

## Sidhu School Names First Executive-in-Residence

Daniel J. Cardell '79 became the Sidhu School of Business and Leadership's first executive-in-residence last fall.

Paul Browne, Sidhu School dean, says the program will bring accomplished business leaders to campus to interact with students and other members of the university community. "Learning from and talking to an experienced senior



Daniel J. Cardell '79

executive provides great career motivation. Students get to visualize the types of roles for which they are preparing and hear stories of how a successful career unfolds. They also have the opportunity to discuss how specific concepts apply to real-life situations. In the normal course of instruction, students learn through theory and case studies about the roles and responsibilities of senior leaders and the capabilities and skills required in their work. It all comes to life when such leaders come to campus to talk with students about what they do."

Cardell is president and chief investment officer of Wayne Hummer Asset Management. He formerly served as director of equities at Weiss, Peck & Greer and as senior vice president at the Bank of America. During his residency, Cardell served as a guest lecturer in classes on business strategy, entrepreneurship, strategic management, financial management, investments, portfolio management and financial markets. He also shared his views with Sidhu School faculty and staff on the importance of their role in guiding students in the pursuit of careers in business and accounting, and participated in a lunch with a select group of students, leaders from the business community and faculty members from political science and economics.

Cardell, a member of the University's board of trustees, holds a bachelor's degree in business administration and earned an MBA in finance at the University of Pittsburgh in 1980.

## SCHOOL OF EDUCATION LAUNCHES MASTER'S DEGREES IN TEACHING ONLINE AND ESL

Changing technology and demographics are creating new opportunities for educators. Responding to this demand, Wilkes' School of Education launched two new 30-credit master's degree programs for spring: online teaching and teaching English as a second language.

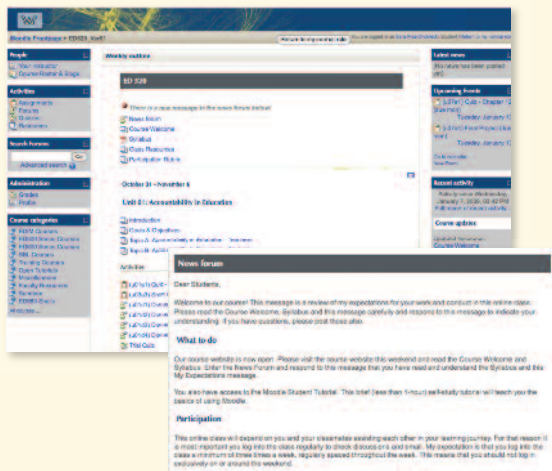
The online teaching program will prepare educators to use technology for training and instruction, whether in the private or public sectors of academia, the corporate world or government. The program is offered totally online in collaboration with Performance Learning Systems.

Teaching English as a second language includes two majors:

- English as a Second Language, for public school teachers who want to instruct children whose first language is not English.
- Teaching English to Speakers of Other Languages, for instructors who can teach English to learners of all ages. You need not be a teacher to apply for this option.

By completing the program's first four courses, students can earn a letter of endorsement or the ESL Specialist designation from the Pennsylvania Department of Education. Classes take place in a blended, or hybrid, format that includes on-campus meetings, as well as online instruction and interaction.

For more information on either program, visit [www.wilkes.edu/GradEd](http://www.wilkes.edu/GradEd) or phone (800) WILKES-U Ext. 4671.



“ I have followed very closely the FOREIGN REACTION to (Barack Obama’s) election. It is absolutely STUNNING. People from all over the world are thinking that America has in fact presented a whole new historic figure. People are applauding America for having elected the FIRST BLACK AMERICAN PRESIDENT. ”

- Madeleine K. Albright,  
on world reaction to President Barack Obama’s election



Former Secretary of State Madeleine Albright addressed the annual Outstanding Leaders Forum, sponsored by the Sidhu School of Business and Leadership. Proceeds from the forum build a scholarship endowment for the school's undergraduate program.

PHOTO BY MICHAEL P. TOUEY



Students in adolescent psychology worked with local high school students to beautify the Lands at Hillside Farms.

PHOTO BY CURTIS SALONICK

## Hands-On Learning at Hillside Farms

Jennifer Thomas’ adolescent psychology class partnered with students from Lake Lehman High School on a service learning project during the fall 2008 semester.

The class partnered with 10 high school students in September and began planning service projects to benefit the nearby Lands at Hillside Farms. During the planning process, psychology students observed the teens’ problem-solving skills and growing awareness of civic and social responsibility.

The project culminated on a December Saturday when the student groups built a walking bridge, constructed a compost bin and helped beautify nature trails. The service learning initiative gave the psychology students a better understanding of adolescent development by applying the theories and concepts learned in class to a real-life situation.

## WEATHERING THE ECONOMIC STORM

Recent economic turmoil has not spared Wilkes University. But conservative investment policies and dependence on tuition for income have kept the institution on sound footing so far.

“Overall, the financial condition of Wilkes is stable, and we are positioned well for the future,” reports University President Tim Gilmour. “That is not to say there won’t be challenges and sacrifices ahead. But the basic directions of our strategic plan, the strong financial stewardship of our Board of Trustees, and the generous giving of our alumni have provided us with the ability to weather bad times and take advantage of good times ahead.”

Some moves that help:

- Two years ago, trustees refinanced Wilkes’ debt to a fixed rate.
- Value of the Wilkes endowment declined but at a rate less than what the overall market has experienced. “Because our endowment is relatively small, the stock market decline has less effect on our budget than at some other institutions,” Gilmour says. “Ironically, this might be a time when it is good to be a tuition-dependent institution.”
- The strategic plan, Vision 2010, addressed a coming decline in college-bound high school students and the growing need for adult education.
- Despite the serious deterioration of our nation’s economy, the number of donors to Wilkes’ Annual Fund has increased. And with the continued support of our alumni, the University has an opportunity to meet goals this year.

This year’s budget will be tight and next year’s even tighter as the University reigns in costs, accommodates challenges from financial markets, and builds in larger contingencies should the economy deteriorate further. “If you have not already done so, I urge you to contribute to our Annual Fund at whatever amount is comfortable for your budget,” Gilmour says. “Your giving will make us stronger and will help struggling students and their families to enjoy the benefits that you know a Wilkes education provides.”

As of late January, applications received from prospective students continued to be on par with those of the previous year, and Gilmour remains optimistic about the future. “We recognize that the financial situation is fluid and can change rapidly,” Gilmour says. “We are monitoring the situation closely and will proceed prudently.”

To donate to the Annual Fund, contact Michele Zabriski at [michele.zabriski@wilkes.edu](mailto:michele.zabriski@wilkes.edu) or **(800) WILKES-U**. For additional information on the University’s financial situation, contact the Office of Alumni Relations, also at **(800) WILKES-U**.



Students Valerie Martinez, left, and Xiaoqiao Zhang were volunteer bell ringers for the Salvation Army’s Need Knows No Season campaign. Zebra Communications has helped to raise more than \$6,000 for the organization since it became a client in 2004. PHOTO BY SHANNON CURTIN

## Earning Their Stripes

Zebra Communications should soon exceed the \$10,000 mark for money raised, thanks to its creative fundraising and awareness campaigns.

The University’s student-run public relations firm has a history of developing unique fundraising campaigns for local organizations. Long-time Zebra clients Candy’s Place, a non-profit support organization for cancer patients and their families, and the Salvation Army received checks totaling more than \$5,000 from fundraising events this holiday season.

Zebra planned a benefit concert, dodgeball tournament, Red Kettle Drive for the Salvation Army’s “Need Knows No Season” campaign, and partnered with national franchise restaurants to raise money for their clients while also gaining hands-on professional experience. Since 2005, Zebra Communications has raised nearly \$10,000 for the two organizations.

## And the Band Plays On

Calling all Civic Band members — past and present!

Wilkes Band Weekend will be held April 26 and 27. It features former directors Terry Zipay and Raymond Nutaitis '62 and '64. If you participated in the Wilkes Civic Band at any time during its glorious 60-year history, come join the fun.

The 57-member ensemble performs a repertoire of outstanding modern concert band pieces and features a variety of performers. “This is an exciting project that has the potential to connect with many of the music school and band alumni as far back as the 1950s,” says Philip Simon, director of music education and instrumental studies at Wilkes.

Any alumni of the band program wishing to receive information about this special weekend can contact Simon at [philip.simon@wilkes.edu](mailto:philip.simon@wilkes.edu).

The Civic Band comprises both student and community musicians. PHOTO BY MICHAEL P. TOUEY

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– Philip Simon



The Beacon news team that earned an honorable mention for a series on race in Wilkes-Barre included, seated from left: Marissa Phillips, advisor Andrea Frantz and Nicole Frail; and standing, from left: Carlton Holmes and Andrew Seaman. Andee Scarantino was absent from the photo. PHOTO BY SHANNON CURTIN

## Investigative Article on Race Earns National Recognition

An investigative article on race and business practices in Wilkes-Barre earned five student writers from Wilkes University’s campus newspaper an honorable mention from the Associated Collegiate Press.

*The Beacon* recently received honorable mention in the Story of the Year competition at the Associated Collegiate Press “Best of Show” awards. Carlton Holmes, Newark, N.J.; Andrew Seaman, Forest City, Pa.; Marissa Phillips, Effort, Pa.; Andee Scarantino, Old Forge, Pa.; and Nicole Frail, Wilkes-Barre, collaborated on the article.

The national Associated Collegiate Press competition does not categorize competitors based on size of publication or school in the Story of the Year categories. *The Beacon* competed in the diversity category, following Duke University, University of Southern California and Kansas State University, respectively.