

# Bucknell

MAGAZINE

FALL 2010

*“Education is rooted in the faith that what we are doing is vitally important.”*

Bucknell welcomes its 17th president, John Bravman.



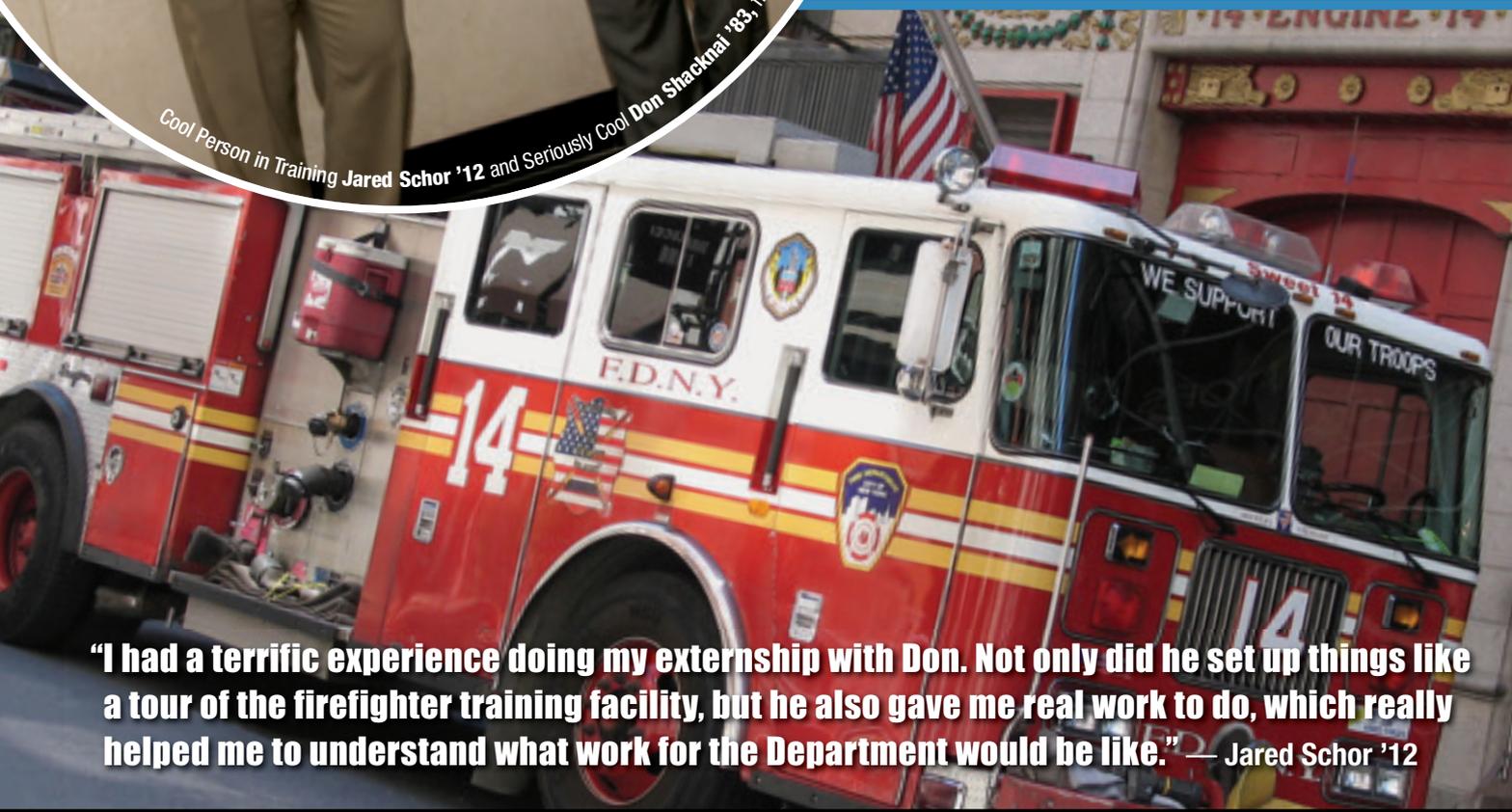
# BE SERIOUSLY COOL



Cool Person in Training Jared Schor '12 and Seriously Cool Don Shacknai '83, first deputy fire commissioner FDNY

That's what alumni are in the eyes of the students they sponsor. Bucknell University's Career Development Center networks with alumni to develop externship and internship opportunities for students, creating real world experiences that leave a lasting impression. Just ask **Jared Schor '12**. Thanks to **Don Shacknai '83**, first deputy fire commissioner of the Fire Department of New York City (FDNY), and funding obtained through the Bucknell Public Interest Program (BPIP), Jared completed first an externship and then a summer internship with the FDNY.

Visit [www.b-link.bucknell.edu/sponsor](http://www.b-link.bucknell.edu/sponsor) to learn more about how you can sponsor an extern/intern or support BPIP and become seriously cool.



**"I had a terrific experience doing my externship with Don. Not only did he set up things like a tour of the firefighter training facility, but he also gave me real work to do, which really helped me to understand what work for the Department would be like."** — Jared Schor '12



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Volume 3, Issue 4



In one of Bucknell's finest traditions, President Bravman shares the light of knowledge.

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*By Gigi Marino*

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## How Many Refrigerators Can One Student Carry?



I thought it would be a great opportunity for a new president to meet students and families, but I had no idea what the morning would mean. It was move-in day for the freshmen and new transfer students, the Friday before classes, Aug. 20. I headed out to shake some hands, maybe move some luggage and talk with new students, their moms and dads, their brothers and sisters. What I didn't anticipate was the welcome they were about to receive from the Bucknell community. Dozens of Orientation Leaders and Orientation Assistants in their orange and blue t-shirts joined by Bucknell staff were waiting to greet them. They were offering warm "good mornings" and a phrase I heard a thousand times that day, "Welcome to Bucknell."

The Bucknellians weren't there, however, just to say "hello" to their newest members. They were there to work. Hour after hour, they helped the students move belongings of all kinds into residence halls. Out of cars jammed full of possessions, up flights of stairs and down long hallways, they carried suitcases and computers, laundry baskets piled with clothes, boxes of bedding and books, stereos and lamps, bags of shoes (lots and lots of shoes), televisions both small and big-screen large and one item that kept getting everyone's attention: mini-refrigerators. A competition broke out, or had broken out years ago: Which OL or OA could carry the most refrigerators? That day, one student carried 21.

If there is any doubt about the welcoming nature of this campus it is answered by the fact that one student carried 21 mini-refrigerators into residence halls for new students that he didn't even know.

Later that day, with several colleagues, I had the privilege of addressing an audience of about 1,000 parents and family members in the Weis Center. As I told them, we are honored by the trust they have placed in us by enrolling their students in Bucknell. In my short time here, I have seen time and again, from move-in day to meetings with academic departments, that the entire campus embraces this trust.

The individuals who participated in the move-in — those dedicated orientation volunteers and staff who so helpfully carried the students' possessions — represent all of us who are so proud to see others join this community. We know that when the students leave, it is not their possessions that will matter. What will matter is whether they had an educational experience to treasure, one that prepares them for a lifetime of learning. Thinking of that mission, getting to know the students, faculty and staff who define Bucknell, I am beginning to understand why we say with such conviction to each new class, "Welcome."

John Bravman, PRESIDENT

# Bucknell<sup>MAGAZINE</sup>

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# Letters

## GOOD COP – GOOD COP

The Bucknell University Department of Public Safety, with the generous support of the entire campus community, raised \$1,757 for the 2010 Geisinger Children's Miracle Network–Motorcycle Miracle Tour. We cannot express enough gratitude to all who either participated with the tour or donated to the cause. Local children will benefit greatly.

Joseph M. Snyder '08  
*Lewisburg, Pa.*

## THE GREAT HOPE OF ETHIOPIA

Berhanu Nega, featured in the spring issue of *Bucknell Magazine*, was the great hope of Ethiopia. In the 2005 elections, he was robbed of everything he believed in and the dictator Meles Zenawi still walks around putting the country's preferred leaders to death or in jail. I know Ethiopia doesn't have the great oil wells of the Middle East, but the United States should investigate Zenawi and the many others like him in Africa.

Paul Banks  
*Victoria, Australia*

## SAFE SPACES

Thank you for publishing Sean Coyne's '10 piece on his experiences of being a gay athlete at Bucknell and the importance of his political activism for his own — and Bucknell's — development ["Last Word," summer 2010]. It is encouraging to see the magazine recognize the challenges with which so many Bucknell students struggle.

We started the Safe Space program in 2004. In the years to follow, we gave presentations to sororities and fraternities, RAs, classes, faculty, administrators and residence halls about being gay (a better phrase would be "not being a heterosexual") at Bucknell, and how being a safe space made LGBT people and their allies more comfortable. I was so nervous standing in front of hundreds of my peers every month and telling them how hurt I was by the homophobia I felt at Bucknell. But I did it, alongside

several other brave students, and I believe that it has made a tremendous difference. In my four years at the University, I saw huge strides in the campus climate toward creating a more inclusive, welcoming culture. It seems to me that things are getting better every year.

I want to commend the University administration for being open to finding ways to help LGBT students, the faculty and staff who serve as a huge support and resource to the students, the wonderful allies to the LGBT community and especially the courageous students who stand up for their right to feel safe and comfortable at the University. We should all know by now that it's not acceptable for anyone to feel excluded or scared, and must continue to fight for that position.

Alyssa Schneebaum '06  
*Fresh Meadows, N.Y.*

## MAKING STRIDES

The article "The Legacy of a Gay Athlete" in the summer issue was very good. I admire Sean Coyne's courage in helping to change the culture of homophobic slurs among athletic teams to one of understanding and acceptance.

For the past five years, prior to retiring from the University of Florida, I was a member of the UF LGBT Concerns Committee. Our focus for this past year was on adding the wording "Gender Identity and Expression" to the UF non-discrimination policy. We did research and found lists of other universities and colleges which had this in their non-discrimination policies. I can't tell you how pleased I was to find that Bucknell was one of these universities. Bucknell has come a long way in terms of diversity and acceptance since I was graduated in 1961. Keep up the good work.

Joyce Dewsbury '61, P'92  
*Gainesville, Fla.*

## ALMOST TRAGIC COMING OUT

Sean Coyne's moving essay triggered memories around one of my Bucknell roommates in the mid-seventies,

**Gary Bonasorte '77.** Like Sean, Gary was a track star, but when he broke the news to us of his homosexuality, it was by way of a suicide attempt — fortunately, not successful.

Thankfully, Bucknell and society in general have evolved to the point where acceptance is the norm, even if it still sometimes takes courage to overcome prejudices.

Stephen Levien '78  
*Miami Beach, Fla.*

*Ed. Note: Bonasorte was a noted playwright and AIDS activist; he passed away in 2000.*

*Errata: The summer article about the Bucknell alumni club in Bangkok contained the following errors: Erica Augustenborg's name was misspelled; the event was held in the Augustenborg home, not that of David Humphrey; and Denise Augustenborg, Miranda McGinnis and Santi and Waraporn Songsermsawas also helped with planning and executing the event. The magazine apologizes for these errors and omissions.*

## HOW TO READ THE 2D BARCODE



Readers will notice that the magazine is now using 2D barcodes. The first appears on the internship/externship ad on the inside front cover. If you have a smart phone with an app for scanning, simply scan the bar code on your phone, and you will be directed to the corresponding website. If you have a smart phone but not a reader, open the web browser on your phone, go to [www.quickmark.cn/En/basic/download.asp](http://www.quickmark.cn/En/basic/download.asp). Follow the prompts to download the reader.

## ARE YOU BEYOND PAPER?

Do you love the printed word but hate the paper copy? Let us know, and we will take your name off of the distribution list for the print copy of *Bucknell Magazine* and send you a notice when each quarterly issue goes live online (Class Notes not included). E-mail: [bmagazine@bucknell.edu](mailto:bmagazine@bucknell.edu).

# Moore Avenue

News&Notes

## Aha! Moments

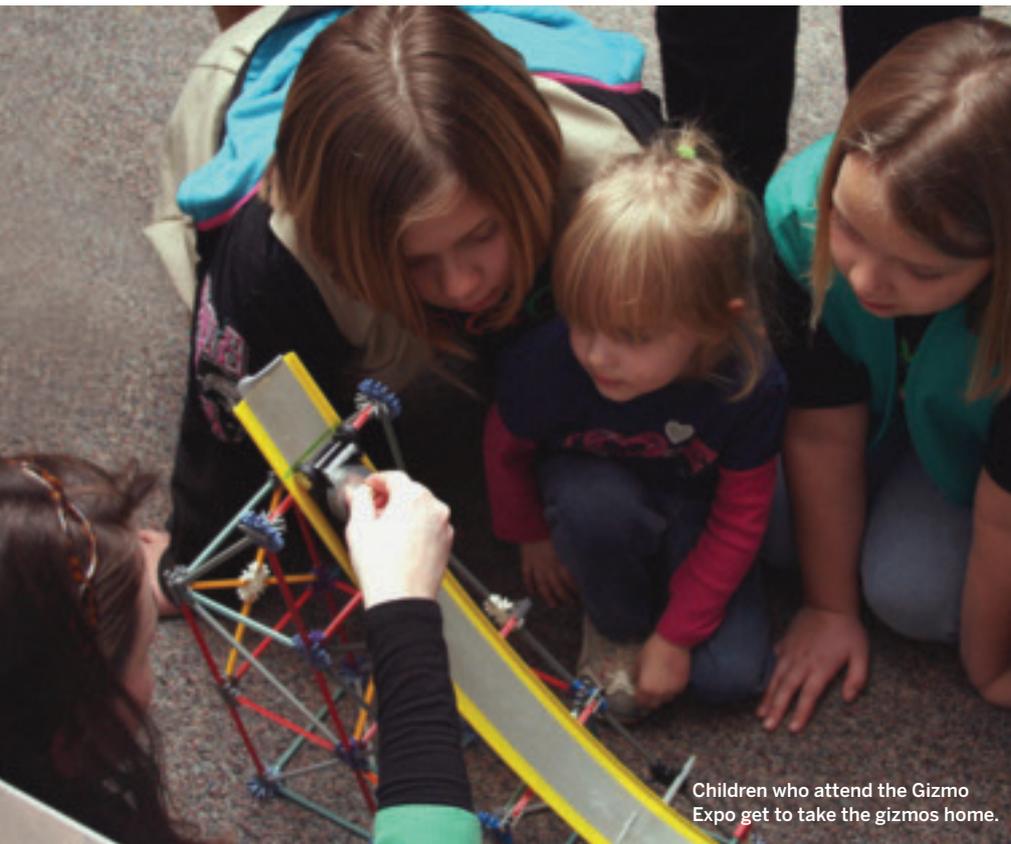
The engineering curriculum promotes innovation by tapping student creativity.

By Rhonda K. Miller

**N**ewsweek reported that creativity in American schools has declined dramatically in the last two decades – our collective muses are stifled by antiquated curricula, nationalized testing and too much television. Bucknell’s engineering faculty endeavors to be the exception to this trend by keeping students engaged with creative projects and promoting collaboration with other University departments.

“Invention requires imagination,” says Associate Dean of Engineering and Associate Professor of Chemical Engineering Margot Vigeant. She is also a member of the task force organizing this year’s Bucknell Forum series, Creativity: Beyond the Box. “Creativity is key even to something as mundane as production of a candy bar. Whether you are making the candy bar itself or creating the machines that make them, you have to figure out how the machines operate, how they are arranged and how easy it will be for people to repair them when they break. You also need to imagine that something will go wrong (since something always goes wrong), and figure out how to build the system so that the product can get out the door anyway. Someone needs to ask, ‘What if?’ What are the ways the system isn’t perfect? What do people desire in the product? Do the machines fit in the building? This all starts with imagination.”

Steve Shooter, an inventor and professor of mechanical engineering, agrees that creativity is fundamental to the field of engineering. He organized a faculty workshop in early August to bring together professors from management, art, music, theater, English, education and engineering to discuss commonalities and differences in teaching innovation to students. The group is now designing a team-taught course called Impact – Exploring Innovation Across the Disciplines for the spring semester. “We need to know how we can benefit from each other,



Children who attend the Gizmo Expo get to take the gizmos home.

CORY POTICHER

and students need to think in these ways as well,” says Shooter. “They need to have a foundation, then reach out to other areas to learn something new.”

But that’s not to say first-year engineering students are ready for the nonlinear approach.

“I am seeing greater expectations from students that there should be an answer, rather than many acceptable answers to engineering design,” says Shooter. “With creativity and innovation, people tend to think of the one spark of genius, but in fact there are many sparks of genius.”

Both Shooter and Vigeant use thought-provoking techniques to tap their students’ creative potential. The Gizmo Project — the final project within Engineering 100: Exploring Engineering — focuses on problems where teams of four students are asked to help a teacher demonstrate a concept in science, technology or math to kids between ages six and 13. Teams must use the engineering design process to create a gizmo that shows the conservation of energy or differentiates between magnetic and nonmagnetic materials. They design and build a working device with a \$20 budget. These gizmos are featured and given away at the Gizmo Expo at the end of the fall semester (Dec. 6 this year).

Creativity is encouraged through the constraints, Vigeant says. The device must be portable, safe, age-appropriate and durable. Teams are not allowed to use a pre-packaged experiment or device simply for its intended use. “It’s difficult to meet those requirements and stay under \$20,” she explains. “You get students thinking, ‘Well, it’s \$70 to buy that, so how can we make something similar using the soda bottles we fished out of recycling?’ That’s serious creativity.”

By using recycled materials, Shooter says students are exposed to the concept of evolutionary design. “Revolutionary design creates products that don’t exist, but evolutionary design is taking an existing product and creating new functions. Engineers add value to the process,” he says. “We make processes more efficient by applying math and science to decision making, and we can do this creatively.”



Joe Tranquillo believes in active learning.

## Engineering in Motion

Promoting kinesthetic learning in the classroom.

Active learning in Joseph Tranquillo’s classroom could mean students transcribing the mathematical theory of how neurons propagate electrical impulses down an axon or standing in a chorus line engaged in a physical demonstration of the same theory. An assistant professor of biomedical and electrical engineering, Tranquillo uses kinesthetic learning in most of the courses he teaches.

“I try to provide an environment that is conducive to being creative,” says Tranquillo, winner of the American Society for Engineering Education’s 2010 Biomedical Engineering Teaching Award. “I like to structure physical activity to demonstrate what we are talking about in class. Dynamic exercises promote a more open and creative environment,” he says.

Tranquillo has students stand shoulder-to-shoulder, placing himself at one end. He takes a large quantity of shredded paper in his hands and, on the count of three, passes the shredding to the next person, who passes to the next and so on. The objective is to pass the paper as quickly as possible, and the exercise is repeated to motivate students to better their times. Some paper is typically lost as the speed increases. Students can then make analogies between the size of their hands and the capacitance of a membrane, and the dropping of paper and leaky membrane resistance. Time for student reflection and a lecture showing the mathematical theory follows.

Tranquillo, who also teaches an improvisational dance and movement course at Bucknell, was inspired to try kinesthetic learning after sitting in on a dance class taught by Kelly Knox, assistant professor of dance. “I observed how quickly and deeply students were able to learn concepts through a kinesthetic style of learning,” he says. “And I thought, ‘Why not try this in my engineering courses?’”

It’s a chance, he says, to step outside of one’s discipline and practice integrative learning.

—*Rbonda K. Miller*

## Water Bison

Floating dock provides river access.

By Sam Alcorn

**B**ucknell Landing, a canoe and kayak dock on the West Branch of the Susquehanna River, opened this fall, creating outdoor classroom and recreational opportunities for the campus community. The facility, carved out of a 4.33-acre piece of river land, is located behind the Bucknell University facilities shop on River Road.

According to Jim Hostetler, director of construction and design in facilities and adviser to Bucknell's Outing Club, the 740-square-foot floating dock is composed of modular sections that are interconnected to form a rectangular shape on the water. Leading to the dock is a 28-foot aluminum hinged gangway ramp that floats up and down with the dock according to the level of the river.

The dock, open dawn to dusk and intended for three-season use by students, faculty and staff through the Bucknell Outing Club and Outdoor Leadership Program, will be moved to high ground for winter storage and re-assembled each spring as the weather permits.

"The Susquehanna River is extremely significant to Bucknell in a variety of ways, and we aspire to be good stewards of this important natural resource," says James Rice, associate provost and dean of graduate studies. "The new landing will allow us much-needed access to the river in support of a broad spectrum of research initiatives, classes and co-curricular experiences for our students."

Funding for the planning and construction of the facility came from three primary sources: Bucknell, the Degenstein Foundation and **Benard Sampson '69**, whom Hostetler described as a firm believer in what the outdoors can contribute to a Bucknell education.



The Bucknell Landing will be dedicated in spring 2011.



## Athletics Hall of Fame

### SIX WILL BE INDUCTED AT HOMECOMING 2010.

Bucknell Athletics Hall of Fame Committee Chair and Associate Director of Athletics **Todd Newcomb '88** announced the election of six new members, each of whom will be formally inducted at Homecoming Weekend.

The Hall of Fame Class of 2010 includes:

- **Rose Ewan**, a Bucknell coach and administrator for 25 years
- **Kirk Foulke '62**, football tackle
- **David White '83**, track and field distance runner
- **Jeff Hiik '86**, water polo lead scorer and standout swimmer
- **Charles Cole '88**, cross country and distance runner
- **Lynnette McBride '91**, sprinter and long jumper

The new class will be inducted at the 32nd Hall of Fame Induction Breakfast, hosted by the Bison Club, on Saturday, Oct. 30, as part of Bucknell's Homecoming Weekend festivities. The new Hall of Famers will also be introduced at halftime of the Bucknell-Lafayette football game later that afternoon.

— Jon Terry

# Q&A

Bucknell's new dean of arts and sciences, George Shields, discusses his dual role as dean and chemist.

By Kelly Anzulavich

**Q:** The role of dean is demanding. Why have you chosen also to continue your research at the same time?

**A:** To remain an active scientist is something that is important to me. It's an important part of my identity, and I don't want to lose that. The dean wears a lot of hats, and it's easy to put on the research hat for a small fraction of time.

**Q:** What challenges do you think you will face with your current research while upholding the mission of the University?

**A:** One of my biggest challenges will be effectively prioritizing my time in terms of my ongoing research. As a role model for faculty, I think remaining an active scholar is something that is an important part of my role, because I am the Dean of Arts and Sciences and a professor of chemistry. I want to keep doing some of the things that a professor of chemistry does. I have to do the things that we ask other faculty to do — write and submit grants, publish papers and work with undergraduates. I have done well throughout my career, and I want to continue.

**Q:** How do you think that your role as dean and chemist overlap?

**A:** 'Valence' describes the way molecules interact and govern the functionality of many chemical and biological processes. I think valence might be an appropriate kind of metaphor because it embodies the capacity to unite or interact with something else. It's the same with administrators, faculty and students. It's all in the way people interact with one another, think about ideas and talk about concepts.



**Q:** How do you plan to motivate students and build their experience?

**A:** Through undergraduate research. Undergraduate research is a fabulous way for students to think critically, to communicate and to work with others. My philosophy is to start students as soon as they are ready, even as first-years. This is something that Bucknell does very well. All the arts, humanities and social sciences bring rich things to bear, and they have equivalent experience for students. In some of those areas, students can do research and in other areas students put on productions and plays. But, it's the same thing — students learn the discipline by doing the discipline.

## Bucknell in the News

(Subscribe at [www.bucknell.edu/bitn](http://www.bucknell.edu/bitn))

### NATIONALLY RANKED

*U.S. News & World Report* ranks Bucknell University 9th in the nation for undergraduate engineering programs and 30th in national liberal arts colleges. The rankings are based on such attributes as undergraduate reputation, high school guidance counselor opinions, first-year retention and graduation rate. More than 1,400 schools were surveyed.

### INTERNATIONAL SIGHTS

**Sarah Brown '07** was profiled in the *Boston Globe* for her work with children with visual impairments. Brown is the director for the summer program at the Carroll Center for the Blind in Newtown, Mass. During the rest of the year, she volunteers at a leadership academy in Johannesburg, South Africa, which is attended by students from all over Africa.

### START THE PRESSES

*Publisher's Weekly* reports that Rowman & Littlefield Publishing Group has established a department to collaborate with four university presses, including Bucknell University Press. R&L will provide marketing and sales, fulfillment, royalty and collections services while Bucknell maintains editorial control and approval over manuscripts for release under its imprint.

### RIGHTS FIGHT

In the *Pakistan Christian Post*, **Simin Wahdat '11** writes that the Shi'ite Personal Status Law passed by Afghan President Hamid Karzai "effectively destroyed Shi'ite women's rights and freedoms." Wahdat urges that "thoughtful men and women of goodwill must find the courage to stand up and fight for women's rights."



## Putting the 'ray in 'ray Bucknell!

Meet the Class of 2014.

*By Heather Peavey Johns*

**T**he Class of 2014 has been busy. Before arriving at Bucknell in August as the University's newest crop of first-year students, they were involved with everything from karate chopping, fund raising, mountain climbing, volunteering and eating their weight in chicken wings.

**Sarah Reid '14** spent a week in West Virginia building wheelchair ramps, painting houses and framing new construction.

**Lisa Carpenter '14** earned a third-degree black belt in Taekwondo.

**Chris Brown '14** won the wing bowl at his high school by eating 45 hot wings in 7 minutes.

**Lauren Feldman '14** volunteered at a teen crisis/suicide prevention hotline.

**Kaitlyn Utkewicz '14** volunteered for the Make-A-Wish Foundation.

**Rob Jablonski '14** founded a non-profit organization that donates bicycles and helmets to less fortunate children.

**Sarah Thompson '14** raised more than \$2,500 to donate to the National Inclusion Project this school year (a non-profit organization dedicated towards promoting inclusion/creating recreational programs for kids with special needs).

**Lindsay Allardyce '14** climbed a mountain in Scotland, a feat deemed "Bagging a Munro" by the locals.



## Brain Power Harnessed

### STUDENTS MOVE A MOTOR WITH THEIR MINDS

Assistant Professor of Biomedical and Electrical Engineering Joseph Tranquillo asked his students to develop devices that incorporated the theory and practical uses of bio-medical signals and systems. They were challenged to define a problem and develop a solution. **Megan Long '11, Kelsey Wiggin '11 and Ben Geib '11** rose to the challenge by creating a brainwave- and muscle-activated mechanism. The result: a Lego-wheeled motor that can turn on and off and change direction under the command of a subject's brainwaves.

Tranquillo says he was skeptical at first: "When you record a signal from the body, especially from the brain, it is tiny and needs to be hugely amplified."

The students isolated signals from the occipital lobe for the EEG readings because it produces a pronounced signal. Electrode sensors are attached to a human subject and an amplifier, which magnifies the brain and muscle signals up to 10,000 times. The magnified signals are then filtered to isolate the specific brainwaves and muscle twitches. The presence of these particular signals triggers the motion of the motor through another series of electronic amplifiers.

Once they discern a pattern in the brainwaves, the students instruct the computer to send signals to the motor to switch it on or off or change its direction from left to right. They had a 75 percent success rate.

— *Julia Ferrante*

## Channel Fever

Alumnus tackles the Everest of open-water swims.

By *Julie Dreese*

**O**n July 20, **Dan Richards '78** raised himself out of the 60-degree water onto the rocks of Cap Gris Nez, France, a mere 12 hours and 32 minutes after stepping into the English Channel 21 miles away in Dover, England.

"Nothing prepares you for that feeling as you stand up on those rocks," says Richards, a Tennessee resident who trained for three years for the attempt. "The biggest thing that hit me is that I've accomplished something no one can ever take away from me." Richards and his brother, Scott, are only the second set of siblings in history to successfully swim the English Channel and the Catalina Channel.

Richards and his wife, **Chris Peterjohn Richards '76**, met by the pool as members of Bucknell's swimming team in 1974. In 2000, the pair endowed

the Richards Family Scholarship and, in 2009, made a \$1.5 million commitment to create an endowment for Bucknell's water polo program in honor of their former coach, late Hall of Famer Dick Russell.

Whatever adventure is next, Richards will remain connected to Bucknell as both a benefactor and, now, a trustee. His tenure on the University's Board of Trustees began July 1. "I'm excited about being on the board," says Richards. "It's a group of people who are very committed to and involved in charting the future of Bucknell."



Dan Richards '78 is the first Bucknellian to swim the English Channel.

## Giving by Example

Bucknell benefactor appointed to lead the comprehensive campaign.

By Rhonda K. Miller

Longtime volunteer and donor **Stephen P. Holmes '79** has been named chair of Bucknell's comprehensive campaign. Holmes, a trustee since 2007, was asked to take the helm by President John Bravman.

Holmes replaces Board Chair **Kenneth Freeman '72**, who led the campaign since the private phase began on July 1, 2007. "My vision is similar to President Bravman's in that we embrace *The Plan for Bucknell* and will continue its momentum forward," says Holmes. "I am joined at the hip with John on helping Bucknell succeed and am excited to chair the campaign. I have been working on the campaign for several years."

Giving to Bucknell — and communicating that need to others — is personal for Holmes. He and his wife, **Bonnie Bencsko Holmes '79**, met as incoming



Stephen P. Holmes '79, chair and CEO of Wyndham Worldwide Corp., is the new chair of Bucknell's campaign.

first-year students, and they are parents of three Bucknellians: **Kelly '06**, **Kevin '08** and **Julie '12**. Kelly is married to **Rich Karcher '05**. "I've been engaged with Bucknell from the beginning, even when Bonnie and I were starting a family," says Holmes. "We are proud and grateful to give back to an institution that has given us so much.

"Everybody needs to have a direction for their philanthropy, and Bucknell has a very strong place in our hearts," Holmes adds.

The Holmeses have volunteered countless hours as event hosts, campaign

executive committee members and class gift fundraisers, among other activities. He chaired the search for a new president at Bucknell that resulted in the recruitment of President Bravman. They established the Holmes Family Diversity Scholarship in 2003, and one of their more recent major gifts led to the creation of Holmes Stadium in 2008.

"Bucknell cannot have its strong positive impact on students without financial contributions. As an institution, we can't thrive if not for donors," says Holmes. "We cannot achieve our goals or ambitions otherwise."

BILL CARDONI

### SHORT STACK

Bring a beloved University holiday tradition into your living room this December when a **Bucknell Candlelight Christmas** airs on local PBS stations in most major markets across the country. The high-definition broadcast features the Rooke Chapel Choir and the Rooke Chapel Ringers, under the direction of Professor of Music William Payn. For more details, visit [www.bucknell.edu/PBSAffiliates](http://www.bucknell.edu/PBSAffiliates).

The **2011 University calendar** will be mailed to those who made a gift of \$25 or more to Bucknell since July 1, 2009. Not a donor yet? Simply make your gift by Dec. 31. Use the envelope in this magazine, or go to [www.bucknell.edu/giving](http://www.bucknell.edu/giving). You'll support every Bucknell student and enjoy a year's worth of gorgeous images depicting Bucknell and downtown Lewisburg.

The **International Association of Chaplains in Higher Education** elected Bucknell University Jewish Chaplain **Serena Fujita** chair of the executive committee. The professional association for chaplains worldwide hosts the Global University Chaplains Conference once every four years. As chair, Fujita will promote interfaith communication among chaplains in higher education institutions.

## Alumni Association News

Grant program helps connect students, alumni.

By Julie Dreese

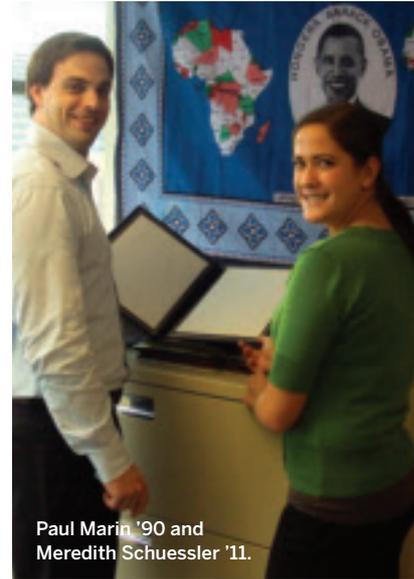
**T**his past spring, the Bucknell Public Interest Program (BPIP) received a \$12,500 grant from the Bucknell University Alumni Association (BUAA). The grant provided five of the 28 BPIP intern fund recipients with a stipend to support each student's participation in a full-time, unpaid summer internship in the nonprofit or public service sectors.

Launched in 2001, BPIP consists of Bucknell alumni, faculty and administrators working together to educate students about public interest careers. **Meredith Schuessler '11**, one of this year's five BPIP Alumni Association Internship Fund recipients, interned in Arlington, Va., at U.S. Trade and Development Agency, a foreign assistance agency geared toward promoting economic growth in developing nations while encouraging American business to export their services. **Paul Marin '90**, regional director for Sub-Saharan Africa, was her supervisor.

"The BPIP funding enabled me to take an unpaid, but fantastic, position

working in the federal government just outside of Washington, D.C., an ideal experience for an international relations major interested in foreign infrastructure development," says Schuessler. "With BPIP's support, I've been introduced to public sector work that I intend to pursue post-graduation."

BPIP is just one recipient of financial support awarded by the BUAA grant program. According to **Melissa Campbell Plaisance '82, P'13**, chair of the BUAA finance committee, "The program's goal is to provide organizations with funding for projects that will bring together students and alumni, as well as benefit the University as a whole."



Paul Marin '90 and Meredith Schuessler '11.

Other recent BUAA grant projects include: \$3,500 for the Black Student Union in support of the Black Arts Festival; \$1,000 for *Be*, Bucknell's student-run fashion magazine; \$1,000 for the Bucknell Brigade to support a mural dedication reception during Homecoming 2009; a \$10,000 contribution to the BUAA scholarship endowment; and up to \$25,000 toward matching annual fund gifts from young alumni.

To learn more about BUAA grants, visit [www.b-link.bucknell.edu/alumni\\_assocgrants](http://www.b-link.bucknell.edu/alumni_assocgrants). 

COMPLIMENTS OF MEREDITH SCHUESSLER '11

**B**ucknellians who were unable to attend the kick-off of the third **Bucknell Forum national speaker series** with **Twyla Tharp** on Sept. 14 can view the event online. Visit [www.b-link.bucknell.edu](http://www.b-link.bucknell.edu) to watch the celebrated choreographer, director and writer share her insights on creativity with the audience. The Bucknell Forum series, *Creativity: Beyond the Box*, runs through fall 2011.

**T**he annual **Honor Roll of Donors and Volunteers** is available online at [www.bucknell.edu/donorsandvolunteers](http://www.bucknell.edu/donorsandvolunteers). The secure site includes lifetime giving society recognition. Alumni, parents and friends who made gifts to Bucknell or volunteered in FY10 will receive their password by U.S. mail or e-mail. Contact [giving@bucknell.edu](mailto:giving@bucknell.edu) or 570-577-3200.

**P**rofessor Emeritus of Engineering **P. Aarne Vesilind** is the 2010 recipient of the Association of Environmental Engineering and Science Professors (AEESP) **Founders Award**. The AEESP is a nonprofit organization of professors who educate in environmental protection academic programs. Vesilind was a longtime member of Duke University's faculty and retired from Bucknell in 2006.

## Cross-disciplinary

An electrical engineer attempts to decode genetic coding.

By Barbara Maynard '88

An electrical engineer, a biologist, a computer scientist and a mathematician walk into a room ... At least, that's the scenario Professor of Electrical Engineering **Maurice Aburdene P'98, P'00** would like to create. After a career of working on computer communication networks, digital compression and other more classic challenges in electrical engineering, Aburdene is bringing a fresh perspective to teasing apart the hidden messages in our own DNA.

"We do a lot of signal processing in engineering," Aburdene says. "Why can't we apply that to biological phenomena?"

Signal processing is essentially concerned with sorting information from noise, so he figures the same approaches might help discover new meaning in or new methods for sifting through the huge numbers of DNA sequences that biologists are recording every day.

To get started, Aburdene sat in on an upper-level undergraduate/graduate molecular biology course taught by his colleague, Professor of Biology Mitch Chernin. The immersion in the language of genes, proteins, exons and introns not only gave Aburdene a solid introduction, but also improved his own teaching. "One day in class I counted something like 32 words I wasn't familiar with,"

he says. Chernin helped him through the vocabulary, making Aburdene extra conscientious to prevent his own students from getting lost in the complicated language of genetics.

To tap the full power of an interdisciplinary approach, Aburdene hopes to recruit students, faculty and even alumni from diverse backgrounds to start brainstorming together. He also plans to offer, in the near future, a new course on signal processing and medical imaging. By combining a classic engineering field with one of its well-known medical applications, he hopes to attract students from a diversity of majors to stimulate creative class discussions.

### FACULTY PROFILE

## Lakeisha Meyer

Students with emotional and behavioral challenges are those Assistant Professor of Education Lakeisha Meyer is determined to help. The former school psychologist focuses on providing schools with guidance to identify and help students who need extra assistance.

One promising academic model is called Response to Intervention. Students who perform poorly on screening tests are provided with a short-term intervention geared toward improving the tested skills. Response to Intervention seems to work in many cases; but with no universal guidance, schools are left to figure out the details for themselves.

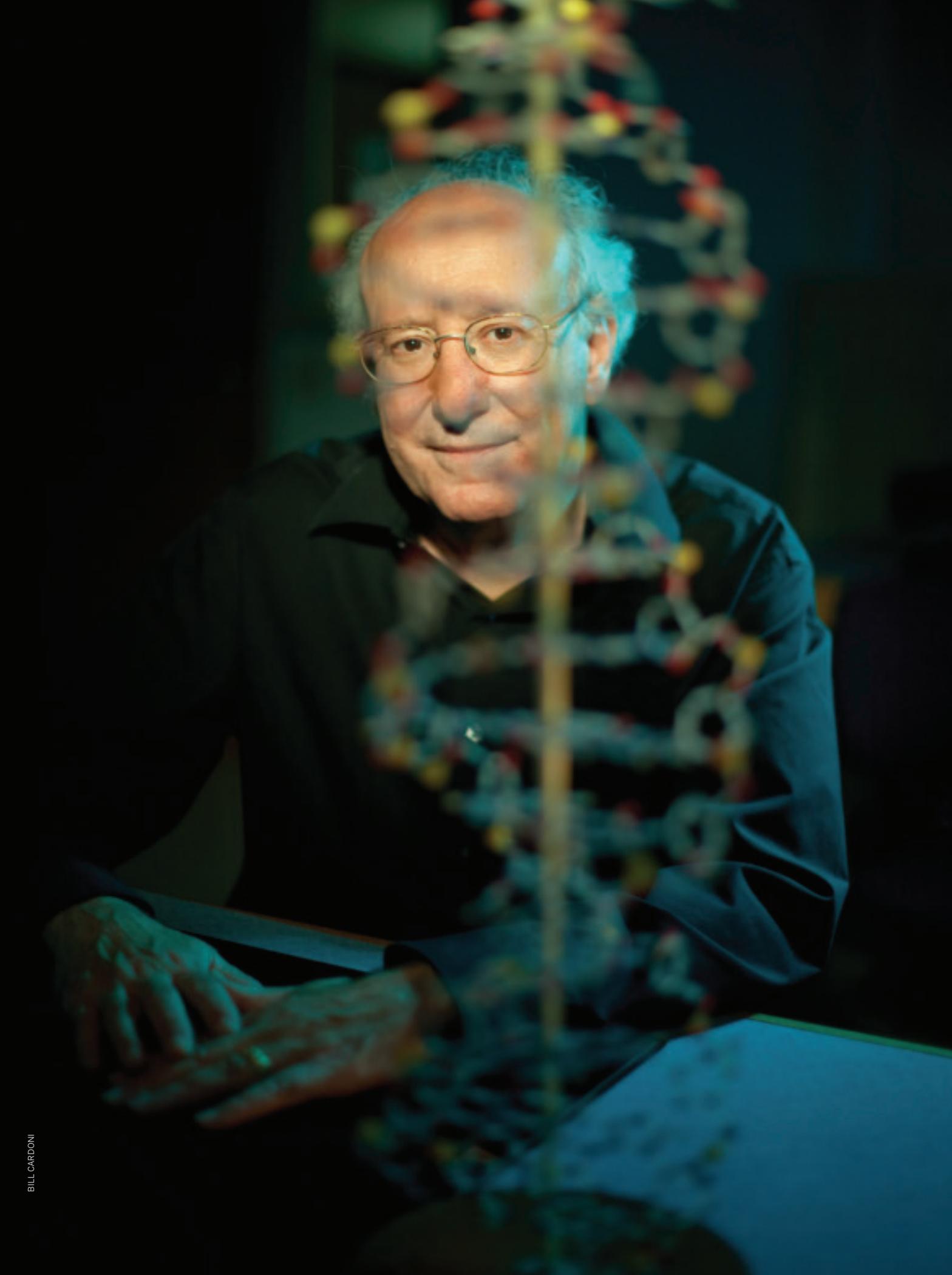
Schools also have few guidelines for how best to help children with emotional or behavioral problems. Under the Positive Behavioral Interventions and Supports model, teachers

and administrators reward students for behaving properly. "Rather than all of the attention, time, energy and resources we put into kids who sometimes behave inappropriately, the focus is on the kids who behave appropriately and also deserve and need reinforcement for their behavior," Meyer says.

Meyer concentrates on the intersection between the academic and behavioral intervention models. Providing a common approach that works could simplify life for school districts and ensure that all children get the education they need.



— Barbara Maynard '88



# 'Ray Bucknell

Student Life&Sports

## Honoring the Opponent

Two key men's lacrosse players win the 2010 Patriot League Sportsmanship Award for their unique service initiative.

By Adam Hinshaw '09

**D**efenseman **John Collett '11** and midfielder **Ryan Klipstein '11** are key players on the Bucknell men's lacrosse team. This past spring, they took their experience as collegiate athletes a step further by supporting former service academy lacrosse players overseas.

Collett and Klipstein were both impact players for the Bison in 2010. As a defenseman, Collett scooped 23 ground balls and caused 11 turnovers. On the offensive end of the field, Klipstein scored 34 goals — the most by a mid-

fielder in Bison history — and was named First Team All-Patriot League.

While the hard-fought contests between the Bison and service academies are always a staple of the men's lacrosse season, they meant something more to

Collett. His older brother, Mike, attended the Naval Academy and played lacrosse. One night, Collett's father suggested that something should be done to help the former service academy players stationed overseas. Collett took this suggestion to heart and sought Klipstein's help. Together, they started "A Bison Never Forgets," an initiative to send items to servicemen deployed in Afghanistan and Iraq.

Collett and Klipstein's families ran a tent during games where they exchanged wristbands printed with "A Bison Never Forgets" for donations. Collett and Klipstein used the donations to assemble and send care packages with everyday items to the servicemen. The Patriot League recognized Collett and Klipstein's efforts by selecting them for the 2010 Patriot League Sportsmanship of the Year award.

"Obviously, it's great to get the award, but that's not why we did it," Collett says. "I've received letters from some of the recipients saying that it has really made a difference."

And, like the initiative's namesake, Collett and Klipstein are not going to forget. "We're working to get other teams at Bucknell involved," Collett says. "We want this to last beyond our time at Bucknell. We want it to grow."



John Collett '11, left, and Ryan Klipstein '11 founded "A Bison Never Forgets."

For more information on how to donate, contact Coach Frank Fedorjaka at [frank.fedorjaka@bucknell.edu](mailto:frank.fedorjaka@bucknell.edu). 

GORDON WENZEL

# iBucknell

A professor-student team develops the University's first native iPhone app.

By Heather Peavey Johns



Most professors ask their students to turn off their cell phones during class. Associate Professor of Computer Science Rick Zaccone not only encouraged his student to turn on his phone but also asked the University to purchase an iPhone — along with two iPads — for computer science and engineering major **Aurimas Liutikas '12**.

Zaccone recruited Liutikas to help him develop iBucknell, the University's first native iPhone app.

iBucknell shows magnified Google satellite images of campus on an iPhone, iPod Touch or iPad. All buildings are labeled and, if the "follow me" button is tapped, GPS technology will show a blinking blue dot to indicate exactly where users are as they walk on campus.

At students' request, says Zaccone, campus cafeteria menus also are available for viewing.

Zaccone credits Liutikas with devoting much of his free time to the iBucknell project. His efforts qualified him for an independent study and University-funded summer research grant. "It's the most exciting thing I've ever done at Bucknell," says Liutikas, a native of Lithuania.

Upon the project's completion, the professor-student team plans to offer a free download of iBucknell on iTunes.



Heather Lenker '12 spent her summer vacation in the lab.

## STUDENT PROFILE

### Heather Lenker '12

A third-generation Bucknellian, **Heather Lenker '12** balances a sense of history with innovation through her chemistry research. "I'm the 11th person in my family to go to Bucknell," she says. "My grandparents met here, and each of their three kids married someone from Bucknell. I grew up with Bucknell — it's how I imagined college to be."

While always interested in science, Lenker found her path during her first year at Bucknell. Partway through organic chemistry, her teacher, Associate Professor of Chemistry Robert Stockland, asked her to join his research group. The group has one grad student, one undergrad and three B.S./M.S. students. This accelerated B.S./M.S. program includes three summers of research, yielding a master's degree at the end of the four undergraduate years.

While Lenker's research topic rolls easily off her tongue — "I have been researching solvent-free microwave-assisted phospho-Michael addition chemistry" — she knows non-science majors may find themselves in a chemistry fog trying to understand the particulars. Lenker explains the distinction of the research lies in conducting reactions in a microwave, which takes only 35 minutes, compared to 36 hours for similar reactions. "It's really exciting because we don't know what's going to happen," she says. "All the reactions we're doing are new, or the way we're doing them is new." As for applications of the research, she says, "We're not entirely sure what the compounds do; no one has tested them. Similar compounds have been used in medicine or the pharmaceutical industry."

While her summers are now devoted to research — "We're in the lab every day," says Lenker — she is energized by the work. "The lab group is great. We all really help each other learn; we all have different areas we're strong in. We bounce ideas off each other. If we get stuck, we help each other out — it's a great learning environment. Professor Stockland is always there to answer questions, point us in the right direction, make sure we get the most out of the summer."

— Shana McGough

# Legacies

## Gifts & Giving

### Do the Math

New COE program offers formula for first-year success.

By Christina Masciere Wallace

**A**s the first member of his family to attend college, **George Pierson '84** is passionate about access to higher education. As president and CEO of Parsons Brinckerhoff Inc., an international engineering firm, he is equally passionate about producing enough engineers to meet industry demands. Recently, he combined his personal and professional interests and his love for Bucknell into the development of a new program with exponential benefits.

The Engineering Success Alliance (ESA) is helping students from under-resourced high schools get off to a good start in the College of Engineering (COE). Created in partnership with Parsons Brinckerhoff, the invitation-only program provides targeted tutoring for engineering students who did not have access to a strong education in mathematics before enrolling at Bucknell.

With \$250,000 in start-up funding from Parsons Brinckerhoff, the newly formed program has hired a math professional to work with 14 students from the Class of 2014. Parsons Brinckerhoff and Bucknell seek to raise an additional \$1 million to fully endow the program so that it is self-sustaining.

"The ESA makes a powerful statement to students from under-resourced schools who want to get an engineering education," says President John Bravman. "It says, 'You are not alone.' We recognize that they have not necessarily had the traditional background that leads to an engineering career. But we know that they have the intellect, drive and creativity to be successful engineers. We're going to

open the world of engineering to them."

Students in Bucknell's College of Engineering, which is widely regarded as one of the top undergraduate engineering schools in the country, face a rigorous and demanding course load. The foundation for success is math, according to Laura Beninati, associate professor of mechanical engineering.

"The first two years are crucial in establishing a fundamental basis for engineering," she says. "If students arrive with a weak math basis from high school, it will ultimately catch up with them in their junior and senior years."

Through the ESA, Bucknell engineering faculty identify incoming students from groups that are historically under-represented in the field and whose math and science experience may not be consistent with that of traditional engineering students. With the math tutor, they identify and correct specific math deficiencies.

ESA is a great opportunity, said one participant, who plans to study computer engineering. "It's a rigorous program, and I like the option of having a study



group to help support me — and help us support each other," he says.

Program participants will also benefit from valuable networking and internship opportunities secured by an advisory board of engineering professionals. It's another way of helping them achieve the same advantages as typical engineering students at Bucknell.

The University and Parsons Brinckerhoff envision ESA as the beginning of a national effort to increase diversity in the engineering workforce. Bucknell is a natural place to begin, says Pierson. "The size of Bucknell, and its commitment to the program, allows us to make an immediate significant impact," he says. "We hope to drive more students through engineering by creating a program that can be replicated at universities throughout the country."

See video interviews at [www.bucknell.edu/EngineeringSuccessAlliance](http://www.bucknell.edu/EngineeringSuccessAlliance). 



## Outstanding in Their Fields

The University recently awarded several endowed professorships, which recognize excellence in teaching and research. Funded by private gifts, these academic positions help Bucknell attract top faculty and students.

### New Appointments

#### Presidential Professorships

Janet Jones, *classics*

Karen Morin, *geography*

Ron Ziemian, *civil and environmental engineering*

#### NEH Chair in the Humanities

Elisabeth Guerrero, *Spanish*

#### David and Patricia Ekedahl Professorship in Environmental Studies

Peter Wilshusen, *environmental studies*

#### David Morton and Leanne Freas Trout Professor of French and Francophone Studies

Angèle Kingué, *foreign language programs*

### Reappointments

#### John Howard Harris Chair in Philosophy

Gary Steiner, *philosophy*

#### Christian R. Lindback Chair in Business Administration

Mark Bettner, *management*

#### Ruth Everett Sierzega Chair in Linguistics

James Lavine, *foreign language programs*

## Strength in Numbers

The Annual Fund and the comprehensive campaign fare well in a down economy.

By Christina Masciere Wallace

Nearly 17,000 alumni, parents, faculty, staff and friends of the University made gifts or pledges to the Annual Fund in fiscal year 2010, which ended June 30. The \$9.7 million raised benefits all current students.

Annual Fund participation at any level makes a difference, says Board of Trustees Chair **Ken Freeman '72**, who adds that young alumni in particular have more of an impact than they might think. Freeman likes to tell new graduates about his first gift to Bucknell. "I gave \$2, and it was in my senior year," he says. "It wasn't much, but all gifts matter. And for me, those \$2 led to a tradition of giving."

The Annual Fund supports every area of the University – including scholarships, academic programs, professorships, the campus, athletics, the arts and residential life. Gifts and pledges made to the Annual Fund help cover the cost of University operations in the current academic year.

Bucknell's comprehensive campaign continues to make impressive strides in a slow economy. In August, the campaign total surpassed \$150 million in gifts and

pledges. That's nearly 40 percent of the \$400 million goal. President John Bravman thanked all campaign donors — more than 29,000 individuals — for their support.

"The loyalty of Bucknellians and their commitment to the students have already made a deep impression on Wendy and me," says Bravman. "Bucknellians truly love this institution. They value their experience here and demonstrate great confidence in the University's future."

There's more good news to report. Since the campaign began in July 2007, the University has received almost \$20 million in state and federal support — by far the most it has ever raised from such sources.

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*Scholarships, academic programs and faculty support are top campaign priorities. To learn more, visit [www.bucknell.edu/giving](http://www.bucknell.edu/giving).*



# The Mind *and the* Muse

## Reviews & Criticism

### BOOKS

Philip Roth '54

*Nemesis* (Houghton Mifflin Harcourt)

At the outset of Philip Roth's new novel, *Nemesis*, Bucky Cantor, 23, appears to have fought circumstance and won. He is beloved by all as a gifted athlete, teacher and citizen. He alone holds himself accountable for the poor eyesight that prevents him from serving in WWII, heroically, like his friends, and for having a criminal father who abandoned him. During the heatstroke summer of 1944, in the Weequahic precinct of Newark, N.J., the polio epidemic strikes the playground Bucky supervises, challenging the conscience and sense of responsibility he has internalized in extreme. Roth uses setting, character and perspective to propel a story that slices as expertly through the landscape of tragedy as the javelin Bucky powerfully arced across fields in his glory.



Sholl uses poetry to hold together a world that is by turns broken by death, aging, war and violent weather, or just by the fundamental irregularities of life.

Observing her children's opposite natures in "Elegy and Argument," she sees "two sides of the brain I long to see embrace." Using the imagery of field and littoral, domestic transactions and occasional travel, she gives language to life's enigmas that are more often felt than expressed. Sholl, the Poet Laureate of Maine, is in top form in *Rough Cradle*.

Jan Balakian '83

*Reading the Plays of Wendy Wasserstein* (Applause Theatre and Cinema Books)

Beginning with *Uncommon Women and*



*Others* in 1977, award-winning playwright Wendy Wasserstein (1950–2006) redefined the genre of witty entertainment expressing relevant commentary on

politics, gender, ethnicity and the human condition, winning the Pulitzer for *The Heidi Chronicles* in 1989. **Jan Balakian**, a Kean University professor, interviewed Wasserstein at length and incorporates that information in her engaging study, *Reading the Plays of Wendy Wasserstein*. Accompanying archival material and insights from players and observers complete the tour of where a talent, a medium, a nation and its women have been for the last 40 years.

Paul Wainwright '72

*A Space for Faith: The Colonial Meetinghouses of New England* (Jetty House)

The aesthetics of the remaining colonial meetinghouses sprinkled across New



England inspired fine-art photographer **Paul Wainwright** to study them.

Focusing his lens on the angular, light-infused architecture once found at the heart of every New World settlement, he found a striking historical narrative emerge that reached back to the Reformation of 1517. Wainwright's book, *A Space for Faith*, a finalist for the 2010

New England Book Award, includes a critical essay by Paul Benes. It documents the Protestant communities that married faith and government, where community business was determined by consensus, not democratic vote. The evocative duotone images capture a dynamic society rooted in European culture that eventually embraced religious diversity and a constitution separating church and state.

Betsy Neary Sholl '67

*Rough Cradle* (Alice James Books)

In "Doing Time," a poem collected in **Betsy Sholl's** new book, *Rough Cradle*, prisoners attend her writing workshop "to destroy all/evidence of anguish."

It compares to their teacher's mission;



### Harold Schweizer P'00, P'04

*The Patient* (Bucknell University Press)  
*The Patient*, edited by Bucknell Professor of English **Harold**

**Schweizer** and Kimberly Myers, anthologizes essays that address human suffering. The book grew out of an international, multidisciplinary conference held on campus and looks at essential perspectives that are often eclipsed in the national health care debate. Some are personal narratives, like poet Tess Gallagher's account of battling breast cancer while caring for a parent with Alzheimer's. Bucknell contributors include Professor of English **John Rickard '75**, who explores the theme of suffering through Irish literature, and Associate Professor of Political Science **Amy McCreedy '85**, who discusses the personal, political and ethical minefield that health care can be.



### Mary Sheriff '72

*Cultural Contact and the Making of European Art Since the Age of Exploration* (University of North Carolina Press)  
**Mary Sheriff**, chair of the art history department at the University of North Carolina at Chapel Hill, is the editor of a new volume of groundbreaking scholarship. Instead of pocketing European art in vacuums of national movements and periods, she and her colleagues address the influences of travel, first contact, commerce and colonialism from the late 14th century to the Jazz Age. Familiar stories gain fresh perspectives, such as the Dutch School, Gauguin in the South Seas and French romanticist Eugene Delacroix, whose chief inspiration is traditionally credited to the Italian Renaissance, but whose travels to North Africa were transforming. This lucid, richly illustrated study includes less familiar but equally fascinating artists as well, such as 18th-century Frenchman Jean-Etienne Liotard.

### Meredith Sue Willis '68



*Ten Strategies to Write Your Novel* (Montemayor)  
You have an idea for a novel. You have begun a novel. You have completed the first draft. Perhaps you just want to reflect on what

distinguishes the novel as an art form. Wherever you are, veteran novelist and creative writing instructor **Meredith Sue Willis** is there with support and frank conversation in *Ten Strategies to Write Your Novel*. Mixing analysis, writing exercises and readings from established works, Willis checks critical pressure points like perspective, character development and plot "architectonics." By the end of this "boot camp," writers and their work will be toned, with a good sense of what makes a novel.

### Sharon Warne Kidd '64

*Blood Pies* (Dog Ear Publishing)



**Sharon Warne Kidd's** disturbing memoir, *Blood Pies*, elicits the impulse to look away. A society looking away, however, is what allowed the horrific child abuse she suffered at the hands

of her parents to go unchecked in post-WWII suburbia. Revealing her story in the unaffected voice of the child experiencing the physical and emotional assaults in real time, she chronicles the worst of humanity. She includes family photos from this period that are a reminder that monsters and their victims can look like anyone else. Kidd survived by virtue of her imagination, and today she is a California marriage and family therapist who has drawn praise for her work with traumatized children.

### Harry Bobonich M'58

*The Great Depression: Hard Times in the Coal Region* (Infinity)

"It is far better to recall the Great Depression than it was to live through it," **Harry Bobonich** observes in his memoir of growing up in Schuylkill



County, Pa. Rugged country settled by European immigrants employed in the coal mines, it offered a hardscrabble life before the economy collapsed. Bobonich

mixes personal accounts with newspaper clippings and historic photographs, conjuring old country customs, poverty, mine blasts, bootleggers and lynchings. He is a compelling witness to a time whose ghosts still haunt Route 61 as it cuts from Ashland south to Pottsville, the town that famously inspired native John O'Hara's fiction.

### James Owens '86

*The Survivorship Net*  
(The American Cancer Society)

In *The Survivorship Net*, the imaginary town of Sweetwater looks forward

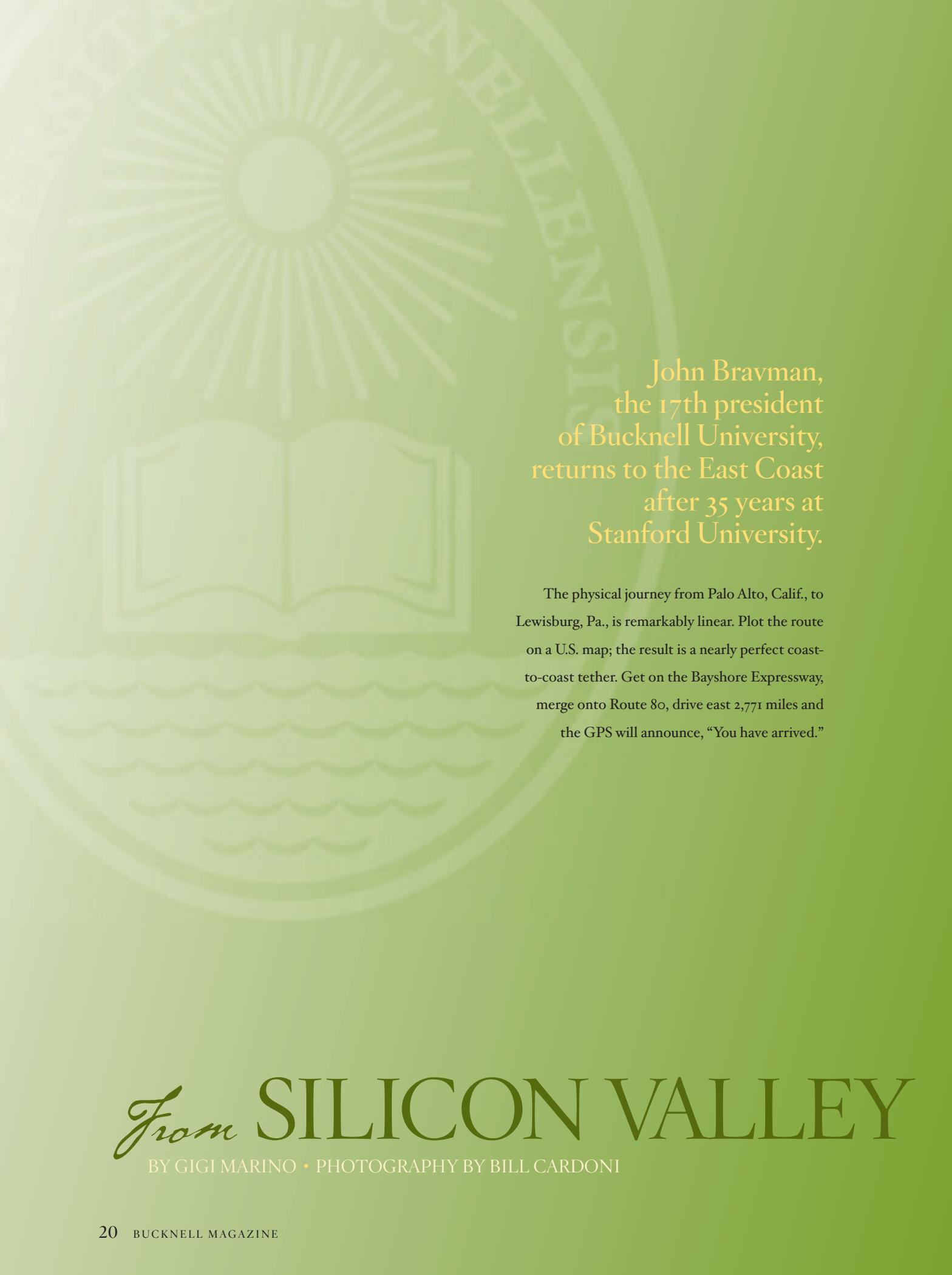


each year to the spectacular JJ Owens Roundbottom Circus. One year, when the circus arrives ragged and leaky, most of the high wire act has decamped

for fear of the torn safety net and the townspeople are crestfallen. The great JJ Owens was sick with cancer and could not keep up. But then a boy named Max had an idea about how everyone could help, and soon it is great again. So goes the story **Jim Owens** wrote for his son, Max, to explain what was happening to daddy after the diagnosis of brain cancer. With the support of friends and family, Owens became a voice for the Lance Armstrong Foundation and, for 10 years, cycled the country to raise awareness and funds for research. Owens died in January 2009, but his example continues to rally hope. To learn more, visit [www.jimsjourney.com](http://www.jimsjourney.com).

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*Claudia Ebeling reviews books, music and video each issue. To submit materials for review, e-mail [bmagazine@bucknell.edu](mailto:bmagazine@bucknell.edu).*



John Bravman,  
the 17th president  
of Bucknell University,  
returns to the East Coast  
after 35 years at  
Stanford University.

The physical journey from Palo Alto, Calif., to Lewisburg, Pa., is remarkably linear. Plot the route on a U.S. map; the result is a nearly perfect coast-to-coast tether. Get on the Bayshore Expressway, merge onto Route 80, drive east 2,771 miles and the GPS will announce, “You have arrived.”

*From* SILICON VALLEY

BY GIGI MARINO • PHOTOGRAPHY BY BILL CARDONI



*To the* SUSQUEHANNA  
Valley



President Bravman told first-year students that they're all freshmen at Bucknell together.

Bucknell's 17th president, John Bravman, has indeed arrived and, in many ways, his metaphysical journey to the heart of the Susquehanna Valley also follows a direct progression. While he is giving up palm trees for pin oaks and red-tiled roofs for Georgian-brick buildings, a constant has guided his entire career — an abiding devotion to undergraduate education.

At Stanford, Bravman, who grew up in New York City and on Long Island, worked his way through the academic ranks from undergraduate student to endowed professor. When he left the university for Bucknell this past summer, after 35 years, he concurrently held the posts of the Freeman-Thornton Vice Provost for Undergraduate Education at Stanford University; the Bing Centennial Professor of Materials Science and Engineering; and professor of electrical engineering, by courtesy; as well as being the founding dean of Stanford's Freshman-Sophomore Residential College and an engineering consultant in materials science to a number of law firms and venture capitalists.

Stanford holds a beloved place in Bravman's heart and the university, in return, has an equally big love for him. Soon after his presidency at Bucknell was announced, Stanford established, in his name, the John C. Bravman Family Scholarship, which has already attracted more than \$4 million.

Students and staff alike responded emotionally to the news of Bravman's departure. *The Stanford Daily* reported, "*He durst not do it! He could not, would not do it! 'tis worse than murder!*" Okay, maybe it's not that bad. But it's *almost* that bad." Hyperbole with a nod to Shakespeare aside, Bravman was a popular — and, many thought, permanent — fixture at Stanford. This was the man who not only regularly lent out DVDs from his 750-plus collection to students who wanted to see a movie, but also invited them into his home to pick and choose.

The article continues: "Dean Bravman has always seemed like a visionary to me, someone who sees both students and Stanford growing to reach our full potential. He talks with so much enthusiasm about University initiatives to give undergraduates more research opportunities and is so confident in handing over the reins to others in the Stanford community to embark on big projects. It is hard to think this man was made for any place but Silicon Valley."

Yet, by the beginning of the fall semester, Bravman had made a new home in the leafy Northeast and stood side-by-side with first-year students on the other side of the country. Decked out in orange and blue, he cheered with them for their new school at the 'Ray Bucknell pep rally.

For all of his erudition as a scientist and scholar, he is a vocal enthusiast for higher education. While at Stanford, he played

a key role in the university's Campaign for Undergraduate Education, which raised more than \$1.1 billion dollars and reignited the donor community's support for Stanford's undergraduate mission. As president, he will have a critical role in Bucknell's fundraising campaign.

Bravman's career is an exemplar of a fast-tracked academic with strong research skills. He finished his master's and doctoral programs in five years and was immediately hired as an assistant professor; his 21-page curriculum vitae references 162 publications in refereed journals. "When I look at what I've been involved in," he says, "it's always a combination of my love for undergraduates and undergraduate education, which Stanford does extremely well. But it's always hard at a research

students who are broadly educated, who are articulate across a spectrum of human endeavors. The demand for true liberal education, for both the engineer and the English major and everyone in between, is of greater import now, more than it ever has been.

**B**ravman is the second Bucknell president with an engineering pedigree (Herbert Lincoln Spencer, Bucknell's eighth president from 1945-49, was a mechanical engineer). His wife, Wendelin Wright, is the first spouse of a president to be a tenure-track professor. And they are the first presidential couple in many years to be

*Decked out in orange and blue,  
he cheered with them for their new school  
at the 'Ray Bucknell pep rally.*

institution." Bravman believes that the ideal educational setting offers studies that focus as much on the humanities as they do the sciences, what he describes as "a deep engagement with the whole spectrum of the human intellect."

When talking about his appreciation of the liberal arts, Bravman invokes his father, an accountant by trade and a student of the world by proclivity. He says, "My father, while not college educated, was extraordinarily bright and well read. He worked in Manhattan and read a book a day at his lunch hour standing in bookshops because he couldn't afford to buy the books. He was a fast reader and read a book a day for years. He always told me that I didn't read enough and that I didn't pay attention to him. But of course, he was right." Bravman says that once he finished his formal education in engineering, he started pursuing his own liberal arts education, mainly in political science, economics, history and literature. He now has a 4,000-book library. "Ninety percent of those books have nothing to do with science," he says. "I'm returning to what my father always wanted for me but didn't live to see."

Bucknell's emphasis on providing a broad liberal-arts education, as well as offering exciting research opportunities for students, strikes a harmonic chord in Bravman. "While I love science, love what science and engineering can do for the world, I'm also aware of what it can do to the world. We need students who are broadly educated, who are not only experts in engineering or English but also can work in what's become a cliché but is so true, a small world that is changing fast in which they might have five or more careers," he says. "When the whole country, the whole world, is moving counter to the general thrust of what a liberal arts education is, we need

seen pushing a baby stroller on campus. Their son, Cole, was born only days before Bravman was named Bucknell's president. "We went to the hospital knowing that John was going to be named to the presidency at Bucknell," says Wright, "so we knew that the challenge and excitement of moving across the country with a new family and adjusting to new careers would soon be upon us."

Wright, an accomplished engineer whose research focuses on understanding the mechanical behavior of metallic glasses and other advanced materials, had been the Clare Boothe Luce Assistant Professor of Mechanical Engineering at Santa Clara University. She has finished setting up a laboratory space at Bucknell and will begin teaching and working with students in January. She says that she has a "unique perspective" in her role of being a faculty member and the president's spouse. "I directly see the importance of John's work," she says. "His primary responsibility is to provide the resources the faculty need so they can deliver the highest-quality education to our students."

Both Wright and Bravman believe that their being a dual academic career couple with a young child sends a positive message to faculty members juggling academic careers and families. Wright notes, "In mechanical engineering, we have four infants among the faculty, which is very different from my experience in California. Being with colleagues who face similar challenges has created a supportive environment." When appropriate, Cole accompanies his parents to University events. "We want people to see us as a family because that's who we are. It's good for the campus to see the president with an infant," says Wright. "John's facing the same challenges



Cole Bravman, Class of 2032

that many faculty raising children are. The fact that he is so supportive of my career sets a good example of his values.” Bravman also has two grown sons, Christopher and Matthew, who reside in California.

Bravman says that two working parents need to support each other. “Children demand time. That’s the reality,” he says. “We have to share the raising of our child. The only way to continue diversifying America’s faculties is to look at issues like this.”

**D**iversification of the student body, one of the cardinal points of *The Plan for Bucknell* that Bravman has embraced, also is a major concern for him. “We’re not going back to the days when the majority of the people who went to high-end colleges and universities all looked the same. If we did, we would not be preparing our students for the world they will enter,” he says. “Whatever we do in the classroom we have to provide a 24/7 milieu that prepares them in every way possible for the world into which they will enter personally and professionally. These are some of the great tasks of the University moving forward, to face the challenge of people asking, ‘Why should I pay \$50,000 for a nontechnical education? Why does the make-up of the student body matter?’”



John Bravman, 17th president of Bucknell University.

**Michelle Beck '11**, a member of the Bucknell Student Government and one of the students on the student advisory committee who talked with Bravman during his campus interviews last March, says she has been impressed with his accessibility, transparency and student advocacy. She says that his experience at Stanford is a boon for Bucknell. “Stanford does a lot of interesting things that other schools don’t do, for example, with their green initiatives,” she says. “He’s planning on bringing a whole new direction to Bucknell’s green policies. It’s very exciting.”

**Krista Yancey '11** was the student representative on the search committee and says, “President Bravman’s ability to connect with people impressed me most during the search process. In our discussions, he paired inspirationally high expectations for Bucknell’s future with an attention to detail necessary for the execution of these ideas. Each response he gave proved that he cares tremendously about the work he does and the community surrounding him. This pride in the institution and collaborative style won my support.”

Additionally, Beck served on the presidential transition team. “When the team talked with John about inauguration, he distinctly said that inauguration is going to be about Bucknell, not about him,” she says. “It’s a celebration of the University and where the University is going. I think that’s really cool that we’re moving somewhere as a University, and he’s taking us there.”

Bravman says he is both humbled and honored to have been invited to be Bucknell’s president. “Being named president of this great institution has produced an odd mixture of seemingly antithetical human qualities of pride and humility,” he says. “I have a great deal of pride in what I have been asked to do and what I have achieved to be in the position to do that. But there’s an overwhelming sense of humility in the opportunities that have been given to me and the awesomeness of the tasks ahead in a place that has as honorable a past as Bucknell.”

Bravman is not only a scientist who follows scientific inquiry and method, but also someone who believes in intangibles. “Education is rooted in faith,” he says. “If we don’t have faith in the future, education is pointless. We take it on faith that what we are doing is vitally important to each generation.”

In recognizing and honoring the generations, Bravman points out that the vitality of the institution depends not only on the faculty, staff and students, but also on its alumni. “Colleges and universities have this relationship with people who have been through the door and left, that other organizations just don’t. Every president, including me, certainly needs the collective wisdom, guidance, input and participation of alumni. We need the canonical time, treasure and talent of our alumni to help us in myriad ways, whether they are hosting a send-off party for students admitted to the University, or they are hosting a dean of a school who’s coming to a city to talk about what’s happening at his or her school, or they’re contributing as their heart tells them to the University.”

Both Bravman and Wright are dedicated to the academic mission. Says Wright, “I first think of myself as an educator,

and John and I both passionately believe in the power of education to transform lives.” Bravman, a first-generation college graduate, still remembers the names of his elementary-school teachers — “I wouldn’t be here today if it weren’t for Miss Reel in the second grade who made us read every day” — and speaks of education with reverence. He says that the eventuality of the opportunities available to today’s students is the result of a continuum of kindness, faith and belief. “I tell students, ‘You worked hard to get here, but don’t ever forget that you’re also the beneficiary of the work of many others — your parents, your teachers, people long gone who founded

this University, thousands of people who have sustained and nurtured this University,’” says Bravman. “You are not here just because of who you are. You are the product of many people and the beneficence of many other people, many of whom you will never meet. If you put these things together in the right way, you can craft an education with our help that will give you the best possible chance of happiness, success and the ability to contribute to the world around you.” 

*Gigi Marino is the editor of this magazine. To read more about John Bravman, go to [www.bucknell.edu/President](http://www.bucknell.edu/President). *

## An Invitation to President Bravman’s Inauguration

The Board of Trustees, in consultation with President Bravman, has set the inauguration of Bucknell’s 17th president for Sunday, Nov. 14, at 2 p.m. in the Weis Center for the Performing Arts. A community welcome reception will follow in the Gerhard Fieldhouse. At President Bravman’s request, a faculty committee is preparing a series of events leading up to the inauguration to celebrate the academic and artistic achievements of Bucknell’s students and faculty. The line-up of events is below, and more information is available at [www.bucknell.edu/inauguration](http://www.bucknell.edu/inauguration). All are welcome. For those who cannot attend, the inauguration ceremony will be live-streamed at [www.bucknell.edu/x63799.xml](http://www.bucknell.edu/x63799.xml).

### **WEDNESDAY, NOV. 10 at 7:30 p.m., The Forum, ELC**

Bucknell Faculty Snaptalks on Pedagogy and the Teacher-Scholar Model (*Q&A and reception to follow.*)

### **THURSDAY, NOV. 11 at 8 p.m., The Forum, ELC**

Bucknell Faculty Snaptalks on Scholarship (*Q&A and reception to follow.*)

### **FRIDAY, NOV. 12 at 12 noon, East Reading Room, Bertrand Library**

Panel Discussion on the Role of Liberal Arts in Higher Education  
(*Sponsored by the Teaching and Learning Center.*)

### **FRIDAY, NOV. 12 at 8 p.m., Weis Center**

Performing Arts Showcase Events

Bucknell Symphonic Band Gala Inauguration Concert, featuring performances of Professor Jackson Hill’s “Bucknell Fantasy” and Copland’s “Lincoln Portrait” with narration by Bucknell students and President Bravman.  
(*Intermission at 8:50 p.m. so that patrons may move to the next arts event.*)

### **FRIDAY, NOV. 12 at 9 p.m., Harvey M. Powers Theatre**

Amuse-Bouches: Enjoy a Taste of Theatre and Dance

### **SATURDAY, NOV. 13 from 2-4 p.m., ELC**

Student-Faculty Scholarship and Research Poster Session  
Also featuring performances by Bucknell Students

### **SATURDAY, NOV. 13 at 8 p.m., Weis Center**

The Shanghai String Quartet with Wu Man

### **SUNDAY, NOV. 14 at 2 p.m., Weis Center**

The Inauguration of Bucknell University’s 17th President

### **SUNDAY, NOV. 14 from 3-5:30 p.m., Gerhard Fieldhouse**

Community Welcome Reception





NEW BOOKS  
ON THE BLOCK

## Barnes & Noble at Bucknell University bookstore opens for business.

**T**he Barnes & Noble at Bucknell University bookstore — featuring 29,500 square feet of books and Bison merchandise displayed among artifacts from the past — opened this summer following a careful, yearlong restoration of its historic downtown building. The bookstore, which occupies the former C. Dreisbach's Sons Hardware Store on the northwest corner of Fourth and Market streets, captures the architecture of the old and the new.

The historic portions of the three-story building were preserved and highlighted by design. Much of the original brickwork and woodwork has been retained, and an antique freight elevator has been re-imagined as a children's reading area. Modern touches include a massive skylight, Wi-Fi connectivity and vibrant artwork throughout that showcases Bucknell's history and iconic imagery.

To preserve its historical value and significance to the downtown streetscape, the building, parts of which date to circa-1900, was rehabilitated in accordance with state and federal historical guidelines. Much of the original building was rebuilt after a fire in 1941, during which two firefighters lost their lives. A commemorative plaque honoring the firefighters from the William Cameron Engine Company of Lewisburg hangs outside the building. After Dreisbach's closed in 1965, the building housed various businesses and offices through 2008, when it was purchased by Bucknell.

"I commend former President Mitchell and the entire team that worked so hard on bringing this building to fruition over the last several years," says new Bucknell President John Bravman. "The excellence and beauty of this store are a real

tribute to the planning they put into it and to the important connection that the community and campus share."

In addition to a Starbucks café, the bookstore has seating on all floors where students and other customers may study or read. The back of the store, above where horse-drawn carriages once made deliveries, features space for small gatherings, such as literary and artistic performances as well as community meetings.

Throughout the store, stylized photographs feature the history of Bucknell and Lewisburg. "Great care has been taken to ensure the atmosphere reflects pride in Bucknell, Lewisburg and the Central Susquehanna Valley, and to create the warm ambience and relaxing environment that have made Barnes & Noble stores successful across the country," says Vicki Benion, bookstore director.

The brickwork, woodwork, steel casement and wood double-hung windows were carefully restored by hand. Several other features of the original Dreisbach's building were preserved and are on display, including an ornate black steel safe, which workers discovered inside an interior wall. The safe contained bank records and the building's architectural blueprints.

The new bookstore replaces the campus bookstore, which was housed in the Elaine Langone Center, freeing up more than 12,500 square feet in that building for other University uses, including new spaces for student activities.

A shuttle service will loop campus and the downtown bookstore for students, who also will have the option to order textbooks online and have them delivered to the campus post office. The majority of the funding for the \$10 million bookstore project came from state and federal grants and incentives for small-town economic development projects. 

By Tom Evelyn • Photography by Bill Cardoni



AS THE 2010 MIDTERM  
AT STAKE: 37 SEATS THAT  
INFLUENCE POLICY HAS ON

# MIDTERM INSIDE THE ELECTIONS

*BUCKNELLIANS* on opposite sides of  
the political aisle are *DECISION-  
MAKERS* in the November elections.

★ *BY ANDREW W.M. BEIERLE*

★ *ILLUSTRATIONS BY JIM RINI '70*



ELECTIONS HEAT UP, TWO BUCKNELL ALUMNI ARE PLAYING PIVOTAL ROLES ON OPPOSING SIDES OF HOTLY CONTESTED SENATE RACES. WILL DETERMINE CONTROL OF THE SENATE, INCLUDING THE COMPOSITION OF AGENDA-SETTING LEGISLATIVE COMMITTEES AND THE ECONOMY, HEALTH CARE AND THE NATION'S BALLOONING BUDGET DEFICIT.



**MARTHA MCKENNA '96** is completing her second election cycle as political director for the Democratic Senatorial Campaign Committee (DSCC), a role in which she helps recruit Democratic Senate candidates, manage their campaigns and shape their messages. In 2008, she helped steer a process in which Democrats took back eight Senate seats from the Republicans to gain a near-supermajority of 59 seats.

**BRIAN WALSH '97** is communications director for the National Republican Senatorial Committee (NRSC), an organization similar to McKenna's, but which advances the cause of the G.O.P. Walsh spent three years working for Texas Republican Sen. John Cornyn and moved to the NRSC when Cornyn assumed the chairmanship in 2009. Both DSCC and NRSC are independent, non-governmental organizations headed by senators elected to two-year terms by their party leadership. (The DSCC is chaired by New Jersey Democratic Sen. Bob Menendez.)

Despite their different political vantage points, McKenna and Walsh agree on one thing:

**THE OUTCOME OF THE 2010 MIDTERM ELECTIONS WILL BE LARGELY DETERMINED BY A SINGLE ISSUE.**



“It’s the economy, stupid,” Walsh says, echoing the most memorable catchphrase of the 1992 presidential election, one used by Democrat Bill Clinton in his successful bid to unseat incumbent Republican George H. W. Bush. “The economy is going to be the No. 1 issue in November. The Democrats over-sold the stimulus and they haven’t delivered. Voters are concerned about the expensive health care bill and corporate and bank bailouts. They are asking, ‘At what point do we stop racking up massive debt?’”

Democrats, too, are worried about economic issues, McKenna says, but view them from a decidedly different vantage point.

“The Democrats are looking out for the middle class,” she counters. “We want to stabilize the economy, rein in the big banks and credit card companies and get people back to work. The Republicans want to return to Bush-era economic policies, to outsourcing jobs and to leaving the middle class behind. They voted almost unanimously to block extending unemployment benefits, and they favor repealing health care reform.”

The midterm elections come at a time when the American electorate is disenchanted with both political parties. According to an August 2010 NBC/Wall Street Journal poll, only 33 percent of Americans view the

Democratic Party favorably and even fewer, just 24 percent, see the Republicans in a positive light — the worst showing ever for the G.O.P. in the NBC/WSJ poll.

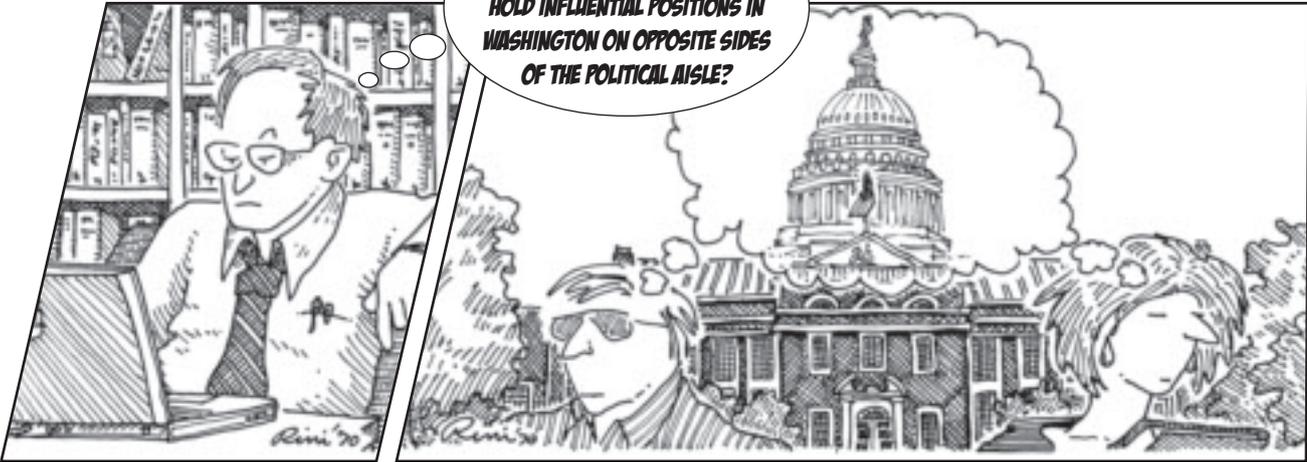
But Walsh is cautiously optimistic.

“It’s remarkable how the political landscape has changed since January 2009,” he says. “In 2006 and 2008, independent voters were disenchanted with the Republicans and moved into the Democratic camp. At the beginning of this election cycle, we expected to be truly competitive in only one Senate race. But a lot has come into play since then — a stimulus package that has not created jobs, massive government bailouts and an expensive health care bill — and independent voters have moved back to the Republican Party. We regained the governorships in New Jersey and Virginia, states Obama won in 2008, and independent voters in the deep blue state of Massachusetts elected Republican Scott Brown to fill the seat of the late Ted Kennedy.”

Journalist and former member of the Bucknell political science faculty Stuart Rothenberg is editor and publisher of the nonpartisan *Rothenberg Political Report*. He agrees that the political landscape has changed significantly in the past 18 months.

“The election of 2010 is almost a mirror image of the elections of

**IS IT UNUSUAL FOR TWO YOUNG BUCKNELL ALUMNI TO HOLD INFLUENTIAL POSITIONS IN WASHINGTON ON OPPOSITE SIDES OF THE POLITICAL AISLE?**



2006 and 2008,” he says. “The message is the same, the mood is the same, but it is almost as if the teams have swapped uniforms. In 2006 and 2008 the Democrats took advantage of dissatisfaction with the White House. In 2010, the Republicans are doing the same thing.

“When voters are confident, upbeat, hopeful and content, they support the party in power. When they are worried, angry, uncomfortable and fearful, they don’t. There has been some improvement in the economy, but not for most people. The jobless rate is at 9.5 percent, and those are bad numbers,” he concludes. “There are going to be substantial Republican gains in 2010. We don’t know the precise outcome yet, but the direction is set.”

“There’s a lot of volatility out there,” McKenna counters. “But I believe that Democrats will win Senate races in places that surprise people in November.”

### **POLITICAL SCIENCE MAJORS MCKENNA AND WALSH WERE DRAWN TO POLITICS**

long before coming to Bucknell. Walsh’s future was shaped by a family active in local politics. His career plans initially were uncertain, but when other Bucknell students elected to travel to such glamorous international cities as London and Paris for a semester abroad, Walsh chose instead to spend the spring of his junior year in his nation’s capital through American University’s Washington Semester Program, which offers students an in-depth look at the two-party system; the relationship among the executive, legislative and judicial branches; and the management of campaigns and elections.

“After that, I knew what I wanted to do,” Walsh says. When he returned to Lewisburg for his senior year, he undertook writing a political op-ed column for *The Bucknellian*.

McKenna’s fascination with politics initially was fed by an interest in the news. “When I was growing up, I wasn’t really a history buff, but I was interested in current events,” she says. “At Bucknell I found a program that combined real-time analysis and political theory with a strong grounding in history.”

Rothenberg has known both Walsh and McKenna individually for a number of years, but it was only recently that all three of them met at a Beltway-insider social event — a going-away party for a Washington reporter.

“Is it unusual for two young Bucknell alumni to hold influential positions in Washington on opposite sides of the political aisle?” Rothenberg muses. “Probably, although it could just be chance. D.C. is a young city, a fun city, and it draws a lot of college graduates from Pennsylvania schools. Bucknell produces a lot of talented kids and it has a diverse student body. It doesn’t produce students who are overwhelmingly Republican the way Hillsdale

College does in Michigan, or overwhelmingly Democratic, like Reed College in Portland.”

Walsh agrees that Bucknell inculcated values that shaped the way he views political discourse. “My approach to political debate was shaped by Bucknell’s commitment to helping students think independently and respect all points of view,” he says. “I learned that when having vigorous debates I may disagree with someone, but it’s important not to get personal. I respect anyone who knows what they believe and why they believe it.”

McKenna laughs when asked if it is difficult for people who work for opposing political parties — as she and Walsh do — to remain civil to one another when, nationally, the political dialogue is fractious at best and downright acrimonious at worst.

“I can be friendly with someone socially regardless of political affiliation,” she says, “But it’s all business when I’m back at my desk.” **B**

ANDREW W.M. BEIERLE IS THE AUTHOR OF THE NOVELS “THE WINTER OF OUR DISCOTHÈQUE” AND “FIRST PERSON PLURAL.” HE LIVES AND WRITES IN THE SAN BERNARDINO NATIONAL FOREST.





# *Full Frame*

## Autumn Light

Autumn crabapples ring Coleman Hall,  
reflected in the windows of the  
Weis Center for the Performing Arts.

*Photograph by Michael Barrick*

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## Earth, Air, Water, Fire

By Christopher Camuto

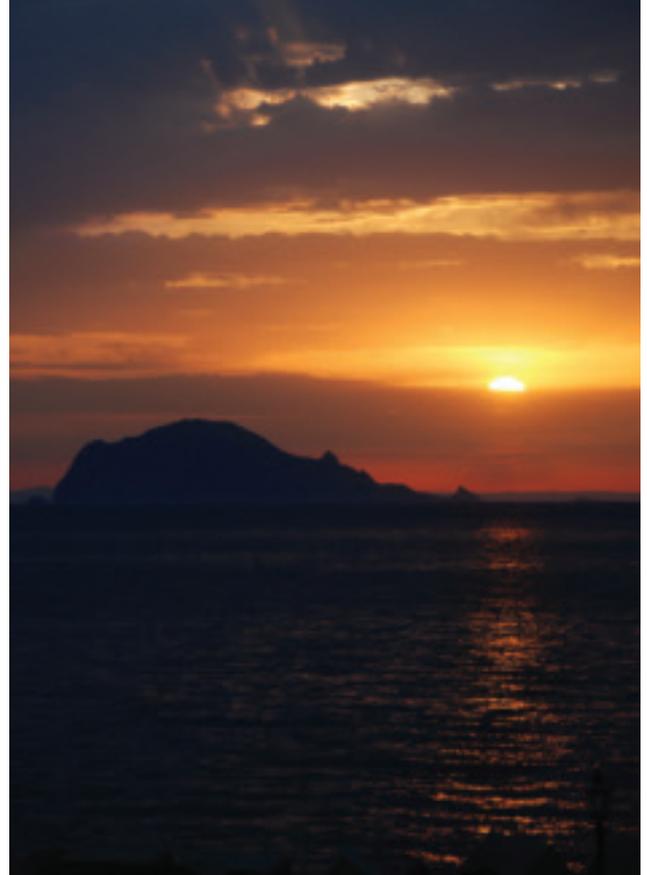
*We made our landfall on Aiolia Island,  
domain of Aiolos Hippotades,  
the wind king dear to the gods who never die —  
an isle adrift upon the sea, ringed round  
with brazen ramparts on a sheer cliffside.<sup>1</sup>*

*The Odyssey, X, 1-51*

**T**he ancient gods lived well. In the Aeolian Islands, north of Sicily in the Tyrrhenian Sea, Vulcan worked his forge on Isola Vulcano, while volatile Aeolus governed the four winds from his palace atop those cliffs on Isola Lipari that so impressed Homer. Aeolus welcomed Odysseus and bade the Greek hero recount for him the story of the Trojan War. After a month of feasting, they parted amicably, but soon there was trouble, as there always is in stories.

The Aeolian Islands have been one of the great crossroads of the world since the upper Paleolithic. A major source of obsidian — volcanic glass — Lipari has been a trading post for at least 12,000 years. Etruscans, Phoenicians, Greeks, Carthaginians, Arabs and Romans taught themselves how to negotiate this striking volcanic archipelago, a gathering of seven major islands — Vulcano, Lipari, Salina, Panarea, Stromboli, Alicudi and Filicudi.

The Aeolian Islands are the most stunning vantage on myth, nature and history that I know. The gleaming origins of the Western mind in pre-Socratic philosophy was whetted to a working edge against the spare beauty of this landscape, a dramatic display of the four elements — earth, air, water, fire — that science and poetry have pondered for millennia. Parmenides, Pythagoras, Zeno, Empedocles and other poet-



philosophers of Magna Graecia studied the nature of nature, as well as the relation of words and things, in this beautiful part of the world.

The islands reward all sorts of study. Take a night hike up to the fiery crater of Stromboli and look into the red eye of the working earth. Sail in the evening just to watch the strange shapes of islands familiar to classical antiquity darken as the sun disappears into the Mediterranean. Join the passeggiata on the Corso Vittorio Emanuele in Lipari and the late night bustle on the quay at the Marina Corto. Brave a severe mezzogiorno and climb among the scrub oak and maquis on the slopes of Monte Fossa delle Felci flushing Sardinian warblers and blue rock thrush as you go. Wake early in a white room in a white house on Isola Salina stirred by Homer's rosy-fingered dawn blooming behind Isola Panarea, while corn buntings and blackbirds stir in the gardens and lemon groves below. One boards the ferry back to Naples with regret.

I keep a chunk of obsidiana — haggled from a street kid on the worn steps to Lipari old town — on my desk in Bucknell Hall as a reminder to return. When students ask about it, I give them an earful.

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*Supported by International Research travel funds, Professor Camuto is writing a memoir about southern Italy and Sicily — the native country of his grandparents — and a book about the relation of pre-Socratic philosophy to landscape and nature.*

<sup>1</sup> *The Odyssey*, trans. Robert Fitzgerald (New York: Farrar, Straus and Giroux, 1998), p. 165.



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*Jim Alsop '79 and Marlene Hurd '79 with their son, Justin Alsop '10*

# POWER TRIO

The Alsop-Hurd family knows Bucknell inside out — as alumni, parents, volunteers and donors. Their top giving priority? The Bucknell Fund, which immediately directs gifts to the areas of greatest need. They trust Bucknell to use their donation wisely — just like they trusted Bucknell with Justin's education.

Make your own power statement by supporting the Bucknell Fund. It's the best way to help every student, every day. To learn more, please visit [www.bucknell.edu/giving](http://www.bucknell.edu/giving).

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PHOTOGRAPH BY TIMOTHY SOFRANKO

