Inside: At Home at UB • Surviving a Tough Job Market • Alumni Park
UB Midtown Unveiled

On Sept. 30, the University of Baltimore unveiled its new UB Midtown Campaign, a colorful addition to the campus that features a series of illustrations by nationally renowned artists. Each illustration interprets and celebrates UB’s Knowledge That Works tagline; the full campaign appears on banners on nearby light poles and on posters in hallways of UB buildings.

Renowned designers Milton Glaser, Nick Dewar, Scott Roberts and the collective known as The Heads of State (Jason Kernevich and Dustin Summers) provided the illustrations for the campaign, which recognizes UB’s long history as an anchor for one of the city’s most vibrant neighborhoods. The UB Midtown Campaign celebrates the University’s strong programs in graphic design and visual communication and contributes to public art at the intersection of the Mount Vernon Cultural District and the Station North Arts and Entertainment District.

above: the entire series of UB Midtown banners
Dear UB Alumni and Friends,

This fall, the University of Baltimore welcomed 6,265 students to campus, the largest enrollment in our history. And for the third consecutive year, UB led all public universities in Maryland in percentage enrollment growth. It’s clear that our professionally focused education is as relevant today as it has been at any other time in the University’s history.

This transformational chapter in the UB story comes at a time when higher education faces increased social responsibilities and unprecedented economic challenges. Universities must extend the promise of higher education to more diverse populations while ensuring that no one is denied this promise because of rising tuitions or overcrowded classrooms. To be truly successful, universities must anticipate and innovate by meeting future student and workforce needs with creative, forward-thinking academic offerings. In short, we must be ahead of our time.

In fundamental ways, the University of Baltimore has always been ahead of its time. UB’s founding mission statement in 1925—“to provide opportunities for employed men and women to obtain a practical type of college education at night”—preceded the G.I. Bill by decades. That sweeping and revolutionary act forced the nation’s colleges and universities to open their doors in a way that UB’s already did.

Since becoming a public university in 1975, UB—then an upper-division institution—recognized the importance of completing a baccalaureate degree and focused on transfer students’ success. Today, transfer students are part of every university’s enrollment strategy. Through educating working adults and part-time students, UB served a nontraditional student population as a leader in evening and weekend classes and in online education. Today, alternative schedules and delivery systems are an established part of the educational landscape.

The University’s return to four-year undergraduate education in 2007 reaffirmed our institution’s historical mission of providing access to quality, affordable higher education. Today, there are 799 freshmen and sophomores at UB, almost a quarter of our total undergraduate population.

How will the University of Baltimore remain ahead of its time? Our collective answers to that question will shape the UB of the coming decade. Some of the answers are already underway. Next fall, we will launch a part-time, evening freshman program for adults who have not yet started their college careers.

Some answers are forthcoming. We are currently evaluating proposals to construct student residences in UB Midtown. The most essential question is ongoing: How do we ensure that our educational offerings provide students with the skills they need to achieve rewarding careers and fulfilling lives?

Everyone in the UB community has a stake in the answers to these and other critical questions. As always, I invite alumni, faculty, staff, students and our larger community to participate in the discussions that will inform and shape our future. With your support and guidance, the future University of Baltimore will remain true to its past by being ahead of its time.

Best regards,

Robert L. Bogomolny
President, University of Baltimore

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WebExtra

Check It Out: New WebExtras!

Anytime you see the WebExtra icon at the end of an article, it means we’ve added related bonus content to our redesigned and much more interactive University of Baltimore Magazine Web site. Look for everything from articles and links to photos, videos and more—note our new Web address, too.

www.ubaltmagazine.com

Cover art and redesign

Design outside the box: Assistant Professor of Art Giordana Segneri created the illustrations on the cover of this issue and accompanying the cover story (p. 18). The Philadelphia-based duo, Jason Kernevich and Dustin Simmons, also contributed one of the four illustrations featured in the inaugural UB Midtown Campaign. (See p. 1.)

Notice some additional changes to the magazine? We’ve been working hard on an innovative redesign. Visit www.ubaltmagazine.com to learn all about it.

Cover story: "Filling the Hole in the Donut"

To the north and a little to the east of the University of Baltimore lies a long-neglected area known as Central Baltimore to most and as “the hole in the donut” to those who have a vested interest there. UB is one of those, dedicating resources to revitalize and reinvent the zone. Via University-funded projects, a group of professors are researching, analyzing and celebrating the area, drawing students into their enthusiasm. And of their own initiative, a group of alumni are doing the same, helping the UB community breathe life back into the neighborhood.

by Giordana Segneri

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Filling the Hole in the Donut

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by Giordana Segneri

Surviving a Tough Job Market

by Mary Medland

When times are tough and jobs are scarce, you want to be indispensable, whether it’s to a current or to a prospective employer. We’ve brought in the experts—professional development coach and personal branding expert Jessal L. LaCosta, M.A., ’95, and Carol Vellucci of the UB Career Center—to show you exactly how it’s done.

by Mary Medland
Malcolm Ruff, a second-year student at the University of Baltimore School of Law, spent his summer working as one of only six law students nationwide selected for the prestigious National Association for the Advancement of Colored People/Kellogg’s Law Fellow Program, which prepares participants for careers as civil rights attorneys.

Q: Describe your experience this summer as an NAACP Law Fellow.
A: I had a wonderful experience engaging in legal research and corresponding with folks from all over the country who brought their claims of injustice to our office. Working with the legal staff at the NAACP headquarters in Baltimore was also a great thrill for me. They made my experience exciting by framing the fellowship not only as a legal internship but also as a leadership institute; we had the opportunity to attend congressional staff briefings on Capitol Hill, various symposiums and conferences, legal networking events and lunch meetings with prominent attorneys and politicians.

Q: What was the highlight?
A: I had the opportunity to moderate two Continuing Legal Education seminars during the NAACP’s Centennial Convention in New York. The entire week of the convention was nothing short of spectacular, especially since President [Barack] Obama came and addressed the convention floor. It was also a treat to introduce and share the podium with such esteemed dignitaries as Reps. Bobby Scott of Virginia and Al Green of Texas.

Q: What is your specific area of legal interest within civil rights law?
A: I am currently most interested in labor and employment issues in civil rights law. I am interested to delve into how the law specifically protects individuals and also how discrimination in the workplace affects the economy and the value of labor in general.

Q: What do you hope to take away from this experience?
A: My time with the NAACP legal counsel has given me much-needed direction on the path to find my niche in the legal community. I was lucky enough to blog about my experience for The Daily Record, and I felt more entitled with each entry to inject my own calculated opinion on both legal and social issues. My legal blogging experience has given me the desire to share my thoughts on a consistent basis in the near future, and I plan to create my own blog this semester.

Laura Wilson-Gentry
by Beth Bohac

Laura Wilson-Gentry, professor and executive director of UB’s School of Public Affairs, always carries a drop spindle and silk roving in her briefcase. Catch her on her lunch break or before class and you may get to see her transform the roving into luxurious fiber, which she then weaves into unique textile pieces.

Q. How long have you been weaving, and what attracted you to this form of textile art?
A: I’ve been weaving for 30 years. I was inspired to start while doing my undergraduate work at the University of Rhode Island. One of the last great weavers of the 19th century, Henry Harrison Rose, was from near there, and his materials are in a repository at the school.

Q: What kinds of items do you primarily make? Do you exhibit or sell your work?
A: I make scarves, shawls and household items for myself, friends and family. I like to work with fine threads because the details show more, and they drape better. I’ve never quite had the nerve to go semi-pro and exhibit or sell on a large scale, although I recently had pieces in a gallery show in West Virginia. Part of the problem is time; a scarf takes about 10 hours to produce, and because I mainly weave on the weekends, I don’t have the time to stockpile a large inventory.

Q: Where do you find inspiration for your work?
A: I like using traditional designs from pattern books or patterns I find on the Internet. The pattern gives me the structure for a piece, I create the color combination to complement it. I often use a specialized computer software program designed for weavers to see how the colors interact with each other and with the pattern.

Q: How does your hobby complement your life as a professor?
A: Spinning and weaving are the exact opposite of what I do every day. Teaching is intangible—you may never see the result of what you’ve done. Working with fleece and thread is a very tangible thing. I can start from the very beginning of a project and carry it through to the end. I find that weaving is also a good de-stressor. When I have a bad day, there’s nothing like slamming a beater bar when I get home at night.
UB-affiliated residences for this academic year include:

- Henderson House, one- to three-bedroom units, 100 S. E. Mt. Royal Ave.
- Symphony Center Apartments, two-bedroom units, 1100 Park Ave. at Chase and Howard streets
- Sutton Place Apartments, studio to two-bedroom units, 1111 Park Ave. at Howard Street
- Professional Arts Building, one- to two-bedroom units, 101 W. Read St.
- 1101 Park Ave. at Howard Street
- 1020 Park Ave. at Chase and Howard streets
- 101 E. Mt. Royal Ave.
- Professional Arts Building, one- to two-bedroom units, 1020 Park Ave. at Howard Street
- Hanover, Pa., through the Student Pilot Training Program.

UB Reaches Online Learning Milestone

This year, the University of Baltimore celebrates 10 years of online learning. This work involves the implementation of hundreds of classes, either completely on the Web or enhanced by it. Various degree programs, including the M.B.A. and the M.P.A., are available online. Trained faculty members are not only leading classes entirely on the Web, they’re also posting assignments, grading papers and conducting other activities there.

What makes UB’s participation in e-learning unusual is just how long it’s been around. You have to go back to the early days of the Web to find the school’s roots in this endeavor. “We’ve made a lot of progress, even as we’ve encountered bumps in the road,” says Paul Walsh, director of instructional technology, facilities and support. “Some things we tried early on, like real-time video, haven’t delivered on their promise. But other systems exceeded our expectations. When it comes to the Internet, doing anything over a decade gives you plenty of know-how. But it’s not just about how many years we’ve offered e-learning—it’s about the quality of instruction, whether online or on campus.”

Walsh notes that some e-learning students don’t visit the UB campus until they graduate. “But they’re all our students, no matter how they take classes,” he says.

Top Gun at UB?

While University of Baltimore students have a reputation for being driven and career focused, they haven’t always been as well, grounded as they are today.

Case in point: In October 1939, UB became one of more than 1,000 colleges and universities to join roughly 1,400 flight schools in participating in the Civil Aeronautics Authority’s Student Pilot Training Program, initiated when then-President Franklin D. Roosevelt signed the Civilian Pilot Training Act of 1939 into law. According to a Sept. 2, 1939, article in The New York Times, “The program [had] two objectives, creation of a reserve of basically qualified air men on which the armed forces might draw in case of war, and stimulation of private flying as a means of promoting commerce and contributing to the growth of aviation.”

Once the United States entered World War II, the nationwide program was renamed the War Training Service. Before the program ceased in late 1944, more than 435,000 students—including women and African Americans—had earned their wings.

Research compiled by Richard Morrell; UB registrar.
Alumni Benefits and Services
Don’t forget that your UB perks continue long after graduation. Your UB Alumni Association card entitles you to a long list of on- and off-campus benefits and services, and we’re adding more all the time.

BANK OF AMERICA
Reward yourself. From breakfast on the run to a night at the movies, use your University of Baltimore Alumni Association MasterCard® credit card with WorldPoints® rewards from Bank of America. You’ll earn points you can redeem for cash, travel, merchandise and even unique adventures. This card rewards you for the things you buy anyway. Receive around-the-clock fraud protection, free additional cards for others you trust, and quick, secure online access to your account.

GEICO
Put the brakes on high auto insurance. GEICO is dedicated to offering you a high service, fast claim handling and money-saving discounts. Get a free, no-obligation rate quote to find out how much you could save. New customers save an average of $500 when they switch to GEICO, and existing customers may be eligible for an additional discount.

For more details, visit www.ubalt.edu/alumni or contact the Office of Alumni Relations at 410.837.6252 or alumni@ubalt.edu.

MEYER AND ASSOCIATES
Best assured when you’re insured. You can’t anticipate illness or injury, so if you are a recent graduate or are unemployed and in need of insurance, protect yourself today with short-term medical insurance offered through Meyer and Associates. Or consider long-term life insurance coverage to keep you and your family securely insured for years to come. Meyer and Associates offers great rates, lots of choices and automatic benefit increases.

T-MOBILE
Ring in the discounts. Take advantage of discounted wireless service and equipment. Alumni are entitled to a 50 percent discount on any T-Mobile rate plan, waived activation fees and special discounts on wireless handhelds. Existing T-Mobile customers can fill out a migration form to receive the discount.

For more information about the exhibit or the gallery, call 410.837.6022 or visit www.ubaltmagazine.com

H liberal Arts and Policy Building—are moving forward, with plans for the new Alumni Park—a “pocket park” facing North Charles Street from an alley between the William H. Thumel Sr. Business Center and the Liberal Arts and Policy Building—are moving forward, with proposals revealed during UB’s March announcement of the public phase of its capital campaign. It will be modeled after the miniature parks that dot Manhattan and other big cities: cases of calm, greenery and light in the midst of bustling traffic and busy people. The park will be funded by private gifts from alumni and UB’s community partners. “The core idea is a new green space that gives the community a break from the urban environment,” says Steve Caccard, vice president for facilities management and capital planning. “It’s not a lot of space, but it will accommodate a good number of visitors and will provide a welcoming feel for the campus.”

A special alumni visibility committee, called from the UB Alumni Board of Governors and chaired by Stuart Goldberg, J.D. ’74, is working on the design with Richard A. Snellinger, B.S. ’76, president and CEO of Baltimore’s Chambers architecture and interior design firm. Snellinger, immediate past president of the UB Alumni Board of Governors and a UB Foundation board member, is providing his expertise as a gift to the University.

“We’re taking a holistic view of the project—the lighting, plantings and outdoor art, and how the park will work as a single piece,” Snellinger says. “When UB students stop by to read, talk or have lunch, we’ll know we’ve achieved our goal.”

The Alumni Park features in UB’s plan for an improved streetscape, which includes hundreds of new trees on and around campus as well as the installation of benches, sidewalks and other amenities. Formal plans for the park will be announced soon; construction is expected to begin in the spring.

Streetscape Plan to Include Alumni Park ‘Oasis’

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The Art of Promotion
From Jimi Hendrix and the Jackson Five to James Brown and the Beach Boys, the legendary musicians of the 1950s, ‘60s and ‘70s relied upon Baltimore’s Globe Poster, owned by Frank Cicero, B.A. ’66, and his brother Bobby, to produce memorable touring posters.

Through Dec. 16, the UB Student Center Gallery will feature an exhibit of Globe’s classic letterpress works, many of which are counted among the most stunning examples of 20th-century American poster art; some are even featured in the Rock and Roll Hall of Fame and Museum.

For more information about the exhibit or the gallery, call 410.837.6022 or visit www.ubalt.edu/studentcenter.

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"You can walk down the street [in Central Baltimore] in the middle of the day and not see a human being at all, which is just bizarre for Baltimore city," Gamber continues. "People are afraid of it. But a lot of that is changing. There's a lot of potential there, too. It's becoming the cool, edgy part of the city."

Multiple organizations have joined in an effort to focus attention on the area. UB has taken the lead in the recently developed Central Baltimore Higher Education Collaborative, engaging with MICA, Hopkins and Goucher College—all of which have vested interests in the area—on revitalization projects. The Central Baltimore Partnership, a recently incorporated nonprofit, is working behind the scenes to help its partners—real estate developers, community associations, businesses, residents, universities—do better work in the long-neglected neighborhoods.

"I'm remembering how North Avenue used to be so lively and thriving... And then it just sort of died," says Barbara Robinson, B.S. '75, Maryland state delegate for District 40, which encompasses Central Baltimore. "Drugs came in, and violence, and now it's coming back to what it can be... I attend some of the meetings of the partnership, and I listen to what people are saying about what they want to do, what they're looking for."

"It's a collaborative community, we're in this together. We want to see our community become one of the jewels that the mayor talks about."

The University can help—is helping—both economically and socially. "Minimally, the University has an economic multiplier effect on the community through its payroll and the services it purchases," explains UB Provost Joseph S. Wood. "But more, many of us practice academic disciplines and engage students in supporting the people and institutions working to improve the city for its inhabitants. The social multiplier effect of such engagement is the real contribution we can make to the health of the city."

But it's not all giving without any getting. Part of the higher education collaborative's mission involves understanding what the anchor institutions can gain from Central Baltimore. "We've built up a lot of credibility in the neighborhood," Gamber says. "People trust us and like us. If our professors need to do action research or service learning, we never have trouble finding people that want to partner with us."

Five professors have recently launched four projects focusing on Central Baltimore with grant support from UB's Baltimore Renaissance Scholars Seed Fund 2009. Jessica Elfenbein, associate provost for University engagement, oversees the initiative, which "aims to support projects that create University of Baltimore involvement with the greater Baltimore community through action research, service learning or other forms of academic engagement," according to the call for submissions.

For example, James Kelly Jr., assistant professor and director of the School of Law's Community Development Clinic, is working to assess vacant property policies and strategies in several Central Baltimore neighborhoods. Using compiled data, Kelly will provide analyses and recommendations as to how the city and community groups can best manage vacant properties and lots. Other faculty projects, as we explore here, address issues in Central Baltimore from such diverse perspectives as ecology, business and the arts.
Keeping Up With the Jones (Falls)

On any given weekday this past summer, you might have found Stan Kemp, science lecturer in the Yale Gordon College of Liberal Arts, mucking around on the banks of the Lower Jones Falls a few blocks northwest of campus. With his grant from UB’s Baltimore Renaissance Scholars Seed Fund, Kemp has acquired necessary equipment for a detailed study of the effect of a sewage outfall that has occurred as old sewage lines have broken down.

“If we could get the Jones Falls clean to the point where I’m not scared to come into contact with it—which I am right now—that would be a huge benefit to the community,” Kemp says. “People could use it for recreational purposes. These repairs are not going to be cheap, but it’s something that has to be done.”

Very close to UB’s campus, the Jones Falls flows into a tunnel and re-emerges at Fayette Street, just blocks from where it dumps into the Inner Harbor. “The health of the Jones Falls ecosystem directly impinges on the health of the Inner Harbor, … [which] is directly connected to the Chesapeake Bay,” Kemp says. Working closely with the nonprofit Jones Falls Watershed Association, Kemp is assessing water quality and studying the fish and invertebrate communities, which can reveal a lot about the impact of the sewage outfall. Learning more about the waterway, one of the city’s few green spaces, can fuel ideas about what it will take to clean it up.

“A lot of research shows that if you’re within a certain distance of a green space, you’re more likely to get the required exercise you need,” which is linked to a community’s obesity and other health issues, Kemp says. He plans to incorporate his work on the Jones Falls into the curriculum of a new lab course, Environmental Science, to be offered next spring. The course, which will include field trips to the waterway, is a survey of various sciences involved in environmental studies—everything from ecology to urban issues.

“I’ve been so surprised,” Kemp says. “The Jones Falls is kind of an oasis of nature where you’d least expect it. I’ve seen beautiful wading birds, families of ducks with ducklings, big frog tadpoles and fish. It’s a testament to how resilient nature is.”

Buying Into Baltimore

In some ways, she’s exactly like everyone else in Central Baltimore, says Kara Kozel, B.A. ’06, a student in UB’s Master of Public Administration program. She grew up in a “broken family and struggling against poverty,” she says, except she did so in Howard County, Maryland’s self-proclaimed civility capital.

In August 2007, she decided to buy into the Central Baltimore area, purchasing with her mother a 92-year-old townhouse on 28th Street in Remington, making them both first-time home buyers. But Kozel has just bought a home, she’s embraced the community.

“Instead of making an assumption about the area, I’ve really gotten to know it,” she says. “If you look at the census data, and I did, it’s a very diverse area. It’s community; it’s walkable; it’s all the good things you want an urban neighborhood to be. It’s transportation friendly and working on being more business friendly.”

Kozel is working with the president of the Greater Remington Improvement Association to develop neighborhood walks, so people can get to know the area’s resources—Kozel rattles off a list that includes the Baltimore Museum of Art, Wyman Park, the Hopkins campus and restaurants Paper Moon Diner and Dizzy Izy’s—instead of treating it simply as a cut-through from I-83 to Charles Village and areas north.

She’s also involved in the association’s community-planning process, with support from nonprofit organizations Neighborhood Design Association and Greater Homewood Community Corp., to determine “what needs to be done to make the community great,” Kozel says. “Finding out where the people are, where the businesses are, where our assets and strengths are and where the weaknesses are.”
Building Barclay’s Youth

In 2007, there were 10 homicides in Barclay, the rect- angle of Central Baltimore that stretches from North Avenue to Pennsylvania Avenue, from 25th Street to Saint Paul Street, says Nate Tatum, CERT ’86, B.A. ’95, quickly adding that in 2008, there were none. While he doesn’t claim credit for the drop in violence, he believes he’s kept 95 boys in the past three years safe and productive.

Tatum has run the Barclay Boy Rites summer program since 2007, garnering funding initially from private donors and churches and then receiving, as of summer 2008, a Department of Justice grant to con- tinue running the program. Administered by Goucher College, the program targets African-American boys, 11-15 years old, who are too old for the local church’s summer programs and too young to secure legitimate work opportunities. The Barclay Boy Rites program offers them constructive activities for eight weeks, 9 a.m. - 3 p.m.

“We couldn’t help the kids who were already in [a] bad place, but we went after younger kids to give them choices,” says Tatum, whose family has lived in Barclay for four generations. Tatum’s home is in the 200 block of Guilford Avenue, in the epicenter of the neighborhood, provides the boys a home base. “They scrub the marble steps in my neighborhood every Friday,” Tatum says. “I teach them how to play chess and provide martial arts training.”

The participants earn $200 per week if they show up on time, dress appropriately and complete their work and instructional requirements. $25 per week must go into savings, Tatum says. Each boy is as- signed a mentor from the community, who acts as a resource and advisor. “We’re mentors for life,” Tatum says. “We talk to them, we show them how to walk, and they make their choices. They see people going to work every day and learning skills.”

The Barclay Boy Rites program is three pronged. “It’s a safe haven to keep the kids off the street,” Tatum explains. “It’s a route of passage—we try to get the kids in fifth grade. We’re dedicated to helping build youth in whatever area we live. Work ethic—which we teach them how to make money legally, we teach them life skills.”

Finding Meaning in Music

Some time ago, two local musicians representing two very disparate genres—folk and hip- hop—came together to produce a song about their city. Caleb Stine and Saleem Heggins’ homage to their hometown, “Baltimore,” is “a song about faith and hope and celebration of everyday life in Baltimore,” says Paul Sturm, an adjunct professor who teaches in UB’s First and Second Year Program and in the undergraduate Community Studies and Civic Engagement program. “A lot of people, myself included, had tears in their eyes the first time they heard the song, because nothing like this had ever been written about Baltimore.”

Sturm found its message—acknowledging the city’s problems but focusing on Baltimore’s assets, resources and “things to be proud of”—so captivating, he worked it into the freshman learning community experience at UB’s North Avenue facility, Baltimore, that he taught. According to Catherine Johnson and history professor Boram Yi. He asked his students to identify themes in the lyrics to research further and then, “In their own words, in their own way, tell the story,” he says. The students explored Baltimore-oriented concepts such as historic districts, college life, homelessness, graffiti, homicide, struggling artists and addiction, then presented their findings during the final class in early May. Musicians Stine and Heggins attended the presentations and performed their song live for the students.

“We then thought, why not if we can get some of the other universities in the Central Baltimore Higher Education Collaborative to also tell the story in the song, but in so different way?” Sturm says. Together with immediate family friend Christina Raats, adjunct professor and former UB community artist, and with a Baltimore Renaissance Scholars Seed Fund grant, he has laid the groundwork for an artistic outreach program in Central Baltimore.

Students from MICA plan to produce a visual representation of the song, which they hope to exhibit in Central Baltimore. Sturm and Raats have had an initial conversation with Pen Station representatives about showing the art in its heavily trafficked halls. Goucher College students may produce a dance or theater piece based on the “Baltimore” lyrics, which would premiere in Central Baltimore. Hopkins students might enter a competition regarding solutions to the public health problems addressed in the song, with a hope of implementing them through additional funding; a public presentation or conversation in Central Baltimore would tie the students’ work back to the community.

“UB students set a high bar for the other universities, so I think that’s a big part of what’s inspiring and motivating the other schools,” Sturm says.
With the U.S. economy in turmoil, the unemployment rate at its highest in years and companies laying off workers if not out-and-out folding, it’s no surprise that virtually everyone is keeping a wary eye on their own job security. Nonetheless, there are strategies for navigating a tough market and making yourself stand apart from the competition. Here, we present advice from two University of Baltimore experts.

Create Your Personal Brand

Joni L. LaCosta, M.A. ’97, is a professional development coach and owner of San Diego-based BlueRoo Strategies. “I am a firm believer in personal branding,” she says. “One’s brand is how individuals project themselves, whether that is how we answer the phone, sign our e-mails or communicate with others.”

LaCosta acknowledges that there are those who have been skeptical of personal branding, rejecting it as nothing more than image management, but she firmly believes that it is far more than what initially may meet the eye. “Personal branding—when it is applied properly—is not about superficialities, but [is about] how you project yourself from a genuine, honest and strategic place,” she says. “It is about promises and solutions, how you offer and free up to them, and how that reflects on your reputation.”

While LaCosta notes that it is tempting to put forth a polished version of someone you are not, it is far better to concentrate on who and what you are. “Then you will automatically be confident. Personal branding is about clarity, focus and confidence, not just about packaging,” she says. “Authenticity also means not trying to be all things to all employers. If you are in an interview and something is telling you that it’s not a good fit, pay attention. Taking the job will mean that you will be miserable or that you will quit or be fired.”

Once you’ve landed a job interview, LaCosta recommends reinforcing your personal brand by asking probing questions that will lead you to explain how you would solve a problem. “You need to determine in a unique way what your solution would be or how you could help grow a business,” she says. “Start with a solution first and then follow up with the skills and assets that you have.”

LaCosta explains that publicizing your brand can occur in a number of ways. Start blogging on topics about which you’re knowledgeable. If that sounds too intimidating, she advises commenting on other people’s blogs. She also is a fan of individuals and institutions having a quote that lets employers, or those who they are—think of UB’s Knowledge That Works tagline or LaCosta’s own “Moving Vision Into Reality.” Once you have determined the words that best describe you, the quote should appear on every e-mail, snail mail or other communication you send out. When you’re at networking functions, pay mind to what others say as the challenges they face. From there, the next step is to determine your approach to working toward a solution. Don’t forget to ask yourself what is unique about your approach. It is more cost effective! More efficient! Something else? Furthermore, pay attention to your fields complementary industries and their difficulties.

Graduation is the ideal time to begin your personal branding, LaCosta believes that keeping a daily journal is important. “This will become a part of the fabric of who you are,” she says. “You eventually become empowered with more confidence to present solutions that are needed, and that will really help you stand out from others.” Finally, LaCosta points out that creating a personal brand is neither quick nor easy, but that doing so will give you permanent tools for personal and professional success.

How the Career Center Can Help

The UB Career Center’s services aren’t reserved for current students; alumni can take advantage of the Center’s knowledgeable staff and myriad resources to make the job search a little easier.

Services include:
• job-search Web sites
• resume writing
• computer classes
• career counseling
• assistance with resumes and cover letters
• assessments, e.g., Myers-Briggs Type Indicator and Strong Interest Inventory
• job fairs and workshops
• books and other helpful library resources
• UWorks, a professional networking and job-posting database

To learn how the Career Center can assist you, call 410.837.5440 or visit www.ubalt.edu/careercenter.
According to Bill Lepson, a former plant operations employee who worked at UB for 31 years, this photo was taken at the University’s 1967 freshman picnic. Lepson remembers that the Little Caesar’s sandwich shop catered the event … and that the sandwiches cost only 85 cents each.

We stumbled upon an archive of old, unlabeled UB photos that prompted us to do a little sleuthing, and we need your help. Do you know the person pictured above? Were you at this event? Fill us in: Contact the Office of Alumni Relations at 410.837.6131 or alumni@ubalt.edu.

**Guess Who?**

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**ALUMNI AUTHORS**

In [Hearts Away, Bombs Away](Marvin Press, 2009), author Vincent dePaul Gisriel Jr., B.A. ’67, recounts a true story of heroism and love based on letters written between his parents—an Army Air Corps bombardier and his wife, both from Baltimore—during World War II.


Photographer William F. McAllen, M.A. ’96, joined forces with author Sarah Achenbach on [Spirit of Place—Baltimore Favorite Spaces](Charm City Publishing, 2008), chosen as the Baltimore City Paper’s 2009 Best Book About Baltimore. “[The collaborators] set out to create a love letter to the city, seen through the eyes of their subjects and the places they love, and in the process they give us a new view of the city itself.”


**GUESS WHO?**

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You’re Invited to an Online Housewarming

The University of Baltimore Magazine has a new online home at [www.ubaltmagazine.com](http://www.ubaltmagazine.com). Read the full content of the current issue of the magazine—plus WebExtras like additional photos, video, links to relevant Web pages and more—on our beautifully designed Web site. And as always, you can download the entirety of the current issue in PDF format and view the magazine’s archives. You’ll also find a host of useful resources—links and ways to contact us—to help you make the most of your role as UB alumni.

[www.ubaltmagazine.com](http://www.ubaltmagazine.com)
DEVO N BROWN M.P.A. ’ 84

University of Baltimore Magazine

20
city’s government, Brown has shepherded into Washington, D.C., Mayor Adrian Fenty and the becoming criminal offenders.

The “Be Smart—Choose Freedom” program, a nationally acclaimed anti-crime campaign, with Ivy League schools. Brown also launched sion and participating in chess tournaments included inmates watching educational televi-

clearly infuses every area of his life, as he’s "the torch of enlightenment." This belief

calls education “the torch of enlightenment.” This belief
city and strength to keep it.”

The University of Baltimore Foundation has a 40-year history of assisting the University by providing essential private support,” says Theresa Silanskis, M.P.A. ’96, executive director of the foundation. “We are proud to be able to help UB students, faculty and staff, and we eagerly commit ourselves to continuing these efforts for the next 40 years or more.”

Another new initiative, a partnership with

"What’s encouraging and motivational to me ... is to meet someone I knew as an offender and see that he is now doing well.”

Carl A. Mohrwinkel, J.D. ’77

In August 2008, Carl A. Mohrwinkel, J.D. ’77, joined four friends on an adventure to the Australian Outback and Tasmania. Here, Mohrwinkel is pictured on Mount Wellington, a popular attraction that offers picturesque views of the town of Hobart and the Tasman Peninsula below. Tasmania is “absolutely beautiful,” he says. “The geography and topography are spectacular for a small island.”

We know that, as alumni, you’re proud of the University of Baltimore’s tremendous global reputation. Show your pride in a new way: The next time you travel abroad, take a photo in which you’re wearing any kind of UB apparel and send it in; we’ll include selected photos in future issues of the magazine.

Send your photos to the University of Baltimore Office of Alumni Relations, 1530 N. Charles St., Baltimore, MD 21201 or to alumni@ubalt.edu. Time to update your supply of UB gear? Check out all the new merchandise at the UB Bookstore on the first floor of the UB Student Center, or order online at http://ubalt.bncollege.com.

The UB Foundation: 40 Years of Success

On July 8, 1969, seven individuals gathered for the first meeting of the University of Baltimore Foundation Board of Directors. It wasn’t long before the board members jumped into action; their first tasks included gathering available data on alumni and initiating an annual giving campaign to solicit funding for UB projects.

Though many things at UB have changed since 1969, the foundation’s core mission remains the same. As a nonprofit organization, it focuses on providing financial assistance for scholarships, capital improvements and academic programming.

In the first months of its existence, the foundation raised approximately $31,000; at the end of fiscal year 2009, its assets stand at more than $40 million. The foundation’s continued success is due in large part to the generosity of alumni and friends.

“...the geography and topography are spectacular for a small island.”

by Paula Novash

“The University of Baltimore Foundation...”

For more information about how you can join the foundation in supporting UB initia-
tives, contact the Office of Annual Giving at 410.837.6275 or annualgiving@ubalt.edu.
Rising to the Expectation

CAPITAL CAMPAIGN UPDATE:
Rising to the Expectation

Today, he helps direct money to scholarship recipients. "I’ve built my life around giving back," he says.

Gasque’s career has been remarkable in both pace and scope: He started in public accounting as a college senior, then moved on to manage financial operations in the insurance industry only a few years later. He also witnessed a fundamental change in his profession—not only in how accountants worked, but in the way they were treated inside the executive suite. Gasque firmly believes that those in accounting had to advance the perception of them as “bean counters” to that as leaders.

"We’re problem-solvers, looking at tough financial situations," he says. "It’s what we do."

And it’s what he has always done for UB. Reflecting industry trends, the UB Foundation’s system of accountability has evolved to the point at which Gasque happily describes it as "full disclosure."

Damon Gasque, who has served as a mentor to UB undergraduates, says it’s easy for him to talk about how great UB is: "Those of us who graduate get to be the best salespeople for UB. Any time I have the opportunity to talk about it, I do."

"Volunteering is the best way I know of to support the UB family."

PRIMARIES OF THE SCHOOLS:

Yale Gordon College
of Liberal Arts
- Establish more student scholarships.
- Reward and retain our outstanding faculty.
- Strengthen established areas of academic excellence.
- Increase the capacities of our distinguished programs and centers of excellence.

Merrick School of Business
- Enhance learning opportunities for students.
- Support the regional business community through new programs and initiatives.
- Develop the skills of future global leaders.
- Attract and retain outstanding scholars.

By Chris Hart

For an accountant with a lifetime of business experience, Damon Gasque, B.S., ’78, is not a calculating man. Character, motivation, integrity: Those are the measures that Gasque—the chief accounting officer and treasurer at ULICO, a major provider of insurance and investment products to organized labor—uses to determine the worth of any endeavor. As a longtime volunteer and donor to his alma mater, Gasque believes that a true accounting of contributions requires insight into both heart and mind.

Gasque’s service to UB runs the gamut, from membership on the University of Baltimore Foundation Board of Directors (including a stint as chair from 2002-04) and on the UB Alumni Association Board of Governors to committee work, such as his current position on the special gifts committee for Uniquely UB: The Campaign for the University of Baltimore. In his time working with UB, he has come to define the concept of stewardship as raising the expectations of those alumni and friends who give to the institution and advocating for strong managerial oversight.

But this is not just a matter of business to Gasque. “For me, it’s about giving back to the school that contributed to my success,” he says. “When somebody plants a seed in you, I believe you’re obligated to pass that seed along.”

And he has. The Baltimore native was the first member of his family to attend college and arrived at UB as a scholarship recipient. "I understand how everything works, and it’s getting even better because of President [Robert L.] Bogomolny’s progressive stance on transparency," he says. "Those who give to UB can be assured that we’re acting in the best interests of the University. Their gifts to the campaign are being used as intended."

Gasque started his college career in business at the University of Maryland, Baltimore County, but he quickly realized that it was practical knowledge, not theory, that interested him. A friend encouraged him to transfer to UB, where he found an “extension of my family,” a campus community that gave him the attention and support he needed to realize his dreams. For this, he credits several of his professors, in particular Merrick School of Business veteran Tom Cardenga.

“I liked his point of view,” Gasque recalls. “He took a liking to me, he was proud of me. I didn’t, and still don’t, want to let down people who believe in me.”

“This is the essence of Gasque’s message of service: When you find someone who believes in you as much as you believe in yourself, do your best to rise to the expectation.

Gasque’s perspective on stewardship is similarly inspiring. Just ask Vernon H.C. Wright, B.S., ’66, chair of both the UB Foundation and the Uniquely UB campaign.

"I've known many accountants in my life, and for me, [Gasque] sets a standard because he sees far beyond the numbers right to the things that the numbers can do for people," Wright says. “For him, the financials must always serve the task at hand—the scholarships, faculty research, the bricks-and-mortar projects and so on. He is a steward of our University in the truest sense of the word.

The opportunities to make a difference at UB are limitless, Gasque says. He recommends that those who are interested in volunteering simply find a way to apply their talents to the need at hand.

“When you commit to service, you have to look at your life, consider how you can best give,” he says. “Come back to campus and talk to students, for example. They need your advice and experience.”

In other words, make it about the community—the great community of learners that comprises UB’s student body, both past and present.

"I’m in business, so I want to see a return on investment," he says. “Volunteering is the best way I know of to support the UB family. I had a powerful experience at the University, and I want to keep that going.”

Another way to express that number: 71 percent of $50 million goal
Overall campaign progress: $28,421,629
$28,421,629
Sept. 30, 2009

PRIORITY OF THE SCHOOLS:

Yale Gordon College
of Liberal Arts
- Establish more student scholarships.
- Reward and retain our outstanding faculty.
- Strengthen established areas of academic excellence.
- Increase the capacities of our distinguished programs and centers of excellence.

Merrick School of Business
- Enhance learning opportunities for students.
- Support the regional business community through new programs and initiatives.
- Develop the skills of future global leaders.
- Attract and retain outstanding scholars.

UB School of Law
- Design and build a signature, sustainable facility that will favorably position the school for future progress.
- Provide more student scholarships.
1. Barbara G. Crocker, M.S. ’09; Jill A. Matusky, J.D. ’07, M.B.A. ’09; Amy M. Capilupo, M.B.A. student; Robert W. Schaefer, B.S. ’55; Ateet K. Ahuja, M.B.A. student; Karyn Taylor-Okelo, M.B.A. ’09; Degemu S. Andeta, M.S. ’09; and Tyra C. Jeffries, B.S. ’09

2. Rachel (M.F.A. ’08) and Victor Didovicher

3. Peter A. Caringi Jr., B.A. ’80; Dale J. Rothe; Michael D. Cosgrove, B.S. ’77; and John C. Stout, B.S. ’79

4. Front row: Scarlett Corso, B.A. ’07; Sheila McCoy, B.A. ’07; Sharon Gien, administrative assistant, Office of the Provost; back row: Ed Miller, coordinator, Civic Works; Josh Polanco, undergraduate student, Business Administration program; Kate Crimmins, director, Offices of Annual Giving and Alumni Relations; Luba Yakovleva, B.S. ’08; Cassandra A. Lewis-Faulcon, B.S. ’06; Alicia Campbell, executive assistant, Office of the Provost; and Linda Shields, B.S. ’74, J.D. ’98

5. John C. Bauerle, B.S. ’62, and Norman L. Koorenstein, B.S. ’63

6. William “Brit” Kirwan, chancellor, University System of Maryland; Robert L. Bogomolny, UB president; and Larry Thomas, dean, Yale Gordon College of Liberal Arts

7. Charlyne McWilliams and Toni Jones, M.A. ’94

8. Shamija A. Moncur, undergraduate student, Forensic Studies program; president, UB Student Council

9. Monica J. Bradik, B.S. ’02, and Natalie J. Minor, B.A. ’05, M.F.A. ’09

10. Joe Clocker, M.P.A. ’87

pictures, l. to r.:

1. Scholarship Celebration Luncheon: April 29, 2009

2. School of Communications Design Reunion: April 29, 2009

3. 6th Annual UB Athletic Hall of Fame Induction Ceremony: May 2, 2009

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6. UB Alumni Happy Hour at Red Maple: April 3, 2009

7. UB Alumni Reunion: June 6, 2009

8. Scholarship Celebration Luncheon: April 29, 2009

9. School of Communications Design Reunion: April 29, 2009

10. 6th Annual UB Athletic Hall of Fame Induction Ceremony: May 2, 2009
In 1987, University of Baltimore student Richard Rist, B.S. ’88, approached one of his professors with an idea for an independent study project. He wanted to form a campus organization that would focus on doing charitable work in the community. Soon after Rist got the go-ahead for his project, UB’s Epsilon Alpha Pi fraternity was born.

“Because UB was only a two-year school when we attended, we all came from other institutions,” says former member Lauren Yaede, B.A. ’90. “Many of us had been involved in fraternities or sororities at our previous schools. … And we were looking for that social piece to supplement [our] education.”

Though Rist’s group might not sound like a typical fraternity, the members still found time to have fun in the usual Greek tradition. Bill Mitchell, B.S. ’94, remembers enduring a few harmless initiation rituals. “Usually it was nothing too serious, like dressing up in silly clothes for class,” he says. “There was one time a bunch of us had to do the ‘Time Warp’ dance from The Rocky Horror Picture Show in Gordon Plaza, which was kind of embarrassing.”

Initiations aside, the fraternity’s main goal was to help the homeless community. Members volunteered at food banks, supported local shelters by purchasing blankets and shoes and drove a van around the city to distribute supplies to those in need during the winter. The fraternity concentrated much of its efforts on the Bea Gaddy Family Center, which is still located in downtown Baltimore.

Over time, the fraternity grew from its original 10 or 12 members to about 60 people. One of its largest fundraising events was a sleep-out on Gordon Plaza; the fraternity charged each participant $5 and raised about $3,000. Although the group disbanded in 1996, many of its former members still keep in touch. “Some of us are still local, so we’ll meet up for happy hour once in a while,” Yaede says. Several members also reunited at the UB Alumni Reunion in June, and plans are in the works for a big party at their upcoming trip to Atlantic City.

“We had a lot of fun,” Mitchell says, “and it’s all Greek at UB: Tim Martin, B.S. ’92, with friends (above right) Barry Kramer, M.A. ’93; Mitchell; Lauren Yaede; and Tim Martin, B.S. ’94.

UBAA Scholarship
Honors Family Tradition

Do you have a high school senior in your family who is considering attending the University of Baltimore? Over the years, alumni have encouraged family members to take advantage of UB’s quality programs, talented faculty and flexible scheduling. The UB Alumni Association is proud to support a family tradition by offering the UB Alumni Association Scholarship to an incoming full-time freshman who is a relative of a UB graduate.

For a complete list of criteria and application instructions, visit www.ubalt.edu/ubasscholarship or contact the Office of Financial Aid at 410.837.4763 or financial-aid@ubalt.edu.

Al Mank: UB’s Ace

By Kari Petyak, M.A. ’09

On weekday mornings, Al Mank, B.S. ’65, can be found at UB teaching the sport he loves: golf. Now retired, Mank has been giving free lessons to UB faculty, staff, students and Campus Recreation and Wellness members for seven years, logging 821 individual lessons in the past year alone. “I love my job—I love coming to work and teaching golf,” he says. “I get a kick out of watching somebody who [couldn’t] play [golf] be able to play after a semester or two of lessons.”

Mank, a multisport athlete who has played golf for more than 48 years, was inducted into the UB Athletic Hall of Fame in both 2007 and 2009 as a member of two championship soccer teams. “My heart is in this school and definitely in the golf program,” he says. “I’m proud to see it grow as much as it has.”

Alumni support means the world to UB, but don’t just take our word for it.

“As a child, I had two great desires—to become an attorney and to be of service to others. I initially pursued a career in nursing, during which time I also enrolled at the UB School of Law to fulfill my lifelong goal. I graduated with honors and achieved my dream of combining my desire to serve others with a rewarding legal career.

“Please visit our website www.ubaltmagazine.com to learn more about our mission and how alumni support means the world to UB, but don’t just take our word for it. You can also return the postage-paid envelope in the mail or call us at 410.837.6271. For more information, contact the Office of Annual Giving at 410.837.6263 or annualgiving@ubalt.edu, or visit ubalt.edu/annualgiving and return the postage-paid envelope in this magazine. Although the group disbanded in 1996, many of its Former members still keep in touch. “Some of us are still local, so we’ll meet up for happy hour once in a while,” Yaede says. Several Members also reunited at the UB Alumni Reunion in June, and plans are in the works for an upcoming trip to Atlantic City.

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Ronald G. Sutton, B.S. ’84, of Standard Auto Parts, was appointed to the Independent Warehouse Distributors as the newest member of its board of managers in June. Standard Auto Parts is a fourth-generation business that serves wholesale and retail customers in the Baltimore metropolitan area.

Frederick M. Capullo, M.B.A. ’94, is interim chief financial officer of Biostat Inc., a dental-laser company.

Catherine S. Jenkins, J.D. ’82, is working as an outside counsel for Stewart National Title Services, a division of Stewart Title Guaranty Co., in Baltimore.

Zippy Larson, B.A. ’84, is celebrating her 25th year in the Baltimore tourism business.

Russell L. Mueller, B.S. ’83, is employed with Donald & Menzies Accounting in Severn Park, Md.

Leonard R. Raley, M.B.A. ’83, and his family were honored as 2009 Pillars of the Community by St. Leonard R. Raley, M.B.A. ’83, was appointed by Maryland Gov. Martin O’Malley to the Anne Arundel County Board of Education in January as the county’s new special education superintendent.

Martin B. King, J.D. ’93, who represents Maryland’s First Congressional District in the U.S. House of Representatives, was named to the Natural Resources subcommittee on the House Armed Services Committee in January. Kratovil also serves on the House Armed Services Committee’s subcommittee on Military Operations and National Security. He is a veteran of a Fortune 100 energy products and services company and is a registered nurse. His nomination came from the Maryland Super Lawyer and is a member of the Anne Arundel County Bar Association.

Most photos and information courtesy of Tom Hollowak’s University of Baltimore, for more information about this book, contact Hollowak at 410.837.4268 or thollowak@ubalt.edu

Fall 2009
Lisa Y. Settles, J.D./M.P.A. ’95, was promoted to member of Hodess, Pessin & Katz in February. She joined the firm of Singer & Fried in Towson, Md. in January. Her practice areas include civil litigation, labor/ employment, insurance defense and school law. Previously, she served for seven years as coordinator of compliance (in-house special education counsel) for Baltimore County Public Schools.

Lori L. Volti, M.A. ’94, married the Rev. James Ralph Dries, senior pastor of First Church in Milton, Pa.; in May. Volti is a senior marketing communications strategist for UniStar Nuclear Energy in Baltimore. Kristine L. Kieene, J.D. ’95, became a member of the firm Goodell, DeVries, Leech & Dann in January.

Jennifer Parsons, M.A. ’95, completed her second year as marketing and public relations chair for the Savannah (Ga.) Scottish Games with her company, Tinfish. She is a freelance photographer for Savannah Magazine and also handles public relations as a board member of Young Professionals of Savannah.

Jessi LaCosta, M.A. ’93, serves on the board of directors for the Organization Network’s San Diego, Calif., chapter.

Brian L. Moffet, J.D. ’97, was named chair of the litigation practice group at Gordon, Feinblatt, Rothman, Hoffberger & Hollander in Baltimore. A member of the firm’s financial services practice group, he also leads the electronic discovery practice group. He focuses on Trials for financial institutions and financial services providers and on developing documentation-retention policies for compliance with electronic-discovery standards.

Ann M. Nettles, B.S. ’95, was presented the Secretary’s Award for Volunteer Service by former Homeland Security Secretary Michael Chertoff during a ceremony at the Daughters of the American Revolution Constitution Hall in Washington, D.C., in November. She was selected for her volunteer work as the Maryland coordinator for the Patriot Guard Riders’ Help on the Home Front Project.

Mark L. Renbaum, J.D. ’97, is the retail developer for St. John Properties, a full-service commercial real-estate firm with more than 14 million square feet of space throughout five states. He oversees all acquisition, permitting, zoning and development work for the company’s portfolio of retail projects.

Christa Gill, B.S. ’98, is an income manager for the American Cancer Society in Baltimore. She managed the 2007 Making Strides Against Breast Cancer walk in Baltimore and the 2008 Daffodil Days Program.

Roger L. Wolfe Jr., J.D. ’98, is an associate for the Law Offices of Nomiki Roumbaouias Webel & Assocs in Towson, Md. in April.


Matthew J. Hinrich, J.D. ’99, joined the firm of Thompson Coburn in St. Louis, Mo., as a member of the intellectual property group in January. He counsels clients on patent, trademark and copyright matters.

2009

Alex M. Altman, J.D. ’00, was promoted to principal of the Oklahoma firm law in Owings Mills, Md. He practices civil, criminal and domestic litigation and has been involved in a broad range of cases, including complex commercial litigation, civil defense, white-collar crime and family law.

Katherine D. Fones, J.D. ’00, was promoted to partner of Miles & Stockbridge in Towson, Md., in January.

Theodore D. Marcus, M.S. ’00, is an information technology consultant and is launching a new niche-e-commerce Web site with the goal of making this a full-time career.

L. Content McLaughlin, B.A. ’00, was appointed at Ryders & Rosen in Baltimore, where she is a partner in the firm’s departments: business, commercial, corporate and tax as well as estates and trusts. Her practice includes assisting businesses in handling their extraordinary and day-to-day legal problems as well as advising clients with complex planning and transfer-of-wealth issues.

Laura R. Rubinstein, J.D. ’00, was promoted to principal of the O’Kane law firm in Owings Mills, Md., in April. She concentrates on employment and general civil litigation and also provides ongoing business advice and training seminars to clients implementing and developing effective employment policies and procedures. She has authored several articles on labor and employment matters and has lectured on a number of topics.

Victor M. Delpino, J.D. ’02, was named the new head of the Montgomery County (Md.) Gang Prosecution Unit. He will be the first Hispanic to head a unit in the officer’s history.

Debbie Fischer, M.P.A. ’02, a practice leader for the Toward (Md.) County (Md.) General Hospital care team for physicians and hospital staff at St. Mary’s, is the appointed director of the hospital’s clinical education in March. She is responsible for patient and staff education, quality improvement initiatives as well as compliance and business partnerships.


Alfred J. LaBeau, B.A. ’01, was elected partner at the firm of Parlante Gabel, Kirmse, LaBeau & Winity in Towson, Md. in March and is the company’s market leader for both executive for BB&T for Loudoun County, Va., in March and is the company’s market leader for both professional malpractice and personal injury claims.

Caleb L. Trillitt, B.S. ’02, is the permanently planning liaison for the 7th Judicial Circuit Court in Maryland.

Thomas L. Ransom, M.B.A. ’03, was named area executive for BB&T for Loudoun County, Va., in March and is the company’s market leader for both eastern and western Loudoun County. Ransom joined BB&T in 2010 as an associate in the Management Development Program.

Sarah W. Winters, M.B.A. ’03, was promoted to an area partner at the firm of Waranch & Brown in Lutherville, Md. She represents physicians, hospitals, nurses and other health insurers in the defense of professional malpractice and licensure cases.

Lauren M. Schwegman, J.D. ’04, became a partner at the firm of Rutstein, Mallon, McLean & Reid in Towson, Md., in January.

Walter D. Ty, his sole-practice law firm, in Ellicott City, Md., in April. He is the retail developer for Baltimore’s Shapiro Sher Guinart & Sandler in its real estate and tax law practice groups. Previously, he was hired as a CPA, tax manager and controller as well as clerk to Stan Shay at Stanley Goldberg, special trial judge for the U.S. Tax Court.

Alison C. Jenkins, J.D. ’04, is a member of Hodes, Pessin & Katz in Towson, Md. She has practiced law for years and has extensive trial experience in the defense of serious medical malpractice and personal injury claims.

Jason A. Harshbarger, B.S. ’04, was appointed at the firm of Waranch & Brown in Lutherville, Md. She represents physicians, hospitals, nurses and other health insurers in the defense of professional malpractice and licensure cases.

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Christopher M. Cerrichioni, J.D. ’04, rejoined the Goodell firm, DeVries, Leech & Dann in Baltimore as an associate in January.

On April 30, Jill Barvak School of Business welcomed Nobel Peace Prize winner Muhammad Yunus, best known as the microcredit pioneer who founded Grameen Bank and as the author of the book, among other things. He launched new, small-scale financial services called Grameen (‘Grassroots’ in Bengali) to help eradicate poverty, hunger and inequality.

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No stranger to the White House, Virginia Rafalko Canter, B.S. ‘79, J.D. ’81, was working as the associate director of the Office of Foreign Assets Control at the U.S. Department of the Treasury when, in November 2008, she was tapped to serve on then-President-elect Barack Obama’s transition team. Two administrations earlier, she had walked the White House halls during former President Bill Clinton’s tenure. No matter the president, her work focuses on ethics issues.

“I was detailed to [Obama’s] transition office and worked on ethics issues for incoming senior White House staff as well as cabinet-level nominees,” says Canter, who helped put into place the people who now are charged with carrying out the president’s policies; to date, some 530 men and women have been nominated, and approximately 350 have been confirmed. “Then I was asked to stay on as associate counsel to the president,” she says.

During Clinton’s administration, she had also been appointed to serve as associate counsel. And she has a long history of government employment, having worked for the U.S. Navy, the National Endowment for the Humanities and the Securities and Exchange Commission.

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“In this position, I work with other agencies to ensure that potential conflicts of interest for nominees are resolved before their confirmation and appointment. And I provide ethics advice to White House staff,” says Canter, whose father, Walter Rafalko, served as a professor and as associate dean at the University of Baltimore School of Law, and whose husband, Douglas M. Canter, J.D. ’79, also is a UB graduate.

“Many political appointees who were paid a government wage were looking to leverage their opportunities when they left,” Canter says.

And Obama has made clear that he is serious about ethics. “On his first day in office, the president signed an executive order that included some of the toughest ethics restrictions ever implemented by a new president,” she says. “He has really raised the profile.

“The president ratcheted the rules up to place limits on lobbyists coming into the government and restrictions on lobbying when political appointees left government, which go above and beyond what has ever been previously required. [He] is very inspirational and has made it clear that this administration takes ethics very seriously.”