

# PennDuluum

## Bill Kobel

COMING FULL  
CIRCLE

'81 graduate leads the development  
of Central Penn's new brand strategy  
pg. 4



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### *PennDulum* Mission Statement

The mission of *PennDulum* is to help Central Penn graduates stay connected with their alma mater, present opportunities for alumni, friends, and community members to assist current and future students, and to share ways that readers can get involved in the life of Central Penn College.

## Greetings Alumni and Friends,

Thank you for continuing to share your outstanding professional news and personal success with the *PennDulum* staff. Central Penn has long been an educational institution that nurtures entrepreneurial spirit and business expertise. I am always proud to hear how far you have taken your education to improve your lives and communities. My hat's off to all of you!

Please enjoy this issue of *PennDulum* by reading about the many graduates who are using their Central Penn education to work in the careers they love. From the graduate who opened an ice cream shop in nearby Liverpool, Pennsylvania, to the alumna who owns a customer service support company just outside of Washington, D.C. with high profile government clients, we can all learn from their achievements.

Learning from successful graduates is why I turned to Bill Kobel '81, when the College determined that it needed to redefine its brand. "Branding" is the popular, marketing term for identifying and reaching your target audience. As Central Penn has grown to offer bachelor's and associate degrees at multiple locations and online, the College's pool of potential students has also grown. Your alma mater needed to ensure that it was positioning itself for the future, while also focusing on what Central Penn does best.

Bill Kobel is vice president of strategy and integrated communications at JPL, the largest communications firm in central Pennsylvania. Bill helped to guide the College through its self-study. After much research, his team developed the College's new slogan – "You Can. You Will." – to describe the enterprising students who are a good match for Central Penn.

Confident and hard working have long been used to describe Central Penn graduates. With

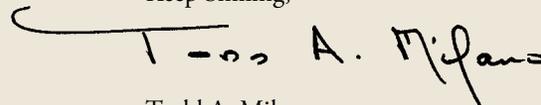
that in mind, we think you'll agree that, "You Can. You Will." suits the College's history and future. Let me say publicly, "Thank you, Bill," for your efforts not only in this branding process, but also for your commitment to your alma mater by serving for years on the College Board of Directors, currently as vice chairman.

Before I close, I want to thank my assistant Linda Buffington for her talented leadership since January of 2002 as editor of *PennDulum*. Her responsibilities in the president's office have grown so rapidly in the past few years that Linda decided she needed to relinquish her duties with the alumni publication. She has done an outstanding job as editor. Linda's investment in the magazine and the alumni of Central Penn has been very personal to her. Fortunately, she still is a valuable advisor on campus during this transition.

Beginning with this issue, please join me in welcoming *PennDulum's* new editor, Matt Lane, director of the Education Foundation. Matt has been a regular contributing writer since 2004. As a tribute to Linda's contributions, Matt and the *PennDulum* team will work toward providing the same quality publication that you have come to expect.

Please keep your good news coming through [letusknow@centralpenn.edu](mailto:letusknow@centralpenn.edu). Matt Lane also can be reached at 717-728-2263. In the meantime...

Keep Smiling,



Todd A. Milano  
President



It has been an honor and my great pleasure to serve as editor and writer of your alumni publication, *PennDulum*. You remain important to me, and I look forward to seeing you on campus and reading your news in upcoming issues. Thank you for keeping in touch. You have my sincere wishes for continued success. – LINDA BUFFINGTON



# Bill Kobel

COMING FULL CIRCLE

BY SARAH GROFF

Passionate

**Bill Kobel '81** is currently vice president of strategy and integrated communications at JPL, a company that he helped position as the largest communications firm in Central Pennsylvania. Amid the piles of papers in his office – not to mention the Dallas Cowboys mementos and model cars – you can find a man who is intensely invested in three things: JPL, Central Penn College and his family...

## ➤➤ Transforming dreams into reality

It's the ultimate role reversal.

When Kobel attended Central Penn he was but the learner, now he is the master. And, no, not the Jedi master kind from Star Wars ... although many most likely wouldn't be surprised if Kobel could move things with his mind. Bill Kobel is a master of communications – a master of strategic thinking.

Always sharply dressed, with wide-rim black glasses in hand, Kobel can enthrall a room when presenting. He has a fascinating way of drawing you in, delivering information in a way that makes you want to hear more.

But how does he do it?

Let's take a step back 29 years ago to Central Penn's Bart A. Milano Hall to see the master communicator in Kobel start to take shape. As a

hard-working mass media student, he listens to Professor Deborah E. Hrindac instruct how to write in the AP style format. He lends his voice to the campus radio station in the West Wing. He learns the importance of attention to detail from Professor M. Dale Good. All of these things, along with his internship at a small, AM radio station and part-time work as a newspaper freelancer, set the stage for the position he holds today.

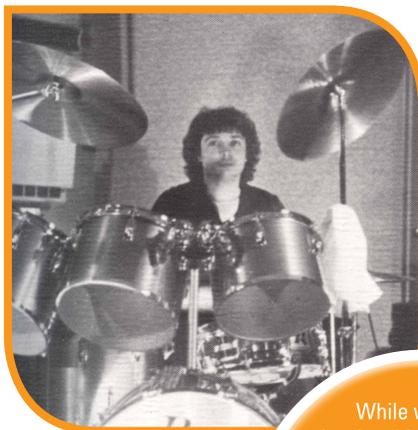
“Central Penn provided me with the solid fundamentals and critical hands-on skills that enabled me to build a successful career,” said Kobel. “I knew how to do research, conduct an interview and form a story. I knew how to think about my audience and build a story that would relate to them. I had those fundamentals by the time I graduated.”

Never satisfied with the status quo, Kobel has always had a drive and desire to grow, both personally and professionally. He was an average student in high school, but knew that college could ultimately best position him for success. Kobel had something to prove. He knew he needed a fresh start.

And so life at Central Penn began.

A commuter student, Kobel drove from his hometown of Millersburg, Pa. to school each day. He began to study a diverse set of skills from the mass media program, learning the basics of news writing, radio and television production, marketing, public relations and more.

“It [mass media] was one of the smallest programs on campus, but that was great,” said Kobel. “We all received a very personalized education; personalized



While working hard on his education, Kobel still knew how to have fun. Citing his classmates as his fondest memory, he would often entertain students on Thursday nights by playing on-campus gigs with his rock band, Tyrant.

on-air personality. It was not long before he was on air nights and weekends, and it was here that he learned his real strength – news. Soon after, he was promoted to news director, and also started working as a freelancer for the *Upper Dauphin Sentinel*. After four years, he had found his true calling, but it was in a different direction than he had previously thought.

“Radio and newspaper made me realize I was better suited for a position in public relations or marketing/communications,” said Kobel. “The diversity of the mass media program – the fact that my Central Penn education gave me an essential understanding in some of those other competencies – was a career saver for me.”

Kobel returned the favor by working in Central Penn’s marketing department for two years. He was, coincidentally, the

communications and ten years with Capital BlueCross, Kobel took a big step up to work as director of corporate communications at another local company, Synertech, a subsidiary of Highmark Blue Shield. In this position, he was tasked with transitioning this small, regional player to a large, national one. He was eager to accept the challenge.

“Somewhere early on I decided I’m going to work very hard,” said Kobel.

“Every opportunity that comes my way I’m never going to say, ‘no, I can’t do this.’”

He did such a good job with the challenge, in fact, that another company decided to swoop in.

Platinum Equity, a Los Angeles-based global mergers and acquisitions firm, plucked Kobel up as

vice president of marketing,

communications and strategic planning. At Platinum, which he describes as “career defining,” he helped rebuild marketing departments for failing companies.

“We quickly identified Bill as a young guy who was an original thinker and eager to add meaningful value to what we were doing,” said Phil Norment, senior operations partner at Platinum Equity. “The energy and talent he brought to the job, combined with his smart work ethic, was impressive. He not only was a pleasure to work with, but a genuinely nice guy.”

When Kobel started at Platinum in 1998, the firm was small, earning just under \$100 million in annual revenue. When he left just eight years later, it was one of the largest acquisition firms in the world, an \$8 billion company. He led the marketing and communications efforts on 45 mergers and acquisitions involving national and global companies throughout the U.S. and Europe, more than half requiring renaming and rebranding.

But after eight years on the road, Kobel reassessed his priorities and decided to work in a position closer to home.

That brings you up to speed.

In 2006, Kobel was brought on board

## Central Penn provided me with the solid fundamentals and critical hands-on skills that enabled me to build a successful career,

instruction in every class, every day. Our instructors knew us very well.”

Coming away from Central Penn with a portfolio of hands-on experience, Kobel began full-time work at the radio station where he fulfilled his internship. He had dreams of becoming a big-time,

editor of the magazine currently in your hands, *PennDulum*.

His next move brought him to Capital BlueCross in Harrisburg, Pa., where he began to hone his skills as a senior communications representative. After a promotion to manager of marketing

at Harrisburg-based JPL to discover what the next generation of the company looked like. He didn't disappoint. Kobel played a key leadership role in developing the growth strategy, business plan and rebranding effort that expanded JPL from a production company to a strategic, integrated communications firm.

"Bill is an influential force," said JPL President Luke Kempfski. "He is a great strategic consultant at the executive level, and his ability to consult with clients and lead and mentor his internal team makes him a valuable part of JPL."

Kobel leads the integrated communications department at JPL, with four teams that report to him on strategic services, digital marketing, creative and integrated programs. In addition to his

management and leadership responsibilities, Kobel is very hands-on with his work on the tactical level. He's so invested that, when asked what keeps him up at night he answered, "Making sure we deliver an excellent product for our clients, at all times."

### Serving his alma mater

In addition to a career that continues to build in intensity, Kobel is vice chair of Central Penn College's board of directors. He has served on the board since February 2007.

"To be able to bring my expertise back to Central Penn is both exciting and gratifying," said Kobel. "I like working with people who have their hearts in the

Somewhere early on I decided I'm going to work very hard. Every opportunity that comes my way I'm never going to say, "no, I can't do this."

right place and who want to do the right thing for the students and the College."

Kobel adds value to the board in ways other than just his marketing, strategic planning and communications know-how. "Unlike other board members, he has



Creative

experience as a Central Penn student,” said President Todd A. Milano. “I also appreciate his approach when making decisions on behalf of the College. He is very logic-based and seeks first to understand before blindly taking action.”

## Family man

In Kobel’s 24/7 line of work, balancing his life and career was his biggest challenge. He now finds himself working at odd times, shooting out e-mail in the grocery store line or at 5:30 a.m. on Saturday mornings.

“I’ve carried a smartphone with me ever since handhelds became a reality,” he said with a chuckle.

Being on the road with Platinum Equity for eight years made him appreciate the little things in life that he had missed. For instance, he said that he loves simply being able to eat breakfast in his kitchen, watch TV with his wife or go see his



daughter cheer at college.

When asked who has had the most significant impact on his professional career, Kobel said it hands-down began

with his parents and his wife of more than 26 years, Gigi, his high school sweetheart.

“We’re each other’s cheerleaders,” Gigi described. “He’s a hard worker, a great husband and has accomplished so much with his Central Penn degree. I couldn’t be more proud of him.”

And his children, Lauren and Tony, are already following in their father’s footsteps. Tony is a professional musician, playing the same instrument his father did, drums. And Lauren is a senior marketing major at York College.

“The two things I really was passionate about at different points in my life, playing in bands and doing what I do today, my two children chose as professions, and I’m very pleased about that,” said Kobel.

As he gestures towards the photographs of his children that line the wall of his office, he says, “This is why I do what I do – for my kids.” 📸

# Architecting the brand

**Central Penn's Brand Strategy Engagement – A research project that defined who Central Penn is, who it wants to be and what unique promises it can make to its stakeholders every day. Specifically, the brand strategy defined the quality of education and college experience Central Penn provides, how faculty and staff interact with students and each other as part of its culture, and how the College positions itself through marketing communications and public relations.**

➤➤ Bill Kobel’s passion for helping shape great brands naturally flowed into his work with Central Penn’s board of directors. Early on, he began pushing for the College to clearly define its focus and unique differences from other colleges and universities. In order to tell a cohesive story about who Central Penn College really was, he expressly wanted the College to have a brand strategy that it could stand behind.

In typical Bill Kobel style – using that compelling

radio voice and slowly repeating the most important of points – he presented his views to the other board members during a retreat in 2008.

“We were impressed with the manner of how he thoroughly prepared and presented why this would be the right thing to do,” said Dr. Glenn Zehner, chairman of the board. “What Bill says carries a lot of weight, and people trust his opinion.”

His passion for marketing and his sound reasoning

skills were just the kind of stimulus Central Penn needed. It's now two years later and Central Penn has undergone a successful brand strategy engagement.

And who better to help Central Penn mold this new brand than one of its own? Kobel and his team at JPL were brought on to direct the project. Of all the brands that Kobel has worked on, this one has special meaning.

"It's a different feeling than most engagements," Kobel explained. "I'm proud of architecting the brand for my alma mater because I think it really sets the tone for who Central Penn is, not only for today, but into the future."

Throughout the research process, Kobel was intrigued to find that Central Penn really has not changed much since he was a student. Sure, now there's Henszey's Bridge, an Advanced Technology Education Center and the institution has college status, but the type of student Central Penn has always served has not changed.

"The new brand resonates with the same kind of student who was coming to Central Penn a long time ago and that excites me because that means the College has stayed true to who it is," he said. "Back then it was about our drive, desire and potential as students and, to this day, Central Penn still helps students unlock their potential."

Kobel has led several workshops for faculty and staff over the past few months, educating them on the new brand. When thinking about this, he mused that it's a strange, yet satisfying feeling to now take on the role of educator on campus.

"There certainly is irony that I came back 29 years later to the place where my career began; the place where I first developed the foundational skills as a communications professional, and now here I am being able to use my advanced skills and experience to help the College," said Kobel. "That's just a very rewarding feeling. And the irony isn't lost on me. I really do see that this is incredible. I've really come full circle here."

## "It's all about attitude"

Having just wrapped up her internship at JPL, Kaming Chau '10, a business administration major with a minor in marketing, is reveling in the fact that she is a college graduate – and that she gave it her all every step of the way, with an unshakable persistence. This determination, from promoting events on campus to rallying players for the basketball team, was what got Chau noticed on campus. Not only was she president of Phi Beta Lambda, a member of the marketing club and a work-study student, she was co-captain of the Lady Knights basketball team.

"Kaming is extremely creative, a team player and a leader," said Carrie Widdowson, associate degree program chair. "She never ceases to amaze me with her professionalism and dedication." Due to Chau's "110 percent" attitude, she was recognized as the bachelor's degree student of the year at the 2010 commencement ceremony. Humble as ever, Chau was surprised to receive the honor, confiding that she now smiles every time she thinks about graduation. "It's all about attitude," said Chau. "My motivation is my future and I have to stay motivated now to achieve what I am entitled to in the future."

While she devotes herself to finding a full-time marketing position, Chau is currently working as a resident advisor at Central Penn, serving as a role model for the College's latest batch of aspiring, future graduates.



**More alumni at JPL! Frank Rowland '90, senior producer at JPL, has produced all of Central Penn's television and radio advertisements for the past eight years. 📺**

Over the past year, Central Penn College embarked on a brand strategy engagement, led by alumnus Bill Kobel. Embracing the value of defining – nay, uber-defining – its focus became a top priority. After conducting extensive research, focus groups and competitor analyses, and collaborating with faculty and staff, Central Penn established its new brand strategy. This culminated in a progressive new look and brand line.



"The designers have captured the essence of Central Penn in the new logo and 'You Can. You Will.' brand line," observed President Todd A. Milano. "It is about helping students turn potential into career success, and this new brand reflects the College's enduring commitment to its students."

In just six years, Central Penn has opened two continuing education locations, established partnerships with three McCann School of Business and Technology locations and now serves online students in 13 states. The College needed a symbol that was powerful across all locations.

The globe icon was designed to communicate many things. First and foremost, the student's world is opened up by Central Penn. The student's perception of the world, and its potential, is changed. To create the icon, the design team started with a round shape to convey a holistic nature, complete – not just of the education but continual learning. The icon appears to be tilted into motion and the arrows convey direction to the viewer. The icon also speaks to the diverse atmosphere in which students get a real-world education. The two round blocks of color are intertwining paths that represent both Central Penn and the student. The maroon represents Central Penn as it has stood for 129 years. The student is represented by the energetic orange.

"When we say we're a proven education, you bet, we are," said Kobel. "No other college provides a more personalized experience. We provide a career-relevant education and a professional atmosphere that best positions students for success as leaders in their fields.

"We've definitively said this is the space that we own in higher education and no one does it better than we do. Central Penn has never made that kind of statement before, and I stand behind it 100 percent."



# YOUNG GRADUATES ON THE MOVE

By Lezli Austen

Some common attributes of recent Central Penn graduates include confidence, determination and a desire for challenge in their lives. Profiled here are four graduates under 35 who exemplify these qualities and, although young in terms of their careers, have already shown promise and success in business acumen and entrepreneurship.

## JUSTIN COLEMAN

When talking to Justin Coleman '06 you feel like you are in the presence of a rising star – calm, bright, clear, focused and moving forward. Justin, a business administration graduate with a minor in marketing, was on campus recently and paused to share some thoughts about being a student at Central Penn and where life has taken him in the short time since he graduated.

Coleman is a career special agent for Prudential Insurance Company, but that wasn't even on his radar when he was in college. He was working part-time at Commerce Bank (now Metro Bank) while taking classes and living on campus. During his last year of school, he began working full-time at Commerce and also did his internship there.

As he mentioned his internship and its influence on his promotions while at Commerce, Coleman's genuine smile easily lighted the discussion.

"Looking back, my Central Penn classes that focused on projects were the most helpful and prepared me for the business world," said Coleman, adding with a laugh, "that and the appearance policy, which built up my wardrobe!"

Originally thinking that he would build a career at the bank, he was introduced to managers from Prudential and surprised himself by making the switch to the insurance company,



selling insurance and financial products.

"It's the best career move I could have made," said Coleman. "The harder you work, the more you get out of your business."

When asked where he wants to be in five years, Coleman says he is focused on having a successful practice while also mentoring other young men and women in the same business.

"I want to be known in the community for giving back," stated Coleman. "I'm passionate about helping others, which

was instilled by my parents and encouraged by Central Penn's community service hours."

He currently sits on two boards — Central Penn's Education Foundation and the Harrisburg National Black MBA, an organization that mentors high school students.

Visionary for a 25-year-old, Coleman was instrumental in obtaining Prudential's support and sponsorship of a new venture. Prudential became the major sponsor of the new Martin Luther King, Jr. Leadership Development Institute, which began offering ongoing leadership classes to members of the community. The first class of 30 graduated from the institute in 2009.

Coleman, originally from Pottstown, has a three-year-old son Justin Coleman, Jr. Coleman now lives in Harrisburg and attends the Greater Zion Missionary Baptist Church.



## LAUREN JOHNSON

Lauren Johnson '07 has always been up for a challenge. She moves herself forward, tackling her chosen challenge head on, and before long she is setting another goal for herself.

Graduating from Central Penn with a bachelor's degree in business administration/ human resources, Johnson has a strong educational foundation. She completed her internship at Holy Spirit Health System and was employed there in human relations for one year. Wanting to test more of her abilities, she moved to Arcus, sourcing and recruiting information technology professionals for other companies. Before long, she was ready for yet another challenge.

Johnson and her husband, Danny, live in Liverpool, Pa. They often talked about opening a bar and restaurant some day. While this still seemed like an unobtainable dream, she would drive to and from work, not noticing the closed ice cream shop she passed. One day the shop jumped out to her, and her gears started turning.

She began researching the process of opening a food establishment.

"I guess we took notice when the time was right for us to take a chance and we knew that the ice cream shop was the place we wanted to take the chance on," said Johnson. "I thought to myself, this might be an easier way to break into the food industry, and my husband is addicted to ice cream — how perfect!"

She spoke to the Hershey Creamery Company, started crunching numbers and checking into licenses and equipment. It wasn't long before Susquehanna Soft Serve was born,



opening its doors in late March. Johnson is there primarily from noon to 9 p.m. daily, seven days a week.

"I gained a lot from my instructors — many had successful businesses and also taught," said Johnson. "They were great role models and brought real-world experience, as well as their personal business experience, to the classroom."

Johnson's husband is keeping his full-time job as a good safety net while they transition to ownership of the ice cream shop. Right now Susquehanna Soft Serve is a walk-up, but she looks forward to expanding the business.

"I'd love to be known locally as a great place to come for dinner and ice cream," she said.

"Lauren is a hands-on business owner who understands and operates all areas of her business," said Justin Scharlau, Harrisburg branch manager of The Hershey Creamery Company. "She understands customers' needs and has done a great job building her core customer base. In addition to being very good to work with, Lauren will be an innovative and successful owner for many years to come! She is an excellent representation of what Hershey's Ice Cream is all about."

Not surprisingly, the business is already "operating in the black" and paying for its expenses. The ice cream shop has a three-year lease and Johnson's goal is to own the business by the time her lease is up. Without a doubt, Johnson will be successful, and before long moving toward the achievement of yet another goal.

## KALEY MILLER

Kaley Miller '09 is upbeat and outspoken as she talks about her current job. Holding a bachelor's degree in legal studies and an associate degree in paralegal studies, Miller credits her internship for gaining her access to such a great company.

Miller completed her September to December 2009 internship with The Hershey Company. Most of her time was spent in the area of intellectual property and working with Hershey's trademarks, such as doing trademark searches and sending out cease and desist letters. She is quick to respond that, although her communications classes were sometimes tough to get through, they taught her how to write and showed her what was expected in a letter or paper.

When asked if her internship was helpful, Miller was emphatic. "Absolutely! Take advantage of your internship and learn everything you can," she replied. "Do whatever is asked of you and make a good impression."

**"I LOVE WORKING HERE. I REALLY LIKE THE LITIGATION AND E-DISCOVERY, WHICH IS VERY NEW. IT'S A HUGE THING RIGHT NOW AND IS CURRENTLY A MAJOR PART OF MY JOB."**

Miller must have taken her own advice. She was told early on that there was no position for her, but she performed so well that her supervisor at Hershey let her know three days before her internship was over that they were creating a position for her. She is currently on a long-term contract and couldn't be happier about landing a position with the company. She has been working in litigation, specifically antitrust litigation, employment law matters and electronic discovery (e-discovery).

"I love working here," exclaimed Miller. "I really like the litigation and e-discovery, which is very new. It's a huge thing right now and is currently a major part of my job."

Electronic discovery refers to discovery in civil litigation that deals with information in the electronic format. Some examples of the types of formats Miller works with in e-discovery can include e-mail, instant messaging chats, documents, accounting databases, Web sites and any other electronically-stored information which could be relevant evidence in a law suit.

There is a real ebb and flow with the cases she litigates. Miller is extremely busy when working on a case, but in between cases she gets to help in other areas.

"I provide legal support for project teams, such as one team that is working on innovating our whole process of getting



contracts with suppliers and vendors, and our confidentiality agreements with them," said Miller.

"As a contract paralegal with the law department at The Hershey Company, Kaley's work ethic and her 'can do' attitude have made her a valued team player," said Barbara Shanahan, senior paralegal and Kaley's internship (and current) supervisor. "She is a delight to work with no matter how difficult the project."

As Miller reflects on her future, she said, "In five years I see myself still happily working at The Hershey Company learning new things, gaining new experiences and taking on more and more responsibilities in my position." I also hope to start developing a specialty over the next couple of years. A paralegal with a specialty can be a valuable asset for a company or law firm."

Miller currently lives in Landisville, Pa. with her parents and her puppy, Stevie. She looks forward to gaining a permanent position with the company and moving to Hershey, Pa.

## AL KOMINSKI

Al Kominski '98 epitomizes the 'self-made' man. From his humble beginnings sweeping floors at Petruzzi Pizza in Hazleton, Pa. at age 13 to becoming the owner of the established and profitable Al's of Hampden in Enola, Pa, this honest and straightforward man truly has achieved success through his own hard work and determination.

"I started sweeping floors at Petruzzi Pizza, and by the time I was 15, I was managing the place," said Kominski, adding, "I couldn't drive yet, but I had the keys to a business."

Kominski worked at the restaurant for five years until he left for college. He had applied to several schools, but knew he needed a smaller school where he would be focused and not get "lost in the crowd." He certainly didn't get lost at Central Penn because in two short years he graduated with an associate degree in business administration with a minor in marketing. During his student days he worked at Al's Pizza and Subs in Summerdale, Pa., even doing his internship there.

"I don't think my professor was entirely happy that I wanted to do my internship at the pizza place, but I knew that was what I wanted to do for my career," said Kominski with a smile. "I'm passionate about pizza. My whole goal has been to open my own restaurant."

Kominski opened Al's of Hampden in 2002 at the age of 23. Located a few miles down the road, it's an easy drive from campus.

"I actually was a franchise of Al's for the first year," said Kominski. "But for the last seven years I've owned and operated the restaurant independently. It's just a coincidence that my name is Al, too. The first three years were tough. I worked three years straight without a day off because I didn't trust anyone to do things the way I wanted them done."

And building a regular clientele doesn't guarantee a restaurant owner a profit. The restaurant's business was going very well, but then the intersection near the business (Wertzville and Valley Roads) underwent reconstruction for a lengthy period.

"The business revenue dropped 40 percent, and it took 16 weeks after the reconstruction to build it back up," said Kominski. "I had to put all of my savings into bills or we would have been bankrupt."

Kominski has that entrepreneurial drive that propels him forward. He also has an intuitive sense about business. When the economy took a dive and other restaurant owners were cutting back on staff, portions and menu items, Kominski did the opposite.

"I hired a chef to come in and refine our kitchen," said Kominski. "I saw this as an opportunity for people to see and taste what I put into my restaurant. Our meatballs are all hand rolled. Our dough and sauce are made from scratch. We don't use any frozen foods or preservatives."

Kominski's integrity shows in the quality of the food he prepares and serves and in his voice as he shares his passion for his restaurant and his family.

Kominski lives in Enola, Pa. with his wife, Stephanie, and three children, six-year-old Ava, four-year-old Evan, and Connor, born July 8. 🍕



## Central Pennsylvania College Education Foundation Spring/Summer 2010 Scholarships \$30,800 Awarded

### *Endowed Scholarships*

**Anonymous Endowed Scholarship**  
Cierra Shearn

**Bailey Family Foundation Endowed Scholarship**  
Samanthe Bosket  
Robert Chirico II  
Dawn Mudd

**Bart and Jean Milano Endowed Scholarship**  
Michael Hand  
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Janine Smith  
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**Bob Wright Endowed Scholarship**  
Katrina Ormsby

**Byler Family Endowed Scholarship**  
Shauna Dennison  
Amanda Haas  
Courtney Horchak  
Kimberly Snyder

**Charles T. Jones Leadership Library Endowed Scholarship**  
Amy Bair  
Allisa Beatty  
Tina Lee  
Aaron Marshall  
Jonathan Steward  
Mark Wynn

**Daryl and Dennis Kenes Endowed Scholarship**  
William Harris Jr.  
Ashley Vervaeke

**Donald B. and Dorothy L. Stabler Foundation Endowed Scholarship**  
Alison Fisher  
Alex Hartzell  
Curtis Voelker

**Eugene Wingert Family Endowed Scholarship**  
Rebecca Lauffer

**George Miller/ Chester Cohick Endowed Scholarship**  
Georgiarose Degross

**George Miller/ James Hepfer Endowed Scholarship**  
Aiija Frost

**Glenn and Marsha Zehner Endowed Scholarship**  
Kassy Ortega

**Harold J. Stahle, Jr. '44 Endowed Scholarship**  
Megan Sassani

**Holtzman Family Endowed Scholarship**  
Christina Rivera

**J. Martin Engle '29 Endowed Scholarship**  
Tiffany Bovell  
Wildy Pierre  
Kimberly Wallace

**Jack Keiser Endowed Scholarship**  
Shenise Wilkins

**James and Tamara Hepfer Endowed Scholarship**  
Alexander Smyser

**Lawrence and Julia Hoverter Charitable Foundation Endowed Scholarship**  
Brandi Kerns

**Peter and Mary Phillips Endowed Scholarship**  
Travis Scotto

**Thomas and Theresa Fraticelli Endowed Scholarship**  
Brittany La Porte

### *Named Scholarships*

**Hall Foundation Scholarship**  
Ticorra Armstrong  
Cheri Hurst  
Laura Longenecker  
Jodi Pezzuti  
Rosalind Watt

**John Krain Kunkel Foundation Scholarship**  
Richelle Counelis  
Cory VanPutten  
Nashua Volquez

**Joseph H. Schneitman '38 Scholarship**  
Michael Dougherty  
Brice Fuller  
Lyndsey Wilston  
Andrew Youstic

**Manuel DeValle Scholarship**  
Suhaylah Johnson  
Amanda Wood

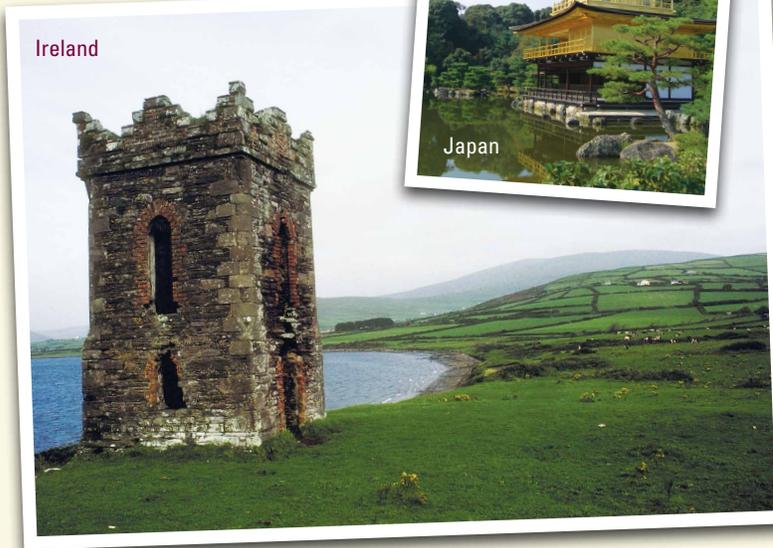
**William and Karen Gladstone Scholarship**  
Nicole Katsaounis

### *Annual Fund Scholarship*

Sara Oberly



Student recipient Nicole Katsaounis with scholarship donors William and Karen Gladstone.



## Provide a once-in-a-lifetime opportunity for a student through the Cultural Immersion Scholarship Fund

Central Penn College offers a study abroad opportunity each year that is open to all students. Chosen students have a six-to-seven-week cultural immersion experience in interesting locations around the world.

Professor Howard Davison organizes and leads the annual cultural immersion trip for Central Penn students. Professor Davison is a five-year professor of general studies at Central Penn. A former chemical engineer, Davison retired in 2005 as vice president of global manufacturing and logistics for Berg Electronics.

As shown through his own career path, Professor Davison firmly believes in the educational value of international travel.

“There are two traits to successful people - they recognize opportunities and they pursue them,” states Professor Davison. “This program is an opportunity for students to learn, grow and have fun.”

The trip is packed with adventure, exploration, learning and responsibilities. Central Penn students earn up to 15 credits through this program. It requires them to get to know and interview local people, and to complete several projects and research papers. Most coursework is credited toward their general education requirements, such as humanities, social studies, math, science and technology.

During the Fall 2009 term, nine students were based in Zadar, Croatia and traveled to several Croatian destinations, as well as Germany, Italy, Hungary, Austria and Czech Republic. Students in other immersion trips visited the United Kingdom, Australia, Ireland and Japan.

### How You Can Help

The far majority of Central Penn students have little experience in travel. The immersion trip is most likely their first opportunity to travel outside the country. “Awesome,” “unbelievable,” “inspiring” and “life-changing” are some of the reactions from past participants.

The cost to attend an immersion trip is generally \$2,000 above the anticipated costs of attending Central Penn College.

The Education Foundation established the Cultural Immersion Scholarship Fund in 2009 to help Central Penn students take advantage of this invaluable opportunity. The scholarship fund creates an option for prospective donors who believe in the value of study abroad for Central Penn students. The fund will award partial scholarships, based on recommendations from the scholarship selection committee and the financial aid office.

To donate to the Cultural Immersion Scholarship Fund or to learn more, contact Matt Lane at [mattlane@centralpenn.edu](mailto:mattlane@centralpenn.edu), 717-728-2263 or Pat Brosious at [patbrosious@centralpenn.edu](mailto:patbrosious@centralpenn.edu), 717-728-2507. 

Joseph Geiger, executive director of Pennsylvania Association of Nonprofit Organizations (PANO), shared his expertise on assessing and strengthening boards of nonprofits on June 16 during the Education Foundation’s annual board retreat at PANO’s offices in Harrisburg, Pa.



Join Central Penn alumni and friends  
at the special performance of the musical comedy

## *How to Succeed in Business without Really Trying*

...  
SEVEN TONY  
AWARDS IN 1961,  
INCLUDING BEST  
MUSICAL  
...

...  
NOMINATED  
BEST REVIVAL  
MUSICAL IN 1995  
...

Sunday, November 14 7:30 p.m.

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Bring a guest and enjoy the classic musical comedy performed by top-notch local talent in a cozy, popular playhouse for a reasonable price. Refreshments provided free of charge at intermission.

*For inquiries and tickets, please contact  
Michelle Meiser '93, alumni association president,  
at [michellemeiser@centralpenn.edu](mailto:michellemeiser@centralpenn.edu) or  
717-728-2312. **Deadline: November 7***

◆ Tickets: Buy one, get one free \$25 ◆

## Kristin Ergler '07 Elected Vice President of Alumni Association

**Kristin Ergler '07**, who holds a bachelor's degree in business administration with a minor in marketing, was elected vice president of the Central Penn Alumni Association. Ergler assists Association President Michelle Meiser in alumni promotions, event planning and fundraising.

According to Meiser, "Kristin brings alumni pride, as well as valuable, professional experience to this executive position with the Alumni Association. She has been a member of the executive board since her graduation in 2007."

### **Alumni Association Executive Board**

Michelle Meiser '93, President  
Kristin Ergler '07, Vice President  
Lynlee Payne '01, Secretary  
Dustin Barkman '98, Treasurer  
Steve Hassinger, Staff Liaison  
Karen Aldinger Weikel '74  
Robert L. Kline '82



# New Career Resource Center for Alumni and Students

Your alma mater is always looking for new ways to better serve you – its graduates – and current students. A new Career Resource Center, recently converted from a classroom, now exists to connect alumni and students with employers, and provide the onsite tools they may need to obtain employment in their chosen field. Alumnae **Kim Bindi '08** and **Marci Neidig '10** were among the students, faculty, staff and community members who attended the April 29 grand opening of Central Penn's Career Resource Center.

In addition to giving alumni and students a venue to meet with employers, the center offers resources that allow for work on various career activities. These resources include useful information and literature about employers and job markets, and digital tools that give individuals the opportunity to assess their career strengths and build materials. One tool, Optimal Resume, gives alumni and students the opportunity to create resumes, cover letters and portfolios in one place that can be quickly reviewed by a career services representative. There is an interview preparation feature that includes the use of webcams to record answers to mock interviews and review them later. Optimal Resume also allows alumni and students to build websites to house their interview materials.

The Career Resource Center is open from 8 a.m. to 5 p.m., Monday – Friday. Several employers, including Highmark, Primerica Financial Services and Jacobsen Companies, already have used the center to conduct mock interviews.

From the youngest Central Penn student to the adult student continuing his or her education, the Career Re-



Student worker Alyssa Klinger and Steve Hassinger at work in the new Career Resource Center.

source Center offers advice to all. Free, lifetime career assistance is available for alumni of Central Penn, including all the resources in the center and specific trainings. Alumni mentors also are available for current students.

Steve Hassinger, career services director, recently received a note from **Jonathan Thompson '10**, homeland security:

*"I received a job offer from the Transportation Security Administration as a US air marshal," said Thompson. "I have just recently gotten word that I passed my intellectual battery and the next step is the panel interview and interview with the head air marshal in the Philly area. Do you have any time in your upcoming schedule to coach my interview skills? Maybe some hard mock interviews or something. My interview will be coming up soon."*

The College's career services department also holds job fairs, career expos, networking receptions and various workshops throughout the year for students and alumni. Some of these events are open to the community. For additional information about the Career Resource Center and services provided or if you're interested in becoming an alumni mentor, contact Director Steve Hassinger at 717-728-2262, [stevehassinger@centralpenn.edu](mailto:stevehassinger@centralpenn.edu) or Associate Mike Thompson, 717-728-2351, [mikethompson@centralpenn.edu](mailto:mikethompson@centralpenn.edu).

## Career Services Adds New Member

Career services welcomes Mike Thompson, new career services associate. Thompson received his MAED in school counseling at Ball State University in Muncie, Ind. and his bachelor's degree in secondary education social science from Edinboro University in Edinboro, Pa. Prior to joining Central Penn, he was the director of counseling and career development for the Middletown Area School District.



As Thompson gets settled in at Central Penn, his plans for career services are to help expand, broaden and make career services more comprehensive, and develop additional programs for graduates and students.

# Central Penn's 128th Commencement Celebrates Largest Graduating Class

**The warm temperature and clear skies led to a perfect evening on April 23 at the Harrisburg Forum as soon-to-be graduates were abuzz with the usual anticipation for commencement ceremonies.**

*Class includes 426 bachelor's and associate degree students*

After the processional, student Devenie Young sang a beautiful rendition of the national anthem and President Todd Milano and Student Government Association President Curtis Voelker welcomed the students and their families. IBM senior negotiations executive **Dorothy Kronemer '81** gave the commencement address, reminding students to embrace Central Penn's ideals, be open to opportunities and be ready for anything.

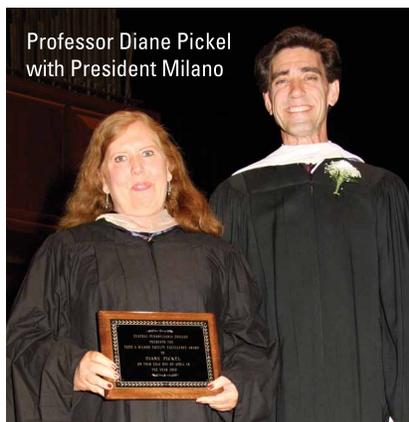
Kronemer works in Global Technology Services, one of the two major divisions within IBM Global Services, and manages employees located in Europe. She has global responsibility to lead teams and the negotiations of large outsourcing projects exceeding \$100 million, negotiate contracts and develop customer relationships. Throughout her IBM career, Kronemer was on international assignment from 1996 to 2005, residing in Europe, the Asia Pacific and Africa. Now based in the United States, she continues her efforts to support a global territory.

"It is an honor that Ms. Kronemer shared her inspiring words with Central Penn's graduating class," said Janice Moore, dean of students. "She graduated from Central Penn in travel and tourism operations and has gone on to great international success. She shows our graduates that their possibilities are endless."

"I hope today's students remember the importance of living Central Penn's



Dorothy Kronemer '81



Professor Diane Pickel with President Milano

core values," said Kronemer. "They really do lead to success."

She has received several top awards from IBM, including the Global Golden Circle in 1997, 2002 and 2008, and a Leadership Award in 2004. Kronemer volunteers at various fund raising events and is a member of St. Michael's Church in Charleston, S.C. She resides in Mt. Pleasant, a suburb of Charleston.

A surprised and well-deserving Professor Diane Pickel received the 2010 Todd A. Milano Faculty Excellence Award. She was even more surprised when her daughter and husband joined her on stage, as they had fabricated "other engagements" that night.

"Professor Pickel embodies the College's core values, drives students to succeed, leads by example and is dedicated to community service," said Academic Dean Kathy Andersen, adding, "She creates a very interactive class with various activities to teach real-life scenarios. She also has a deep knowledge, understanding and passion for the classes which she teaches. Her expertise, enthusiasm and dedication to the students are obvious."

A resident of Elizabethtown, Pa., Professor Pickel has instructed at Central Penn for 11 years. As a professor of business administration, she teaches classes in marketing and is the marketing club faculty advisor.

"Professor Pickel has worked so hard to help the marketing club achieve our biggest accomplishment yet, which was to become a collegiate chapter of the American Marketing Association," said student and president of the marketing club Amanda Arce. "I know how much time and energy she has put into teaching us about the industry, and helping the club to stay focused, organized and driven. She works very hard to stay on top of industry change and innovation

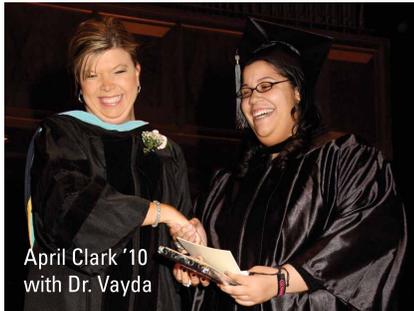
by getting involved in trade associations and publications, and she always encourages us to further educate ourselves through similar channels.”

“Central Penn is blessed to have this caring, student-centered, career-focused faculty member,” added President Milano.

Pickel holds a BS in marketing and an MBA from The Pennsylvania State University. She is a member of the American Marketing Association, Who’s Who Among America’s Teachers, Who’s Who in American Education, Who’s Who of American Women and a volunteer with Junior Achievement of South Central Pennsylvania.

Three students were selected as this year’s student award recipients.

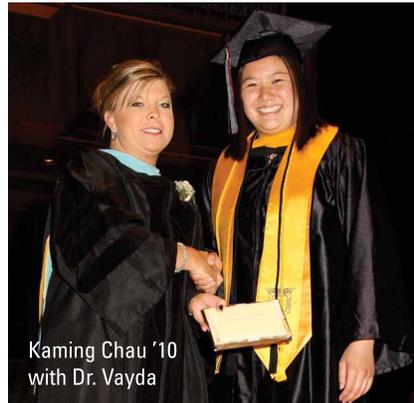
**April Clark ‘10** was the associate degree student of the year. Clark maintained a balance between an excellent academic record and a plethora of community



service activities. Her patient, persistent and optimistic attitude allowed her to stay focused on education, instead of allowing life challenges to become a barrier. The paralegal and legal studies professors refer to Clark as an “I will no matter what” student. With that determination, Clark personifies success in every aspect. The Saturday, April 24 Patriot-News featured her in a front page Local and State story about how she overcame challenges to achieve her college dreams.

April Clark walked for her associate degree in paralegal studies and resides in Steelton, Pa. She is continuing her education at Central Penn for a bachelor’s degree in legal studies.

**Kaming Chau ‘10** was named the bachelor’s degree student of the year. Kaming Chau is described as a promotions expert. Single-handedly, she successfully invited Derek Hathaway,



retired chairman and CEO of Harsco Inc, as guest speaker to one of her classes. Faculty and students admire Kaming’s drive as a dean’s list student, past president of Phi Beta Lambda and marketing leader. Overall, she exemplifies professionalism in the truest sense of the word.

Kaming Chau, a resident of York, Pa. walked for her bachelor’s degree in business administration.

**JoAnn Wills ‘10** was selected continuing education student of the year. JoAnn Wills is an enterprising



student, managing to complete a bachelor’s degree program while operating a profitable business. Courageously, she knocked down

roadblocks in order to achieve academic and professional accomplishments. While not accepting anything less, JoAnn plans to remain on the path of lifelong learning as a graduate student. With plans to teach at a post-secondary educational institution, she continues to teach all of us valuable life lessons through her actions.

JoAnn Wills walked for her bachelor’s degree in business administration and resides in Yeagertown.

Ardella Brubaker and Ruth Koup each received Doctor of Humane Letters, in recognition of their many efforts to build better communities.

Ardella Brubaker, who received a standing ovation, was a successful student 80 years ago before it was common for women to attend college. She was the first person in her family to graduate from college, making the daily two-hour commute to Central Penn by train, taking a full schedule of classes and scrubbing floors to pay tuition. While today’s graduates face the second-worst job market in modern times, Brubaker faced the worst, earning her diploma in the midst of the Great Depression. Despite significant barriers, she launched a career in central Pennsylvania that spanned five decades in private industry and the public sector. For the past century, this community icon has served as an inspiration to generations of family, friends and neighbors. Brubaker’s grandson Steven Birmingham is Central Penn’s director of information technology.

Ruth Koup is the founder and CEO of Dress for Success South Central PA, a local nonprofit organization serving job ready, low-income women in the regional area by providing free interview suits, work attire and job retention programs. Koup has been recognized as a leader by the Dress for Success Worldwide organization and was selected by the Dress for Success Worldwide CEO to serve on its leadership council in June 2008.



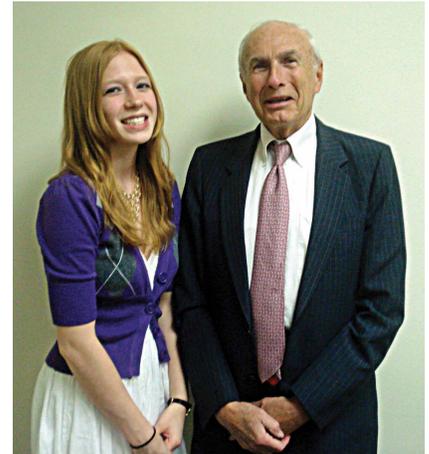
Students participating in the College's Student Leadership Training Institute (SLTI) completed their day of community service on May 6 at Mission Central in Mechanicsburg, Pa. Students packaged relief supplies at the mission warehouse to be shipped around the world to aid victims of natural disasters.



On Saturday, June 26 Central Penn online students and their families were treated to a Senators baseball game at Metro Bank Park, on City Island, Harrisburg, Pa. Pictured: Central Penn student Shawn DeGroft and son, Jordan.



A special gathering was held on May 21 to award two scholarships in honor of Lt. Manuel DelValle, a hero who lost his life at the World Trade Center on September 11, 2001. Pictured left to right: Peter Moyer (DelValle's stepfather), Amanda Wood (scholarship recipient), Grisel Moyer (DelValle's mother), Suhaylah Johnson (scholarship recipient), Matt Lane (foundation director).



Ronald M. Katzman, Esq., secretary of the Lawrence and Julia Hoverter Foundation, met student Brandi Kerns, office administration, at his office in Harrisburg, Pa. on May 5. Kerns of Millerstown, Pa., first recipient of the Hoverter Foundation Scholarship, thanked Katzman for the Hoverter Foundation's support of her education. The Hoverter Foundation granted the College's Education Foundation \$10,000 in January to aid students from Perry County, Pa.



Jennifer Delaye and President Todd Milano.

### Delaye presents to business leaders on campus

Central Penn's Presidents Circle, made up of 28 business and community leaders, met in March on the College's campus.

**Jennifer Delaye**, CEO of The JDK Group gave an engaging presentation called "How the Recession Saved My Business." One of the points she stressed was that for anyone to be successful, they need to 'live their element,' where their natural talent and their passion meet. She borrows this mantra from Ken Robinson's book, *The Element*.

**Linda L. Ammons**, associate provost, dean and professor, Widener University School of Law, was on campus and enjoyed brunch in the Scoozi Café with students Shakira Robinson, Shakia Jones, and Sean Riley, Professor Randi Teplitz, Vice President and CAO Dr. Melissa Vayda, and President Todd Milano, on Thursday, May 6. Following the meal, the students escorted Dean Ammons on a tour of campus, ending at the Boyer House.



Pictured left to right: Shakira Robinson, Sean Riley, Linda Ammons and Shakia Jones.

### Friends and Family of Bob Wright gather for tree dedication

On May 7, **G. Scott Shatzer '91**, aviation administration, brought together friends and family for a special campus tree dedication in memory of his former Central Penn instructor Robert Wright (1981-1994) who passed away in late 2007. The dedication of a Japanese Zelkova tree along with the establishment of an endowed scholarship fund in Wright's name celebrates the impact he had on his students' lives and careers.



Todd Milano, Karen Martin (Wright's daughter), Virginia Wright (Wright's widow), G. Scott Shatzer '91, Sharon Watson (Wright's daughter), and Jerry Wright (Wright's brother).

**William H. "Bill" Neumeyer** and Ralph Ashwell are shown here with the sycamore tree in Paul Miller's yard. His father planted the tree in 1942 to honor Miller when he went off to fly with the Army Air Corps. Damaged multiple times by lightning and marked for destruction, the tree was transformed into a work of art that York, Pa. sculptor Brad D. Heilman carved into a replica of Miller as he would have looked when serving his country as a World War II pilot. Ralph Ashwell has a unique hobby: he makes miniature mahogany statues that replicate various memorials established to honor U.S. veterans of all wars.



William H. "Bill" Neumeyer (left) pictured with Ralph Ashwell standing in front of the sycamore tree sculpture replica of Paul Miller as a World War II pilot.

Neumeyer is a friend of Central Penn College who values the contributions our military heroes have made. President Todd Milano arranged for these three gentlemen to meet in February to share their common stories. **Paul A. Miller '40**, management, resides in Mechanicsburg, Pa.



Lyn Hempt, shown with Foundation Associate Director Pat Brosious, visited campus on April 8 to learn more about the College's students, programs and facilities. Hempt's husband Gerry served on the Education Foundation's Campaign for Scholarships steering committee from 2005 to 2007.

## Faculty and Staff Updates

### Vice President Presents on Panel

Dr. Melissa Vayda, Central Penn's vice president & CAO spoke at the West Shore Chamber's Meet the College Presidents Breakfast Forum at the National Civil War Museum on February 24. Along with nine other college leaders, Dr. Vayda discussed the opportunities, demands, challenges and changes within higher education in central Pennsylvania and the overall impact specific to economic development within the region.

### Medical Assisting Program Successfully Reaccredited

Nikki Marhefka, medical assisting program director, successfully completed and submitted the self

study for medical assisting program accreditation. The submission process, which began in 2007, resulted in The Medical Assisting Education Review Board (MAERB) maintaining Continuing Accreditation for the associate degree at Central Penn. The MAERB recognized Central Penn's commitment to continuous quality improvement in medical assistant education.

### DeLeo Speaks at Paralegal Program

Professor of Legal Studies John DeLeo was the featured speaker at the Central Pennsylvania Paralegal Association's monthly lunch and learn program on March 9. The topic was Legal Ethics.

### Professor Gets Published

Professor of Criminal Justice Patrick Hughes has published an article, "Increasing Organizational Leadership through the Police Promotional Process," in the *Journal of Current Issues in Crime, Law, and Law Enforcement*, Volume 2, Issue 1, 2009. In addition, Professor Hughes and Professor of Criminal Justice Sam Morgan '05 have co-authored "Academy Training to Retirement: Permeating Leadership in Police Organizations," which was published in the *Journal of Current Issues in Crime, Law, and Law Enforcement*, Volume 2, Issue 2, 2009.

### State Museum Features Professor's Art

Professor of Digital Arts Erin Sparler's photograph, "Rays of Light," was selected from more than 2000 entries as one of 152 works showcased in this year's Art of the State exhibition at the State Museum of Pennsylvania.



Pennsylvania  
the state exhibition at the State Museum of  
152 works showcased in this year's Art of  
among more than 2000 entries as one of  
Professor's "Rays of Light" was selected  
Professor of Digital Arts Erin Sparler's  
**Professor's Art**  
State Museum Features



## Alumni, please keep us informed

We don't want you to miss a single issue of your alumni publication, so be sure to let us know if you marry, move, or change jobs. Your success is important to us so keep us informed of career changes and promotions. And if you know someone who attended Central Penn, but is not receiving PennDulum, encourage them to contact us or stop by and visit. Alumni are always welcome!

### 1960s

**Donald Sheriff '64**, management, recently retired from Shell Oil after 37 years with the company in finance. He resides in Cypress, Tex.



(Left to right) Anna Mae and Marvin Fultz, Foundation Associate Director Pat Brosious, student Patty Anaya, and President Todd Milano.

### 1970s

**Marvin Fultz '76**, accounting, and his wife Anna Mae visited campus in June. He is owner of Marvin Fultz Income Tax Service in Richfield, Pa. and has over 1,200 clients.

**Kathy (Nadolny) Zehr '79**, computer science, and her family visited campus on June 29. Zehr is retired and resides in Summerfield, Fla.



(Left to right) Bob and Kathy Zehr with grandsons Justis and Jace.

### 1980s

**Ron Morgan '81**, accounting, is a CPA with Greenawalt & Company. He and his wife Sandy, a registered nurse for Harrisburg Hospital, live in Mechanicsburg, Pa. They are the parents of five children ages 25 to 13 and the grandparents of one.

**Susan Spahr '81**, travel and tourism, recently was hired as director of development for the Lebanon Rescue Mission. "This is a very exciting time to be part of the growing ministries of the Lebanon Rescue Mission," states Spahr. Spahr also is a graduate of Lebanon Valley College and resides in Lebanon, Pa.



**Gayle Roberts-Howell '84**, accounting, is vice president – accounting for Herre Bros, Inc. She resides in Harrisburg, Pa.

**Kerstin (Odreitz) Guise '86**, travel and tourism, is an administrative assistant for the Pennsylvania School Boards Association. She resides in Etters, Pa.

### 1990s

**Andy Petroski '90**, mass media, is director of learning technologies and associate professor at Harrisburg University. He received Technology Educator of the Year honors at the 2010 TechQuest Awards Gala on February 12, at Whitaker Center in Harrisburg, Pa. Petroski resides in Camp Hill, Pa.

**Sherry (Betz) Spotts '91**,

physical therapist assistant, with her nephew, Jared M. Betz, BS in accounting student. Photo was taken following Central Penn's commencement at the Forum in Harrisburg, Pa. on Friday, April 23. Just 18 days later on May 11, Sherry and husband Corey welcomed their second son, Joshua Harris Spotts. Big brother Caleb, 2, is adjusting to his new role. The family resides in Halifax, Pa.



**Patrick Garvick '94**, mass media, married Jessica C. Smith. They reside in Shermans Dale, Pa.

**Leanne Marie (Gualano) Adamcik '98**, office administration, is MSN secretary for the Department of Nursing and Health for DeSales University. She and her husband are expecting their first child in September. They reside in Bethlehem, Pa.

## 2000s

**Jodi McFadden '01**, travel and tourism, earned a bachelor's degree at Strayer University and has been promoted to a branch supervisor at CWT/SATO Travel. She resides in Alexandria, Va.

**Luis Ortega '01**, entrepreneurship and small business, works for Exit Diamond Realty. He resides in Lancaster.

**Toni (Poorman) Montgomery '07**, BS in corporate communications and '01, communications, and husband Bruce welcomed new daughter Sydney Nicole Montgomery in June.

**Jessica (Tunncliff) Sandstrom '01**, accounting, is employed by WDKC, a radio station locally known as KC1010. She resides in Blossburg, Pa.

**Kris Kirby '02**, BS in business administration/ management and '98 marketing, is service manager for FedEx Ground. He resides in Williamsport, Pa.

**Matt King '04**, cyber security, is a regional sales representative, computer networking and electronics for D&H Distributing. He resides in Marysville, Pa.

**Amber Anderson '05**, paralegal, is a paralegal for Metzger Wickersham. She resides in Shermans Dale, Pa.



Lisa Buffington proudly poses with her niece, Aimee Nicole Schoppert, following her high school graduation from Cedar Cliff in May.

**Miranda Baker '05**, physical therapist assistant, is a physical therapist assistant for Physical Therapy Etc. She resides in Spring Run, Pa.

**Ashley (Blumenshine) Markle '05**, BS in criminal justice administration, is an intake caseworker II for York County Children and Youth Services. She resides in Shippensburg, Pa.

**Lisa Kay Buffington '05**, BS in business administration/ finance, is an accountant at Keystone Service Systems, where she has been employed for 14 years. She resides with her dog, Bella in Mechanicsburg, Pa.

**Matthew Eroh '05**, BS in information technology, is a systems analyst 2 for Siemens Medical Solutions USA, Inc. He currently is enrolled in a master's program in information technology at Penn State, Great Valley. He resides in Downingtown, Pa.

**Scott Fannasy '05**, BS in business administration/ management and accounting, is an auditor – technical specialist for the Defense Contract Audit Agency in New Cumberland, Pa. He completed his MBA at Shippensburg University and resides in Mechanicsburg, Pa.



Heidi Graybill representing Auntie Anne's at annual real estate convention held in Las Vegas in May. Auntie Anne's gave away over 13,000 pretzels at the event!

**Heidi Graybill '05**, BS in criminal justice administration, '98, paralegal, is an international franchise development and domestic franchise paralegal for Auntie Anne's, Inc. Heidi earned a masters degree in criminal justice at Penn State, Harrisburg. She resides in Lancaster, Pa.



**Allyson Hart '05**, (left), BS in information technology, is an office manager – accounting at INOEX, LLC. She resides in Ephrata, Pa.

**Connie L. Hobbs '05**, (right), physical therapist assistant, is a physical therapist assistant for Genesis Rehab Services. She resides in Harrisburg, Pa.



**Shannon Kryscio '05**, BS in business administration/ marketing and hotel and restaurant management, is general manager of HVM, LLC - Extended Stay America. She currently is enrolled in a Masters of International Business program through Strayer University. She resides in Virginia Beach, Va.

**Amber (Bard) Plasky '05**, child care management, is a group supervisor and co-teacher for St. Paul Childrens Center. She resides in Chambersburg, Pa.

**Amanda Showers '05**, physical therapist assistant, is a physical therapist assistant for Genesis Healthcare, Gettysburg Center. She resides in Gardners, Pa.

**Julie Steffy '05**, physical therapist assistant, is a Physical Therapist Assistant for HealthSouth Rehab Hospital. She resides in Tallahassee, Fla.

**Krista (Douglass) Straub '05**, physical therapist assistant, is a physical therapist assistant for Drayer Physical Therapy

Institute, OIP West. Krista also helps her husband Randy, who recently opened The Soup Spot on Third Street in Harrisburg. They are expecting their first child in October and reside in Enola, Pa.

**Stephanie Tulloch '05**, BS in criminal justice, is a team leader for Computer Aid, Inc. She currently is enrolled in a Master in Business Administration program at the University of Phoenix. She resides in Harrisburg, Pa.

**Lynette Turner '05**, BS in business administration/ management, is an instructor for Consolidated School of Business and an adjunct instructor for Central Penn College. She earned a master's degree in business administration from Eastern University. She resides in Lititz, Pa.

**Tayana Williams '05**, BS in criminal justice, has been promoted to a drug and alcohol treatment specialist II with the Pennsylvania Department of Public Welfare – Loysville. She recently earned a Master of Psychology from the University of Phoenix. She resides in Harrisburg, Pa.



(Left to right) Tayana Williams with son Antwoyn Neal, daughter Tiajinae Williams and son An'Tiyan Neal.

**Heather Ashley Bonsall '06**, physical therapist assistant, and David Michael Foley were married October 24, 2009. Bonsall is employed by Wyomissing Nursing and Rehabilitation Center. The couple resides in Laureldale, Pa.

**James Farrar '06**, BS in criminal justice, is a sergeant with the United States Army, deployed in Iraq. He is stationed in Fort Stewart, Ga.

**Joan Hassinger '06**, BS in business administration, is administrative assistant to the dean of students at Central Penn College. She and husband Steve reside in Richfield, Pa.

**Lisbeth De Los Angeles '07**, child care management, is receptionist for Central Penn College. Lisbeth resides in Harrisburg, Pa.

**Emily Wible '07**, BS in business administration/ marketing, is an instructor at South Hills School of Business. Emily resides in Three Springs, Pa.

**Tamika Rene Brown '08**, BS in criminal justice administration, is a case manager for the House of Ruth. She resides in District Heights, Md.

**Crystal Davis '08**, BS in business administration, is a transportation analyst for Ryder, Inc. She resides in Mechanicsburg, Pa.

**Sara (Gates) Dinnell '08**, physical therapist assistant, is an aquatics physical therapist assistant for Palm Beach Aquatics and Physical Therapy. "Dr. Patterson and Dr. Wolfe are amazing teachers and I will remember them throughout my career," she said. Dinnell resides in Boca Raton, Fla.

**Ashley Groff '08**, physical therapist assistant, is a physical therapist assistant for Genesis Health Care. She resides in Manheim, Pa.

**Brian Holloway '08**, BS in business administration, is a casualty claims specialist for School Claims Service, LLC. He resides in New Cumberland, Pa.

**GREG B. CILIBERTO '08**, BS in corporate communications/ management, is living his true passion by working in financial services. Since January, Ciliberto is a financial services representative for The Mutual of Omaha in Plymouth Meeting, Pa. He is licensed and appointed in Pennsylvania, Maryland, Delaware and New Jersey to meet his clients' life and disability insurance needs. In addition, he advises on a full range of financial services, including retirement investments and estate planning.

Ciliberto's interest in investments continues outside the office. He explains, "My favorite game as a kid was Monopoly." He owns two rental properties in Bucks County, Pa. and a home of his own in Perkasio. His investments in real estate began when he was a teenager.

Ciliberto's formal education in business began at Central Penn. After graduating from the College, he enrolled in the MBA program at the University of Phoenix while working fulltime as a project engineer at Worth & Company in Pipersville, Pa. He and his family celebrated when he earned his MBA in March after he spent two years juggling a full-time career with graduate school.

Ciliberto loves to travel and learn about new cultures. He took advantage of Central Penn's Cultural Immersion Program while he was a student. He traveled to Australia (2004), United Kingdom (2005), Japan (2006) and Australia (2007). His most recent adventure was a vacation to the Caribbean island of Curacao, just north of Venezuela, in April.

He is still in touch with Professor Kathy Hepner as they continue their favorite topics of conversation: football and hockey. Professor Hepner adds, "Greg is a friendly, personable young man that I feel privileged to know. And I won't hold his choice of sports teams against him!"

Greg Ciliberto is happy to hear from others in the Central Penn community. He can be reached at [gciliberto@gmail.com](mailto:gciliberto@gmail.com).



CENTRAL PENN COLLEGE'S



**Plan to attend this fun-filled event!**

Last October, nearly 500 alumni, students, parents, faculty, staff, family members and friends gathered on the Summerdale campus of Central Penn College to participate in Fall Harvest. This year's event promises to be just as much fun. Across campus, different activities for all ages are being planned and will be offered free of charge. Just a few of the activities you will see are pumpkin carving, face painting, craft vendors, tours of the Boyer House, a DJ, velcro wall, mechanical bull, fear factor competition and polar bear swim. A Fall Harvest king and queen will also be crowned.

There is still time to make plans with your family and Central Penn friends to meet up at this great, family-oriented campus event. Please accept this early invitation and mark your calendar now so you can join in the fun from 10 a.m. to 3 p.m.

**Saturday, October 16th**

**Pamela Jones '08**, business administration/ healthcare administration, is an inpatient billing representative for White Deer Run. She resides in Milton, Pa.

**Curtis McNeally '08**, BS in business administration is a human resources manager for Securitas Security Services. He resides in Harrisburg, Pa.

**Felicia Smith '08**, BS in accounting, is a staff accountant at Schaeffer, Eichner and Wagner LLD. She resides in Selinsgrove, Pa.

**Marcy L. Walck '08**, hotel and restaurant management, works for US Bank. She resides in Denver, Colo.

**Deena (Dodson) White '08**, BS in criminal justice administration, is a case manager specialist for Baltimore City Juvenile Justice Center. She resides in Randallstown, Md.

**Melissa Beck '09**, BS in business administration and **'08**, hotel and restaurant management, is a front desk agent, hotel operator, and hotel concierge at The Hotel Hershey. She resides in Harrisburg, Pa.

**Natalie Bingaman '09**, BS in criminal justice administration, is an intake caseworker at Mifflin County Children and Youth. She resides in Lewistown, Pa.

**Lisa Dressler '09**, BS in business administration/ finance, is a business banking relationship liaison III for M&T Bank. She resides in Sunbury, Pa.

**Amanda Filler '09**, BS in business administration/ marketing, is an administrative assistant for Pepsi Bottling Group. She resides in Mechanicsburg, Pa.

**Colleen Marie Gilmore '09**, office administration, and **Douglas Scott Fultz '09**, information technology, were married January 14. Colleen is a billing

representative at CTI Networks. Douglas is an information technology specialist at Defense Information Systems Agency. The couple resides in Wellsville, Pa.

**Jared Graybill '09**, BS in business administration, is a hardware technician for the Pa. House of Representatives. He resides in Mifflintown, Pa.



Jared Graybill with wife, Kristen.

**Jennifer Hackenburg '09**, (right), BS in business administration, was promoted to product manager for Bosch Security Systems. She resides in Lancaster, Pa.



**Erin Johnson '09**, BS in criminal justice administration, is a youth development aide for Loysville Youth Development Center. She resides in Newport, Pa.

**Amanda (Klinedinst) McNeil '09**, BS in business Administration and '07, small business and entrepreneurship, is owner of Remembered Affairs, a wedding planning business, which she opened in 2009. She wed Cody McNeil in June 2009. Classmates can contact McNeil at amanda@rememberedaffairs.com. The couple resides in York, Pa.

**Amber Kreger '09**, BS in business administration, is a financial aid assistant for Lancaster General College and is pursuing her MBA at Lebanon Valley College. She resides in Leola, Pa.

**Sara Krzykowski '09**, digital arts, is a web designer and developer for The Polaris Group. She resides in Camp Hill, Pa.

**Jayme Hile '09**, BS in criminal justice administration, is a customer service liaison for Bath and Body Works. She resides in Mt. Pleasant Mills, Pa.



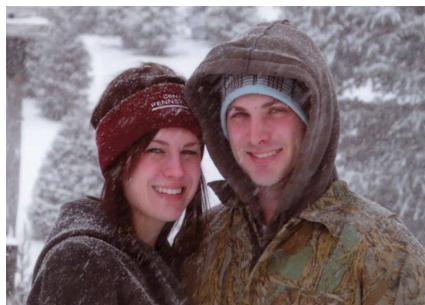
**Jennifer Peebles '09**, (left), medical assisting, is a chiropractic assistant for Susquehanna Chiropractic. Jennifer resides in Upper Strasburg, Pa.

**Christopher Perks '09**, BS in business administration, is an operations manager and co-owner at CBS Environmental Services, LLC. He resides in Marietta, Pa.

**Paula Potteiger '09**, BS in accounting and '06, accounting, is an accounting manager at Hersha Hospitality. She resides in Carlisle, Pa.

**Stephanie Putnam '09**, BS in criminal Justice Administration, is a police communications operator for the Bureau of Communications and Information Services, Harrisburg CDC. She resides in Harrisburg, Pa.

**Whitney Rhoads '09**, BS in business administration, is a marketing coordinator for Merchants Express Money Orders Inc. She resides in Duncannon, Pa.



Whitney Rhoads with fiancée Ryan.

**SHERRY L. OFFORD '84**, office management, is president and chief executive officer of Exxelot Corporation in Elkridge, Md. Exxelot Corporation is an information technology company that provides customer service support to its clients, generating \$1.4 million in revenue in 2009. As owner, Offord currently employs 48 individuals who work at client sites.

In the past, she employed individuals assigned to work at the Pentagon and Department of Justice.

A native of Sandy Spring, Md., she was looking for a small, tight-knit college to continue her studies after high school. A Central Penn brochure



in Offord's high school library started her on a path to a challenging career within the telecommunications industry.

Her first job was data-entry, but her responsibilities grew quickly while working

for two small businesses. Throughout her more than 20 years working for consulting companies General Analytics and Coleman & Associates, Offord learned every aspect of running a small business, including payroll, banking, human resources and contract negotiations.

Her employers helped her found her own company, Exxelot Corporation, in 2001. She wants to see the business grow, but emphasizes, "I will turn down a contract if I can't provide a high level of excellence to the client." She credits her mother, close friends and Central Penn for teaching her the importance of dedication, loyalty and a strong work ethic for her success in business.

In her free time, she vacations annually in Virginia Beach and travels to watch her favorite team, the Chicago Bears, for one game each season. She has kept up on campus news and compliments the growth of Central Penn. Like most alumni looking back, Offord laughs, "I wish Central Penn offered those courses when I was there."

**JANINE FISHER GIAMBALVO, '81** legal secretarial, is a legal transcriptionist working from her home in York, Pennsylvania. Her ties to Central Penn span the years since she was a student. She met her husband Michael Giambalvo when they were both students 30 years ago.

Originally from Allentown, Janine returned to her hometown after graduation to work in a law firm for three years. Mike brought her back to central Pennsylvania when they married in 1984. After Mike's graduation from an automotive college in Michigan, he began his professional career in his father's highly-regarded business, Jack Giambalvo's Motor Company, in York. Mike now serves as its General Manager.

Back in York and close to her alma mater once again, Janine returned to Central Penn in the late 1980s to teach as an adjunct professor. She enjoyed working with young students until she chose full-time motherhood when her first child, Jennifer, was born in 1989. The birth of her second child, Jacob, quickly followed. Janine and Mike home schooled their children through high school and found the experience both demanding and rewarding. Now 19, Jennifer is a graphic design student at



Photo (left to right): Ron Morgan '81 with wife Sandy; Janine Fisher Giambalvo '81 with husband Michael, daughter Jennifer, and son Jacob.

Cedarville University in Cedarville, Ohio. Jacob, 18, is a student at Harrisburg Area Community College's campus in York.

Janine surprised her husband for his birthday on August 11, 2010 by inviting Mike's former roommate from Todd Hall, Ron Morgan, '81, accounting, and his wife Sandy to Central Penn for a tour and lunch. Janine and Mike's children joined them as the two families reminisced about their Central Penn days. Happy birthday, Mike!



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While most of us dream  
of success, winners  
work hard to  
achieve it.

When you help Central Penn College students reach their dreams of success, you build stronger communities for all of us.

Tax-deductible gifts for need-based scholarships can be made to the Central Pennsylvania College Education Foundation by visiting [www.centralpenn.edu/foundation](http://www.centralpenn.edu/foundation).



**Megan Sassani '09**, (right), paralegal, is a legal stenographer for the Dauphin County District Attorney. Megan has enrolled in Central Penn's BS in legal studies program. She resides in Steelton, Pa.



**Caroline (Bump) Showers '09**, accounting, is an accounting assistant with the Commonwealth of Pennsylvania, Comptroller's Office. She resides in Mechanicsburg, Pa.



Caroline Showers and husband Andrew were married on August 2, 2008.

**Nolina Sutherland '09**, physical therapist assistant, is a physical therapist assistant for HealthSouth Hospital of York. She resides in Red Lion, Pa.

**David Tirado '09**, information technology, is director of technology at McCaskey High School. He resides in East Petersburg, Pa.

**Michele D. (Thoman) Wherley '09**, (right), BS in corporate communications, was back on campus in April. She visited with President Milano and toured the Boyer House. Wherley resides in Spring Grove, Pa.

**Melanie Zakrzewski '09**, BS in information technology, is a programmer analyst - level 2 for Empire Education Group. She resides in Ashland, Pa.

**Aaron Beverly '10**, BS in business administration, works for Citibank and is looking at MBA programs. He resides in Philadelphia.

**Brian Clites '10**, travel and tourism, is a corporate agent for CWT/SATO Travel.

**Marci Neidig '10**, BS in business administration/ marketing, is a marketing associate for Central Penn College. She resides in Falmouth, Pa.

**Megan Neidig '10**, BS in accounting, is a financial aid counselor for Central Penn College. She resides in Falmouth, Pa.

**Michael Walters '10**, physical therapist assistant, was selected among thousands of volunteers to travel to Whistler, British Columbia and provide medical care to the U.S. Olympic Team for the XXI Winter Games. He resides in Mechanicsburg, Pa.

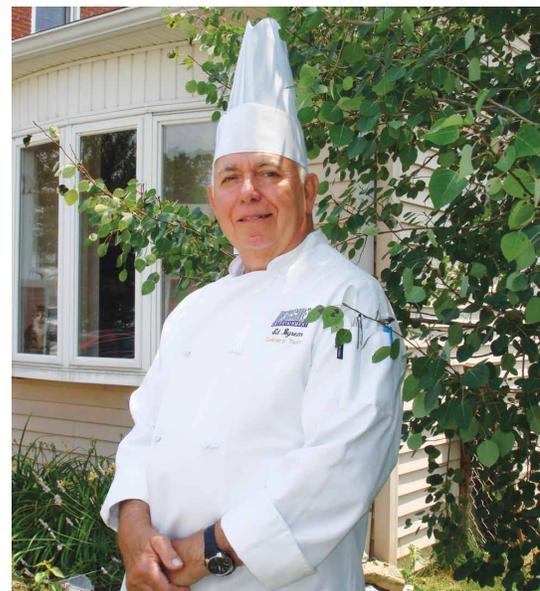


**ED BYREM '71**, management, literally wears several hats at work. He is the mayor of Lemoyne, Pa. and a professional chef at the Giant Center. Elected mayor of the Borough 22 years ago, Byrem "cuts ribbons, kisses babies and marries couples" in this honorary position. As a part-time employee of Hershey Entertainment and Resorts Corporation, he prepares food for guests in the Giant Center's skyboxes.

Byrem grew up in Lemoyne and already was friendly with President Emeritus Bart A. Milano when he enrolled at Central Penn. He used the management skills he learned at the College during his 50-year career with Kessler's Inc. in Lemoyne, the manufacturer of the Nittany Lion hot dog. "Sorry it wasn't Central Penn hot dogs," he jokes. He had served as Kessler's plant manager for 30 years when he retired in 2008.

On weekends, his culinary skills are in demand as owner of My Cousin Ed's Catering. Through referrals, Byrem has a thriving business preparing intimate, elegant dinner parties for small groups of individuals in their homes. "I prepare home-made meals in my state-approved kitchen and then finish, serve and clean-up the meal in the owner's home or desired location," he explains.

He and his wife Barbara are the parents of two grown daughters. Their older daughter is the assistant to the CFO of the Columbus Metropolitan Library in Ohio and their younger daughter is a deputy sheriff in Jefferson County, Colo.



**Elsie S. (Streaker) Diehl** died Tuesday, April 27, 2010 at the age of 93.

**Dorothy Johns** died Saturday, May 22, 2010 at the age of 90.

**Diane Hong Kelsey** died Friday, June 25, 2010 at the age of 82.

**Meade G. Lyons** died Wednesday, March 31, 2010 at the age of 90.

**Helen Mansberger** died at the age of 85.

**Wayne W. Straw** died Friday, April 16, 2010 at the age of 91.

**Anne F. (Facynic) Zerbe** died May 9, 2010 at the age of 89.

**Marjorie June (Williams) Hower '40** died Friday, March 12, 2010 at the age of 87.

**Reed L. Lebo '42**, accounting, died Wednesday, May 19, 2010 at the age of 86.

**Dixie Lee Ranck '63**, allied health, died Friday, May 7, 2010 at the age of 66.

**Michele L. Whited '96**, legal assistant, died April 1, 2010 at the age of 34.

**John Stouffer '06**, BS in criminal justice administration, died Thursday, April 22, 2010 at the age of 32.

**Sally Kreiger '08**, BS in criminal justice administration, died February 24, 2010 at the age of 51.

## Save the Date

### Fall Harvest

Central Penn College, Summerdale, Pa.  
Campus-wide, alumni and friends invited.  
For more information, contact Courtney Drahovsky, 717-728-2270, CourtneyDrahovsky@centralpenn.edu  
Saturday, October 16  
10 a.m. to 3 p.m.

### Fall Career Expo

The Conference Center at Central Penn College, Summerdale, Pa.  
Alumni invited. For more information, contact Career Services, 717-728-2262, stevehassinger@centralpenn.edu.  
Date and time to be announced.

### Musical Comedy: How to Succeed in Business without Really Trying

Oyster Mill Playhouse, Camp Hill, Pa.  
Alumni and friends invited. For tickets, contact Michelle Meiser at 717-728-2312, michellemeiser@centralpenn.edu.  
Sunday, November 14  
7:30 p.m.

### Black History Month Luncheon and Program

The Conference Center at Central Penn College, Summerdale, Pa.  
Alumni and friends are invited. To RSVP, contact Dean Kathy Andersen at 717-728-2503, kathyandersen@centralpenn.edu.  
February, 2011. Date and time to be announced.

### Central Pennsylvania Employment Consortium (CPEC) Job & Internship Fair

Radisson Penn Harris Hotel & Convention Center, Camp Hill, Pa.  
Alumni invited. To register, contact Career Services, 717-728-2262, stevehassinger@centralpenn.edu.  
Thursday, February 17, 2011  
10 a.m. to 3 p.m.

# Can you identify this photo?

*“Try not to have a good time ... This is supposed to be educational.”*

— Peanuts, Lucy Van Pelt



Email your response to [letusknow@centralpenn.edu](mailto:letusknow@centralpenn.edu)

## Let us know!

We want to know about any changes or other exciting news that you would like to share with classmates. Include a business card and/or recent photo to give it that special touch. Include a self-addressed stamped envelope if you wish to have your photo returned. Photos also may be submitted as a 300 dpi .jpg file via email to: [letusknow@centralpenn.edu](mailto:letusknow@centralpenn.edu).

Name: \_\_\_\_\_ (Maiden) \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Graduation Year: \_\_\_\_\_ Major: \_\_\_\_\_

Employer: \_\_\_\_\_

Title: \_\_\_\_\_

Your news: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

May we print your e-mail address with your comments?  Yes  No

May we use your comments on other publications for the College?  Yes  No

Would you be interested in more information on:  Alumni Association  Alumni Mentor Program  Reunions ( Attending  Planning)

Making a scholarship donation through the Central Pennsylvania College Education Foundation

### IMPORTANT NOTICE FOR ALUMNI WISHING TO CHANGE THEIR NAME

Alumni (and students) who want to officially change their names with the College's Records Office must submit a request form along with legal documentation of the name change. The form can be found on the College Website at [www.centralpenn.edu](http://www.centralpenn.edu) under the Alumni heading.

Documentation can include:

- A certified copy of a marriage license, court order, or dissolution decree reflecting the new name in full; or
- Current passport or official proof of identity; or
- A certified copy of a Social Security card or driver's license reflecting the new name.



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## *vision* statement

**OUR VISION** for Central Pennsylvania College is a diverse student population, benefiting from caring faculty and staff, credentialed practitioners who delight in teaching. Collectively, we work to create the bridge that connects students to their professional goals through a rich assortment of career-centered programs by embracing hands-on learning and today's technology. Our vision is of a regional career college that reaches out to form partnerships with alumni, employers, educational institutions, and the community.

