community.

Mr. Macaulay's first book, *Cathedral*, was published in 1973. It was followed by

Open Forum: VP for Academic Affairs
3:30 p.m.
Tuttleman Auditorium

Gemini Theatre Rehearsal
6 to 11 p.m.
Downs Hall Auditorium

Free Swim
7:15 p.m. to 9 p.m.
Penn Charter High School
Contact: Brad Koch, x2723

**Delta Phi Epsilon
Weekly Meeting**
9:45 to 11:30 p.m.
Downs Hall, Room 1

Tuesday, March 15

Interview Like a Pro Workshop
12 p.m. to 1 p.m.
Hayward Hall, Suite 126
Interview Like a Pro will assist you in developing an understanding of behavioral interviewing and how to prepare for an interview so that you can walk into it with confidence and leave successful. Pre-register on CareerLink to attend--space is limited.
Contact: Career Services, x2930

Alpha Delta Gamma Meeting
11 a.m. to 1 p.m.
Down's Hall, Room 3

Accounting Society Meeting
12 to 1 p.m.
Down's Hall, Room 1

Softball
Bloomsburg University
2 p.m.
Home

Gemini Theatre Rehearsal
6 to 11 p.m.
Downs Hall, Room 6

**Black Student Union
Fashion Show Practice**
7 to 9:30 p.m.
Downs Hall, Room 12

FYE Nights
7 to 9 p.m.
Ravenhill Mansion
Contact: Student Development, 2634

Wednesday, March 16

several other show-and-tell-type books, including *City*, about the construction of a Roman city; *Pyramid*; *Castle*, about the building of medieval fortresses; and *Mill*, about the evolution of a New England mill town. *Building Big*, published in 2000, was the basis for a successful PBS series that explored the engineering feats behind bridges, tunnels, dams, domes and skyscrapers.

In 1988, using his remarkable talents for translating concepts and information to the printed page, he created the best-selling *The Way Things Work: From Levers to Lasers, Cars to Computers – A Visual Guide to the World of Machines*, a book he has recently updated to reflect the latest in technological and digital advances. In addition, his children's book, *Black and White*, has won the prestigious Caldecott Medal.

Mr. Macaulay was born in England, and his family later moved to New Jersey. He earned a bachelor's degree in Architecture from the Rhode Island School of Design.

Commencement 2005 will be held on Sunday, May 15 at 11 a.m. at the Mann Center for the Performing Arts.

Michael A. Rackover Appointed New Director of Physician Assistant Studies Program



Michael A. Rackover, PA-C, M.S., has been appointed director of the Physician Assistant Studies Program at Philadelphia University. An associate professor, he had been interim director of the program.

Since joining Philadelphia University in 1995, Professor Rackover has held teaching and administrative posts in the Physician Assistant Studies Program and the University. In addition to his clinical work as a Physician Assistant Studies, Professor Rackover has published articles in scholarly journals and has lectured widely on clinical and professional issues.

In 2003, he was named Physician Assistant Educator of the Year by the Pennsylvania Society of Physician Assistants. Before coming to Philadelphia University, Professor Rackover was a physician assistant in Hahnemann University Hospital's department of radiation oncology.

Professor Rackover received a B.S. degree from Hahnemann University's Physician Assistant Program, and his M.S. in Dynamics of Organization from the University of Pennsylvania. Previously, he served in the U.S. Air Force as a radiologic technologist.

Industrial Design Students Place at Dyson Competition

Delta Phi Epsilon Pretzel Sale

11 a.m. to 1 p.m.
Hayward Hall

Baseball

Concordia College
3 p.m.
Home

Open Forum: VP for Academic Affairs

3:30 p.m.
Tuttleman Auditorium

School of Architecture Spring 2005 Lecture Series

6 p.m.
Tuttleman Auditorium
George Wong
Interior Designer
Yabu Pushelberg
New York, NY
"Recent Projects"
*Sponsored by Kass & Associates
Architects, Philadelphia*

Film for Thought

Thirteen
6 p.m.
Student Center Lounge
Contact: Student Development, x2634

African and Latin American Film Series

6 p.m.
Tuttleman, Room 108
Contact: School of Liberal Arts

Roommate Roundup

7 to 9 p.m.
Ravenhill Mansion
Open to all students searching for a roommate for next year for on or off-campus housing.
Contact: Jason Rigsbee, x2543

Free Swim

7:15 to 9:00 p.m.
Penn Charter High School
Contact: Bradley Koch, 2723

Thursday, March 17

START Leader Information Session

11 to 1 p.m.
Downs Hall, Room 10
Contact: Student Development, x2634

SGA Committee Meeting

11 a.m. to 1 p.m.
Downs Hall
Contact: Ty Shappell, x2779

Career Spotlight - Boscov's

11 a.m. to 12:30 p.m.
Tuttleman, Room 209
Two representatives from Boscov's will provide information about Buyer and Store Management careers. Learn how to have a



Three industrial design students won third place in a new student competition for their design of the Vacu-rake -- a combination leaf collector and mulcher. Josh Aukema, Matt Cavalier, and Joe McCarry, all juniors in the University's Industrial Design Program, were among the first winners in the new *Eye For Why* Student Design Competition, sponsored by Dyson Inc. and the Industrial Designers Society of America. They were awarded a \$1,000 cash prize at an awards ceremony on Feb. 23 in New York.

In all, seven groups of Industrial Design students at Philadelphia University entered the competition, and four of the groups were selected as semi-finalists. "I am so proud of

the high-quality designs that our students submitted for this competition," said Mike Leonard, adjunct professor of industrial design, who teaches the junior year design studio classes.

Dyson is known for its high-quality vacuums and cutting-edge design of its products. Founder James Dyson trumpets the premise of complete design, which values a product that looks good, solves a problem, works well and provides a real advantage over existing products.

"The Vacu-rake incorporates functional design with ergonomic and technological innovations to improve the task of leaf removal," the Philadelphia University students said of their winning design. Among the design innovations are an adjustable handle that makes the Vacu-rake suitable for both right- or left-handed people, and tines that allow the Vacu-rake to be pulled across a lawn separating clumps of leaves, which are then suctioned into the device. This improvement eliminates the constant lifting of raking that causes so many sore backs, the students said in their design description.

Students Certified as Tutors

Nine peer tutors from the Learning & Advising Center have received College Reading and Learning Association (CRLA) tutoring certificates. Certification is granted to individual tutors who complete training and tutoring hours required by CRLA's International Tutor Certification Program, which sets professional standards for skills and training of tutors. This is the third group of peer tutors to receive certificates since CRLA granted certification to the Learning & Advising Center's tutoring program in the fall of 2003.

successful career in each path and how the two positions work together and interact. Registration is required and the deadline to register is March 14.

Contact: Career Services, x2930

Black Student Union Bi-Weekly Meeting

11 a.m. to 12 p.m.
Downs Hall, Room 1

Asclepius Pre-med Society Bake Sale

11 a.m. to 1 p.m.
Hayward Hall

Psi Psi Weekly Meeting

11 a.m. to 1 p.m.
Hayward Hall, Room 1

Math Review Sessions

Downs Hall, Room 7
11 a.m. to 1 p.m.
Contact: Learning and Advising

Baseball

Wilmington College
3 p.m.
Away

School of Business Administration Student Honor Society

5:30 to 6:30 p.m.
Downs Hall, Room 5

Black Student Union Fashion Show Practice

7 to 9:30 p.m.
Ravenhill Mansion

Friday, March 18

Textile Protection Products for the Next Generation Transportation

Janice Maiden, TE '81
Global Director, Technology & Product
Development, Federal Mogal, SPG
12 to 1 p.m.
Gutman Library, Media Classroom

The Real World Graphic Design Alumni Event

2 p.m.
Tuttleman Auditorium
Contact: Graphic Design, x2986

CAB The Art of Kissing

9 p.m. to 11 p.m.
Tuttleman Auditorium
Contact: Tim Butler, x2244

Friday Prayers

12:45 to 2:15 p.m.
Student Center Lounge
Contact: Bilal Abdul-Hakim, x0425

Men's Tennis



Peer tutors pictured left to right: Stephanie Lietz, Veronica Ferrario, Charlese Jones, Lori Pick, Natalie Tine, and Mike Schimmel. Not pictured are Ellen Nave, Derek Larson, and Cheryl Grapkowski.

Kutztown University
Home

Saturday, March 19

Baseball
Bryant College
Noon
Home

Women's Lacrosse
Arcadia University
Noon
Home

Men's Tennis
Dowling College
Away

Sunday, March 20

Ongoing Events

School of Architecture Spring 2005 Lecture Series

Theme: Materials and Techniques

Wednesday, March 16

6 p.m.

Tuttleman Auditorium

George Wong

Interior Designer

Yabu Pushelberg

New York, NY

"Recent Projects"

Sponsored by Kass & Associates Architects, Philadelphia



Friday, March 18

The Real World

Graphic Design Program alumni event.

2 to 5 p.m.

Tuttleman Auditorium
For more information, contact Graphic Design at x2596.

This Week's Specials @the Common Thread

Tuesday, March 15

Flavors of the United States- *Featuring Cleveland, Ohio*



There is more to Cleveland than the Rock and Roll Hall of Fame. Visit the Common Thread on Tuesday from 4 to 8 p.m. and enjoy some Cleveland Cuisine, featuring City Chicken, pierogies, fried cabbage and apple or cherry strudel. Stay tuned to find out what state we'll be visiting next.

Thursday, March 17

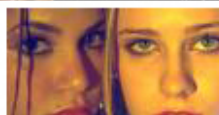
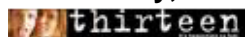
St. Patrick's Day Celebration

Check out the Common Thread for more details.



Film For Thought

Wednesday, March 16



All movies begin at 6 p.m. in the Student Center Lounge.
For more information, contact Student Development at x2634.

Upcoming Open Forums with VP Candidates

Each of the candidates for the position of Vice President for Academic Affairs will meet with the entire University community at an open forum to discuss opportunities and challenges for Philadelphia University over the next decade.

Monday, March 14

Dr. Joseph A. DiAngelo
Dean, Erivan K. Haub School of Business
St. Joseph's University

Wednesday, March 16

Dr. Judith A. McKee
Acting Vice President for Academic Affairs
and Dean of the Faculty
Philadelphia University

The University community previously met with four additional candidates. All forums will be held in the Tuttleman Auditorium at 3:30 p. m., with a Q&A following each the candidate's presentation. To view the candidates' CVs, please access the public folders in Outlook, and select the vice president for Academic Affairs subfolder in the President's Office folder.



IN THE NEWS

Steven Frumkin, associate professor of Marketing, wrote an article on how technology is driving success in the U. S. textiles industry for the April issue of *Worth*, a comprehensive personal wealth management magazine aimed at a high-income audience. Click here to read the article.

Matt Dane Baker's appointment as dean of the School of Science and Health was noted in the business section of today's *Philadelphia Inquirer*. The item appears in the People in the News column.

A group of 10 students and two faculty advisers who are working on a Habitat for Humanity house in Syracuse, N.Y., during spring break were featured on March 11 in The Post-Standard, Syracuse's daily newspaper. **Students Lauren Fowble, Christina Luongo, Jadee Klinger, Kevin Rowley, Amy Bickel, and Chris Escuti** were mentioned in the story, as were **Ashley Shoenfelt, assistant director of student activities, and career counselor Bryan Barts**. Also on the trip were students **Matt Wert, Sarah Wiegand, Emily Epler, and Pat Bowen**. To read the story, go to <http://www.syracuse.com/news/poststandard/index.ssf?/base/news-18/1110534056210150.xml>.

PLAYER OF THE WEEK



Samara Speakes

Women's Basketball
Senior, Forward
Philadelphia, Pa.
Bodine High School

Samara Speakes closed out a stellar four-year career with the Lady Rams by earning All-Tournament honors at the 2005 ECAC Women's Basketball Tournament. She averaged 16.0 ppg in two contests, helping the team to a runner-up finish and ends her career as the program's fourth all-time leading scorer with 2,082 career points, including 708 points this season, which ranks as the third-best single-season total in school history.

IN MEMORIAM

Dr. Charles W. Dewees Jr., Professor Emeritus of English

The University was saddened to learn of the passing of Dr. Charles W. Dewees Jr., Professor Emeritus of English, who retired in 2001. Dr. Dewees died on February 22.

Professor Bill Brown remembers his friend and colleague with this tribute:

His career covered 40 years, during which he became known for his scholarly demeanor and ready wit. As a member of the faculty, he was deeply loyal to Philadelphia University and, as an alumnus, he maintained an active interest in Germantown Academy and the University of Pennsylvania. His doctoral dissertation was on the 18th century English writer Daniel Defoe, but he later directed his scholarly interests toward Mark Twain and other American writers, often traveling to literary shrines around the country.

An avid Philadelphia University basketball fan, he was recognized by being inducted into the Varsity Club. He also participated in various campus shows, especially during the 1960s; old timers will recall his acting in Neil Simon's *Enter Laughing*. During his tenure as recorder at faculty meetings, his humorous turns of phrase and esoteric diction in the minutes will also be remembered.

Ancestors of Dr. Dewees were among the very early European settlers in the Philadelphia area; the Dewees mill on the Wissahickon Creek was an 18th-century landmark. Born in Germantown, Dr. Dewees often characterized himself as a "local boy from way back." It was in this context that he saw his service to the University. He will be sorely missed by his colleagues and former students.

SAVE THE DATE

Philadelphia University's Delaware Valley Alumni Chapter
Announces: Tony Vitullo '97, Chair

“Second-Thursday” Happy Hours

Each month, a new location
See old friends and classmates, enjoy drink specials, reminisce and network at a Philadelphia University Happy Hour. All locations will have a separate section or private room for alumni.

RSVP to Rebecca Custer at custerr@PhilaU.edu

The current line-up:

- March 10, Tir Na Nog, 16th & Arch Streets in the Phoenix Bldg. (CC Phila.)
- April 14, Fox & Hound Pub & Grille, 211 Mall Blvd., King of Prussia
- May 12, Great American Pub, 123 Fayette Street, Conshohocken
- June 9, Kildare's Irish Pub, 4417 Main Street, Manayunk

All events 6 to 8 p.m.

Let's Stay in Touch. The best way is to update your information online at www.PhilaU.edu/alumni.

We'll send you an email reminder. Don't miss out!

Tuesday, March 22 Red Cross Blood Drive

9 a.m. to 3 p.m.

Downs Auditorium

To make an appointment to donate blood, visit https://www.membersforlife.org/pennj/schedule/bdc_schools.php click on Philadelphia University. For more information, contact Ashley Shoenfelt at ShoenfeltA@PhilaU.edu.

Wednesday, March 23 Film Screening: “A Healing Kaleidoscope”

at 6 p.m.

Student Center Lounge

Join us for this documentary about the rise of the Mural Arts Program from roots in the city's Anti Graffiti Network to the current status as Philadelphia's "Outdoor Museum of Art".

Pizza & refreshments will be served.

Sponsored by the Academic Affairs, First Year Advisory Group & Student Development Programs.

Tuesday, March 29 Panel Discussion with Mural Artists & special guest Jane Golden, Director-Mural Arts Program

6 p.m.

Tuttleman Auditorium

Find out more about the Mural Arts Program and its impact on Philadelphia.

Hear from the mural artists as they discuss what it is like to create these works of art with the local community.

Reception immediately following.

Sponsored by the Academic Affairs, First Year Advisory Group & Student Development Programs.



Tuesday, March 29 and Wednesday, March 30

Grad Finale

12 to 7 p.m.

Student Center Lounge

All students participating in commencement exercises, should visit Grad Finale to receive commencement apparel, announcements and other important information., including tickets for the event. For more information or with questions, call the Office of Academic Affairs at 215.951.2917 or email Denise Murphy at MurphyD@PhilaU.edu or visit <http://www.philau.edu/commencement/gradfinale.html>



Thursday, March 31

Career Services

Design Expo 2005

***RSVP by March 21 at x2930 or in person
at the Career Services Center in Hayward Hall***

3 to 6 p.m.

Paul J. Gutman Library, 2nd Floor

Juniors, Seniors (4th & 5th year) design majors get ready to create your future and take advantage of an opportunity to meet with design companies and professionals at Design Expo 2005. Meet face to face to review your portfolio, your design skills and your career direction. Resumes and portfolios required.

If you have any questions contact Career Services at x2930.

School of Architecture

Spring 2005 Lecture Series

Theme: Materials and Techniques

Wednesday, March 23

Craig Dykers

Architect

Snohetta

Oslo, Norway

"Substance"

Sponsored by Vitetta, Philadelphia

Wednesday, March 30

Thomas Balsley, FASLA

Landscape Architect

Thomas Balsley Associates

New York, NY

"Paper, Scissors, Rock: Design in the Public Realm"

Sponsored by Hillier Architecture, Philadelphia and

PA/DE Chapter of The American Society of Landscape Architects

All lectures will take place at 6 p.m. in the Tuttleman Center Auditorium.

For a complete list of the 2005 Spring Lecture Series, visit <http://www.philau.edu/schools/add/ugradmajors/architecture/exlects.htm>.

April 1-17

DesignPhiladelphia



philadelphia design experiment version 1.0 (pde)

Opening Friday, April 1, 2005

Charter High School for Architecture & Design, 105 S. 7th Street

pde will showcase multidisciplinary design work from seven Philadelphia academic institutions: The Art Institute of Philadelphia (multimedia design); Drexel University (interior design); Moore College of Art (fashion design); Philadelphia University (textile design); Temple University/Tyler School of Art (graphic design); University of Pennsylvania (architecture/urban planning); The University of the Arts (industrial design). Students will propose innovative ideas and strategies for revitalizing the city's neighborhoods, communities, culture and industries. For more information, visit www.DesignPhiladelphia.org.

Friday, April 22

University Awards Ceremony

7 p.m.

National Constitution Center

525 Arch Street.

We will honor the best and brightest of our students in this spectacular venue. This year we will also honor the best of our adjunct faculty. Please RSVP to Academic Affairs at academicaffairs@PhilaU.edu.

April 7 to June 10

D.I.Y. Revolution: Zines

& other underground publications

Curated by Sean Carton

The Design Center at Philadelphia University



D.I.Y. Revolution is an exhibition that chronicles the golden age of zines in the 80's and early 90's. From hand-written broadsheets to edgy comics, mail art, and even artifacts impossible to categorize, *D.I.Y. Revolution* shows what happens when people must be heard and take matters into their own hands.

For information, contact The Design Center at 215.951.2860 OR thedesigncenter@PhilaU.edu OR VISIT www.philau.edu/designcenter.

April 9 through April 15

Join Us in Rome!

Alumni, staff, faculty, family and friends to visit The Eternal City.



To book your tour:

Call Karoline Olcott at AESU-Worldwide at 1.800.638.7640 or

email her at res@aesu.com or call Lisbeth Willis, director, Alumni Relations at 215.951.2929, or email her at alumni@PhilaU.edu

Please remember to book early as space is limited

To tell us about news or events to be included in This Week@PhilaU, email SpitaleE@PhilaU.edu by noon on Fridays.