

FALL 2013 • VOLUME 10 • NUMBER 02

CABRINI

MAGAZINE



ADVENTURES IN
DIGITAL MEDIA

Page 14



MESSAGE

FROM THE PRESIDENT

To the Cabrini College Community,

Since July, when I transitioned from Board Chair to Interim President, among my top priorities has been keeping alumni better informed about the College and involving them even more in the life of the College.

Some of these efforts already are underway.

- ✓ In August, we began a new tradition in the Matriculation Ceremony by having an alumna/us welcome incoming first-year and transfer students. Trustee David Regn '97 presented the "Alumni Welcome Address" this year.
- ✓ We are working with faculty to invite select alumni as guest lecturers for undergraduate and graduate classes.
- ✓ *Connections*, the e-communication for alumni, now includes a feature called "President's Pick," where I highlight an event on campus that alumni are encouraged to attend and enjoy. (If you are not receiving e-communications from Cabrini, visit www.cabrini.edu/alumni and select "Update Your Information" to submit your most recent email address.)
- ✓ For alumni farther from campus, we are renewing efforts to represent Cabrini at college and university presidential inaugurations around the country.
- ✓ We are inviting alumni to submit guest columns for possible inclusion in *Cabrini Magazine*.

These are just a few new initiatives, generated from alumni suggestions. If you have more ideas, I am listening. Please contact me via email at pres@cabrini.edu. While I can't promise every idea will be realized, I can promise that you will hear back from me.

Many alumni asked that *Cabrini Magazine* remain a print publication rather than going to a solely digital edition, as was planned. You spoke, we listened, and *Cabrini Magazine* remains a print publication, with a digital edition available for those who prefer that medium. Some alumni expressed that, as employers, they know the value of a Cabrini education and are interested in recruiting more interns and graduates from Cabrini. You spoke, we listened, and the College is working to bring qualified students together with alumni employers. If you have an internship or job opportunity for Cabrini students, email alumni@cabrini.edu.

Lastly, I want you to know that progress has been made on the Campus Master Plan. The Board of Trustees voted unanimously in October to move forward with expanding the Dixon Center. We still need to seek approvals from the Township and other regulatory bodies, develop detailed plans for the expansion and complete a fundraising plan around this much-needed improvement to the campus. I will keep you informed as this approval process unfolds.

Thank you for all that you do for Cabrini College. Go Cavaliers!

A handwritten signature in black ink that reads "Deb M. Takes". The signature is fluid and cursive.

Deb M. Takes
Interim President

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For a list of social media accounts: www.cabrini.edu/socialmedia



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CABRINI

MAGAZINE

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On the Cover:

Justin Sillner '12, a multimedia content producer for Philly.com, is one of many Cabrini alumni who studied under communication faculty Jerry Zurek, Ph.D., and Cathy Yungmann, and now work in the digital media field.

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FEEDBACK

Dear *Cabrini Magazine*,

I was delighted to read in the *Connections* e-newsletter that *Cabrini Magazine* will remain in print. From the public relations, marketing and fund-raising perspectives, I think it was a very wise decision and I congratulate those responsible. While I recognize that many publications are going digital, there is nothing like receiving *Cabrini Magazine* in my mailbox to put Cabrini in the forefront of my mind. Not everyone will take the time to drill down on a website to read each article completely. *Cabrini Magazine* is an excellent periodical and is a credit to the college. It presents Cabrini in a first class, polished way. I suspect the benefits Cabrini receives from those who read the magazine far exceed the cost of the print publication. Keep up the good work!

Kind regards,
Liz McNerlin Collins '71

Lenny's Story Hits Home

When James Ryan '11 read about a recent graduate's long road to Commencement in "Lenny Figorski Receives Bachelor's Degree 17 Years in the Making" in the summer 2013 issue of *Cabrini Magazine*, he felt compelled to share his story about the 16 years it took him to accomplish the same feat. "It is very rare I hear anyone else taking so long to get a degree," Ryan said.

Ryan's story began in 1994 at Delaware County Community College, where he enrolled after realizing that a college degree would help him escape the 10 years he had been stuck in what he called "low-wage, low-challenge jobs." After earning an associate degree in 2005 from the community college, he transferred to Cabrini because, "with the financial aid, Cabrini was affordable," he said. In 2011, he earned a Bachelor of Science in Business Administration.

Ryan and Figorski's 16- and 17-year experiences share many of the same trials of balancing higher education with full-time work, a wife and children—and cancer.



James Ryan '11 with his wife, Dana, and daughter, Danelia.

Like Figorski, who took a break from his studies to support his wife, Diane, while she battled Stage III breast cancer into remission, Ryan briefly paused his academic pursuits to tackle a Stage I cancer that required two surgeries to beat. "It is inspiring," Ryan said, "that someone went through something so similar to me."

Today, Ryan is a compliance analyst travel reviewer for HBS Global Standards in Wayne, Pa.

To readers,

If you have received *Cabrini Magazine* with the wrong name on the mailing label, please email editor@cabrini.edu to update your name and address. **Thank you!**



Cabrini
CLASSIC

25TH ANNUAL

Monday, May 5, 2014

Waynesborough Country Club
Paoli, Pa.

- Golf Tournament
- Live Auction
- Gala Dinner

- Silent Auction
- Cocktail Reception
- Beginner's Clinic

Guest Column: Leading and Communicating for Change

by Dawn M. Francis, Ed.D., a 1993 graduate of Cabrini College and assistant professor of communication

Mediabistro, the online site that reports on the latest trends in the media industry, recently cited the exponential growth of jobs in social media. The social profession, they say, is “serious business” with employment postings for social media positions on LinkedIn growing more than 1,357 percent since 2010.

The Communication Department at Cabrini College has long prepared its majors for success in current and emerging media-related roles. Today, it’s no different.

We recently redesigned our Introduction to Mass Communication course to focus more intensely on new converging media technologies and their impact. This semester our students in the course are actively using Twitter to critique the work of professional journalists. Through this social media project, students are developing a critical thinking mindset and a digital communication skill set that are preparing them for job opportunities where social media know-how is a must. Moreover, they are beginning to understand the value and importance of communicating ethically and responsibly on social networks as a communications professional.

During a recent mid-semester check-in with students, I found that most have eagerly embraced Twitter. One stated, “Before this project, I never actually used Twitter as a news outlet. [I’ve] learned a lot about the world’s events through this process.” Another said, “I have learned that part of the process of sharing and producing digital media as a journalist is to make sure you are constantly connected with your audience and that you are frequently sharing news with them.”

Sharing accurate information, engaging audiences, and building community online are essential skills for all digital media professionals.

However, at Cabrini, there is an additional skill set that we would like our communication majors to obtain. It is driven by the College’s mission and commitment to social justice. Specifically, we would like students to recognize their role as influencers on social media and use these social media platforms for social good.

To these ends, students in the Introduction to Mass Communication course will spend the second half of their semester developing a website on an important issue they feel is not well represented in the news today. Through their own original reporting and blogging, students will step into the role of a responsible media producer telling stories that inform and educate audiences about an injustice. Students will tell these stories through audio, video, and text on their website. Their efforts will reinforce to them

“We would like students to recognize their role as influencers on social media and use these social media platforms for social good.”

the essential role they—as a media producer—play in contributing to the Common Good of society.

One additional dimension to this Introduction to Mass Communication course this semester is developing students as leaders. This course was approved last year to become a Gateway course in the new Leadership Studies minor. Students who enroll in this course are studying professional journalists as leaders, taking a leadership role themselves in tweeting and building their website, and gaining a valuable self-awareness of their place in the media landscape.



Dawn M. Francis, Ed.D. '93

The link between communication and leadership is a natural one. Recognizing this, I have the good pleasure of recently partnering with Stephanie Povlosky, Ph.D., assistant professor of business administration, who teaches Cabrini’s Foundations of Leadership course. In June 2013, Dr. Povlosky and I were awarded a 1976 Foundation Faculty Fellowship grant to study leadership and communication. Specifically, our interdisciplinary research is focused on leading social change through social media.

Our proposal, “Leading and Courageously Following Through Social Media,” has us now engaging in research to create an innovative workshop for student leaders in the Southeastern Pennsylvania Consortium of Higher Education (SEPCHE) colleges and universities.

Both Dr. Povlosky and I are excited about incorporating portions of this workshop program into our courses in the business administration and communication major. I can already envision the Introduction to Mass Communication course further exploring the leadership behaviors of responsible communicators on social media, and the students further emulating those behaviors on Twitter and other social networks.

In this respect, we are growing students’ skill sets in the communication major while simultaneously stressing the importance of using those skills to lead others in service of the Common Good.

Just Announced: The College recently approved the new major in Digital Communication and Social Media, which will launch in fall 2014.

Learn more about new majors: page 13

Read about how Cabrini alumni are making their mark in a fast-changing world of digital media: page 14



The Journey Continues: The Bronx to The Main Line

“We came up from New York City. We came up from a concrete canyon. We came up to this place . . . It was so beautiful! And it changed our lives.”

Cabrini Boggiano Lepis '61,
1957 graduate of Mother Cabrini High School

On a sunny day in late August 2013, Odilenny Baez '17 and Darianny Gutierrez '17 traded the high-rises and street sounds of their neighborhood in the Bronx for the wooded serenity of Cabrini College's Main Line campus, their home-away-from-home for the next four years. The two young women are the most recent Mother Cabrini High School (MCHS) graduates to attend Cabrini College, a tradition begun when the College opened 56 years ago.

Baez and Gutierrez were awarded scholarships to Cabrini College, where they join 11 other MCHS graduates and two graduates of Cabrini High School in New Orleans currently enrolled at the College.

“I was one of two students in my middle school to get a scholarship to Mother Cabrini High School,” Gutierrez said. “I started praying once I was in high school that I'd be able to continue on to college.”

Like other MCHS graduates who came before them, Baez and Gutierrez are still acclimating to the sound of crickets, abundance of stars, frequent sightings of deer and the occasional fox that have replaced the cityscape of their home and high school. Though the surroundings have changed, they say the transition from “small Cabrini to big Cabrini” was the right decision for them.

In fact, Cabrini College was their first choice. Baez and Gutierrez came to Cabrini's campus through the annual MCHS bus trip to the College. They found the emphasis on academics and social justice at Cabrini resonated with their high school education. And they gravitated to the “Voices of Justice” Living and Learning Community—led by faculty members Nancy Watterson, Ph.D., Nicholas Rademacher, Ph.D., and Darryl Mace, Ph.D.—where they find evidence of the familiar Cabrini mission throughout.

The transition to Cabrini College is not without challenges. Growing up in a Dominican-American household in a neighborhood known to welcome immigrants, family is a priority for Baez and Gutierrez. It is difficult for them to miss siblings' birthdays, and they sometimes feel secluded in “the middle of the woods.” Although they enjoy the cafeteria food, they relished the homemade Dominican dishes Gutierrez's mom brought on a recent visit.

Mother Cabrini High School graduates
Odilenny Baez '17 and Darianny Gutierrez '17

Mother Frances Xavier Cabrini established MCHS in 1899, overlooking the Hudson River in the Washington Heights neighborhood of New York. Like Cabrini College, MCHS is sponsored by the order Mother Cabrini founded, the Missionary Sisters of the Sacred Heart of Jesus (MSCs). Cabrini High School in New Orleans opened in 1959, on the grounds of an orphanage founded by Mother Cabrini in 1905. At the College and the high schools, MSCs still can be found in various roles on campus or serving as Trustees.

At one point during their college search, Sister Antonina Avitabile '74, who works in financial aid at MCHS, learned that Baez and Gutierrez were interested in Cabrini College. So she showed them a copy of the College's *Cabrini Magazine*. Faculty and staff from both MCHS and the College encouraged them to apply.

“I felt like my life was sketched out and that there was a path for me,” Gutierrez said, adding “It's nice to have people here that know where you're from.”

For now, they have settled in and are eagerly awaiting the opportunity to share their experiences this month when this year's MCHS seniors arrive for a tour of the Cabrini College campus.

On Campus this Semester

Mother Cabrini High School graduates:

- Jenna Armstrong '15
- Madeline Arroyo '16
- Odilenny Baez '17
- Christina Bertram '15
- Jewelia Cannizzaro '16
- Darianny Gutierrez '17
- Jade Hoffman '16
- Crystal King '16
- Ashley Morales '16
- Jessica Moran '15
- Frances Mota '16
- Janellie Santiago '16
- Katherine Spies '16
- Sr. Christine Marie Baltas, MSC '66, Campus Ministry

Cabrini High School graduates:

- Amy Cimo '14
- Lily Hatheway '15



First-year students line up on the Cavalier Athletic Field for the Class of 2017 aerial photo.

New Students Arrive Home

The College welcomed more than 300 first-year students and 77 transfer students on Move-In Day, Aug. 23. The newest Cavaliers were greeted by alumni, members of the Parent Council and the Phillie Phanatic, while upperclass students and faculty and staff volunteers helped move boxes, laptops and flat screens into the Woodcrest, Xavier, and East residence halls.

After hanging posters, making beds, and meeting new neighbors, students joined their families at a Welcoming Mass, followed by the Matriculation Ceremony in the Dixon Center.

At the Ceremony, Interim President Deb Takes said to the Class of 2017, "I am welcoming you to so much more than just a beautiful campus. I am inviting you to do more than earn a college degree. You are being welcomed and invited into a Cabrini College community that is large and comprehensive and is just waiting to help you discover your dreams and achieve them, whatever they may be."

David Regn '97 instituted a new tradition by giving the Alumni Welcome to the new class during

Matriculation. He shared how Cabrini prepared him to start a small business, which has grown into a successful advertising agency—Stream Companies—that has more than 90 employees with multiple offices and Fortune 1000 clients across the nation.

As the most recent Cabrini recipient of the prestigious Lindback Award for Distinguished Teaching, an honor awarded at institutions of higher learning in Pennsylvania and New Jersey, Chair of History/Political Science Darryl Mace, Ph.D., addressed the Class of 2017 about "new beginnings." As the College progresses with new majors, programs, administration and the Nerney Leadership Institute, Mace says that new students will encounter exciting new experiences and challenges that are opportunities for growth.

After Matriculation, while families and students kicked back at a picnic on The Commons, they were surprised with a choreographed "flash mob" by Orientation Leaders.

Search for Eighth Cabrini President Commences

A committee comprised of a dozen alumni, faculty, staff, students and trustees—led by Thomas P. Nerney '77, Chair of the Board of Trustees—has begun the search for Cabrini College's eighth president.

Korn/Ferry International, a leader in executive searches in higher education, will facilitate the national search for the Committee, who will select a pool of qualified candidates for presentation to the Board of Trustees and to the College community. Although the work of the Committee is confidential, they will solicit input from the College community during the process and welcome feedback at any time.

In announcing the search process, Nerney wrote, "Selecting a president is the single most important responsibility of the College's Board of Trustees, and I can assure you that the Trustees are undertaking this important task grounded in our abiding commitment to the College's mission and academic purpose."

Committee Members:

- Elizabeth Riley Bell '69, Trustee
- Jay Browning, Associate Vice President for Institutional Advancement
- Joan Buzzallino '66, Trustee
- Frank Emmerich Jr., Esq. '92, Vice Chair of the Board
- Sherry Fuller-Espie, Ph.D., DIC, Professor and Faculty Assembly President
- Jacqueline Pomfret Kirby, Trustee
- Sr. Diane Olmstead, MSC, Trustee
- Greg Robinson '14, President of Student Government
- John Schanz, Trustee
- Betsy Stiles, Director of Financial Aid and former Executive Assistant to the President
- Craig Vagell '05, President of the Alumni Board
- Paul Wright, Ph.D., Associate Professor and Member of Faculty Cabinet



(Left) Orientation Leaders Lauren Ciccariello '14 and John Fox '14 join the superhero-themed flash mob at the picnic for first-year students and their families. (Right) First-year students from left: Andrew Bishop, Justin Berry and Michael Simpson.

Victory at Cabrini Night at the Phillies

On Friday, Sept. 6, nearly 1,500 Cabrini students, alumni, faculty, staff, families, and friends cheered the Philadelphia Phillies to victory over the Atlanta Braves at the Eighth Annual Cabrini Night at the Phillies.



Before the game, the Cabrini Cavalier greets Kathy Reardon Everett '68 and her daughter Megan at the Broad Street Bullies Pub at XFINITY Live!



Interim President Deb Takes presents Julia Halbherr and Ryan Lennon with the Phillies Extraordinary Scholar Award. Halbherr's brothers, Michael '16 and Joseph '14, are current students at Cabrini.



The Phillie Phanatic joined the Cabrini Dance Team as they showed off their moves during the fifth inning.



Under the direction of Adeline Bethany, Ed.D., professor of fine arts, the Cabrini College Chorus sang the National Anthem.

Cabrini Welcomes New Leaders in Enrollment and Finance



Reese



Olson

Robert Reese and Eric J. Olson joined Cabrini College as vice president for enrollment management and vice president for finance/treasurer, respectively.

Reese, who has served as interim dean for enrollment management since April, oversees both undergraduate and graduate admissions, enrollment operations, and financial aid. With

more than 24 years of experience in higher education enrollment, Reese served in many leadership positions, including as associate vice president for enrollment management, director of university admissions, and director of undergraduate admissions at Marywood University in Scranton, Pa.

Prior to 20 years at Marywood, Reese served in the Pennsylvania Army National Guard, retiring with the rank of Major. Reese earned a bachelor of fine arts in advertising and photography and a master's in business administration-management from Marywood University. He is past president of the Pennsylvania Catholic Colleges Admissions Organization, and a member of a host of other professional organizations.

Olson has more than 25 years of experience in higher education, manufacturing and public accounting. Most recently, he served as vice president for finance and associate treasurer at Drexel University. Olson has held several leadership roles at Drexel since 1999. Previously, he worked in the higher education practice of PricewaterhouseCoopers in addition to other roles in corporate finance.

A former member of the board and current member of the Finance Committee for the Catholic Volunteer Network, Olson earned a bachelor of science in accounting from Pennsylvania State University, and became a certified public accountant in Pennsylvania in 1990.

Help Cabrini Reach New Heights Cabrini Trustee Climbing Mount Kilimanjaro for Charity



Trustee John Schanz and wife Liz are “stepping up” this winter with a challenge to the Cabrini community. The couple turns 50 in 2014, and to celebrate they will climb Mount Kilimanjaro—the highest peak in Africa—while raising more than \$50,000 for five non-profits they support, including Cabrini College. They dubbed their seven-day climb for charity “Johnamanjaro.” (Read updates about their training and upcoming climb at www.johnamanjaro.org.)

To commemorate their climb, the Schanzes will match dollar-to-dollar up to \$10,000 raised by each non-profit through Feb. 28, 2014. (They expect to reach the peak on Feb. 13.) Money raised will directly benefit Cabrini students.

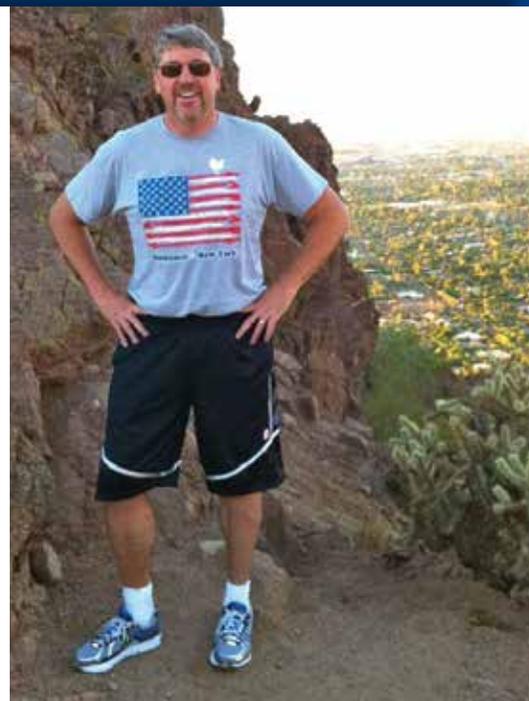
This is not the first time the Schanzes have supported Cabrini. John has served on the Board since 2007; he and Liz have funded enriching

student experiences such as Semester at Sea; and last year John helped drive the Trustees to match a \$250,000 Board giving challenge.

“We enjoy sharing our wins and inspiring others to donate to worthy endeavors,” John says about their leadership gifts. “There’s no question that my successes in life wouldn’t have been possible without learning, teachers, my education, and the opportunities that those life experiences created for me. It’s time to pay these blessings forward.”

But the Schanzes cannot do this alone. They are relying on Cabrini alumni, students, parents, faculty, staff and friends to give \$10,000 as the Schanzes summit Mount Kilimanjaro.

Join the ascent! Give to the Cabrini Annual Fund (designated to “Johnamanjaro”) by Feb. 28,



Trustee John Schanz trains in Arizona for his upcoming climb.

and you’ll be part of an extraordinary experience that elevates Cabrini College to 19,341 feet and \$20,000!

Visit www.cabrini.edu/giving. For more information, contact Jay Browning (610-902-1070, jay.browning@cabrini.edu).

English Department Receives Grant for Body Image, Beauty Culture, Women’s Leadership Programs

A \$25,000 grant from the KatherineAlexandra Foundation will help Cabrini’s English Department develop and implement programming on issues of body image, self-esteem, beauty culture, and leadership development.

In the classroom, the grant will support the integration of curricula into existing courses in the women’s studies concentration and also new courses such as, “In My Body: The Beauty of Aesthetics of Bodies,” slated for spring 2014.

Outside the classroom, students will have opportunities to participate in new programs on body image and identity, including a speaker series, art exhibition, conferences and a new Body Image Living and Learning Community.

“Our goal is to create sustainable programs that will have a long-lasting impact on the academic

and campus cultures at Cabrini,” said Michelle Filling-Brown, assistant professor of English, who developed the grant with Seth Frechie, Ph.D., professor and chair of the English department. “The curricular and co-curricular programming can grow over time through careful planning.”

The Foundation’s mission statement of promoting “an improved quality of life by enhancing the whole person—inside and out” is largely achieved through grant-making in the greater Philadelphia area. The Foundation also supports the production of the “In My Body Project,” a multi-arts theatrical production oriented to issues of body image, self-perception and body esteem, complete with original photography, paintings, dance and music.

Cabrini Ranks High as Good Investment, Financially Fit

Affordable Colleges Online and *Forbes* magazine gave Cabrini College high marks for its tuition and financial health, respectively.



Affordable Colleges Online ranked Cabrini College #44 (out of 402 Pennsylvania colleges and universities analyzed) for its low net costs—tuition and fees—and graduates’ high lifetime earnings. *Forbes* recently listed Cabrini in the top 40 percent of private colleges and universities across the nation for being financially fit.



(L-R) Director of Athletics and Recreation Brad Koch, Eric Tidwell '96, Jackie Neary, Bridget Orchard and Kevin Camp '97 pose for a photo at the Athletic Hall of Fame induction on Sept. 27.

Four Inducted Into Hall of Fame

Celebrated athletes and coaches were inducted into the Athletic Hall of Fame at a ceremony on Sept. 27, the Friday of Homecoming Weekend: Kevin Camp '97, as a men's lacrosse student-athlete and assistant coach; Jackie Neary, as head coach of field hockey and women's lacrosse; Bridget Orchard, as former softball coach; and Eric Tidwell '96, as a men's basketball student-athlete.

"What is even more impressive than the tally of wins and losses and statistics is that each inductee tonight shared the same belief that they could achieve something great here at Cabrini College," said Interim President Deb Takes in her welcoming remarks.

The four were inducted as Cabrini College's seventh Hall of Fame class, joining 26 Hall of Famers from previous years.

Kevin Camp manned the goal crease as a member of Cabrini's first lacrosse team, playing from 1994–97. While Camp posted 17 career victories, his name remains atop the Blue and White's men's lacrosse record books. Camp is the program's all-time leader with a 0.693 save percentage, while his 465 career saves rank fifth. Camp also ranks first in single season saves and save percentage. The former netminder's senior season remains in the NCAA record books. Camp's 26.23 saves per game ranks third, while his 341 saves are fifth all-time. Camp also spent the last 13 years as a volunteer assistant coach, helping the Cavaliers to 13 consecutive conference titles.

For the past 17 years, Jackie Neary has been an inspiring leader in Cabrini athletics and the College community as head coach for field hockey and women's lacrosse. In field hockey,

she has amassed 176 victories, raising back-to-back conference championship crowns in 2009 and 2010. Since starting the women's lacrosse program in 1997, Neary has won 216 games, including 95 percent of her conference games and 13 league titles. In addition, Neary serves as the student-athlete wellness coordinator and, as the highest-ranking woman in the Athletics Department, as the Senior Woman Administrator (SWA). Under Title IX, member institutions in the NCAA are required to designate a SWA in order to represent female student-athletes, and to provide them with a voice in the decision making and athletic experiences on campus.

In her four years at Cabrini, Bridget Orchard developed the Blue and White into a national contender, reaching the NCAA Atlantic Regional Final in 2000 and the NCAA East Regional Final in 2001. The 2001 NCAA Division III East Regional Coach of the Year, Orchard led the Cavaliers to three PAC regular season championships and the 2000 and 2001 Pennsylvania Athletic Conference (PAC) Tournament titles. She posted a four-year record of 129-42-2.

Eric Tidwell was integral to the Cavaliers winning four consecutive PAC titles and going 88-20 from 1992 to 1996. An all-around player, Tidwell currently ranks second on Cabrini's all-time rebound and steals lists, while ranking ninth in blocked shots and 17th in scoring. The two-time captain led the Blue and White to a pair of NCAA Tournament wins, including an 88-63 win over York College of Pennsylvania in 1995, the program's first tournament victory. A four year starter, Tidwell was twice named to the All-PAC Second Team and was named PAC Championship Game MVP in 1996.



Cabrini Microsite Earns Gold Medal Award

The International Academy of Visual Arts recognized Cabrini's giving microsite, GiveToCabrini.com, with a W3 Gold Medal Award for innovativeness and creative excellence. The microsite was produced by Stream Companies, a full-service integrated advertising agency co-founded by Trustee David Regn '97.

According to W3award.com, the W3 award is the first major web competition to be accessible

to the biggest agencies, the smallest firms, and everyone in between.

The GiveToCabrini website uses video testimonials and interactive media to encourage visitors to contribute to the Cabrini Annual Fund, while providing a number of easy ways to give directly through the site.



Stephanie Russo '71 helps her great-nieces Olivia and Viviana decorate their wagon for the parade.



David Ward, Katey Mason, and Sarah Ward at the children's soccer clinic.



Students in Delta Xi Phi, a sorority that promotes diversity, multicultural awareness and community service, get ready to walk in the parade.



Samantha Trumbo '15 in a winning match against Keystone College.



Student Government President Greg Robinson '14 serves as grand marshal, leading the parade.

Homecoming Highlights

More than 1,000 alumni, family, friends and others in the Cabrini community enjoyed the warm and sunny, early-fall weather on Cabrini's campus during Homecoming Weekend, Sept. 27-29.

Previously known as Family Weekend, Homecoming Weekend included both new and traditional events, including the Cabrini 5K Chase and Mile Walk, Homecoming Parade, Campus Picnic, Alumni Beer Garden, Kite Festival and several athletic competitions.

It also was a weekend for ceremonies. On Friday evening, four athletes and coaches were inducted into the Cabrini College Athletic Hall of Fame (see opposite page), and on Saturday, academic honors were bestowed upon students at Fall Honors Convocation. Sunday saw alumni and their spouses renew their marriage vows during a special Mass in the Bruckmann Memorial Chapel of Saint Joseph, followed by brunch.



Lydia Amankwah Aduamah '03 with her husband, Godson, and two children.



Alumni couples renew their vows at a ceremony and Mass Sunday morning.



Michele Fitz '14 serves the ball in a winning match against Cairn University.

'Nuns on the Bus' Organizer to Receive Ivy Young Willis Award

Sister Simone Campbell, SSS (Sisters of Social Service), executive director of NETWORK, will receive the Ivy Young Willis Award at Cabrini College on March 13, 2014.

A religious leader, attorney, and poet, Campbell has led the NETWORK organization since 2004. NETWORK is a Catholic organization that educates and advocates for economic and social transformation.

In Washington, Campbell lobbies on issues of peace-building, immigration reform, healthcare and economic justice. Around the country, she is a noted speaker and educator on these public policy issues.

In 2012, Campbell was instrumental in organizing the "Nuns on the Bus" tour of nine states to oppose the "Ryan Budget" approved by the House of Representatives that would have taken away funding for programs meant to help people in need. In May and June 2013, she once again led a "Nuns on the Bus" tour that raised awareness for immigration reform. The tours gained national media attention, and Campbell appeared on "60 Minutes," "The Colbert Report," and "The Daily Show with Jon Stewart."



Sister Simone speaks in Langhorne, Pa., during a "Nuns on the Bus" tour in 2012.

The Ivy Young Willis Award recognizes a woman who has made a noteworthy contribution to the civic life of her community—local, regional, national, or international. The award and lecture program began in 1992 through the generosity of William G. Willis (father of Martha Dale, a 30-year employee of Cabrini who passed away in 2012) to honor his late wife.

Campbell will receive the award and present a lecture at a 4:30 p.m. ceremony on campus.

Detective Explains Warning Signs at Domestic Violence Symposium

At the third annual Domestic Violence Symposium on Oct. 10, Detective Deirdre Fishel emphasized the importance of a community-wide effort to help those affected by domestic violence.

Fishel is a 15-year veteran of law enforcement and primary investigator for the State College, Pa., Police Department unit that is responsible for responding to domestic violence and stalking crimes.

She narrated the documentary, "Telling Amy's Story," which recounts events leading to the death

of Amy Homan-McGee, a 33-year-old mother of two who was killed by her husband in 2001 when she decided to leave him after suffering years of abuse. Those who knew Amy best are also featured in the film, as they share the warning signs they witnessed in Amy's relationship.

"The film resonates with students because Amy is 'Anybody, USA,'" Fishel said. "She was educated, in the workforce and was a mother. She did not fit the stereotype of domestic violence victims that some people hold."

After watching the documentary, students had the opportunity to ask Fishel about the case and her other experiences with domestic violence.

Faculty members Colleen Lelli, Ed.D., assistant professor of education, Amy Persichetti, Ed.D., instructor of English, and Laura Groves, Ph.D., chair and associate professor of social work, organize the symposium each year.

"One in four women report experiencing domestic violence in their lifetime," Lelli said. "That means each and every person probably knows of someone who has been affected. Therefore, providing people with resources and guiding them to be able to help a friend, coworker or relative is extremely important."

Held annually during Domestic Violence Awareness Month, the Domestic Violence Symposium at Cabrini College is made possible in part by the Barbara and John Jordan Endowment for Domestic Violence Education.

Detective Deirdre Fishel is narrator of the film "Telling Amy's Story."



In Brief

Cabrini in the News

Miss Florida wore a “Cabrini College Night at the Phillies” T-shirt during the 20/20 special “Pageant Confidential: The Road to Miss America,” which aired prior to the Miss America Pageant on 6abc in September.

Faculty, Staff & Student Accomplishments

Chair and Associate Professor of Biology **Kimberly L. Boyd, Ph.D.**, authored a €100,000+ (approx. 135,990 USD) grant which has been approved. The grant will allow Boyd to provide experiential learning opportunities for Cabrini College pre-med and pre-dental students. Boyd will serve as a co-investigator along with **Thomas Balshi, D.D.S., Ph.D., HON'10**, Glenn Wolfinger, D.M.D., and Stephen Balshi.

Sharon Schwarze, Ph.D., chair and professor of philosophy, was featured on “NBC10@Issues” during a discussion with host **Steve Highsmith '88** on end-of-life issues.

Melissa Moravec, assistant director of Career and Professional Development, was appointed resident director of a local organization called A Better Chance (ABC). ABC brings high school freshmen from inner-city schools to attend Radnor High School with the goal of helping them gain admission to highly selective colleges. Moravec will oversee approximately seven high school students and three tutors.

Shannon Cook '15 was awarded a research grant from the Pennsylvania Academy of Science. She will present her research findings at the annual Pennsylvania Academy of Science meeting at Susquehanna University next spring.

Cook conducted undergraduate research in collaboration with **Sheryl Fuller-Espie, Ph.D.**, on “Development of a Flow Cytometric Method to Measure Nitric Oxide Production in Coelomocytes of *Eisenia hortensis* in Response to Microbe-Associated Molecular Patterns.” (Read about Shannon’s research project on page 36.)

Jennifer Farina '15 had her award-winning poster showcased at a Howard Hughes Medical Institute workshop August 21–22. The research that went into the poster, “Proteogenomics-based refinement of mycobacteriophage genomes,” was a collective effort among Cabrini students **Trevor Cross '14**, **Johnny Hoffnagle '14**, and **Deborah Moran '14**.

Research team members **Deborah Moran '14**, **Jennifer Farina '15**, and Associate Professor of Biology **David Dunbar, Ph.D.** (pictured below), along with **Sydney Taylor '14** and Rosemont College student **Vimbai Dihwa**, presented their research projects at a Southeastern Pennsylvania Consortium of Higher Education (SEPCHE) Undergraduate Research Poster Session at Chestnut Hill College.

Deborah Moran '14, Jennifer Farina '15, and Associate Professor of Biology David Dunbar, Ph.D.



In Memoriam

Former Trustee J. Shane Creamer



J. Shane Creamer, former chair of the Cabrini College Board of Trustees, died Sept. 1 of Parkinson’s disease at Keystone Hospice in Wyndmoor, Pa. He was 84.

A Trustee from 1978 to 1986, Creamer served as chair his final year on the Board. Cabrini Trustee Nancy Costello '71 fondly remembers Creamer as “such a gentlemen” and as a strong leader.

“As chair, he was very efficient, while also being inclusive, inviting voices to be heard,” Costello said. “He had great respect for our mission.”

Creamer was Pennsylvania state attorney general, first assistant U.S. attorney in Philadelphia and inaugural director of the Pennsylvania Crime Commission, before entering private law and becoming a partner in multiple firms. Sister Mary Louise Sullivan, MSC, Cabrini’s fourth president (1972–1982), remembers that Creamer used his political know-how for the benefit of Cabrini College.

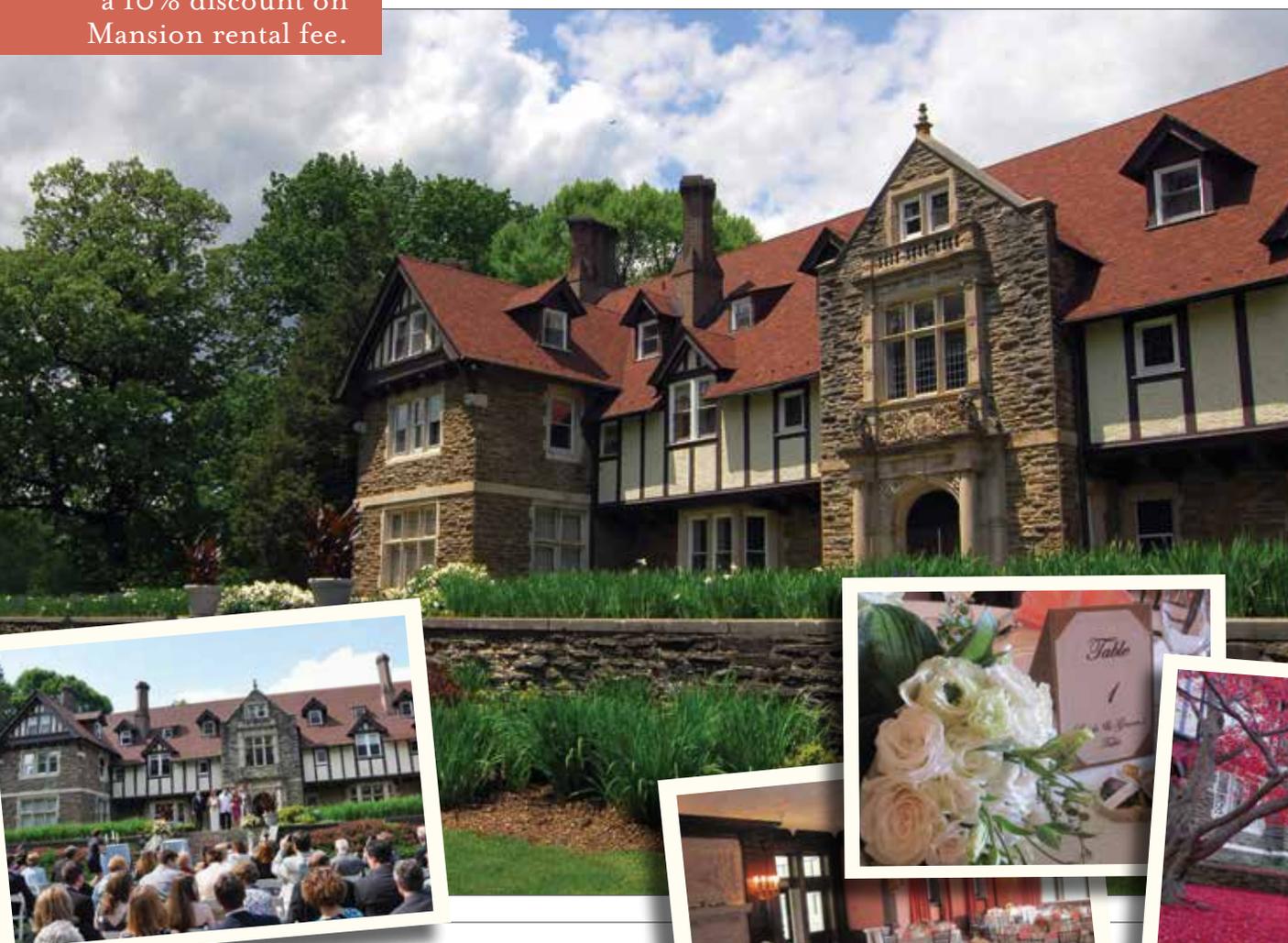
“While on the Board, he was very helpful with government issues, both state and national,” she said. “For this and many other reasons, the College was fortunate to have his service on the Board.”

Besides serving Cabrini College, Creamer was president of the Pennsylvania chapter of the American Association of Retired Persons, chair of the board of the Philadelphia Prison System, and a board member of Goodwill Industries and the Pennsylvania Prison Society. Creamer also taught at Villanova University Law School for five years and authored two books, “Law of Arrest, Search and Seizure” and “A Citizen’s Guide to Legal Rights.”

He is survived by his wife of 56 years, Mary-Ellen (nee Tolan), five children and eight grandchildren.

Historical Atmosphere. Extraordinary Experience.

Cabrini alumni receive
a 10% discount on
Mansion rental fee.



WOODCREST MANSION AT CABRINI COLLEGE

The Woodcrest Estate Mansion at Cabrini College offers a romantic and unique setting for wedding ceremonies and receptions. Our elaborate turn-of-the-century Elizabethan Tudor-style mansion features a magnificent indoor layout with high ceilings, distinctive fireplaces and a period charm that adds ambiance to any wedding.

We can accommodate up to 100 guests for a formal sit-down dinner, 150 guests with informal seating, and up to 200 guests with an optional temporary tent. Our in-house caterer offers a complete range of menu and service options.

Schedule an appointment to view our property and experience the beauty of the **Woodcrest Mansion** at Cabrini College.
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Cabrini College
610 King of Prussia Road
Radnor, Pennsylvania



This fall, Cabrini College launched more than a dozen new undergraduate majors and minors, and graduate programs ... and more are in development.

New offerings include additions to Cabrini's well-established programs in leadership and education, as well as new programs in business, accounting, and communication. New minors are offered in Writing, Black Studies, and Leadership.

in accounting, finance, marketing, and management, students earning a Bachelor of Science will have international internships. Concentrations include non-profit management, public administration, and advertising.

The **Leadership Studies** major is a Bachelor of Arts degree-completion program primarily for working adults who have completed an associate degree. As a "hybrid" program, many courses will be online to accommodate working adult schedules.

Students can earn a **Bachelor of Science in Accounting, Master of Accounting**, or both in the **4+1 (five-year)** program. This program enhances in-depth knowledge of areas such as international accounting and forensic accounting.

The **Master of Accounting** program is designed to meet the needs of recent accounting graduates, career-changers, and working professionals who wish to further develop their accounting expertise and increase their career opportunities. Students can earn a master's degree in as few as 15 months part-time, and the program satisfies the 150 credit hour requirement to be licensed as a Certified Public Accountant.

Civic, non-profit and organizational concentrations are offered in the **Master of Science in Leadership** program (formerly Master of Science in Organizational Leadership).

Cabrini also re-launched the **Pre-K to Grade 8 Special Education Certification** and the on-campus **K-12 Administrative Certification**, both of which can be taken in conjunction with the **Master of Education** or as stand-alone certifications.

College Launches New Majors, Minors, Certificate Programs

Digital Communication Major Starts Fall 2014



New Academic Programs

A new **Digital Communication and Social Media** major will prepare students for a variety of careers in these rapidly evolving fields. The new major builds on the College's strong base of existing Communication courses, augmented and enhanced regularly as the industry itself changes.

Helping to keep course content current is Trustee David Regn '97, co-founder of Stream Companies, an award-winning advertising agency firmly grounded in the digital space. Regn worked with Jerry Zurek, Ph.D., Chair of the Communication Department, in designing the new major, which includes social media courses in marketing, management, evaluation and leadership.

The **International Business** major prepares men and women to work in the increasingly global, interconnected business environment. In addition to mastering theory and practice





“ In our program, the media we make is all for public viewing. Right from the start, it's real work for a real audience, not just a classroom exercise.”

Cathy Yungmann
Associate Professor of Communication

Adventures in Digital Media

From online journalism to social media marketing, Cabrini alumni are making their mark in a fast-changing world.

By Mike Butler



“ At Cabrini, I learned to be a leader. I grew in confidence. I would never have had the guts to do what I’m doing today—or the skills.”

Rich DeMatteo '05
Bad Rhino

The career of **Krysten (Bradley) Gentile '04** has taken a direction she never could have anticipated as a freshman entering Cabrini back in 2000, for the simple reason that the job she holds now did not exist then. Gentile is a member of the Digital Social Marketing Team of international software giant SAP. She helps manage the SAP Community Network, or SCN—the company’s own Facebook, you might say.

“We’re a social network for SAP’s customers, employees, and partners,” Gentile explains. “Our goal is to help people who use our software connect with each other, learn best practices, and do their jobs better.”

The network allows people to connect with one another around the world on a daily basis. So instead of meeting like-minded professionals at corporate conventions once a year, SCN lets SAP customers and employees network 24/7. And rather than drawing a few thousand attendees, it boasts 2.1 million unique

visitors each month from 230 countries and territories.

Some aspects of Gentile’s job are quite traditional, the need to write well and stay organized, for instance. Others are surely unique to the new universe of social media, such as launching a gamification system. This is the practice of using game mechanics to influence desired behaviors, allowing members to earn points and badges (“from plastic to diamond”). It’s a way to encourage participation, and also to help monitor the conversation and sift out spammers.

These days, a growing number of Cabrini alumni, like Gentile, are pursuing jobs in the burgeoning sector of digital media. They are working with next-generation news organizations to publish web, tablet, and mobile editions of venerable newspapers. They are marketing businesses, large and small, through social media channels. They’re serving nonprofits,



sharing news of their good works on the latest communications platforms.

“It’s the best of times and the worst of times,” says **Cathy Yungmann**, associate professor of communication. “Newspapers are struggling, and traditional media might not be the place to look for a job. But there are expanding opportunities in new media and alternative media, and our graduates are seizing them.”

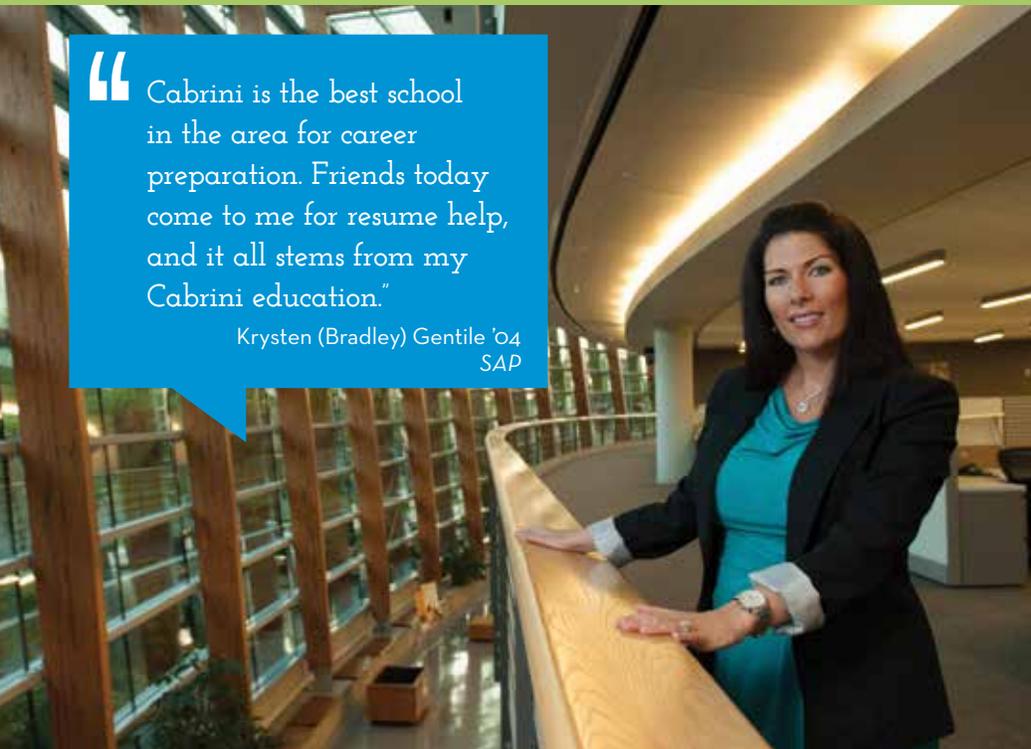
Chief Social Rhino

Most alumni in digital media did not start their careers dreaming of working there. Many, in fact, made bold leaps along the way. Take **Rich DeMatteo '05**, co-owner of **Bad Rhino**, a social media marketing firm in Wayne, Pa.

A psychology major, DeMatteo earned a master’s in human resources from Villanova University shortly after graduating from Cabrini and moved into the world of corporate recruiting—one he loved. Five years in, however, his firm was acquired

“ Cabrini is the best school in the area for career preparation. Friends today come to me for resume help, and it all stems from my Cabrini education.”

Krysten (Bradley) Gentile '04
SAP



“ I work at a 24-hour a day command center we call ‘the hub.’ I don’t have my own desk. I take home what I bring in.”

Amanda Finnegan '08
The Washington Post



“ The best thing Cabrini ever taught me is to demonstrate your skills with proof. Show what you can do, don’t just say it.”

Melissa (Steven) Stevens '07
Catholic Relief Services

“ Cabrini was far more personal than most schools, and more hands-on. I had my own radio show in the first two weeks of freshman year.”

Justin Sillner '12
Philly.com





“You have to be a little edgy—grab them and make them come back for more.”

Shane Evans '08
Seattle Sounders FC

by another, he was given the job of firing 200 staff members—and the choice of a position outside his core interests. Instead, he decided to leave the corporate world. At the time, he had no job in line and no clear plan for getting one.

While unemployed, DeMatteo found himself writing what became a popular blog and a Twitter feed—ironically, both on the topic of how to find a job. Soon he had 18,000 Twitter followers, and organizations such as the employment site Monster.com and the *Wall Street Journal* were taking note. Then came a moment of insight. “I was doing these things with social media to market myself,” DeMatteo says, “and I realized I could do the same things for clients, and launch a business.”

Today, that business, Bad Rhino, employs a team of 15, including several Cabrini alumni, with DeMatteo sharing the helm. His official title: “Chief Social Rhino.”

What exactly does chief rhino-ing involve? Working with businesses to

develop their digital strategies and content, DeMatteo says. “We’re asking questions that range from ‘Who do you want to reach?’ to ‘What should your Twitter voice sound like?’ to ‘What’s the most fun way we can talk about this chicken sandwich?’”

It’s work that takes some trial and error. “The industry is growing so fast there’s no book on this,” DeMatteo says. “Actually,” he corrects himself, “there are books, and the authors sound like experts, but by the time they publish something, it’s changed.”

Wondrous Days

For workers in the world of media and communications, this is a time of new possibilities. Those whose job it is to inform and persuade, to build brands and strengthen communities have more powerful tools than ever before.

At the *The Washington Post*, **Amanda Finnegan '08** works as a home page editor for washingtonpost.com. Sitting across the room from the spot where Woodward and Bernstein launched the Watergate investigation that led to the resignation of

President Richard Nixon, she shapes the flow of the paper’s reporting onto desktops, tablets, and smart phones, finding the most important pieces and posting them as fast as possible.

“It feels like a news emergency room,” she says.

The reward? The satisfaction of giving people the news they need. “On a day like the recent Navy Yard shooting, when a big story is breaking—in this case, a tragic one—25,000 people are on our home page at any given second, depending on us for information.”

Three thousand miles to the west, in Seattle, **Shane Evans '08** serves as the digital media manager for one of Major League Soccer’s most successful organizations, the Seattle Sounders FC. He uses the web and social media to energize the club’s fan-base, helping sustain the Sounders’ league-leading attendance and adding an extra dimension to the fan experience.

A favorite task is writing a real-time

Twitter feed during games. "I bring some personality and fun to it, going beyond who scored at what minute," Evans says. One result of his efforts is that the club boasts a strong following abroad, from the UK to South Africa—fans who could never connect with the Sounders in the same way without the geography-collapsing link of the web.

For **Melissa (Steven) Stevens '07**, digital media has meant the opportunity for "the coolest job ever." Having worked for PR agencies, doing web and social media for national retailers and financial services firms, she now employs the same skills for Catholic Relief Services (CRS) in Baltimore. "I talk to people around the world about our work and its impact, the lives we touch. Then I help create stories and publish them online to promote that work."

The strategy, Stevens says, is the same as on the agency side: create content that

moves a reader to action, answering the question, "What's in it for me?" In this case, the answer is the chance to advance a life-changing mission of service.

"It's awesome to know the work I'm doing is having an impact. That's the reason I took the job."

Conquering Distance, Time, and Tyranny

The rise of digital media makes it possible to reach larger audiences, less expensively. It erases geographical barriers, letting communities develop and connect around the world. And it brings a new richness of content from a greater breadth of sources, allowing us not only to read a story, but to hear it and see it in audio and video form, often in real time.

Just ask **Justin Sillner '12**, a multimedia content producer for Philly.com, a news site

operated by General Media, who also own *The Philadelphia Inquirer* and *Daily News*. Sillner's job is to connect breaking stories with video clips, whether they come from national news networks or less expected sources—for instance, a camera attached to a SEPTA bus that captured video as it drove past the deadly collapse of a Center City building. The result is to bring eyewitness coverage to a new level.

Even before graduating, Sillner was proving the remarkable potential of new media. In an award-winning senior project, he and classmates created a multimedia website [www.cabrini.edu/ArabSpring] documenting events in Egypt during 2012's Arab Spring. Sillner wrote articles and compiled photos for the site, shooting video interviews via Skype with students at the American University in Cairo.



“ You know, it's a whole new world but people are looking at it through the same eyeballs. It still needs to look good.”

Charles Grugan '07
Philadelphia University

“ I had internships with WFIL and WYSP. That real-world experience was invaluable.”

Andy Zipfel '84
USA Today's Media Group



The project was an online document of history in the making, an award-winning achievement that succeeded despite efforts at censorship. “The Egyptian government tried to stop the flow of news,” Sillner says, “but people uploaded their own videos to Twitter and Facebook.”

Changes and Challenges

Along with new possibilities, digital media brings new challenges: How to fit the world’s headline stories onto a smartphone screen? How to use social media to reach not just friends, but customers? How to hold your audience with a universe of competing offerings a click away?

If there is a single challenge that defines life in the era of digital media, it is the speed at which this new world moves—the pace of work and the rate of change. Each day brings new social media platforms, new technological twists, and shifts in the rules of the game from the Facebooks, Googles, and Apples of the world.

“It’s a roller coaster ride for the user and for us,” says Rich DeMatteo of Bad Rhino.

“Once you get comfortable, it’s time to change,” says Melissa (Steven) Stevens, at

Catholic Relief Services. “The more nimble you are, the more valuable.”

“One of the most important skills our graduates need is the ability to evolve, constantly and quickly,” says **Cathy Yungmann**.

Are humans meant to adapt at this pace? What’s the secret to pulling it off? **Charles Grugan '07** has one answer: the right workflow approach. The former graphic design major has done web marketing for an organic food company, designed interfaces for iPhone apps, and now serves as a web developer at Philadelphia University. He says the goal with any digital project is fast iterations, creating a product—then starting the next version before obsolescence can set in. For Grugan, Agile Workflow—one of several project approaches now popular—helps build speed into the structure of his workday. Project teams gather for morning “scrum,” quick meetings with one goal: to set that day’s agenda. They organize their work into “sprints,” two- to three-week units, each with a clearly defined deliverable.

“It keeps you from getting bogged down,” says Grugan. “It increases the

chance that what you create will still feel fresh when it arrives.”

Andy Zipfel '84 has interesting insights on change, as well. Senior Director at *USA Today's Sports Media* group, he connects marketers with a multiplatform network that spans web, print, mobile, and tablets. He also brings the perspective of a professional who’s lived through more than one industry revolution, with past jobs at MTV Networks, AOL, and ESPN.

“When I graduated, cable TV was just taking off,” he explains. “All TV programming—news, sports, soaps, and prime time—had come through just three networks, and now it was splintering, with different channels for different audience members. The industry was transforming.”

The trend continues today, with a different online outlet or social media hub for virtually every audience segment.

“The technology can be daunting at first,” Zipfel says, “but as someone trying to connect with audiences on behalf of marketers, it’s easy to embrace those deeper niches.”

To keep current, Zipfel and colleagues brainstorm constantly on breaking trends. They explore new technologies often



“ Times have changed. I don't wear a suit anymore, but I always want to be professional.”

Claire Roth '69
Digital Wizards Marketing Solutions

pitched to *USA Today* by potential partners. And, as an adjunct professor in sports marketing at Georgetown University, Zipfel taps his students for insight into the next big thing.

“It's a dynamic industry, and you've got to embrace new ways of thinking,” he says. “The status is never going to be quo.”

What's New, What's Not

For all that's new in the world of digital media, some things remain reassuringly unchanged.

“Skill in writing matters every bit as much today as ever,” says **Claire Roth '69**. Co-founder with her husband of the digital media consulting firm Digital Wizards Marketing Solutions, she holds an MBA in finance from Wharton and worked for years in the corporate world in senior communications and program management roles.

Roth says clarity and simplicity in writing, whether for a blog, a Twitter feed, or a website, are key to

communicating with impact. “When you talk about content management,” says the former history major, who is passionate about the value of the liberal arts, “so many of the qualities you look for relate directly back to writing a good paper in school.”

Roth points to another goal of timeless importance: building credibility. In years past, we might have spoken of a firm's “reputation.” Today, marketers talk about “brand”—or in Facebook terms, “likeability.” But the essence of the challenge, Roth says, is the same: to project yourself as a trusted authority in your field.

In other ways too, not all aspects of life in digital media are new. In fact, almost everything we do in the virtual universe is grounded in something familiar. You could say that Krysten Gentile's goal in the SAP Community Network is simply to create an online version of an in-person gathering. In fact, you could say all of Facebook

is just a big picnic or a cocktail party, everyone's wallet crammed full of family photos ready to share.

The same is true for multimedia newspapers. As Amanda Finnegan, Justin Sillner, and their colleagues tag stories to lure clicks and hold eyeballs, they're following in the great tradition of headline writers since the first presses were inked. As web developer Charles Grugan focuses on effective interface design, he too cites an ages-old objective: “to create something both beautiful and functional, something a person will be delighted to use.” Gutenberg might have said the same.

One last example proves the point, that of **Joe Cahill '11**, a communications major who “eats, breathes, and drinks tech” and has made a place for himself in the heart of the new economy. Cahill works with Airbnb, a company that connects travelers with private accommodations around the world.

"Someone can land in Paris or Dubai, hop on our app, and find a host," Cahill explains. "In an hour or two, they can be staying at their place."

In some ways, Airbnb is the ultimate Internet enterprise, impossible without the instant universal info-sharing of the web. Yet in some ways it couldn't be more traditional. Cahill is a digital travel agent. His company runs a big bulletin board, posting rooms for the night.

"It's really like staying with a friend of a friend," Cahill says, "but now your friends have friends in 200 countries."

The Next Big Thing

As unfair as the question may be, it's impossible not to ask: What's the next trend that will redraw the map of the digital world?

"I think you have to look at the rise of cell phones and tablets," says Amanda Finnegan. "We know they're important, and we've been developing content with them in mind, but now they are becoming people's main computing devices. That will mean a lot of change."

"I would point to data journalism and information graphics," says Cathy Yungmann, "telling the story with numbers, along with the words. People in communications need to keep stretching, mastering new ways of making media and telling stories. This could be the next one, and it will be a challenge, pushing all of us to get stronger on the quantitative side."

"I see an effort to blend the old and new in certain ways," says designer Charles Grugan. "When you're looking at a screen, you're being bombarded by photons. As much I love the web, you miss the feel of a book. That's where digital design is going right now—to mimic the look of a printed piece."

Of course, the direction of progress is always into the unknown, as Andy Zipfel

points out: "Somewhere right now, some new app is being cooked up in someone's basement. We don't know what it will be, but keep watching, because that's where the next big win will come."

To help position its students to benefit from that next big win, Cabrini is evolving too. **Jerry Zurek, Ph.D.**, Chair of the Communication Department, has proposed a major in Digital and Social Media, and Provost Anne Skleder, Ph.D., reports that the new major will be in place by Fall 2014.

Trustee David Regn '97, who leads one of the area's fastest growing digital media agencies, has pledged considerable support to assist in developing the curriculum and in providing internships for Cabrini students in the new major.

"As the world of digital media continues to offer new opportunities," explains Jeff Gingerich, Ph.D., Vice Provost and Dean for Academic Affairs, "We want to make sure that Cabrini graduates are well prepared to seize them." ■

“Cabrini instilled the idea that you are capable of anything. I wouldn't have my job without Cabrini.”

Joe Cahill '11
Airbnb





Will Men's Lacrosse Streak Continue This Season?

By David Howell

As the men's lacrosse team looks toward the start of another season, the players and coaches are on the brink of setting a record. The team holds the second longest conference winning streak in NCAA Division III history, behind Salisbury University's 102 game conference win streak, from March 14, 1995, through March 31, 2009.

When Steve Colfer took over the Cabrini men's lacrosse program prior to the 2001 season, the program was still relatively young and coming off its first back-to-back losing season. Colfer's aim was to establish the team on the regional and local scene. In his 13 years, he has done just that, taking the Blue and White to 12 consecutive NCAA Tournaments.

Perhaps the most impressive part of the program under Colfer is its dominance in conference play.

The Cavaliers' current streak began in the fourth game of the 2001 season, a 19-5 home win over Eastern University. Over the last 13 seasons, Cabrini won 96 consecutive regular season games in Colonial States Athletic Conference (CSAC) play, a streak that extends to 121 games including the postseason.

"I think it's more of a reflection on the drive and dedication of our players," Colfer said. "We have been lucky to have a succession of student-athletes who want to be the best, whether it be on the field, in the weight room or in the classroom. Our upperclassmen have always instilled in our younger players the importance of being mentally and physically prepared every time we step on the field.

"In addition, I have been blessed with a group of assistant coaches through the years that helped maintain the expectation of excellence," Colfer continued. "They are really the backbone of our program."

Should the Cavaliers complete another unbeaten CSAC schedule, Cabrini would look to tie Salisbury's mark on April 24, as it hosts Centenary College on Senior Day.



(L-R) Men's Lacrosse Assistant Coach Kevin Camp '97 accepts his Hall of Fame plaque from David Regn '97 and Men's Lacrosse Head Coach Steve Colfer.

Kevin Camp '97, who is entering his 14th year as assistant coach of men's lacrosse, was inducted into the Athletic Hall of Fame on Sept. 27. Read the full article on page 8.

Cabrini's last conference loss came in an 18-8 loss at Wesley College late in the 2000 campaign. The team also suffered a 6-5 loss at Wesley in the Pennsylvania Athletic Conference (PAC) championship. The championship game loss also marks the last time the Blue and White lost a conference championship game.

The Blue and White will open their 2014 campaign on Feb. 22, when they visit Haverford College. Cabrini will return to Edith Robb Dixon Field on Feb. 26 to host Dickinson College.

New Recreation Website Helps You Get Healthier

Alumni, students, and others in the Cabrini community can find fitness and wellness tips on the new microsite for the College's Department of Athletics and Recreation, CabriniRec.com. The site features information on aquatics, fitness and wellness, club sports, intramurals and outdoor recreation.

"Our goal is to make it easier for the campus and alumni community to find all the terrific events and opportunities we offer—from our group exercise schedule and healthy lifestyle tips, to connecting with club teams and joining outdoor recreation programs," said Orlin Jespersen, Cabrini's Assistant Director of Athletics and Recreation.

Cabrini's club sports include baseball, men's lacrosse, roller hockey, cheerleading and dance. Cabrini Recreation also offers rock climbing, hiking, yoga, flag football and many more activities to give students and others an outlet from the stresses of life.



Nick Kaminski '11 and Kathleen McKinley, Ph.D., chair and professor of sociology, take advantage of an excursion offered through Athletics and Recreation.



In 2013, the women's basketball team celebrated its first Colonial States Athletic Conference championship since 2009.

20-win season. The club secured its 12th conference championship with a 90-74 win over Keystone, sending the Blue and White to its 13th NCAA Tournament.

Led by 2013 CSAC Coach of the Year Marcus Kahn and Player of the Year Aaron Walton-Moss, Cabrini posted three consecutive road wins over Top 20 teams to make its second straight trip to Salem, Va., and the Elite Eight, where it fell to No. 2 ranked and eventual national champion Amherst College.

Kahn returns seven players from last year's club, three of which have raised three CSAC championship trophies. Leading the way is senior Fran Rafferty, who joined the 1,000 Point Club in Cabrini's Elite Eight game. The senior ranked in the CSAC's Top 20 in points and rebounds, while leading the league in three point shooting.

In less than two full seasons, Walton-Moss has established himself as one of the best all-around players in the country. The junior was named to the D3hoops.com All-America Fourth Team after leading the Blue and White in points, rebounds, assists and blocked shots and ranking second in steals.

The Cavaliers opened their 2013–14 campaign on Nov. 19 against Eastern University in the Battle of Eagle Road.

Winter Sports Preview

When the Cabrini basketball teams took the floor on Oct. 15 for their first practices of the 2013–14 season, both faced high expectations.

The Blue and White women's team returned to action after one of its most successful seasons in program history. The team finished the 2012–13 campaign with an overall record of 24-4, tied for the most wins in program history. The ladies won 19 consecutive games, a new school record, en route to raising its first Colonial States Athletic Conference (CSAC) championship since 2009.

Head Coach Kate Pearson, the 2013 CSAC Coach of the Year, established the Cavaliers as one of the best defensive and rebounding teams in the country. The team ranked third in the NCAA in rebound margin (12.6) and three-point defense (.218) and seventh in scoring defense (46.4).

Pearson returns 12 players from last season's team, while adding a solid group of newcomers. Leading the team is a quartet of seniors, including All-CSAC performers Brittany Sandone and Annie Rivituso.

Sandone averaged 14.4 points, while leading the CSAC in three pointers made and free throw percentage. Rivituso, the 2013 CSAC Championship game MVP, shot over 42 percent from the floor en route to 10.6 points and 6.6 rebounds per game.

The club opened the season on Nov. 16 as it faced Connecticut College at the 2013 Swarthmore College Tip-Off Tournament.

The Cabrini men face similar expectations after a fourth consecutive CSAC championship. The Cavaliers closed the 2012–13 season with a record of 25-6, the program's fifth consecutive

Letter from the Alumni Association President



Dear Alumni,

There is something about the holidays that makes me feel nostalgic and appreciative. I can remember, like it was yesterday, gathering around the yule log on campus to celebrate the holiday season. The residence halls held a spirited decorating contest, campus trees were lined with lights, and we could not wait to finish our finals to rush home for the holidays.

As I think back on my Cabrini memories, I realize just how far my life has come from those moments. It reminds me to be grateful for the foundation that Cabrini gave me. As a young alumnus, I am not saying I have reached the pinnacle of all I set out to accomplish after graduation, but I can say with absolute certainty that Cabrini has equipped me to accomplish what I have so far. It is out of this gratitude that I remain connected and choose to pay it forward each year by supporting our alma mater.

As we pause from our busy schedules to give thanks this holiday season, remember, as I do, to count Cabrini among your blessings. Our Cabrini experience exists in our values, our friendships, and in all we have accomplished since graduation. If Cabrini has enriched your life, I encourage you to pay it forward by getting involved and by making a meaningful gift to the Cabrini Annual Fund. Participation is everything and your participation matters.

Go Cavs!

A handwritten signature in black ink that reads "Craig Vagell Jr." with a stylized flourish at the end.

Craig Vagell Jr. '05
President, Cabrini College Alumni Association

UPCOMING ALUMNI & FRIENDS EVENTS

*Save
the Date*

TUESDAY, DECEMBER 3

Christmas Tree Lighting & Yule Log

SATURDAY, DECEMBER 7

Christmas at Cabrini

SATURDAY, JANUARY 11

Alumni Basketball Game Day

SATURDAY, FEBRUARY 8

Alumni Sweetheart Dance

SATURDAY, MARCH 29

Breakfast with the Bunny

SATURDAY, APRIL 12

Team Trivia

MONDAY, MAY 5

Cabrini Classic

MAY 30–31

Alumni Weekend

STAY CONNECTED! Find out the latest news and offerings for Cabrini alumni:



Like the “Cabrini College Alumni Office” on Facebook

Also, search for and like your class page to reconnect with classmates. Class pages can be found in the format of “Cabrini College Class of <Year>.”



Join the “Cabrini College Alumni” group on LinkedIn

Network and exchange professional tips among peers. Discover the latest professional development offerings for Cabrini alumni.



Do you have an idea for an upcoming alumni and friends event? Or do you want to receive the Alumni Office’s e-newsletter, *Connections*, and monthly upcoming events email? Email alumni@cabrini.edu.

Visit www.cabrini.edu/alumni to learn about the offerings available to Cabrini alumni.



Who's Who in Institutional Advancement

If you are a graduate, friend, or parent of a Cabrini student, you will likely cross paths with a member of the Office of Institutional Advancement (IA). The primary goal of IA is to keep alumni, parents, and friends engaged with the College and to provide meaningful opportunities to volunteer or donate.

This year, the department was reorganized and new staff members were welcomed to the team to better position IA for outreach and fundraising success. We invite you to contact a member of the team below.



JAY BROWNING

Associate Vice President for Institutional Advancement

Areas of focus: Restricted and unrestricted fundraising management, IA staff management

610-902-1070, jay.browning@cabrini.edu



RACHEL MCCARTER

Director of Alumni Engagement & Annual Giving Programs

Areas of focus: Alumni engagement benefits, events (including reunions), and volunteer programs; Alumni Board of Directors; Class Agents; annual giving and Phonathon; Woodcrest Society; Cabrini Classic

610-902-8256, rachel.mccarter@cabrini.edu



JEAN JACOBSON

Director of Sponsored Programs & Foundation Relations

Areas of focus: Fundraising through government grants and foundation relations

610-902-8231, jjacobson@cabrini.edu



MARY RAVENFELD

Regional Advancement Director

Areas of focus: Fundraising for Athletics, Exercise Science, and Education; Parent Council

610-902-8257, mary.ravenfeld@cabrini.edu



DIANE CROMPTON

Regional Advancement Director

Areas of focus: Fundraising for technology, the Holy Spirit Library and the Communication Department; Women in Philanthropy Program, Friends of the Cabrini Arts Program

610-902-8203, diane.c.crompton@cabrini.edu



STACEY MINYARD

Assistant Director of Advancement Services

Areas of focus: Data/technology management, stewardship and donor relations and prospect research

610-902-8250, stacey.b.minyard@cabrini.edu



NEUVIA WALLACE

Stewardship and Donor Relations Coordinator

Areas of focus: Gift acknowledgement, stewardship, endowed and expendable scholarship funds

610-902-1015, neuvia.wallace@cabrini.edu



NICK GULDIN '12

Alumni communications, social media management, Alumni Mentoring Program

Areas of focus: Alumni communications, social media management, Alumni Mentoring Program

610-902-8214, nicholas.george.guldin@cabrini.edu



JACKIE MARCIANO '10

Alumni Engagement & Annual Giving Coordinator

Areas of focus: Alumni engagement & fundraising events

610-902-8212, jackie@cabrini.edu



NICK TAYLOR

Alumni Engagement & Annual Giving Coordinator

Areas of focus: Annual giving programs, Student Alumni Association, Young Alumni Program, C.A.R.E. (Cabrini Alumni Recruitment Effort)

610-902-8253, nick.taylor@cabrini.edu

Event Recognizes Woodcrest and 1957 Society Donors for Elevating the Cabrini Student Experience



On Oct. 3, more than 50 donors who support Cabrini at the Woodcrest Society and 1957 Society levels were recognized at a cocktail reception in the Mansion.

“At the center of everything we do at Cabrini College is one thing—the student experience,” Interim President Deb Takes said in her welcome address. “Through your giving at leadership levels, every woman and man here tonight has added to the student experience at Cabrini and prepares the College to provide an even better experience for tomorrow’s student.”

Mickyel Bethune, a Cabrini shuttle driver, shared his story about making a difference in the life of a Cabrini student: On his way back

from watching a men’s basketball game in the Dixon Center, he noticed a student sitting on a bench and crying. The student was unsure how to continue to pay for her education.

“I told her not to worry, that we’ll work something out,” Bethune said. He learned from his mother Kay—an educator for 40 years—that giving is an opportunity. “One of my mother’s favorite scriptures is ‘Give, and it shall be given unto you.’” (Luke 6:38)

Bethune established a scholarship in his mother’s name, which will be awarded annually to a full-time undergraduate student who is in good academic standing and has significant financial need.

Left: Mickyel Bethune shares the inspirational story that prompted him to establish a scholarship in his mother’s name. Right: William Cavanaugh and Mary Anne Schofield, Ph.D., enjoy the donor reception.

After Bethune’s speech, the Cabrini College Chorale performed a musical interlude for the guests.

Members of the Woodcrest Society advance the mission and values of the College through gifts of \$1,000 or more. Members of the 1957 Society have made Cabrini College a beneficiary of their will, trust, IRA or insurance policy. To learn more about giving to Cabrini, visit www.cabrini.edu/giving.

THE CENTER FOR CAREER AND PROFESSIONAL DEVELOPMENT

Exclusively for **Cabrini College** Students and Alumni

www.cabrini.edu/careerservices

NEW PROGRAMS



Deb Takes, Interim President

Women in Philanthropy

Women in Philanthropy is a program for women who contribute to Cabrini College at a leadership level (\$1,000+ annually) and want to have some decision in how the funds they contribute are distributed among college programs.

“The program is designed to encourage more women to step forward as leading contributors,” said Deb Takes, interim president of Cabrini. Noting that there’s increased attention on the role of women in philanthropy, Takes said, “Many women give for different reasons than men.”

Those in the program will determine how their contributions will be allocated. They can choose among a variety of programming, including study abroad experiences, immersion trips, collaborative research between students and faculty, and more.

Women in Philanthropy is open to alumnae, current donors, and their friends and colleagues. For more information, contact Diane Crompton, Regional Advancement Director (610-902-8203, diane.c.crompton@cabrini.edu).

Young Alumni Committee Members John Solewin '11 (left) and Emily Fiore '12 (right) join Brian Loschiavo '11 and Lauren Aiken '08 at an event for alumni class agents.

Cavalier Traditions and Young Alumni Committee

The Alumni Office is unveiling two new programs: Cavalier Traditions (for students) and a Young Alumni Committee (for alumni who graduated in the past decade).

Cavalier Traditions is a student alumni association that focuses on students from day one of their Cabrini experience. The goal of the program is to educate students about the benefits of the Alumni Association, preserving and creating traditions as well as the importance of giving back to the College.

Students will create and continue meaningful traditions for their peers from their first year through their senior year. A group of student leaders will meet monthly to discuss campus initiatives and programming events.

The creation of the Young Alumni Committee is especially important because graduates from the past decade represent nearly 50 percent of the College’s alumni base. The committee will work closely with the Alumni Board and meet every other month to plan programming specifically for young alumni.

For more information on either program, or to join the Young Alumni Committee, contact Nick Taylor, Coordinator for Alumni Engagement and Annual Giving Programs (610-902-8253, nick.taylor@cabrini.edu).

Young Alumni Committee Members (as of Nov. 1, 2013)

Maryellen Anastasio '11	Nick Guldin '12
Emily Fiore '12	Jackie Marciano '10
Kate Freyvogel '13	Felicia Neuber '10
Diane Gapinski '11	John Solewin '11



Students hang works in the annual graphic design exhibition.

Friends of Cabrini Arts

Friends of Cabrini Arts is a group that recognizes art as a significant aspect of Cabrini students’ college experience, and advocates for resources to enhance the arts at the College.

Those who contribute financial support, expertise or time toward the arts at Cabrini will become a member of Friends of Cabrini Arts. These dedicated volunteers unite their efforts as ambassadors of the arts at Cabrini to attract donors and expand student experiences with the arts.

Cabrini is fortunate to have talented and dedicated leaders among its faculty who nurture students’ appreciation of the arts, providing opportunities to explore and develop their artistic talents in vocal arts, theatre, graphic design, and fine arts. These curricular and co-curricular activities require physical spaces and accouterments such as lighting, canvases, chorale gowns, soundboards, Mac desktop computers, and design programs.

Friends of Cabrini Arts can help provide these necessities, as well as the maintenance and upkeep of instrumentation and physical spaces needed for practice and public performances. Support from Friends of Cabrini Arts also will enable the College to attract and retain quality faculty.

For more information, contact Diane Crompton, Regional Advancement Director (610-902-8203, diane.c.crompton@cabrini.edu).

Cabrini Welcomes Pianist Young-Ah Tak

March 23, 2014

4 p.m.

Mansion

Admission is free.

Praised for her “winning combination of passion, imagination, and integrity” (*New York Concert Review*) and her “thrilling blend of fury and finesse” (*San Antonio Express-News*), pianist Young-Ah Tak enjoys a remarkable career that has taken her throughout the United States, Canada, Austria, Germany, Italy, Korea and Japan.

Young-Ah Tak made her New York debut at Lincoln Center for the Performing Arts’ Alice Tully Hall with the Juilliard Orchestra. Subsequently, she presented at the John F. Kennedy Center for the Performing Arts, Carnegie Hall’s Weill Recital Hall and at major concert halls and international music festivals in her native Korea.

She received training at three distinguished institutions—The Juilliard School, New England Conservatory and The Peabody Institute of The Johns Hopkins University—and is currently Artist-in-Residence at Southeastern University in Florida.

Sponsored by the Fine Arts Department.

www.cabrini.edu/fineartscalendar



Young-Ah Tak



Siblings Joshua Muska '15 and Kathrynne Muska '17 are Cabrini legacy students.

Attention Alumni: Nominate a High School Student for a Scholarship Cavalier Referral Award

As alumni, you know the type of student who would thrive from Cabrini’s small school experience that produces big results. Now, *all Cabrini alumni* have the ability to grant a \$2,000 Cavalier Referral Award to a deserving high school senior. Nominate as many high school seniors as you like for the fall 2014 term at Cabrini, and each is eligible to receive a \$500 award annually in your name, for four consecutive years (eight semesters). Over four years, that’s \$2,000 in tuition savings, because Cabrini believes in your referral.

There is no better way to increase the value of your degree than by helping Cabrini to recruit the next class of stellar prospective students.

This award may be used only for a first undergraduate degree at Cabrini College. A student is eligible to receive only one Cavalier Referral Award and must be in good academic standing to remain eligible. Immediate family members of Cabrini faculty or employees are not eligible. This award cannot be used in conjunction with Cabrini’s Alumni Legacy Scholarship (\$1,000 per year for children of alumni).

To download Cavalier Referral Award cards, visit www.cabrini.edu/CavalierReferral.

For more information, contact the Admissions Office (610-902-8552, admit@cabrini.edu).

Alumni Legacy Scholarship

Alumni: Do you have a sibling, child or grandchild who is a high school junior or senior interested in attending Cabrini College? Nominate a sibling, child or grandchild for the \$1,000 annual Alumni Legacy Scholarship. The scholarship is available to full-time undergraduate students who attend Cabrini.

Start building your alumni legacy family by sharing the value of a Cabrini education with your loved ones.

To submit your nomination, contact the Admissions Office (610-902-8552, admit@cabrini.edu).

Submit Your Nominations for the 2014 Alumni Awards

The Alumni Office is soliciting nominations for five annual awards:

- Distinguished Achievement Award:** Recognizes an alumna/us who graduated 10 or more years ago and whose noteworthy career achievements embody Cabrini College's mission of leadership development, a commitment to social justice and academic excellence.
- Martha Dale Award for Distinguished Service:** Recognizes an alumna/us who graduated 10 or more years ago and who has demonstrated longstanding loyalty, dedication and interest in Cabrini and the Alumni Association.
- St. Frances X. Cabrini Award for Community Service:** Recognizes an alumna/us who graduated 10 or more years ago for his or her extraordinary volunteer service to local or global communities.
- Honorary Alumnus Award:** Recognizes a member of the Cabrini community who is not an alumna/us, but who has dedicated time and effort to the College.
- Young Alumni Award:** Recognizes an alumna/us who graduated between 2003 and 2013 and who has continued the Cabrinian legacy of service, made outstanding contributions to his or her community, and/or achieved great success in his or her career.

Visit www.cabrini.edu/AlumniAwards for rules and a list of past recipients.

To submit a nomination for one or more of the awards, email the nominee's full name, class year, award title, and reason for nomination to rachel.mccarter@cabrini.edu.

What the Alumni Board Does for You!

The Alumni Board of Directors is the governing body of the Cabrini College Alumni Association, and the voice behind the benefits, events, and opportunities provided on behalf of the College to more than 14,000 alumni. Directors serve a two-year term, with the option to serve a second consecutive two-year term or to run as an officer of the Board.

Today, the Board is comprised of 27 members: undergraduate and graduate alumni, including Alumni Trustees who serve on the Board of Trustees; students; and the director of alumni engagement & annual giving. The Board, whose overarching goal of increasing alumni engagement and support each year, comprises the following six committees:

- The Outreach Committee** assists the Alumni Office in planning engagement events, benefits, and services for Cabrini alumni.
- The Student Engagement Committee** focuses on connecting current Cabrini students with alumni to enhance the student experience and prepare students to become actively engaged alumni.
- The Stewardship Committee** identifies opportunities to support the College's fundraising efforts, with emphasis on alumni participation.
- The Scholarship Committee** leads the search and selection process for the two annual Alumni Scholarship Award recipients each year, who are selected among rising junior student applicants at Cabrini. The scholarship recipients serve on the Alumni Board during their junior year.
- The Governance Committee** includes multiple committee chairs, Alumni Trustees, Officers of the Board and the director of alumni engagement & annual giving programs. This committee oversees the Alumni Board Election process and selection of the Alumni Award recipients each year.
- The Executive Committee** is the Board's leadership and includes the officers of the Board, Alumni Trustees, and the director of alumni engagement & annual giving programs.

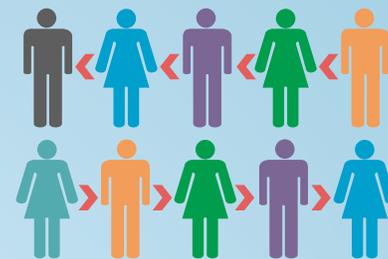
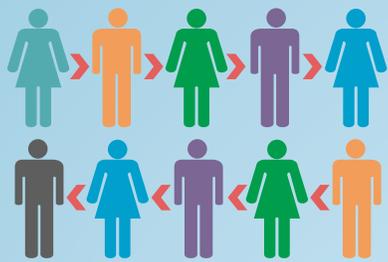
If you would like to make a difference in the life of your alma mater by serving as an elected representative on the Alumni Board, send your full name, class year, occupation, additional volunteer involvement, and contact information to rachel.mccarter@cabrini.edu.

The Governance Committee of the Alumni Board will review nominations in early spring 2014 to create the ballot. The ballot will be emailed to alumni for voting in March 2014, with elections ending in May 2014.

Alumni Board Meetings are held on campus three Saturdays a year, with committee work taking place primarily via teleconference calls throughout the year.



Amber M. Graham McCracken '04 (left) presents the Cabrini College Young Alumna Award to her sister Ashley Graham Nevin '03 at the 2013 Alumni Association meeting and awards luncheon.



Want to know how you can get involved in the Cabrini College Alumni Association this year? Activate your alumni network by participating in these key areas within the Cabrini College Alumni Association.

Help Plan a Reunion Class Event

Join a Reunion Class Committee to help the Alumni Office plan reunion events and communicate to your class for your upcoming milestone reunion. Undergraduate alumni of classes ending in “4” or “9” will celebrate their milestone Cabrini reunion during Alumni Weekend, May 30–31, 2014.

Present to Cavaliers in Transition

Share your skills and knowledge with Cabrini alumni, students and friends during hands-on professional and personal development workshops on topics relating to changing jobs, moving into a new field, or advancing your career.

Join the Young Alumni Committee

Plan networking events and engagement opportunities for alumni in the classes of 2003 to 2013.

Promote Your Business

Alumni who own their own businesses are invited to donate an item or service they provide to be included in raffles or auctions at fundraising events. By making a donation of goods or services, your business will be seen by many of Cabrini’s constituents.

Mentor Cabrini Students

Volunteer as a classroom guest speaker or mentor a current undergraduate Cabrini student. Alumni connections enhance the Cabrini experience of current students by providing valuable insight to careers of interest.

Lead with the Alumni Board of Directors

Do you aspire to become a leader within the Cabrini College Alumni Association or know someone who would make a valuable contribution as a member of the Alumni Board? Email rachel.mccarter@cabrini.edu with your nominee’s full name, class year, and short biography for consideration in the 2014 Alumni Board Elections, which will be held in spring 2014.

Share That You C.A.R.E.

Share your Cabrini experience with prospective students by serving as a Cabrini Alumni Recruitment Effort (C.A.R.E.) volunteer. Assist Cabrini in recruitment efforts by making calls to prospective students, speaking at an Admissions event, attending College fairs, and more. See page 29 about referring a student to Cabrini.

Email Job Opportunities

Share job opportunities at your company with fellow alumni by emailing alumni@cabrini.edu, or become a member of the “Cabrini College Alumni” LinkedIn group to create job posts.

Interested in getting involved? Email alumni@cabrini.edu

CLASS NOTES

1964

Doris O'Donnell Jellig '64 is teaching at Tidewater Community College in Norfolk, Va., and recently welcomed her 18th grandchild.

1967

Patricia Murphy Friel '67 welcomed her second grandchild in May; this is the first sibling for her oldest grandchild Abigail.

1969

Joanna McHenry Strall '69 retired after working for the Commonwealth of Pennsylvania at the Delaware Valley Veterans Home. She plans on spending her time volunteering.

1971

Nancy Foden Bowman '71 welcomed two grandchildren to her family, a boy and a girl, who live in Washington, D.C.

Liz McNerlin Collins '71 gathered in Valley Forge, Pa., with other members of the Class of 1971 to celebrate the marriage of Krister

Hammar to Amanda Wainwright, the daughter of **Therese Glielmi Wainwright '71**. [Photo](#)

1980

Ron Katkocin '80 is in his 29th year as a lawyer, and his 20th year as sole practitioner and lecturer of business law at Cabrini. He is happily married to **Rose Battiato '84**, who is finishing her 22nd year working at Magee Rehabilitation, Jefferson Health System.

1981

Angelina Piccoli '81 married Gene Steady on Dec. 1, 2012, at Our Lady of the Assumption Church in Strafford, Pa.

1983

Marie Caccese Gilligan '83 mourned the loss of her father Frederick Caccese in March 2013. Frederick was the brother of Anna Kruse, Cabrini Professor *Emerita* of biology.

1984

Karen Sharpe Carli '84 and her husband, Anthony, celebrated their silver wedding anniversary in July 2012. This past year her son AJ graduated from Pennsylvania State University with a degree in English. As an employee of Penn State Abington, Karen had the honor of presenting her son with his diploma.

1988

Eileen Zebrowski '88 graduated from Gwynedd Mercy University in May 2013 with a bachelor of science degree in nursing, and she is a nursing supervisor at Holy Redeemer Lafayette. She traveled to Peru in February 2013 with a group of nurses to provide medical care in one of the poorest regions in the country.

1990

Joyce Mundy '90 was named superintendent of Centennial School District in Warminster, Pa. Previously, she served for two years as the district's assistant superintendent for education.

1993

Veronica O'Hora Ellers '93 was selected as principal of Hillcrest Elementary School in Upper Darby, Pa., after 18 years working in various teaching roles in the Upper Darby School District. In 2006, she was inducted into Cabrini's Athletic Hall of Fame. [Photo](#)

Robert Salladino, Ed.D. '93, G'97 was appointed principal of Springton Lake Middle School in Media, Pa., in August 2013. He is a member of Cabrini's Alumni Board.

Tracy Esposto Wilson '93 graduated from Villanova University in July 2013. She received a bachelor of science degree in nursing.

(L-R) *Jim Collins, Liz McNerlin Collins '71, Becky Ralston Doherty '71, Dan Doherty, George Wainwright, Therese Glielmi Wainwright '71, Bob Morris, and Lorraine Romano Morris '71.*

Veronica O'Hora Ellers '93



1994

Danielle Harris Lacasale '94 is a curriculum consultant with Houghton Mifflin Harcourt.

1999

Lisa Marie Sutley Sabatine '99, G'06 and her husband, Michael, welcomed their second child, Nicholas Michael, on June 18, 2013. He weighed seven pounds, 14 ounces and joined sister Gabriela. [Photo](#)

2003

Christopher Dormer G'03 was featured in an *Avon Grove Sun* article for his appointment as principal of the Oxford Area High School in Oxford, Pa. Previously he was principal at Upper Darby High School.

Brandon Lawler '03, G'09 and **Kerri Houseman Lawler '03** welcomed their second child, Gavin James, on May 30, 2013. He was six pounds, one ounce, and 19 inches. Gavin joins sister Kailyn, age 4, who adores her baby brother.

2006

Lori Iannella '06 and husband **Matthew Serfass '06** welcomed a daughter, Frankie, on Oct. 23, 2013. She was 7 pounds, 7 ounces, and 20 1/4 inches. [Photo](#)

Kristen Euler Weber '06 and her husband, Ron, welcomed their second child, Olivia Kathleen, on Jan. 12, 2013. Olivia joins brother Lucas McCoy, age 2.

2007

Charles Grugan '07 married Audrey Brenner on May 11, 2013. [Photo](#)

Melissa Steven '07 and **Jeremy Stevens '07** were married in July 2013 at St. Colman Church in Ardmore, Pa. At the reception, the Cabrini College Cavalier mascot joined alumni, Associate Professor Cathy Yungmann and Professor Jerry Zurek, Ph.D., on the dance floor.

2008

Lauren Schreiber '08 married Max Snyder on Aug. 3, 2013. They reside in Providence, R.I.

2010

Danielle Cuffari '10 received a master of science degree from Drexel University in 2012. She recently accepted a position as a commercial underwriter for Liberty Mutual Insurance.

2012

Patrick Schneider '12 is now working at Dorney Park and Wildwater Kingdom in Allentown, Pa.

2013

Victoria King '13 is now working as a graphic technician at the Media & Marketing Group in Voorhees, N.J.

Scott Preston '13 accepted a position as IT support specialist at the College of Nursing and Health Professionals of Drexel University. [Photo](#)

We want to hear from you!

Cabrini College encourages communications from alumni regarding career change, publications, volunteer work, marriages, births, and other information that is of interest to fellow classmates and the Cabrini community.

To submit your class note to *Cabrini Magazine*:

- Log on to www.cabrini.edu/alumni or email alumni@cabrini.edu
- Mail to Cabrini College, Alumni Relations, 610 King of Prussia Road, Radnor, PA 19087

For publication purposes, electronic images should be at least 2" x 3" with a resolution of at least 300 dpi (dots per inch). JPG or TIF files acceptable.

Frankie Iannella Serfass



Gabriela and Nicholas Michael Sabatine

Charles Grugan '07 and Audrey Brenner



Scott Preston '13



GIVING REPORT

In 2012–13, giving to Cabrini College more than doubled over the previous year—to nearly \$2.4 million. Differences in contribution totals between the giving and financial reports on these pages are attributed to different professional reporting standard requirements.

Contributions By Allocation

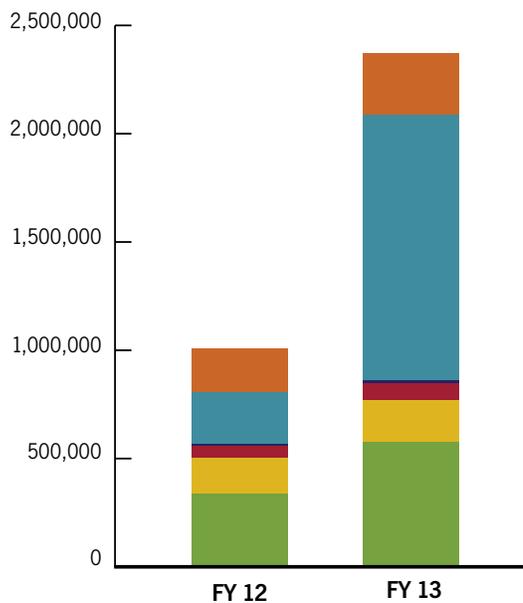
Unrestricted Gifts

Cabrini Annual Fund	\$885,469
Cabrini Classic Proceeds	\$286,758
Subtotal Unrestricted	\$1,172,227

Restricted Gifts	\$1,201,236
Total Charitable Giving	\$2,373,463

Contributions By Constituency

Alumni	\$576,417
Friends	\$191,592
Parents	\$83,745
Current Students	\$3,369
Corporations, Foundations, and Organizations	\$1,231,582
Subtotal	\$2,086,705
Cabrini Classic Proceeds	\$286,758
Total Charitable Giving	\$2,373,463



Contributions By Constituency

- Cabrini Classic
- Corporations, Foundations, and Organizations
- Current Students
- Parents
- Friends
- Alumni

FINANCIAL REPORT

Operating activities based on audited financial statements.

The College closed the 2012–13 fiscal year in a strong financial position. Net assets increased \$1.3 million, to \$110.8 million on June 30, 2013. Despite an operational deficit that included a budgeted charge for depreciation, the College benefited from strong returns on its endowment and a considerable increase in fundraising results. The operational deficit was driven primarily by decreases in enrollment and challenging demographics in a highly competitive market.

Net tuition and fees comprise 63% of total revenues. Auxiliary enterprises, comprised primarily of revenue from room and board, accounted for 20.6%, bringing student-related revenue to 83.6% of total revenues.

One factor impacting revenue was decreased graduate enrollment, largely due to increased competition and the reluctance of school districts to fund additional teacher certifications and advanced degrees. Ongoing pressures on graduate tuition revenue—coupled with decisions to lower undergraduate tuition and fees for FY 2013 and to keep these costs under \$30,000 through FY 2015—likely will present some continuing revenue challenges in coming years. Mission-driven strategies such as these better position Cabrini financially in the long run by making the College a viable option for larger numbers of students and helping families plan for the cost of a quality private college education.

Administration and the Board of Trustees have established a dynamic multi-year plan to return to positive operating variances. The plan includes substantial investment in academic and co-curricular programs, and in the first phase of the Campus Master Plan—renovation and expansion of the Dixon Center. Meanwhile, the value of a Cabrini College education remains strong, with 95% of the class of 2012 employed or in graduate school within 10 months of graduation.

To view the list of donors who gave to Cabrini College in 2012–13, visit www.cabrini.edu/annualreport.

July 1, 2012–June 30, 2013

Statement of Financial Position

June 30, 2013

Assets

Land, building, equipment (net depreciation)	\$59,512,032
Endowment investments	\$38,860,713
Short-term investments	\$38,726,638
Other assets	\$11,271,637
Cash	\$5,695,088

Total Assets \$154,066,108

Liabilities

Long-term debt	\$33,995,000
Other liabilities	\$3,641,638
Accounts payable	\$3,337,477
Accrued salaries and benefits	\$2,259,592

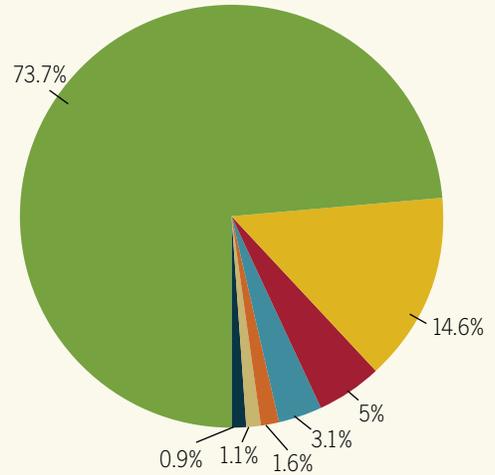
Total Liabilities \$43,233,707

Net Assets

Unrestricted	\$95,332,411
Permanently restricted	\$7,781,178
Temporarily restricted	\$7,718,812

Total Net Assets \$110,832,401

Operating Revenue



Revenue

FY13

Tuition and Fees (gross)	50,673,832
Auxiliary Enterprises (including room and board gross)	10,016,302
Private Gifts and Grants	3,420,823
Endowment Income	2,141,282
Government Grants	1,127,582
Investment Return	715,606
Other Revenue	618,298

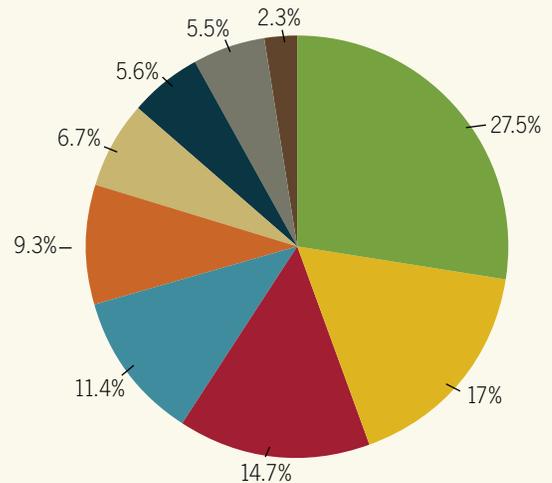
Total revenue 68,713,725

Endowment



● Permanently Restricted Endowment
● Board Designated Endowment

Operating Expenditures



Expenditures

College Aid to Students	19,903,162
Instruction	12,303,651
Student Services	10,618,368
Administrative Support	8,260,175
Plant Operation and Maintenance	6,794,378
Depreciation	4,837,586
Academic Support	4,022,242
Auxiliary Enterprises	3,952,661
Debt Service	1,649,947

Total expenditures 72,342,170



(L-R) Shae McPherson '13, Lauren Hight '15, Shannon Cook '15 and Morgan Sperratore '16, Tyler McNee '14

Students: We Know What You Did Last Summer

By Megan Maccherone

Last summer, many Cabrini students opted to travel abroad, intern in their future career fields, or collaborate with faculty on research. Read on for a peek into students' extraordinary experiences last summer.

Shannon Cook '15 collaborated with Professor of Biology **Sheryl Fuller-Espie, Ph.D.**, to conduct research on the earthworm *Eisenia hortensis*. Cook and Fuller-Espie's research is ongoing as they discover how earthworms' immune systems react and change to microbial challenges in their natural habitats. **Morgan Sperratore '16** joined the research project in the fall semester. Cook plans to present their research findings at the Pennsylvania Academy of Science Annual Meeting in March 2014.

"Dr. Fuller-Espie has helped me gain an understanding of how my work in the research lab could impact the scientific community. Working with her has inspired me to further my education in graduate school—something I didn't think I was cut out for. Dr. Fuller-Espie helped me gain confidence in the field and encourages me to chase my dreams."

Jesse Gaunce '14 interned with Bad Rhino, Inc., a social media marketing firm in Wayne, Pa., co-founded by Cabrini alumnus **Rich DeMatteo '05**. (Read about Rich in the article "Adventures in Digital Media" on page 15.) Gaunce's responsibilities included creating content for clients and using Twitter pages to engage with and follow potential customers and promote clients' products.

"I really enjoyed my experience at Bad Rhino. In fact, they asked me to intern for another semester, so I'm there again this fall! For me, getting to enhance my skills in social media marketing seemed like a no-brainer considering I use social media all the time for fun, so why not learn new ways to use it?"

Lauren Hight '15 was a digital intern at Clear Channel Media and Entertainment in Bala Cynwyd, Pa., which is home to radio stations Q102, Radio 104.5, Mix 106.1, Power 99 and WDAS 106.3 FM. She maintained photo entry contests, edited performance videos, filmed studio sessions, and helped with backstage interviews, photos and videos with performers.

"I interacted with popular singers, like the Backstreet Boys and Demi Lovato, but also with local bands. I learned to work in the video editing software Adobe Premiere, and I also created my own segment in which I interviewed representatives from the Philadelphia Mural Arts Program that will air on Q102, Mix 106.1 and Radio 104.5. After my internship I continued to work at Clear Channel in September to train the new digital interns."

Tyler McNee '14 interned at BDO, a CPA firm. He traveled to four client offices in New Jersey and New York to help with their employee benefits plans and 10Q forms, which report on the state of publicly traded businesses.

"I worked with other people from those companies and really got to understand how

a CPA firm works and why they travel all over to different clients. The experience was great, and even though it was only six weeks long, they crammed a lot of learning into it!"

Shae McPherson '13, a graduate student in Cabrini's Master of Science in Leadership program, interned at a graphic design and advertising company (2AdPro Media Solutions Private Limited) in Chennai, India. While there, he worked with clients from Australia and New Zealand on quality control and customer service, and even coordinated the production of a short film and presentation on crisis communication.

"I lived in a guest house with four other interns who were from California and North Carolina. I visited ancient temples, tried many different kinds of food, learned a lot of different and unique cultural traditions and met some very welcoming and hospitable people."

Emily White '15 interned in New York with the Long Island Rough Riders, a member of the Premier Development League of the United Soccer League. As marketing and promotions intern, she primarily worked during game days and tournaments.

"My goal is to work in the sports industry and the Long Island Rough Riders internship was a fantastic stepping stone. It provided me with insight into what I would and would not like to do in life. I met some great contacts and was able to network with others in the industry."

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