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COMMENTS, SUGGESTIONS AND INQUIRIES
Office of Alumni Relations
University of Baltimore
1130 N. Charles St.
Baltimore, MD 21201-5779
410.837.6131
alumni@ubalt.edu

WEBSITE
www.ubaltmagazine.com

The *University of Baltimore Magazine* is published by the University of Baltimore Alumni Association. The magazine welcomes feedback from readers. Letters received may be published (with the author's permission) in a future issue of the magazine.

The University of Baltimore is a member of the University System of Maryland.

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Snapshot: New Law Center Underway

All eyes were on the corner of North Charles Street and Mount Royal Avenue on the afternoon of Aug. 26, when more than 350 guests descended upon the site of UB's future John and Frances Angelos Law Center for the landmark project's groundbreaking ceremony. Maryland Gov. Martin O'Malley (*pictured at left*), Maryland Senate President Thomas V. Mike Miller Jr. and other dignitaries joined the UB community and several key donors—including **Peter Angelos, LL.B. '61**; Willard Hackerman, representing the Whiting-Turner Contracting Co.; **Sayra Wells Meyerhoff, J.D. '78, M.S. '04**, and Neil Meyerhoff; Robert

C. Embry, representing The Abell Foundation; and **Renée Bronfein Ades, B.S. '74, J.D. '00**—in celebrating the start of construction on the \$107 million building, slated to set new standards for sustainable architecture in Baltimore.

"Because of this building's location, because of the University's aspirations for creating a world-class facility and because of UB's ongoing commitment to the larger community, the new John and Frances Angelos Law Center will impact not only the University but also all of midtown Baltimore," UB President Robert L. Bogomolny noted in his remarks to the crowd.

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Dear UB Alumni and Friends,

One of the great pleasures of my job is that I am still surprised by the University of Baltimore. Halfway through my ninth year as UB president (which in itself is surprising), I'm well aware of the achievements of our students, the talents of our faculty, the dedication of our staff and the pride of our alumni in their alma mater. But just when I think I've seen it all, I learn of something new—which I suppose is appropriate for someone at an institution of higher learning.

This year is no exception. I've learned that members of our creative writing faculty have been recognized with awards that are among the most prestigious in literature. Jane Delury, assistant professor, is among the recipients of the 2011 PEN/O. Henry Prize; recent recipients include Nadine Gordimer, A.S. Byatt and Tim O'Brien. Valzhyna Mort, lecturer, won the Bess Hokin Prize for poetry; previous winners include Sylvia Plath and Robert Pinsky. These accomplishments underscore UB's strength in areas other than its traditional fields of distinction—law, business and public affairs.

I also had the pleasure of meeting a UB undergraduate, Ty Hobson-Powell, who came to UB last summer as a transfer student from Howard University; he previously took courses at a community college and online. He will graduate in the spring with a degree in interdisciplinary studies, and then he plans to pursue law school and possibly medical school. Something else to know about him: *He just turned 15.* (Yes, that's 15 years old.)

Ty's story was so compelling that I invited him to speak at the University System of Maryland Board of Regents meeting that UB hosted in October. He was articulate and engaging, and he even admitted that his greatest challenge is procrastination.

As remarkable as Ty's accomplishments are, his story reminds us that traditional models of education are things of the past, as increasing numbers of students will create their own educational pathways. In that sense, UB is well positioned for the future because of its history of serving students who map out individual ways to meet their educational and career goals. As our graduates can attest, a University of Baltimore classroom contains a mix of working adults, part-time students with families and—in 2010—sometimes even 15-year-olds.

A key part of UB's future lies in our ability to envision and create what a 21st-century University must be to serve the present and future Ty Hobson-Powells—who might be any age, but who thrive in and demand an innovative educational environment that can be tailored to meet individual needs. UB provides just that kind of atmosphere, and our faculty, staff, alumni and even students are always thinking of new ways to enhance that experience. I'm looking forward to finding out what kind of new surprises are in store.

Sincerely,

Robert L. Bogomolny
President, University of Baltimore

university of baltimore

MAGAZINE



10

Mascot Tails

by Catherine Leidemer

UB's campus has been abuzz since the debut of Eubie, the new UB mascot, which means this furry icon of school spirit had better be on top of his game at all times. We got the scoop from UB's Paul Walsh, the former Towson Tiger, on what it's really like not just to walk, but to *strut* in a mascot's enormous, awkward shoes.

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How to Survive a Zombie Apocalypse and Other Stories: Pop Culture in the Classroom?

by Giordana Segneri, M.A. '10

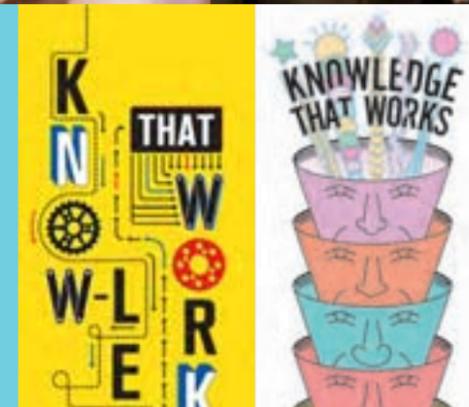
The past fall's media, um, feeding frenzy surrounding the University's CMAT 333: Media Genres course, Zombies, has raised some eyebrows (along with the dead), and both support for and criticism of the topic popped up in newspapers, on television and throughout the Web's blogosphere. After UB's first semester of offering a minor in pop culture, along with those in eight other areas, we examine the pros and cons of bringing popular culture into the classroom.

16

Design That Works

by Gigi Boam

Now in its second year, the University's UB Midtown banner and poster campaign continues to amass fans while adding color and creativity to UB's campus. This year, four renowned designers and illustrators contributed their interpretations of the University's tagline, Knowledge That Works. Curious about the brains behind the vision, we sat down with two of the designers—Paula Scher and Seymour Chwast—for their take on the project and on design that really works.



WebExtra

Check It Out: WebExtras!

Anytime you see the WebExtra icon at the end of an article, it means we've added related bonus content to the *University of Baltimore Magazine* website. Look for everything from articles and links to photos, videos and more. Note our Web address, too: www.ubaltmagazine.com.



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Meet a Student

Damion Jackson



Damion Jackson, student in the undergraduate Simulation and Digital Entertainment program, designs video game characters like Raziel, a seraph with robotic limbs, an angel core and glowing, expanding plasma wings, using computer software program Autodesk SketchBook Pro.

by Giordana Segneri, M.A. '10

Sure, there's a science involved in game design, but anatomy? It may seem like a stretch, but that's exactly what Damion Jackson, student in the B.S. in Simulation and Digital Entertainment program, has studied to inform his work bringing video game characters to life—and to make them anatomically convincing, despite their numbers of heads, eyes or appendages.

Q. Can you explain how understanding anatomy influences your character designs?

A. Anatomy is what links a character to reality. People may not be able to tell which muscles are drawn incorrectly, but if the arm is too short, the viewer will intuitively sense the error. That error can overshadow the entire character—almost like having the cleanest white shirt in the world with a grape juice stain on the sleeve. No one will notice how white the shirt is; all they will see is the purple stain.

The cool thing about anatomy is that after you have an understanding of the [fundamentals], you can alter them. You can give a

character 10 arms or exaggerate a muscle, changing the identity of a character.

But when creating a character, it is a mistake to look just at the anatomy. The goal is to convey the personality and identity of the character. If you have a character who is a mob boss, it wouldn't make sense to put him in a shirt with pink roses and hummingbirds. You might even go so far as to create a scar on his face or exaggerate his hands, giving the character a sense of power.

Q. What's the most difficult part of character design?

A. It is trying to take a bunch of ideas, putting them together in your head and then getting them on paper. Not only do you have to bring the ideas together into one, but you have to make it look convincing. If I had an idea for a shark character with four heads, eyes on its back and octopus tentacles, I would have to make that look anatomically convincing; I can't just take a shark and glue arms and tentacles to him.

Q. On your blog, you describe your passion as 3-D art. How did you get into it?

A. Once, a representative from an art school came to my [high school] class and gave a speech on how an artist could turn [his or her] passion into a career. Before that, I had no idea an artist could make a living being an artist. I thought people had to get boring jobs like lawyers and doctors. After I heard that speech, I decided to pursue what I loved no matter what it took.

It has been my dream to get into the gaming field. Once I get into the field, I plan on networking with other artists and learning new techniques to become a better artist. I plan on teaching others what I have spent a majority of my life learning.

See Jackson's character designs at his blog, <http://charactercorp.blogspot.com>.

Meet a Faculty Member

C. Richard Swaim

by Giordana Segneri, M.A. '10

There is an art to politics, and few may know that better than C. Richard Swaim, who teaches government and public policy in UB's College of Public Affairs. What Swaim also knows well is that there are politics to art, and during his scholarly life, he has examined the relationship among art, government and policy. As an artist, he goes by the pseudonym Max Moltano and focuses on postmodern, mixed-media metalwork, creating sculptures, some in homage to yet another life of his, that of an angler.

Q. What drew you to metalwork?

A. About 10 years ago while I was on sabbatical [focusing on "the artist as worker" as part of public policy], a friend and UB colleague, Kendra Kopelke, asked me if I was going to make a book. (Faculty who go on sabbatical traditionally work on a book, and Kendra knew I had just gotten started working with metal.) I had begun working with Tom Moore, a master blacksmith, and decided to indeed "make" a book; it's an actual book made of

steel. After working with Tom and later Bob Machovec, another metalworker of a different sort, working with metal became a necessity.

I started with a basic shop on my farm in southern Pennsylvania, then had a brief foray in Sagaponack, N.Y., for a few years, and now I am finishing my shop in Glen Rock, Pa., about 45 minutes from Baltimore.

Q. How does your artwork affect your professional work?

A. Working with iron and steel, creating and learning, contributes to my understanding not only of government and politics but [also] of being. Consider the literal meaning of the metaphor "too many irons in the fire"; well, I've had too many irons in the fire, and if you're distracted, the iron will burn away. The lesson: Focus. Additionally, Tom has said about hitting iron with the hammer: "Any mark worth making is worth making well." Do good work. Secondly, art policy has been a focus of my research from my dissertation

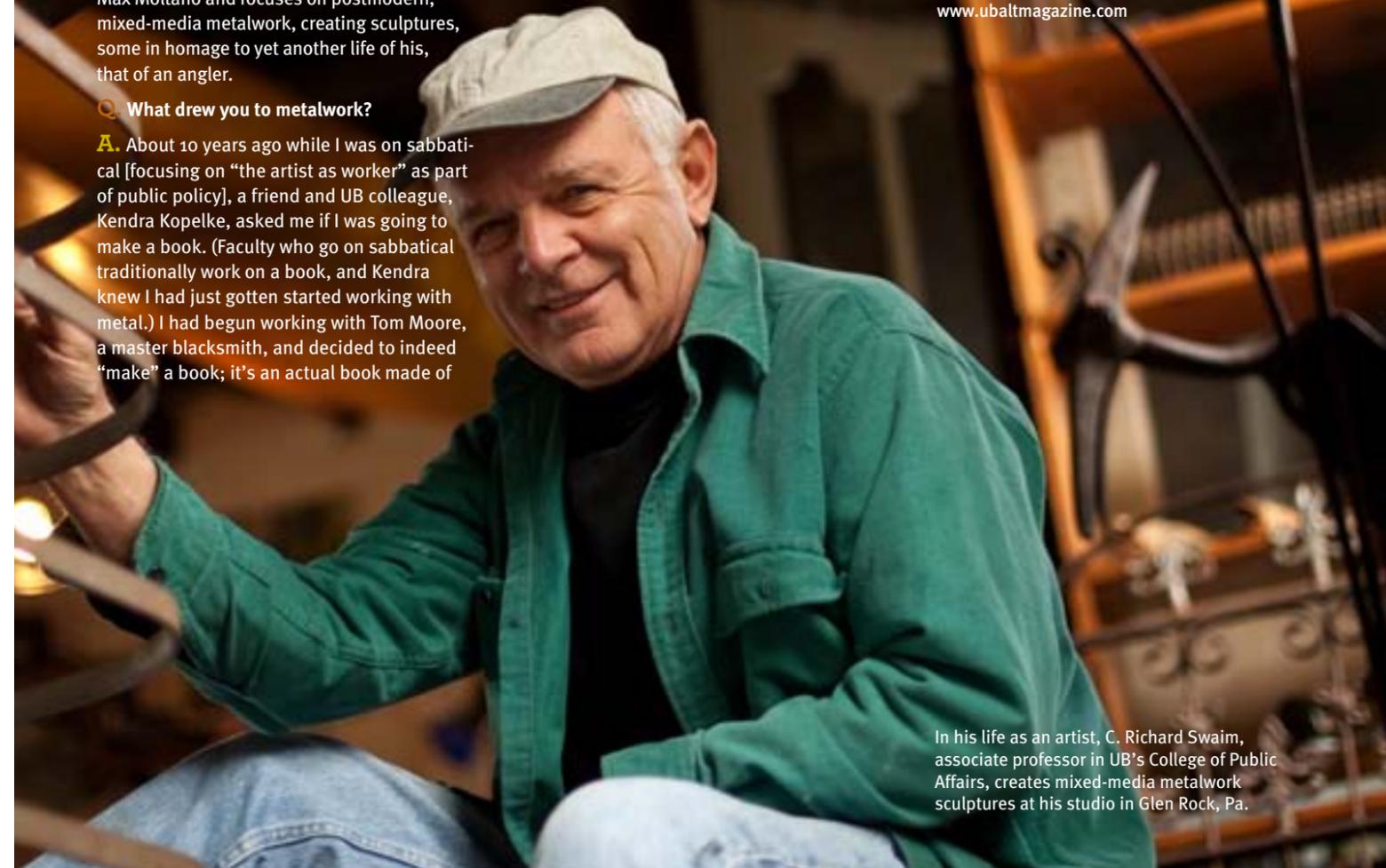
days—government policies toward artists, tax laws, audience research, arts management and, more recently, the artist as individual, as worker. The artist's world is more familiar when I'm a part of it.

Q. What types of metalwork do you do?

A. Both large- and small-scale projects are typical, although out-of-proportion objects—fishhooks, for example—interest me. My hooks are two to four feet, whereas the fishhooks I use for fishing are a quarter inch to one or two inches. The patina of old iron and steel has an age, when polished, and the aesthetic of rust appeals to me. Irony of presentation is part of my work. Some of my favorite pieces are hooks dressed as flies and, of course, the book, although it's hard to choose among them. Moreover, some pieces are never finished, just reworked occasionally. And that's a lesson about being: Our "selves" need to be reworked occasionally, too.

WebExtra

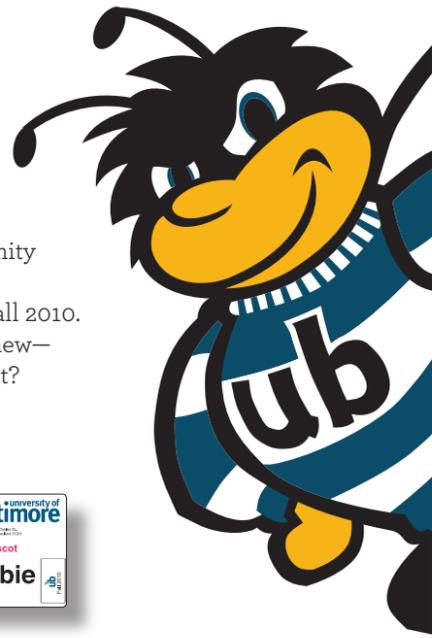
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In his life as an artist, C. Richard Swaim, associate professor in UB's College of Public Affairs, creates mixed-media metalwork sculptures at his studio in Glen Rock, Pa.

111

Members of the UB community submitted 111 entries to the “Name the Bee” contest in fall 2010. The winning name of UB’s new—and already beloved—mascot? **Eubie**, submitted by freshman Maurice Sykes.



164



In summer 2010, **Byron L. Warnken, J.D. '77**, professor of law, placed 164 UB law students with judges via UB’s Judicial Internship and Judicial EXPLOR programs, setting a new school record. When Warnken stepped down as director of both programs the following semester, he did so with a final tally of more than 3,000 law student placements in 33 years.

In the 2009-10 academic year, 229 students benefited from nearly \$467,000 in scholarship support provided by the University of Baltimore Foundation.

229

30

On Aug. 31, 2010, the University of Baltimore Alumni Association hosted its 30th annual UB Night at Camden Yards for the Orioles-Red Sox game. This year’s outing—themed “The Birds and the Bees”—also marked the UB Bee’s first appearance at the ballpark.



209

Campus Recreation and Wellness held 10 billiard tournaments at UB from July 2009 through May 2010 that drew 209 participants.



64

Just five months after the Fitzgerald at UB Midtown opened, the project—a result of UB’s public-private partnership with manager/developer the Bozzuto Group—had rented 64 percent of its 275 luxury apartments, a rate that is on pace to set a record for the Bozzuto Group’s 31,000 residences under management. The exceptional occupancy rate, which represents renting slightly fewer than nine apartments every week, is also the highest of any residential project in Baltimore.



one of the Fitzgerald’s three luxury residential lounges

60

UB’s Center for Families, Children and the Courts partnered with the American Bar Association Section of Family Law in June to host the “Families Matter Symposium,” at which more than 60 national experts brainstormed ways to minimize the impact of divorce, custody and other legal problems on children and families. The partnership is now working on important reforms for courts, law schools and statehouses across the country.

ubgreen

Between the efforts of the UBgreen campuswide sustainability movement and the UB community as a whole, the University is becoming greener by the day. Here’s just a partial list of recent initiatives; for more, visit www.ubalt.edu/green.

The Maryland Avenue Garage now has four premium parking spaces reserved specifically for hybrid vehicles.

UB has signed up with Zimride.com, an online, social-network ridesharing program that matches carpoolers and encourages them to share expenses.

The use of paper in UB’s computer labs has been reduced by 21 percent since the University instituted double-sided printing in January 2010.

With a little paint and hard work, UB Environmental Law Society students converted trash cans into recycling bins during an October afternoon on Gordon Plaza.

UB community members partnered with the Chesapeake Bay Foundation in October to plant trees in two Western Maryland watersheds to reduce runoff into the Chesapeake Bay.

Biking is catching on: UBgreen recently hosted a visit by Cities for Cycling, a national effort to establish modernized bike lanes and signage; several bike racks have been installed on campus; and a biking club is in the works.

Walkscore.com, a cutting-edge website that rates neighborhood walkability, gave UB a score of 92, which puts the University in the site’s highest category of “walker’s paradise.”

UB held its first green transportation fair, the Hub, in September to inform students, faculty and staff about the many alternative means of traveling to and from campus—including the Charm City Circulator, a free, energy-efficient bus that stops right at Penn Station.

UB’s carbon footprint continues to drop; it fell from an estimated 16.5 metric tons in fiscal year 2009 to 14.6 in fiscal year 2010.

Public transportation options include six Zipcars—cars rentable by the hour or by the day—that are conveniently based in UB Midtown and are available at discounted rates to faculty, staff, students and alumni 21 and older.

UB Gets Into the Spirit at BeeBall Classic



Notin' but net: Sure, the game was just for fun, but it didn't take long for the crowd to notice that both teams had some serious skills.

It's not only the UB Bee who cares about his new nickname, Eubie. In front of a packed Recreation Center gym on Nov. 4, students, faculty, staff and alumni witnessed the revealing of the name and participated in a bit of UB history: the First Annual BeeBall Classic, a pep rally and basketball game pitting faculty and staff members against students. Could it be the start of a new campus tradition?

Following a brief ceremony announcing the name, two teams ventured onto the court, while student cheerleaders (the Buzzettes) got the crowd moving with step routines and shout-outs.

UB President Robert L. Bogomolny served as honorary referee, donning the zebra stripes and tossing up the first jump ball. The student team quickly took control of the game and showed off a few fancy moves on the court, but their faculty and staff opponents posted a solid showing throughout both 10-minute halves. Not one to be outdone, Eubie tossed commemorative T-shirts into the stands and got the fans on their feet, shaking their custom pompoms and doing the wave.

"We could not have asked for a better turnout," says Dustin Fisher, assistant director of Campus Recreation and Wellness. "People are already talking about doing it again."

Katie Taylor, program coordinator for the International and Multicultural Student Services Center and the event's cheerleading coach, says it was easy to recruit the Buzzettes. "I even had a student come up to me during the rally and ask to participate," she notes.

With a final score of 30-19 in favor of the students, a rematch seems likely. And Eubie will be there from buzzer to buzzer.

 WebExtra
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Diedre Badejo at Helm of New College of Arts and Sciences



"We have a global shift in terms of workforce, in terms of engagement, both within America's borders and beyond, that calls for a type of applied knowledge—knowledge that is deep in its specificity and broad in its understanding," says Diedre Badejo, inaugural dean of the Yale Gordon College of Arts and Sciences, who began at the University in August after she was selected during a nationwide search. "That's what colleges of arts and sciences do: We offer breadth and depth of knowledge to students and also to the community that we live in."

Badejo, former dean of the College of Letters, Arts and Social Sciences at California State University, East Bay, brings more than 20 years of academic and administrative experiences to UB. She has also served as associate dean of curriculum and program development in the College of Arts and Sciences at Kent State University and has held teaching roles both at that institution and at the University of Louisville. Her areas of academic specialty include African oral and written literatures, West African history and politics, gender studies and educational development.

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Her goals for UB's new College of Arts and Sciences include developing and defining an identity for the college as the University's cornerstone of liberal arts and general education and helping UB enhance its position in the city and in the region. She plans to work with the college's faculty to provide new opportunities for undergraduate research and internships, for faculty-student interaction and for expanding graduate and faculty research. She also hopes to take advantage of opportunities to "look around to see where the University will be in the next 10, 40 and even 60 years and how we will help it get there," she says.

To achieve these goals, she says, "It is important that the college be competitive and cutting edge and that it be at the helm of a matrix where arts, sciences, humanities, social sciences and technology are actively engaged."

While Badejo recognizes both the challenge and the excitement of growing a new college, she says, "I am open to suggestions and new perspectives, and I look forward to participating with our team in building a strong, viable, nimble Yale Gordon College of Arts and Sciences."

Educating Through Music

The University's Spotlight UB Performing Arts Series has gained a following for the high quality of its concerts, theater productions and other entertainment offerings, but thanks to its partnership with the Aspen Ensemble, it is now providing top-notch educational experiences.

This past fall, the ensemble—comprising violinist David Perry, violist Victoria Chiang, cellist Michael Mermagen, flutist Nadine Asin and pianist Rita Sloan—assumed their roles as teachers when they involved UB students in two musical residencies.

On Oct. 11, after writing quick haikus to Dvorak, first-year M.F.A. in Creative Writing & Publishing Arts students discussed music's relationship to language and its impact on writing styles. The following day, the ensemble taught a class for freshmen, performing sections of several musical pieces and asking the students to respond with adjectives to characterize the music. A lively discussion followed, ranging from life as an artist to the discipline of daily practice.

"We were excited by the openness, intuition, responsiveness and awareness that the students displayed," cellist Mermagen says.

The residencies represent the University's commitment to fusing its artistic programming with its academic curriculum. "The Aspen Ensemble's residency connects two of UB's core objectives: enhancing our students' experiences outside the traditional classroom and connecting to our community," says Peter Toran, vice president of planning and external affairs.



l. to r.: The Aspen Ensemble's David Perry, Victoria Chiang and Michael Mermagen perform for freshmen on Oct. 12 as part of The Work of Art; The Art of Work learning community.

During an evening performance Oct. 14, the Aspen Ensemble played a diverse musical program that spanned genres from Johannes Brahms to David Schiff, and it will return to campus for another concert on April 14.

For more information and to purchase tickets, visit www.ubalt.edu/spotlightub.

Passager Literary Journal Marks 20 Poetic Years

The brainchild of Kendra Kopelke, associate professor in the School of Communications Design, *Passager* made its debut in 1990 as a national literary journal dedicated to promoting new, older writers. Twenty years, 50 issues, some 1,000 contributing poets and writers, a publishing arm (Passager Books), and a slew of poetry contests and special events later, you could say it's still going strong.

In honor of *Passager's* longevity—and that of its contributors, many of whom are in their 80s and 90s—we're treating our readers to excerpts from the publication's first book, *A Cartography of Peace*, published when author Jean L. Connor was 85, and one of its latest, *A Little Breast Music* by Shirley J. Brewer, M.A. '05. Enjoy.

For more information and for submission guidelines, visit www.ubalt.edu/passager.



OF SOME RENOWN

For some time now, I have lived anonymously. No one appears to think it odd. They think the old are, well, what they seem. Yet see that great egret

at the marsh's edge, solitary, still? Mere pretense that stillness. His silence is a lie. In his own pond he is of some renown, a stalker, a catcher of fish. Watch him.

JEAN L. CONNOR

MAKING CHANGE

I bought a green Checker taxi at a junkyard, fixed it up including the meter, and drove around town, charging myself for every mile. I spent the money on travel: a month in Venice, three weeks in France, but I always came back to my green Checker cab, hanging souvenirs from the rear-view mirror. When my schedule allowed

I picked up fares, took them to a museum regardless of their destination. *Make time for culture*, I said. Arrayed in accessories resplendent in the sun, I waved at strangers with both hands, steering at last from the inside.

SHIRLEY J. BREWER



Tips on Being a Mascot

by Paul Walsh,
the former Towson University Tiger

1. **Embrace your split personality.** One of the greatest things about being a mascot is having an alter ego. Clark Kent had Superman, Peter Parker had Spiderman and you have a license to be silly, playful, mischievous, flirtatious and a complete goof without anyone knowing who you are. But, as they say, with great power comes great responsibility. You can make a fool of yourself, but you are still representing your school. Keep it balanced. If you tousele the president's hair, don't forget to get down on one knee and kiss his wife's hand.
2. **Drink water.** The idea of dropping 8-10 pounds in a single day may sound too good to be true, but it's risky. Wearing a fur coat (*synthetic fur*, my PETA pals) may keep you warm on a November night in Buffalo, but it can be treacherous in Baltimore's steamy August. You can easily lose weight in a tiger suit, but it's almost all water. Hours before the game, you should start drinking water to top off the tanks.
3. **Guard your tail (or stinger).** Maybe it's the idea of having a tiger rug in front of the fireplace or a trophy to hang on the dorm wall, but your suit is always at risk. Your tail is like a brass ring to some fans. Watch your assets. Check it before each game. Keep a sewing kit in your bag, because you may have your, um, tail handed to you.

4. **Have a bag of props.** If you want to watch the game, buy a ticket and sit in the bleachers. *You* are there to have fun and keep up morale. There are always some people watching you instead of the game, so keep them entertained. A few toys help. Super-soakers on hot nights, beach balls, T-shirt cannons, a cape and mask (yes, that's redundant, since you're already in costume) or a big flower for a cute girl all keep the fun going.

5. **Flirt. Fall in love at least once a game.** Love will keep you young. Find someone in the crowd on the end of a row and start with a wave. Blow a kiss. Be a little shy and then go sit in her lap. Keep coming back and make a game of it, holding your pounding heart. However, reference tip No. 1: The downside of having an alter ego who is more popular than you are is that when you take your suit off, the same fan you flirted with for two hours doesn't know (or care) who you are.

6. **Be bigger than life.** Swagger, stand with a wide stance, clap broadly, show your muscles, wiggle your tail. After all, you are the BMOG (biggest mascot on campus).

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right: Keeping the tiger's identity a secret was no small feat; at Towson's 1985 homecoming parade, Walsh (*far left*)—who did double duty as both the mascot and student government president that day—throws off any suspicion by posing with a stand-in inside the costume. *far right:* Flash forward: After sharing his mascot mojo with the next generation in preparation for Eubie's debut at the spring 2010 block party, Walsh strikes a familiar pose with his UB protege on the bee's big day.



Mascot Tails

by Catherine Leidemer

Behind every great university is a great mascot—or so the saying (sort of) goes. Chuckle if you must, but don't doubt the power of an oversized, furry creature with a fixed expression and a penchant for goofiness to set new standards of enthusiasm and school spirit.

Case in point: Eubie, the University of Baltimore's newly updated bee mascot, has created bee-mania; from appearance requests to bee T-shirts and car stickers, it's a lot for one insect to handle.

Fortunately, Eubie has an onsite mentor—a mascot Yoda, if you will—in Paul Walsh, UB's director of instructional technology, who moonlighted as the Towson Tiger for three years while earning two degrees at then-Towson State University. His alter-ego revealed, Walsh gave us the inside scoop on the life of a mascot.

On his qualifications:

"I didn't become the tiger ... by any screening process. I was friends with the guy who was the tiger before me. He was graduating and had gotten a job [as] the Oriole Bird. He was looking for someone to take over the tiger suit, and I opened my mouth and volunteered. He said, 'You're the right size, let's go,' and that was pretty much it."

On the task at hand:

"There's something endearing about a mascot because it's kind of a living caricature ... and also something that stirs pride and spirit in a school. I realized that the tiger has a bigger presence ... and I took it very seriously.

"There was a certain pride about being the tiger, representing the school I cared about, interacting with kids at games and with people in the stands."

On establishing his alter ego:

"I realized once I got in the suit that there was this split personality that would come out and that the tiger—gosh, I still talk about him in the third person—would act bigger and do things wilder and crazier than I would."

On maintaining CIA-level secrecy about the mascot's true identity:

"I went to great lengths—walking by myself to get from one building to another with the costume in a huge duffel bag or with the head in a garbage bag. I'm sure I looked like a homeless man."

On the perks of the job:

"Just to be able to mess with people, to get them to laugh, cheer up and have a better day. ... There were a few occasions when I just put on the suit and walked across campus, went into the administration building and interrupted meetings or shuffled papers.

"It was also fun to come up to female friends or classmates at games and flirt unmercifully—because I knew who they were, but they had no clue who the tiger was."

On the perils of the job:

"There's a certain dehumanizing aspect. Not in a bad way, but ... when you look at the mascot, you don't think there's a person in there.

"I once dislocated my knee [at a game]; everyone thought it was part of the gag—the tiger fell down, how cute. I couldn't take the

head off and wouldn't get out of the suit for the team doctor until they put me on a golf cart and drove me to the field house."

On crowd-surfing in a tiger suit at James Madison University:

"I figured, 'What's going to happen? I'm gonna go visit their side [of the field], find their mascot, we'll play around for a while and I'll flirt with their cheerleaders. ... They fully embraced me and welcomed me over. Then the male cheerleaders and some guys from the band picked me up over their heads and threw me up in the stands, and I crowd-surfed."

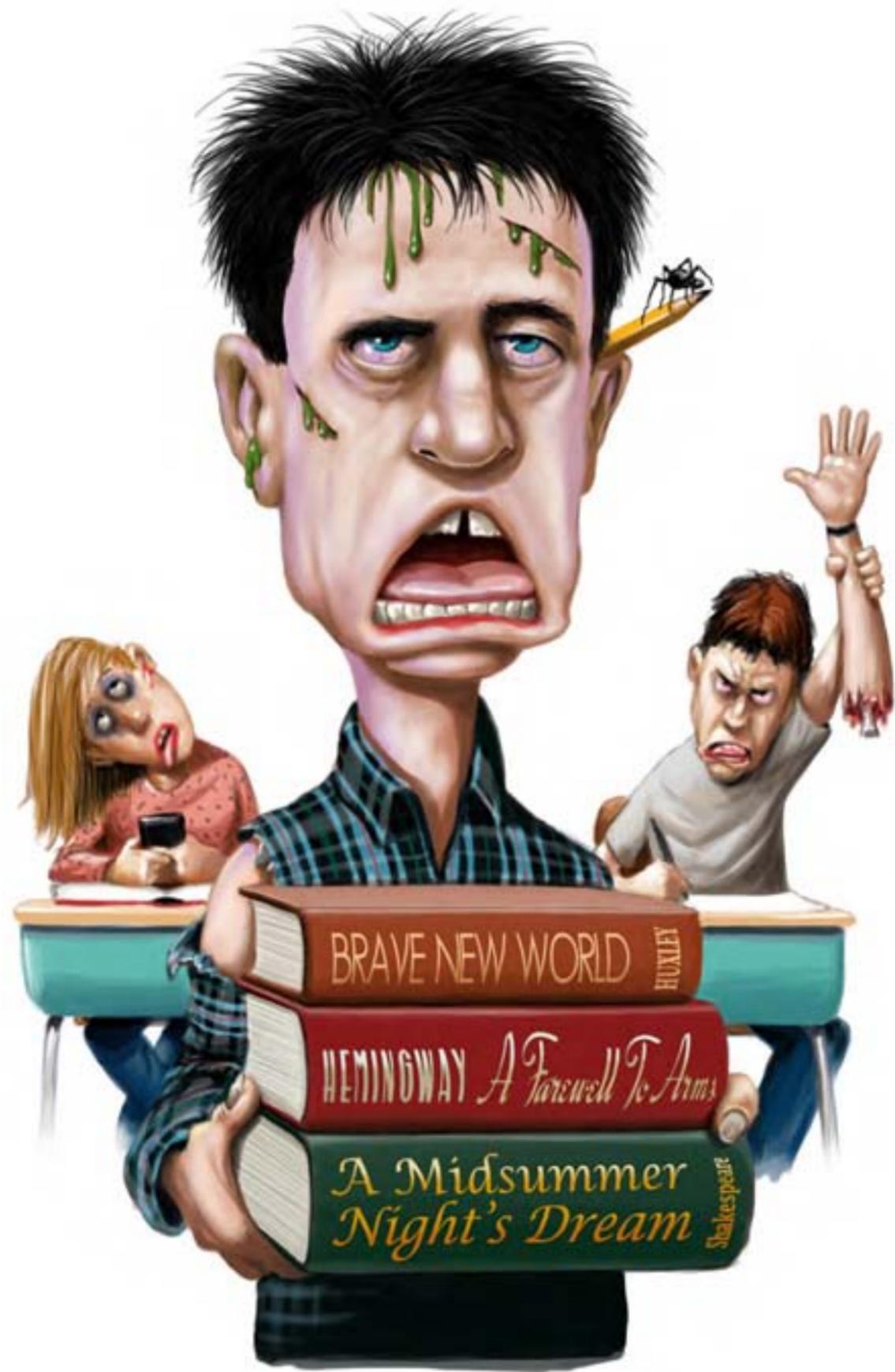
On making a few enhancements to the costume:

"I didn't think he looked big enough, so I added lacrosse shoulder pads and sewed a butt into the costume. If you've got a tail, you have to strut, and you need to have a butt. It was one of my better modifications."

On channeling the tiger today:

"I learned to make fun of myself and realized I could get up in front of a large crowd. I've taught since the early '90s and sometimes find myself in the same wide stance I was in as the tiger. A mascot, if anything, is confident in a large setting. I think some of that rubbed off.

"I'm still not used to [not being in costume]. I look at some other mascots and think, 'They're not standing right.' It's like a filmmaker watching someone else's movies. I've had the chance to work with Eubie, though, and he is doing everything right. I hope he's having as much fun as I had; maybe someday, he, too, might channel his inner bee."



HOW TO SURVIVE a ZOMBIE APOCALYPSE AND OTHER STORIES: Pop Culture in the Classroom?



by Giordana Segneri, M.A. '10

If you squint from the back of the auditorium in UB's Liberal Arts and Policy Building, you can just make out that the red pattern on the instructor's short-sleeve black shirt is actually a series of skulls. And the black-and-white film the adjunct faculty member, **Arnold T. Blumberg, M.A. '96, D.C.D. '04**, has projected onto the giant screen at the front of the room is actually a classic zombie motion picture. While this may seem anything but classroom-like, Blumberg is actually describing how the film's major plot points echo sentiments related to post-World War II McCarthyism, and a student raises his hand to launch a discussion of parallels between the zombie story and Jane Austen's novels.

WebExtra
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Maureen Sullivan, an undergraduate student in the Simulation and Digital Entertainment program, embraces the zombie theme of this past fall's CMAT 333: Media Genres course.

The auditorium is nearly full—making this, CMAT 333: Media Genres, an unusually large class by UB standards, where the student-faculty ratio hovers around 19-to-1. Over in the corner is a BBC camera operator, as the media has picked up on this quirky classroom story, presenting it in a variety of twists on “The University of Baltimore Teaches Students How to Survive a Zombie Apocalypse.” Coverage has ranged from the Associated Press, *The Washington Post* and *The (Baltimore) Sun* to MSNBC and ABC. The University also received communication from students around the world, inquiring if the course would be available online.

Reactions haven't been positive across the board, however. Some, like a blog posting on the Young America's Foundation website that states, “We are not sure how [the course] qualifies students to be more productive member [sic] of society,” are downright critical.

“One of the things the media did that was not a favor was immediately dubbing the class ‘Zombies 101,’” says Blumberg, who is also the co-author of *Zombieman: 80 Movies to Die For*. “But the fact is, the course is Media Genres, and every semester the course is offered, it can focus on any number of topics from, say, the Cold War films of the '50s to a look at how the Old West has evolved in our entertainment. It just so happens that right now we've picked what is, in fact, one of the most pervasive and most popular symbols in horror entertainment today, which is the zombie.”

The course supports UB's minor in popular culture, one of nine minors made available to students for the first time in fall 2010. The rationale for the minor, as described in the proposal submitted last year to the University

provost, is: “Students ... will learn to read, interpret, critique, and utilize various media in order to become more savvy consumers of popular culture. ... Along the way, students will learn about the historical, social, business, and governmental forces that affect popular culture, as well as the psychological motivations for embracing or rejecting aspects of popular culture.”

While it's a new area of study for UB, popular culture studies in academia date back to the late 1960s, says Gary Hoppenstand, editor in chief of *The Journal of Popular Culture* and professor of American studies at Michigan State University. Bowling Green State

“The point of popular culture studies is not to replace our fine art or our fine literature; it's intended to supplement and complement it and broaden our understanding of the human experience.”

University in Ohio has an entire academic department and a supporting research center devoted to popular culture, and there is a Popular Culture Association/American Culture Association that supports “scholars and enthusiasts” through conferences, awards and grants.

“It's important to study one's culture so that one can understand how it operates, and knowledge is power,” Hoppenstand says. “The point of popular culture studies is not to replace our fine art or our fine literature; it's

intended to supplement and complement it and broaden our understanding of the human experience.”

Of course, you have to be able to define it before you can study it, and that can be tricky. What exactly is popular culture? Is it Andy Warhol and Campbell's tomato soup? Twitter and Facebook? Reality television and 3-D blockbusters?

Hoppenstand says definitions can run the gamut between two schools of thought: “Popular culture is mass media culture; it has to be mass produced, mass consumed,” he says of one definition. The other view argues that popular culture is significantly more pervasive than mass culture, Hoppenstand explains, saying, “It's like water to a fish, the culture of everyday life.” This would include rituals, food and clothing, things as fundamental as ancient Roman or Chinese artifacts, he adds.

Charity Fox, assistant professor in UB's School of Communications Design, says, “I see popular culture as being this really interesting marriage of commerce and art, because popular culture is meant for commercial purposes very often.” Fox will teach a different Media Genres topic this spring, exploring action-adventure through film, television and literature, including *Rocky*, *Rambo*, *The A-Team* and more modern fare like *24* and *The Expendables*. “[The genre] draws from a lot of political issues; a lot of fear comes out through action-adventure,” Fox explains. She wants her students to gain “an understanding of the assumptions of race, gender, class and politics that go into action-adventure as a genre.”

Still, she doubts her class will garner the same worldwide attention that the zombie



POPULAR OPINION

We know that more than 40 current UB students had their curiosities piqued enough to enroll in the CMAT 333: Media Genres class focusing on zombies this past semester. But we went to those not enrolled—and to our alumni—to ask their opinion about the class and about the place of popular culture in higher education. In their own words ...

topic has, despite her course doing what the study of popular culture does best, she says: encouraging “lifelong learners.” “There's a lifelong interaction with popular culture, and learning how to study it critically and looking at it from an interdisciplinary aspect begins to integrate lots of things in life,” she explains. “It helps people take a critical eye to everything they encounter instead of separating out ‘this is where I criticize things’ and ‘this is where I just enjoy them.’ You can enjoy them and still look at them critically.”

Enjoyment is precisely why Gina Finelli, assistant dean of undergraduate studies and sociology professor in UB's Yale Gordon College of Arts and Sciences, says popular culture is an ideal way to engage students in their studies. “It's a way for [students] to understand society [because it's] easy for them to access information, to provide examples and to see real relevance in their lives,” she says.

Finelli helped develop a pop culture-themed learning community—a set of thematically linked classes for UB freshmen—called Keeping Up With the Joneses. “[Freshmen] may not have as many life experiences, but they

Should popular culture be offered as an academic subject matter in higher education?

“Yes, as long as it is used as a metaphor for educating about a higher, universal issue or topic. I think UB needs to carefully benchmark this idea versus competitor institutions and consider the message this sends to the market. Does it make UB look hip and contemporary or silly and frivolous? Does it diminish the actual quality of the education? Would and do other respected universities have the same sort of classes?”

—Robyn T. Costello, M.A. '96 (publications design)

[Editor's note: For articles about popular culture classes at universities across the country, see our WebExtras at www.ubaltmagazine.com.]

“Yes, because popular culture is becoming increasingly important. Plus, a lot of fields such as journalism and graphic design rely on popular culture to sustain their industry.”

—Jamere Johnson, junior, simulation and digital entertainment

“Yes. As a marketing major, I believe pop culture would help me better understand how media influences sales of products.”

—Janey Partin, freshman, business administration, marketing specialization

“Yes, it should. It helps us students develop more knowledge and critical thinking.”

—Sumit Patel, senior, management information systems

If the CMAT 333: Media Genres course, *Zombies*, were to be offered again and you could enroll, would you?

“Yes, because a zombie apocalypse is unavoidable.”

—Darryl Brown, junior, business administration, accounting specialization

“Yes, zombies are freaking awesome and they impact our society in movies and books. They've been a part of world culture forever.”

—Amber Evans, freshman, English, creative writing specialization

“I would not be interested in taking this class. I feel that social skills are much more practical and essential than knowing the popular culture or the latest technology. As a former recruiter, I would not view the applicant favorably if she or he got an A in the media genres topic [of] zombies or in popular culture, unless she or he is in graphic design or an arts-related field.”

—T. Louise Hsu, M.S. '01 (business)

do know popular culture, so they can use something in their real lives and examine it in a more theoretical way and understand larger issues of society and complexities of culture,” she says.

This spring, she'll offer the learning community through the University's UB+ Adult Learners program, a first-year college experience for adults who have been out of high school for at least three years—and this population may have their own perspectives on popular culture. “I think their lens is different,” Finelli says. “But the lens is always going to be different for different students. ... Their examples are going to be from their experiences, which are probably from a different time period. But they're also aware of things that are happening today.”

And what's happening today with popular culture mirrors what was happening centuries ago, Blumberg says. “The very fact that we have a canon of classic literature seems to suggest to some people that there's a distinction between [high culture] and our pop culture today, when the fact of the matter is that [classic] writers like Shakespeare and

Dickens would be writing television [were they alive today],” Blumberg says, explaining that they were authoring what was considered popular culture at the time. “And hundreds of years from now, our pop culture will be a canon of its own that we'll be looking back to. But it's more important to look at it now, in the present while it's inundating everyone, to see what it says about us.”

Hoppenstand says mentioning Shakespeare and Dickens is how he defuses those who attack his field of study as nonacademic. “I understand the people who attack it,” he says. “There's a lot in popular culture that can be unpleasant or uncomfortable. But understanding, for example, the media frenzy around Lindsay Lohan is important, because it shows how media can manipulate us.”

And speaking of the media, Blumberg says of the hubbub surrounding his class, “Hopefully, what we accomplish with it is to throw a spotlight on this very idea of taking a look at pop culture in an academic setting.”



DESIGN WORKS THAT

BY GIGI BOAM

THE STREETS SURROUNDING THE UNIVERSITY OF BALTIMORE CAMPUS HAVE ALWAYS BEEN LIVELY, FILLED DAILY WITH THOUSANDS OF residents, students, professionals and travelers.

In fall 2009, these busy streets became even livelier—in an artistic sense this time, thanks to the University’s colorful UB Midtown banner and poster campaign.

The campaign—80 banners on city light poles, five banners on Gordon Plaza and countless posters in University buildings—featured original works by renowned designers and illustrators tasked with creatively interpreting UB’s Knowledge That Works tagline. Not only was the initiative well received by the UB community, but it also helped to define UB’s physical footprint, known as UB Midtown.

The second iteration of the campaign debuted in October 2010 with illustrations by four different graphic design icons: Seymour Chwast, Paula Scher, Gail Anderson and UB’s own Ed Gold, professor in the School of Communications Design.

We recently had the opportunity to tap into two of these award-winning creative minds to learn how they turned UB’s Knowledge That Works tagline into dynamic, functional works of art. Gigi Boam, director of UB’s Office of University Relations, worked with the designers to bring their concepts to life. She later followed up with married couple Chwast and Scher at their New York offices.

SEYMOUR CHWAST is the co-founder (with Milton Glaser and Edward Sorel) of Push Pin Studios and owner of the Pushpin Group illustration and design firm. His notable work includes illustrations for *The New York Times Magazine*, *Atlantic Monthly*, *Time* magazine, Mobil Oil, IBM, General Foods and CBS. His posters are in the permanent collection of the Museum of Modern Art, among other museums.

GIGI BOAM: What was your reaction when I approached you about the UB campaign?

SEYMOUR CHWAST: Hey, there’s another job. I love to solve graphic problems.

What were the challenges?

The proportions were rather extreme, [and] there were three different sizes. I had to find a way to satisfy all.

Explain how you developed your idea and incorporated the tagline.

There are symbols for higher education, there are symbols for knowledge. Those things may have swirled around in my head. You find those things that suggest metaphors ... [and] put them together to make one image; that’s a way to solve a problem.

The top head with the bouquet of flowers coming out—that I knew would tie in with the headline. That’s the payoff.

How do you hope people react to your design?

Well, if they smile profusely. It’s nice if I do a magazine cover and you see someone reading the magazine on the subway. It gives you a great deal of satisfaction to see your work out there.

Have you ever worked on another project that involved several illustrators/designers?

Sure; I do my best and hope my solutions are better than everyone else’s. You know, there is the competitive spirit that applies here.

Do you and Paula [Scher] ever collaborate on projects?

We tried it a long time ago and found out we couldn’t work together. When you have two pretty strong personalities, especially like Paula’s, it’s hopeless.

How do you react to the many designers who try to emulate your style?

You mean someone that has ripped me off? You might be flattered but think, ‘Why didn’t I do that job?’ There are times I’ve been asked to do something—maybe they wanted Saul Steinberg, but they couldn’t get him, and they would tell me that. So they called me because they thought my style was the closest to his style.

How long have you been in this business, and how are you best known?

My first job was in 1951. People are totally different; everybody has a different idea. I’m old hat to a lot of people, while others think I could do no wrong. In the meantime, I lose a lot of business because they’re afraid to call me or [think] it will cost them too much or [that] I’m over the hill and can’t do anything good anymore. So that’s a problem.

PAULA SCHER is a partner at the New York City office of Pentagram, an international design consultancy. Her notable work includes identities for the Public Theater, Citibank and Tiffany & Co.; record covers for CBS and Atlantic records; and environmental (space) design for the New Jersey Performing Arts Center. Her work is part of the permanent collection of the Museum of Modern Art and other museums.

GIGI BOAM: What was your reaction when I approached you about the UB campaign?

PAULA SCHER: I’m certainly aware of the University, and I was glad you asked me to do it. ... I like making posters and banners.

What were the challenges?

Can I be honest? As a designer, I really hate slogans; I find them very limiting to work with. In general, I would have preferred using ‘UB’ because I think it could develop its own sense of spirit and bring your own meaning to it more than the slogan can do.

How did you develop your concept?

I realized the best thing to do was turn it into some kind of machine [with] some action that seemed to illustrate the words but was also separate—so you would read it as some kind of energetic compilation of information that you would relate to UB.

... I perceive these things as something you emotionally respond to on the street. If you’re just reading it and you’re getting the message, it’s a drag, it’s a bore, people would just walk past it. The question is: How do you make

somebody become attached [to] or respond to the message visually? I was looking for a kind of kinetic activity ... that felt like, ‘Oh, this must be an exciting place to go to.’

What reaction to your banner design would please you the most?

‘What’s that?’ That’s the best reaction you can get, because then they find out.

Have you ever done a similar project?

All the time—I work for every cultural institution in New York City, a lot of schools, Madison Square Park, the Museum of Modern Art. It’s what I do for a living: banners, posters, buildings, things that give people a sense of identity.

How long have you been in this industry, and how are you best known?

About 40 years. If it’s an older generation, they probably still know me for record covers. If it’s people in their 30s to 50s, probably the Public Theater or maybe the environmental design. If it’s a young kid, I think that they just know the name.

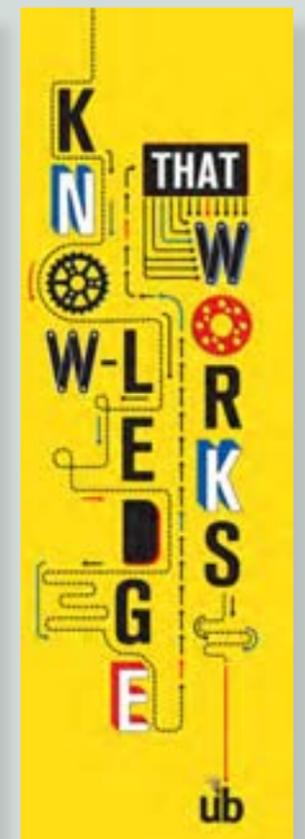
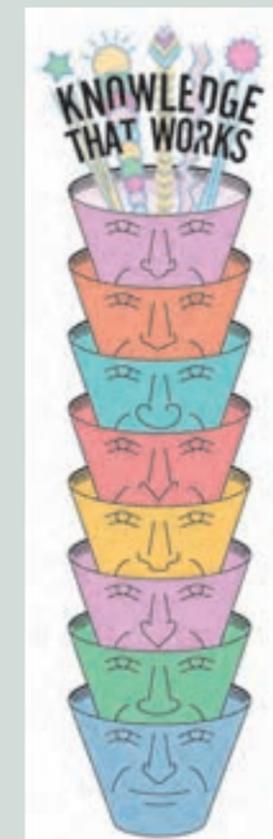
How does it feel when you see work you’ve done, even years ago?

I’m charmed by the record work; sometimes I run up against it in an antique store. I remember doing it, but it’s like a million years ago; they’re just relics.

I hate when I see something I did about five years [ago]. When you see something you did about 35 years ago ... you’re not as critical about it.



Seymour Chwast (above) and Paula Scher (below) are two of the four designers and illustrators who contributed their artwork to UB’s 2010-11 UB Midtown banner and poster campaign. The two, who are husband and wife, have had notable careers with well-known design firms and are renowned in their fields.



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Go online to read interviews with designers Gail Anderson and Ed Gold.



What's the story behind this UB photo?

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 people pictured in this image? Do you know when or why this photo was taken?

Fill us in: Contact the Office of Alumni Relations at 410.837.6131 or alumni@ubalt.edu.

Where Are They Now?

P. Ann Cotten, B.S. '85, M.S. '86, CERT '92, D.P.A. '03
 director, Schaefer Center for Public Policy; adjunct faculty, College of Public Affairs



Then



Now

THEN: Ann Cotten first came to the University of Baltimore in 1982 with an associate degree in paralegal studies in hand, hoping to finish her undergraduate studies and continue on to law school. But after discovering what she calls a “love for economics,” Cotten switched gears, earning her bachelor’s degree in the field and, upon the recommendation of a professor, working as a graduate fellow at what was UB’s then-new William Donald Schaefer Center for Public Policy while pursuing her master’s in economics.

“I was a graduate student when the Stadium Authority was contemplating building Oriole Park at Camden Yards,” she says. “For [a] final project, I developed

a model to predict the impact of the new stadium on attendance for the Baltimore Orioles. My professor, Jon Silverman, and I published the results as an op-ed article in *The (Baltimore) Sun*; I still have the article.”

NOW: Cotten joined the University’s staff in 1987 as the Schaefer Center’s first assistant director. “The room was so small that it was last used as a storage closet,” she says of her first office. After serving as the associate and then acting director—while earning an accounting certificate and her CPA license and becoming the first graduate of UB’s Doctor of Public Administration program—she took the center’s top post in 2004 and also joined the teaching ranks as an adjunct faculty member.

In 2010, Cotten and her 80-person staff marked the center’s 25th anniversary. “When it first started, the center had one part-time director, one administrative assistant and five graduate fellows who all shared one office,” she says. “Today, we are known for our program evaluations, survey research center and management studies and have become the leading trainer of nonprofit executive directors in Maryland. Our ability to incorporate faculty members from across the University in our applied research work really sets us apart from most public policy centers.”

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Growing Relationships

The results are in: The University of Baltimore Alumni Association has wrapped up an extensive alumni survey as part of a yearlong process to strengthen future programs and to enhance communication between the University and its graduates. More than 620 respondents answered questions about their experiences as both students and alumni; a summary of the results is available at www.ubalt.edu/alumattitudes.

The results show that alumni are generally satisfied with their UB experience but also feel that there are areas in which UB can strengthen its relationship with a larger number of graduates. “The alumni association already is using this information as a guide for future programming and is taking steps now to make sure that our communications are the

best they can be,” says **Greg Bayor, B.A. '71**, association president. “Every UB graduate deserves a robust, ongoing relationship with his or her alma mater. This survey will help us get there.”

“We believe that relationships with UB do not end at graduation,” echoes **Theresa Silanskis, M.P.A. '95**, vice president for the Office of Institutional Advancement. “We want to provide them with opportunities to keep growing, and there is no better way to determine how to do that than to ask our alumni for input.”

Though the survey is complete, we hope the conversation will continue. Our alumni can always let us know how we’re doing; just contact the Office of Alumni Relations at 410.837.6131 or alumni@ubalt.edu with any comments, questions or concerns.

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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. Here are just a few:



GEICO

Put the brakes on high auto-insurance costs. GEICO is dedicated to offering you 24-hour service, fast claim handling and money-saving discounts. New customers save an average of \$500 when they switch over. Get a free, no-obligation rate quote to find out how much you could save.



MEYER AND ASSOCIATES

Rest assured when you're insured. You can't anticipate illness or injury. If you're unemployed and in need of insurance, protect yourself with short-term medical insurance offered through Meyer and Associates. Or consider long-term life insurance coverage to keep you and your family protected for years to come.



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T-MOBILE

Ring in the discounts. Take advantage of discounted wireless service and equipment. Alumni are entitled to a 10 percent discount on qualifying monthly charges as well as to waived activation fees and special discounts on wireless handsets. If you are an existing T-Mobile customer, you can get the discount added to your account.

For more details, visit www.ubalt.edu/affinitypartners or contact the Office of Alumni Relations at 410.837.6131 or alumni@ubalt.edu.

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Gregory A. Rapisarda, J.D. '72

by Mary Medland

Though it's hardly uncommon these days for adults to make significant career changes, few might make as large a leap as did attorney-turned-priest

Gregory A. Rapisarda, J.D. '72.

Rapisarda spent more than 35 years in private practice after earning his UB law degree at night. "It was very challenging, especially for my wife [Carol], who was home with [our] young children," he says. "But we were both committed to me going to law school."

In subsequent years, Rapisarda showed that same commitment to his Harford County law practice and to his church; in 2003, with the blessing of his wife and his four grown children, he was ordained a church deacon.

The next few years proved to be life-altering: In 2006, his wife passed away, and he closed his law firm. In 2008, his son John became a Roman Catholic priest.

Not long after John's ordination, Baltimore Archbishop Edwin O'Brien asked the elder Rapisarda if he was ready to take the next step and become a priest. "All I ever expected

to do was practice law," the former attorney says now, "but I thought about it and knew I was ready to enter seminary."

That fall, Gregory Rapisarda traded his Bel Air, Md., home for Baltimore's St. Mary's Seminary and University. "I went from a two-bedroom condo to a 9-by-12 room,"

"... I loved the seminary. With children about the same age as my classmates, I felt very comfortable in spite of the age difference."

he says, "[but] I loved the seminary. With children about the same age as my classmates, I felt very comfortable in spite of the age difference."

When the 62-year-old was ordained in June—with the help of his son John, who

participated in the ceremony—the Rapisardas became the first father-and-son parish priests in the history of the Archdiocese of Baltimore. "Father Greg," as he is affectionately known, now serves as the associate pastor of St. Louis Catholic Church in Clarksville, Md.

And, he notes, his work as a priest does have parallels with his former legal career. "Much of the latter part of my legal practice was spent working with people in elder care and with those having end-of-life issues," he says. "Now I often counsel families who have lost relatives, preside over funerals and attend wakes."

Looking at the path his life has taken, Gregory Rapisarda has no regrets. "I have had, and continue to have, very much of a blessed life," he says.

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CAPITAL CAMPAIGN UPDATE:

Alumni Gifts Fuel Entrepreneurial Spirit, Create New Opportunities

by Chris Hart



Kenneth Asiedu, M.S. '92, and Geena Asiedu, J.D. '09



Mildred Cohen Attman, A.A. '42, and Edward Attman, A.A. '40, B.S. '42

Whether they're working down in a basement or talking to customers in an airport lounge, entrepreneurs have a reputation as independents. Regardless of their passion, they want to do it by themselves, for themselves.

Or do they? While some entrepreneurs choose to go it alone, many recognize that they are part of something larger: a network of family, friends, classmates, employees, investors and clients, all of whom are essential to their go-for-it attitude and success.

In that same spirit, two game-changing pledges to UB's Entrepreneurial Opportunity Center have come from alumni who believe that individual achievements are made possible by collective strengths:

Edward Attman, A.A. '40, B.S. '42, and **Mildred Cohen Attman, A.A. '42,** made a gift to establish the center's enterprise hatchery in their name; and **Kenneth Asiedu, M.S. '92,** and **Geena Asiedu, J.D. '09,** established an eponymous endowment for the center. These substantial gifts, made through the University's Uniquely UB capital campaign, hold endless possibilities for the center, established in May 2006 as the University's go-to spot for creating and nurturing innovative ventures in the city and beyond.

"When I came to the United States, everywhere I saw people helping each other, making sacrifices every day," says Kenneth Asiedu, who originally hails from Ghana. "That's what makes this country great. In my family, we believe in giving back and finding ways to help."

Asiedu, head of a multinational portfolio of companies in communications, financial services, real estate and other industries and a member of the Entrepreneurial Opportunity Center's advisory board, believes that his commitment to the endowment will add value to the center and to its outward-looking mission. "UB is a small school, but we alumni can be part of growing things," he says. "Eventually our community, our society will benefit from this."

Attman, founder and owner of Acme Paper & Supply Co. and the 2008 University of Baltimore Distinguished Entrepreneur, agrees with Asiedu. "We try to help—we're very fortunate in that way," he says. "Giving back is what it's all about."

Darlene Brannigan Smith, B.S. '78, M.B.A. '80, dean of the Merrick School of Business,

says this attitude is "defining" for both the Attman and Asiedu families.

"Their belief in the power of small business, their commitment to the region—it's genuinely important to them and to us as well," she says. "I don't know where our center and our small business education program would be without their generosity."

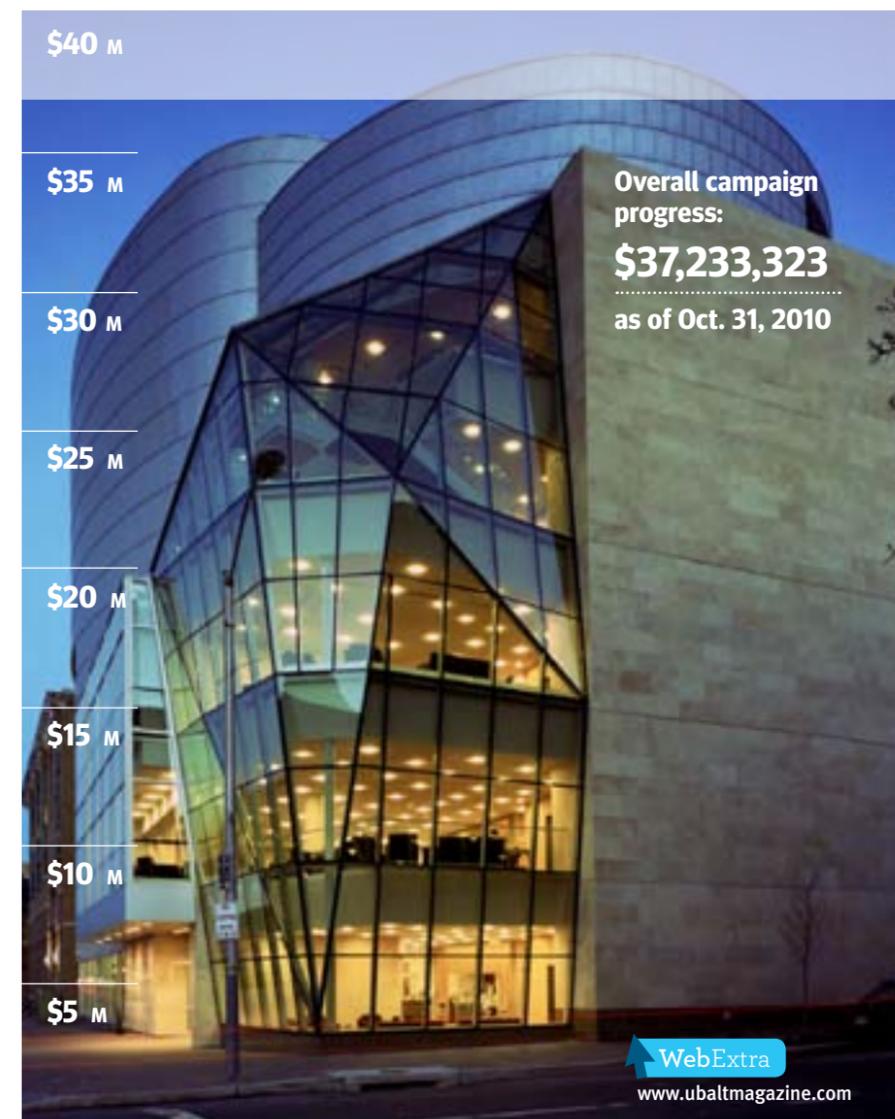
J. Howard "Jim" Kucher, M.B.A. '01, former executive director of the Entrepreneurial Opportunity Center, says alumni support has boosted the center's capabilities to match working experts with student entrepreneurs and to pair students with small businesses and startups to assess plans and execute strategies for all kinds of new and growing ventures.

"These are transformational gifts," Kucher says.

And, as Attman tells it, they come naturally. "We had a chance to help out UB, and we didn't hesitate," he says.

"All of us have to contribute," Asiedu seconds.

Kucher says he sees this attitude in entrepreneurs everywhere, and it's rare that he meets a self-starter who is truly out there on his own. "When I think of the Asiedus and the Attmans and their wonderful response to the center, all I can say is: Thank goodness for family," he says. "I come from entrepreneurial parents myself, and that same spark that my folks had, I see in them. I like to describe it as a willingness to be bold: 'Together, we can do anything.'"



France-Merrick Foundation Approves \$1 Million Challenge Grant

In July, the France-Merrick Foundation approved a \$1 million challenge grant to UB's Merrick School of Business, continuing its long history of support for the school. For every \$2 given in new, private-sector contributions to the business school, the foundation will contribute up to \$1 to its endowment, providing up to \$1 million, a permanent source of income for student scholarships.

The France-Merrick Foundation—whose executive director, **Robert W. Schaefer, B.S. '55,** is a Merrick School of Business alumnus—is a Baltimore-based nonprofit organization known for investing in educational opportunities.

"This challenge grant marks a pivotal place in the success of the Merrick School's campaign and recognizes our growing reputation as Baltimore's business school," says **Darlene Brannigan Smith, B.S. '78, M.B.A. '80,** dean of the business school.

Alumni participation is vital to the challenge grant's success. For more information, contact **Theresa Silanskis, M.P.A. '95,** vice president of the Office of Institutional Advancement, at 410.837.6838 or tsilanskis@ubalt.edu.

WebExtra
www.ubaltmagazine.com

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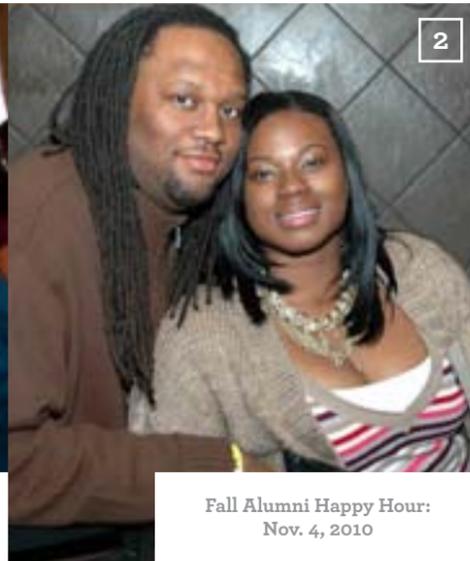
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Uniquely UB: The Campaign for the University of Baltimore has raised 88 percent of our \$40 million goal.

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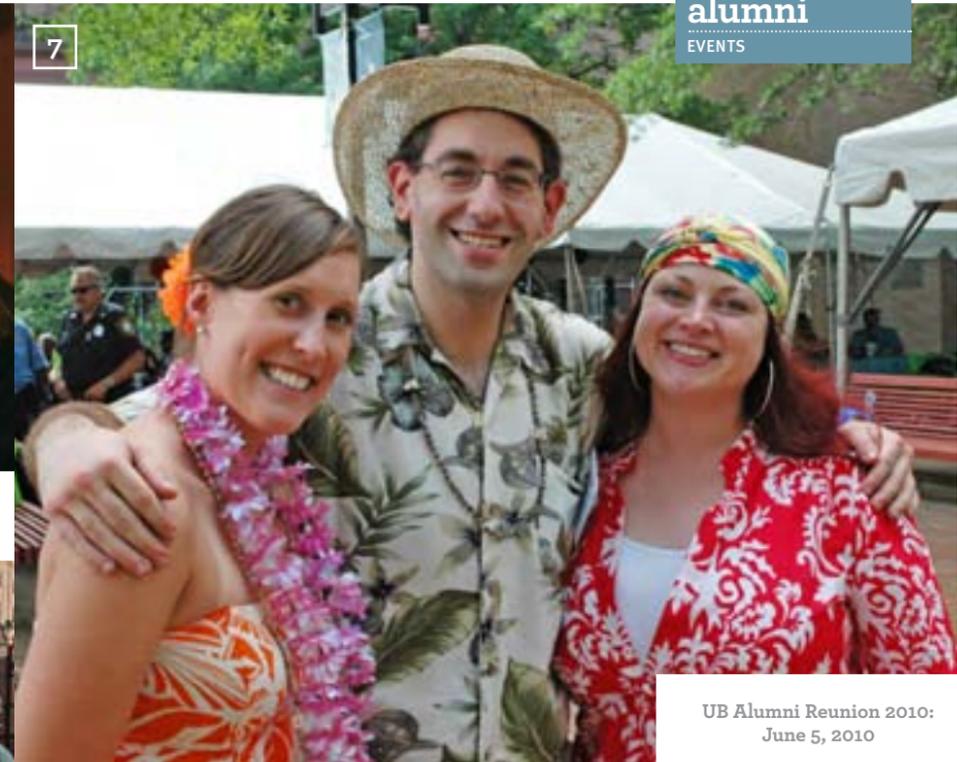
Scottish Ladies' Tea:
Oct. 9, 2010



Fall Alumni Happy Hour:
Nov. 4, 2010



Reception for Recent Graduates:
Oct. 20, 2010



UB Alumni Reunion 2010:
June 5, 2010

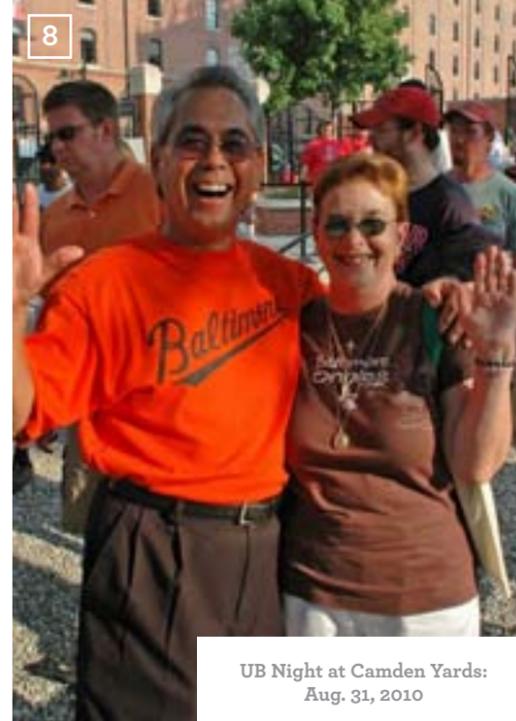
Events and Photos

pictured, l. to r.:

1. Christine E. Buckley, J.D. '07, and Liga Cibulka, M.B.A. '06
2. Michal Lesesane and Ricarra A. Jones, M.P.A. '08
3. Kenneth E. Johnson Sr., B.S. '60; T. Brien (B.S. '64) and Janet Haigley
4. Taj P. (J.D. '10) and Wendy Murphy
5. Emcee Gerry Sandusky (WBAL-TV) and Francis R. "Obie" O'Brien, B.S. '58



8th Annual Athletic Hall of
Fame Induction Ceremony:
May 6, 2010



UB Night at Camden Yards:
Aug. 31, 2010



Scottish Ladies' Tea:
Oct. 9, 2010



8th Annual UB School of Law
Homecoming and Reunion:
Sept. 25, 2010



5



Reception for Recent Graduates:
Oct. 20, 2010

10

pictured, l. to r.:

6. Stuart M. Goldberg, B.A. '70, J.D. '74, and Scarlett M. Corso, B.A. '07, J.D. '10
7. Sandra L. Popp, B.A. '04, J.D. '08; Matthew E. Fox, J.D. '06; and Deni L. Miller, J.D. '05
8. Douglas A. (B.S. '74) and Geraldine Kulp
9. Olubukola O. Akande-Elemoso, M.A. '06, and Diedre Badejo, dean, Yale Gordon College of Arts and Sciences
10. Julie Vinatier, M.B.A. '04, Chris Graham and Arimbi Tamba, M.B.A. '01



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

"My grandfather, who retired 20 years ago after a successful career, earned his UB degree in 1953. I chose to follow in his footsteps and found that UB provided me with choices in life that, at one time, I didn't think possible.

"We are living in a time in which budget cuts and layoffs are common. Without the skills I acquired through my UB education, I don't know where I would be today. I give back to UB because it is important to me that my children and grandchildren have the same choices and opportunities that my grandfather and I had."

David N. Bell, B.S. '03, M.B.A. '05
account executive, major projects
Johnson Controls, mid-Atlantic region

For more than 40 years, alumni contributions to the University of Baltimore Foundation have provided educational opportunities to generations of students. Please show your support for the students of today and tomorrow.

For more information, please contact the Office of Annual Giving at 410.837.6271 or annualgiving@ubalt.edu, visit www.ubalt.edu/support or include your gift in the postage-paid envelope in this magazine.

No one knows the value of a UB education like our alumni.

Which is why we'd love to give prospective students the chance to hear about our programs and about the UB experience from our best ambassadors—our graduates. Consider volunteering at one of our spring 2011 transfer student information sessions, where you'll chat informally with prospective students interested in your major. The time commitment is minimal, but the impact of your participation is invaluable.

For more information or to volunteer, contact the Office of Alumni Relations at 410.837.6131 or alumni@ubalt.edu. All sessions will be held in the William H. Thumel Sr. Business Center Atrium.

If you can't make it to one of the information sessions, you can help in other ways. Consider sharing the advantages of your experience at UB by referring a friend or family member as a prospective student. Just send that person's name, e-mail address and intended major or program of study to friendsandfamily@ubalt.edu.

UPCOMING TRANSFER STUDENT INFORMATION SESSIONS:

WEDNESDAY, MARCH 9
6:30 P.M. William H. Thumel Sr.
Business Center Atrium

FRIDAY, APRIL 29
10 A.M. William H. Thumel Sr.
Business Center Atrium

FRIDAY, JUNE 3
10 A.M. William H. Thumel Sr.
Business Center Atrium



Christopher H. Constable, B.S. '89

by Mary Medland

In the case of **Christopher H. Constable, B.S. '89**, you can take the boy out of crab-happy Maryland and relocate him to another state, but he's still going to stay in the business of blue crabs. As the chief financial officer of Blue Star Foods, Constable spends his days in Miami, Fla., keeping the company on a financial track that allows it to grow and meet its annual goals.

Therefore, Constable notes, he makes use every day of what he learned as a finance major at the Merrick School of Business. "UB was a unique place where the professors had business experience," he says. "It's amazing how much I learned there that I still use on a daily basis."

Blue Star Foods was incorporated in 1995 and has grown to become the second largest importer of crabmeat in the United States, with most of its product coming from Vietnam, the Philippines, India and Indonesia. Blue Star is especially proud of working with its vendors to ensure they make

environmental stewardship an important priority and of meeting the highest sustainable standards possible.

"Our patented packing methodology allows us to use 45 percent less energy than if we were packing our crabmeat in cans," says Constable, who joined the company in 2003.

"Economically, crab is a high-end item, and we have suffered due to the recession."

"And we are working with our fishermen to set industry-wide guidelines to ensure the sustainability of crabs in all of the countries where we procure our product."

Unlike those who make a living from the creatures in the Gulf of Mexico, Blue Star has not been negatively impacted by April's BP oil spill, the worst in U.S. history. The weakened

economy, however, has taken a toll on Blue Star's sales.

"Economically, crab is a high-end item, and we have suffered due to the recession," Constable says. "The obvious effect [of the spill] on the domestic seafood industry happened when fishing was banned while the oil leakage was being stopped. This could have been far more devastating to the region had the fishermen not been participants in the cleanup operation, which at least provided a source of revenue while they were unable to fish.

"The larger challenge that exists in the domestic crab industry in the Gulf, given the large amount of oil dissipated in such a concentrated area, will be the confidence in [the safety of] the seafood being pulled from those waters."

Challenges aside, Constable relishes the opportunity to stay in the industry. And his Baltimore background has proven handy in unexpected ways: He has become his co-workers' go-to guy for good crab recipes.

class notes

Let your fellow UB alumni know where you are and what you've been up to. Submitting a Class Note is easy; just visit www.ubaltmagazine.com or contact the Office of Alumni Relations at 410.837.6131 or alumni@ubalt.edu.

1960s **George J. Moniodis, B.S. '60**, received the Saint Agnes (Hospital) Foundation's Caritas Award at the Caritas: Saint Agnes Spring Gala at the Hyatt Regency Baltimore in March. He was recognized for his lasting commitment to Saint Agnes health care and to the entire Baltimore community.

Alvin D. Katz, B.S. '63, was honored in March at the 12th Annual American Red Cross, Central Maryland Chapter's Hometown Heroes awards breakfast in the Gift of Life category for his nearly 20 years as a blood platelet donor.

Paul M. Friedler, B.S. '67, is an associate with Century 21 Sunbelt Realty in Fort Myers, Fla.

1970s **Gregory A. Bayor, B.A. '71**, was named director of the Baltimore City Department of Recreation and Parks in April. He will work to transform the department to better serve the city's youth through new, innovative and cost-effective programming.

James E. Ross, B.S. '72, is president and chief executive officer of Chester River Health System in Chestertown, Md.

Albert J. Flora Jr., J.D. '76, is the chief public defender within the Luzerne County (Pa.) Office of the Public Defender, which provides legal representation to county defendants who cannot afford private attorneys.

1980s **Benjamin F. Lucas, J.D. '80**, joined the board of directors for Gilchrest Hospice Care of Hunt Valley, Md., in March.

Kenneth R. Shutts, J.D. '80, is president and chief executive officer of Penn National in Harrisburg, Pa.

David A. Goldner, M.S. '83, presented "Taxes & Alternatives to Shape Your Investment Planning" at the American Association of Individual Investors' Washington, D.C., chapter meeting in February. He offered tips for investing in a poor economy and forming a coordinated approach to tax, investment and personal financial planning.

David B. Shapiro, J.D. '84, opened Shapiro's Cafe at 7 W. Preston St. in Baltimore in April.

John J. Varley, J.D. '84, was appointed senior vice president and general counsel for Virgin America, the Burlingame, Calif.-based domestic airline, in June.

Rod S. Cameron, B.S. '85, was inducted into the Maryland State Association of Baseball Coaches Hall of Fame in February.

Jane M. Brewer, B.S. '81, M.S. '86, was named a member of the board of directors for the Maryland Highway Safety Foundation, a nonprofit organization founded by a team of concerned business, civic and community leaders committed to reducing motor vehicle crash-related deaths and educating the public on safer driving practices.

Patricia M. Brown, J.D. '86, is the 2010 leader in residence at the University of Richmond's Jepson School of Leadership Studies in Richmond, Va.

Laura A. Swisher, J.D. '86, is associate counsel with the Washington Suburban Sanitary Commission in Laurel, Md., and the current chair

of the State of Local Government Law Section Council for the Maryland State Bar Association.

Jana C. Burch, J.D. '87, joined the board of directors for Gilchrest Hospice Care of Hunt Valley, Md., in March.

Steward D. Beckham, J.D. '88, was appointed in September 2009 as director of the Office of National Capital Region Coordination for the Department of Homeland Security in Washington, D.C.

Howard R. Feldman, J.D. '88, was appointed to the board of directors of the Baltimore-based My Sister's Circle in May.

Cathleen M. Vitale, J.D. '89, was selected by *What's Up? Annapolis* magazine in May as one of Anne Arundel County's 2010 Leading Lawyers for the second year in a row. She also received a lifetime achievement award from the Anne Arundel County Republican Party in April for her work as a councilwoman for the last 11 years and for her work as the former party chair.

1990s **Kelly W. Miller, J.D. '90**, opened the Carroll County Mediation Center in Westminster, Md., in March.

John Dailey, M.P.A. '91, is vice chancellor of the Louisiana State University Health Sciences in Shreveport, La. After UB, he went on to become a health-care attorney and an executive with East Coast Medical Centers.

Mark F. Scurti, J.D. '91, received the Maryland State Bar Association Consumer Bankruptcy Section's 2010 Belsky Award in June. This award recognizes extraordinary support of the section.

Adrian S. Johnson, B.S. '92, was promoted to senior vice president and chief financial officer of Baltimore's Municipal Employees Credit Union in April.

Wanda S. Shade, B.S. '92, was appointed senior vice president of retail banking for Frederick County (Md.) Bank in February.

John C. Eldridge Jr., J.D. '93, was admitted as a member of the Maryland Bar in December 2009.

Jason Klitenic, J.D. '93, joined Holland & Knight in Washington, D.C., in March. He represents clients in a variety of government enforcement, regulatory and public-policy matters, including investigations and procurement initiatives in the homeland security marketplace.

Caroline D. Ciruolo, LL.M. '94, received the American Bar Association Section of Taxation's Janet Spragens Pro Bono Award in San Antonio, Texas, in January 2010.

Jeffrey M. Poole, M.B.A. '94, was named president and chief executive officer of the Medical Mutual Liability Insurance Society of Maryland, located in Hunt Valley, in March.

Lisa Y. Settles, J.D./M.P.A. '94, was elected to the board of the Hannah More School in Reisterstown, Md., in April.

Katy A. Giebenhain, M.A. '95, completed her Master of Philosophy in Creative Writing at University of Glamorgan in Wales. In winter 2009, RockSaw Press published her poetry chapbook, *Pretending to be Italian*.

Tamika L. Tremaglio, M.B.A. '95, was recognized in May by the National Bar Association as one of the Nation's Best Advocates: 40 Lawyers Under 40 within the African-American legal community.

Nancy S. Williamson, J.D. '95, was promoted to vice president and general counsel at the University of Maryland, University College in December 2009; she has worked there since 1999.

Gerald W. Kelly Jr., J.D. '96, received the J. Ronald Shiff Memorial Pro Bono Award at the Maryland State Bar Association Taxation Section's annual Irving Shulbank Memorial Dinner in May.

Sandra L. Lamparello, J.D. '96, is a senior regulatory analyst at PAI Consulting in Alexandria, Va.

Sharon R. Rice, J.D. '96, was accepted into the Federal Judicial Center's Federal Court Leadership Program class of 2010-12.

Rosetta T. DeBerardinis, J.D. '97, returned to Washington, D.C., after completing a three-year artistic residency at School 33 Art Center in Baltimore. In the spring, her solo exhibition

"Coming Home: A Collection of Works by Rosetta DeBerardinis" was shown at The Corner Store in the district.

Alexander M. Giles, J.D. '97, was selected as a 2010 Maryland Super Lawyer by *Maryland Super Lawyers* magazine in January 2010.

Adam T. Sampson, J.D. '97, is a partner with the Law Offices of William Alden McDaniel Jr. in Baltimore. He continues to serve on the Baltimore County Planning Board and on the Baltimore County Bar Association's Executive Council.

Jacqueline D. Byrd, J.D. '98, was named a 2009 Top Lawyer for elder law by *Washingtonian* magazine; this marks her third honor as a Top Lawyer. She has also published two books: *Senior Moments* and *Senior Moments II*.

Nick Gioia, B.A. '98, was promoted to associate broker with RE/MAX Sails in Baltimore.

Gregory C. Ward, J.D. '98, a founding partner of the Fort Lauderdale, Fla., law firm of Ward Kim Vaughan & Lerner, was named a Rising Star by *Florida Super Lawyers* magazine as an outstanding lawyer under the age of 40.

2000s **Katherine D. Fones, J.D. '00**, passed the California Bar exam and is working as an attorney for Bley & Bley in San Francisco.

Lisa Gamble-Gregg, M.S. '01, was promoted to assistant warden at the Maryland Correctional Adjustment Center in Baltimore in January 2010.

J. Howard "Jim" Kucher, M.B.A. '01, won the U.S. Small Business Association's Maryland Small

UB Alumnae Named Among Maryland's 'Leading Women' by *The Daily Record*

Congratulations to the University of Baltimore alumnae named among the 50 honorees for *The Daily Record's* inaugural "Leading Women, Maryland's Future" event on Dec. 2. These women, all age 40 or younger, were chosen based on "professional experience, community involvement and a commitment to inspiring change" and will have the opportunity to meet and learn from *The Daily Record's* roster of Top 100 Women winners and Circle of Excellence (three-time Top 100 Women) honorees.

Amy Askew, J.D. '01

Michele Blumenfeld, J.D. '97

Patricia Granata Eisner, M.A. '02

L. Content McLaughlin, B.A. '00,
J.D. '03, LL.M. '05

Tracy Sorzano, LL.M. '08

Jennifer Stearman, J.D. '99

Nonet Sykes, M.P.A. '94

In Memoriam

Jack M. Willen, LL.B. '29
Philip J. Joerdens Jr., LL.B. '41
John J. Hirsch, LL.B. '51
Charles T. Coard Jr., B.S. '52
Allen N. Kellenberger, LL.B. '52
Robert N. Maddox Sr., B.S. '52
John J. Pretko, B.S. '52
Bertram L. Potemken, J.D. '54
John M. Morekas, A.A. '55
Carroll T. Richardson, LL.B. '55
Herbert Fisher, B.S. '53, LL.B. '56
Henry F. Davis, LL.B. '57
Samuel S. Field III, J.D. '59
Harvey B. Fox, J.D. '64
Nelson R. Reichard, B.S. '64
George Zavadil, J.D. '66
Michael S. Glushakow, LL.B. '67
James R. Ellington, B.S. '68
Albert P. Halluin, J.D. '69
Andrew H. Levy, B.A. '69
Kenneth E. Carfine, B.S. '73
John C. Broderick, J.D. '75
Michael J. Mulqueen, J.D. '75
Stephen W. Harms, B.S. '77
Michael B. Sunderland Jr., B.S. '78
Anthony J. Strasavich, M.S. '79
Abiodun S. Oriolowo, M.B.A. '80
Marie A. Vannoy, B.S. '85
Wayne E. Stinchcomb, B.S. '88
Charles Skirven Jr., J.D. '89
Carolyn H. Gorsuch, J.D. '90
Alfred J. LaBeau, B.A. '01

Daniel R. Beirne, professor emeritus,
Yale Gordon College of Liberal Arts
Royal Graham Shannonhouse III,
professor, UB School of Law

Business Award in the District Director's Unsung Hero category in May for his outstanding contributions as a small-business owner at the state and national level.

Mark P. Sroka, M.S. '01, was appointed chief of police for Gaithersburg, Md., and began his duties in July.

David A. Bryant, M.B.A. '04, is president of Omniform, a 30-year-old small print distributorship in Parkton, Md.

L. Content McLaughlin, B.A. '00, J.D. '03, LL.M. '05, joined the Baltimore firm of Whiteford, Taylor & Preston as a partner in March.

Stephanie C. Norris, B.S. '05, married Brandon Foster in August 2008.

Jennifer D. O'Grady, M.F.A. '06, interviewed the members of the jam band Animal Liberation Orchestra on 89.7 FM WTMD's *Morning Sessions* show in June.

Kimberly J. Hankins, J.D. '07, married **Aaron D. Neal, J.D. '07**, in December 2009.

Thomas E. Dunlap, J.D. '08, joined the Towson, Md., firm of Cornblatt, Bennett, Penhallegon & Roberson in its medical malpractice and products liability defense group in November 2009.

Kathryn E. Hummel, J.D. '08, joined the Towson, Md., firm of Kaufman, Ries & Elgin as an associate in April.

James C. Willett Jr., J.D. '08, joined the Baltimore firm of Franklin & Prokopik as an associate in February. He concentrates his civil litigation practice in the area of worker's compensation.

Kathleen A. McGinley, J.D./M.B.A. '09, joined the Baltimore firm of Ober/Kaler in the employment and labor group in January 2009.

Kristina Newcomb, J.D. '09, joined the Ellicott City, Md., firm of Fishbein & Fishbein as an associate in March.

Kari L. Petyak, M.A. '09, is working as a product-marketing technician at Baltimore Air Coil in Baltimore. She works with product launch teams as well as external communications groups to market more effectively the company's products and policies.

Submitting a Class Note is easy; just visit www.ubaltmagazine.com or contact the Office of Alumni Relations at 410.837.6131 or alumni@ubalt.edu.

Baby Bee Announcements

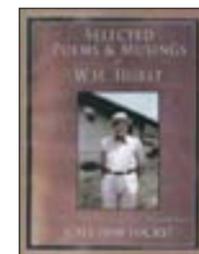


Megan Olive Kelly (left) was born Aug. 2 to **Michael B. Kelly, J.D. '06**, and his wife, Julie. Alaina Gabrielle Guido (right) was born Oct. 7 to **Jennifer Quigley, B.A. '02**, and her husband, **Adam G. Guido, B.S. '99, M.B.A. '01**. Quigley also works as the director of government relations in UB's Office of Government and Community Relations.

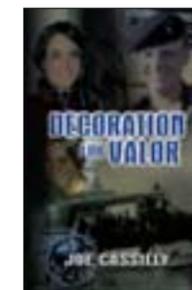
UB proudly welcomes the newest members of our University family—our very first Baby Bees! Moms and dads-to-be, let us know when your little one arrives, and we'll send you a Baby Bee bib, courtesy of the UB Alumni Association. We look forward to receiving more photos of your new additions and will include them in the magazine as space permits. (If you want us to really gush, send us a photo of your baby proudly sporting the Baby Bee bib.)

Share the buzz about your new Baby Bee with us at 410.837.6131 or alumni@ubalt.edu.

Alumni Authors



In *Selected Poems & Musings of W.H. Hurst* (Brentwood Christian Press, 2009), **William H. Hurst, J.D. '51**, offers an autobiographical mix of poems and short stories that covers everything from his Tennessee childhood to his World War II days in England with the U.S. Army Air Force to his current retired life in coastal South Carolina. The 85-year-old also includes personal photos and illustrations as well as his stepson's response to "The Stranger," Hurst's poem about aging. Our favorite entry, of course, is the one in which he notes that "the University of Baltimore is still going great guns!"



The Vietnam War-era book *Decoration for Valor* (Strategic Book Publishing, 2009), by **Joseph I. Cassilly, J.D. '77**, is loosely based on the author's own experiences as a U.S. Army Ranger who sustained a crippling injury during the war. Cassilly, who was elected to his eighth term as Harford County (Md.) state's attorney in fall 2010, weaves a story about the intersection of three young lives: an injured soldier returning from Vietnam, a nurse completing her tour of duty and a student nurse preparing to begin her tour.

Calling all G.I. Bill alumni!

Did you attend UB on the G.I. Bill? Let us know! Drop us a line at alumni@ubalt.edu or call the Office of Alumni Relations at 410.837.6131.

From the Front Lines to the Front of the Class: George H. Block, B.S. '58, was kind enough to dig up a photo from his U.S. Army days to share with us. Pictured to the right is a 19-year-old Block, who would go on to serve in the U.S. Army infantry as a platoon sergeant, fight in the Battle of the Bulge during World War II and become a prisoner of war. "I'm grateful for the love and strength of my family to help me cope with the ordeal of being a prisoner of war," he says now.

Once he returned to the States, he attended UB on the G.I. Bill and earned an industrial management degree; he later joined Westinghouse in Linthicum, Md., and retired as the controller's administrator after a 39-year career at the company. Today, Block, 86, is enjoying retirement in Ellicott City, Md.



Stella Benkler, B.A. '02

by Barbara Pash

A few months into her freshman year at Boston University in 1992, **Stella Benkler, B.A. '02**, realized that her chosen major of biomedical engineering wasn't for her. It didn't take long after leaving Boston and returning home to Baltimore for Benkler to begin the journey that would lead her to becoming general manager of the France-Merrick Performing Arts Center, popularly known as the Hippodrome Theatre.

"I didn't know what I wanted to do," says Benkler, who, based on her involvement in theater during high school, took an internship in marketing and public relations at Baltimore's historic Mechanic Theatre while she figured it out.

As it turned out, she had unexpectedly

landed in the right place. "It wasn't until I got into theater management that I realized this is what I want to do professionally," she says. Benkler worked her way up to become the Mechanic's general manager before she and her staff transitioned to the newly renovated Hippodrome Theatre in 2004, when the Mechanic closed. (Both venues catered to Broadway shows and shared the same parent company, Broadway Across America.)

After undergoing a 10-year renovation, the circa-1914 Hippodrome—once the city's premiere site for movies and vaudeville shows—reopened as the cornerstone of the city's west-side redevelopment. Larger and more modern than the Mechanic, it can host both big Broadway shows and a broad range of other events, Benkler explains.

She was ready for the managerial challenge of the Hippodrome, having gone back to school at night for professional training. By the time Benkler took the helm there, she had earned her bachelor's degree in corporate communication from UB. "I had a focus," she says. "I was coming from a business standpoint and wanted to learn how to communicate information to the public and other organizations."

Today, Benkler is involved in the entire operation of the theater, from costumes and concessions to publicity and production. She also oversees a staff of 40 full-time employees and 400 part-time ushers, stagehands and box-office workers.

Benkler proudly notes that while the Hippodrome is best known for hosting the likes of *The Lion King* and *The Phantom of the Opera*, "we're not just a Broadway theater." In fact, the venue has also brought comedy shows, concerts, ballet and even the Miss USA pageant to Baltimore.

"I love the nature of theater, which is bringing something to life," she says. "To me, it's just as creative to be behind the scenes as on [the stage]."

"I love the nature of the theater, which is bringing something to life. To me, it's just as creative to be behind the scenes as on [the stage]."



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