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On the Cover: Craig Dwyer ’10 and Rich Potocek ’09, partners at Mainline Solar, on the roof of A. Duie Pyle’s warehouse in Parkesburg, Pa., where they recently completed one of the largest solar installations in the state.

Right: Scott Fritze ’02 and Andy Hanzlik ’02, founders of Marvesta Shrimp Farms at their Maryland facility.
Seasons of Legacy

Winter has mostly left Lewisburg now, with the signs of thaw all around us. The birds are getting noisy, the blooms starting to appear, the signs of spring life rising everywhere on campus. But it has been a cold winter here, as in much of the country. Ice, snow, freezing rain—we’ve had it all. This picture, taken from the President’s House toward Bucknell Hall, captures this winter for me, in its weight, its stillness, its beauty. Even in a winter like this one, this campus is a classic.

It has been a painful winter for the Bucknell community too. We lost many dear Bucknellians these past few months, some of whose legacies are recounted in a special story in this magazine. The pain of these losses, as with losses all of Bucknell suffers as time unfolds, will not leave our community soon.

The emergence of spring reminds me of the flow of our University’s life, and its promise. Bucknell is now 165 years in the making, and counting. We who are its temporary stewards owe it to those before us to carry on their legacy. They gave their best talents, their greatest ideas and energies, the best they could to make Bucknell better, more effective, more enduring. And so shall we.

John Bravman
President
LOVE’S LABORS FOUND
I was interested and pleased to read the articles about Aline Baly ’02 and Tony Rago ’81 in the winter issue. These two Bucknellians ultimately chose careers far from Wall Street glamour or competitive corporate life. I’ll wager they both have dirtyed their hands in their endeavors, and have found satisfaction in doing so.

I, too, took my Bucknell education and went back to work in a family business, supplying crop inputs to farmers and buying their products. Technology and instantaneous connectivity seem to be at the forefront of our everyday lives now, but the world still needs people to till the earth and fix a hole in the sole of our shoe. Thanks for telling their stories.

Peter Terry ’69
Hamlin, N.Y.

DISPUTING FACTS ABOUT A DISPUTED TERRITORY
Bill Durland ’53 no doubt participated in the Gaza Freedom March with fine motives [Class Notes, winter 2011], but we would like to challenge some of his facts:

1. Since 2001, more than 4,000 rockets and 4,000 mortar shells were fired from the Gaza Strip into Israeli territory. According to Human Rights Watch, more than 3,000 of these attacks, entirely on civilian areas, were fired after the Israeli unilateral withdrawal from all of Gaza in August 2005, and more than 1,750 in 2008 alone (after the Hamas takeover of Gaza in June 2007).
2. Gaza is disputed territory with no history of housing any autonomous state. Yet the Israelis unilaterally relinquished any claim to it, evacuated its civilians and abandoned a great deal of property that could have been used for constructive and peaceful purposes. Instead, when Gaza was free of any Israeli presence, it was quickly turned into a launching pad, from which Israeli civilians were terrorized on a daily basis. Under these circumstances, it takes sheer willful denial to claim that a blockade designed to keep even more sophisticated weapons out of Gaza is illegal or unethical. Even Egypt was committed to enforcing a weapons blockade on Gaza.
3. Although the list of humanitarian goods allowed into Gaza was perhaps unduly restricted, it is a fact documented by the UN that vast quantities of humanitarian supplies went into Gaza through Israeli checkpoints every single day, and electric power (60 percent of Gaza’s power) was supplied from generating plants in southern Israel, even as the rockets were falling.
4. As for the flotilla: Both Israel and Egypt offered to receive all humanitarian supplies on the six ships, inspect them for weapons and then pass them through to Gaza (along with the routine humanitarian supplies let in from Israel every day). The offer was refused. Nevertheless, the boarding of ships other than the Mavi Marmara, which was not carrying humanitarian supplies, was accomplished without violence.

The Middle East is a place of great tragedy, and we all support every honest effort to respect and protect the rights and interests of all peoples in the region. Israeli, too, has to shoulder some of the responsibility for lost opportunities for peaceful resolution.

Colman Abbe ’53, Don DeWees ’53 and Don Anderson ’52
Scarsdale, N.Y.

KEEPING AN EDGE
Markets, Innovation and Design is a new course offering that seems timely and promising [“Curriculum for the Global Market,” winter 2011]. I’m hopeful it can educate management students about both industrial design and also manufacturing management/industrial engineering. For a long time, the only similar Bucknell business management course offered was Production Management, under the tutelage of the late department chair Neil “Shifty” Shiffler.

General Electric CEO Jeff Immelt has been appointed to head the new White House Council on Jobs and Competitiveness. One element of U.S. problems, emphasized by Immelt in speeches and articles, is erosion of the U.S. manufacturing base. Giving Bucknell students a foundation in product design and manufacturing is something that Immelt would doubtless endorse.

Useful, distinctive product design and identity are major elements of effective, leading-edge marketing. Notable examples of how innovative design and useful function intersect are Nike shoes, the Mini Cooper, the Kettlebell, the Kindle and, of course, anything designed and produced by Apple within the last eight years.

I hope that Bucknell keeps interested alumni like me informed about how this course evolves.

Jim Rowbotham ’65
New York, N.Y.

NO ERRATA
On p. 3 of the winter 2011 issue, in Calendar Errata, Alan Raynor ’53 states that the May calendar photo was from the ’40s and not the ’50s. I beg to disagree. The photo was taken of the 1950 Commencement march on June 12, 1950.

My reason for disagreeing is that the third student pictured in full in the right lane, looking at the photo from the right, is Mary Ann Shimer Mauger ’50, my beloved then/fiancée. She is just in front of the student with his gown open and, it appears, no head/hyphen.standard.

K. Frederick Mauger ’53, M’56
Spring Brook Township, Pa.
considering the environmental equation

bucknell steps up eco-friendly initiatives on campus and off.

by rhonda k. miller

while corn and potatoes were on the menu at the 2010 bu goes green fall fest, they also were components of the plates, utensils and cups used at the green barbecue — part of a campuswide effort to showcase sustainability.

“all food and dinnerware were either compostable or biodegradable,” says dorsey spencer, assistant director of campus activities and programs. even the mother earth-shaped balloons were biodegradable.

the career development center’s networking events also are going green, says julee bertsch, program director for alumni career services. “eco” jobs will be targeted as opportunities in major cities across the country. “this is in the forefront of many people’s minds when they are considering career choice and crosses many different career paths,” she says.

the first networking event is planned for june in chicago, and employers involved with environmentally friendly initiatives will be invited to attend along with a “green” speaker. bertsch says the career development center will host these events in leed-certified (leadership in energy and environmental design) buildings, meaning the facilities must meet at least one greening standard, and the event will feature local food service as well as electronic presentations to maintain green standards.

on campus, students are designing and building seed (sustainable energy and ecological design) projects as part of the environmental center’s campus greening initiative. “the green roof is a seed project and focuses on sustainable construction,” says dina el-mogazi, director of the campus greening initiative. located on dana engineering, the roof is made of 150 2-by-2-foot recycled plastic trays that contain soil and sedum plants to absorb storm water and reduce runoff. it helps mitigate heating and cooling costs and energy consumption. el-mogazi says new construction on campus will likely include buildings with green roofs, as the university has a number of green buildings in the design phase.

additional seed projects include a native plants garden, a sustainable cooperative and three solar arrays. plans are
also underway for students and faculty to participate in the installation of a small 10-kilowatt turbine on campus to demonstrate renewable energy technology. “We are trying to be sustainable but also educational at the same time. All of these projects are student-based,” El-Mogazi says.

A Green Fund was recently established by the Campus Greening Council after a $10,000 challenge grant was donated anonymously. The revolving loan fund will finance projects that promote energy or water savings, and any projects receiving monies will pay back the fund within six years with the savings generated by the effort. Proposals are now being accepted.

Meanwhile, Bucknell’s Student Government helped implement the use of Zipcars, a car-sharing initiative, where students, faculty and staff with a clean driving record and one year of driving experience can “borrow” the cars for a $35/year fee. The program saves on car rental and car ownership costs, and the cars themselves are environmentally friendly. The first 180 miles of daily driving are included in the cost.

Dining services contributes to campus sustainability programs with trayless dining and the use of locally grown foods. On Tuesdays and Thursdays, nearly 4,000 meals are served sans tray, which reduces waste by an estimated 150 pounds per day and cuts water and electricity use. Dining services purchases 25 percent of its produce from local farms and purveyors within 150 miles of campus.

The efforts span to CLIMBucknell, as well, with the installation of a composting toilet that breaks down waste with a forced ventilation system, converting it into natural usable humus. The facility also contains a waterless urinal. The outdoor privy has a sense of humor too. A sign reads, “Giving back to the environment begins here.”

Says Jim Hostetler, director of construction and design, “Bucknell is situated in beautiful natural environs. It just makes sense to do our best to protect it.”

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Seeing the Forest in the Trees

Bucknell becomes an arboretum campus.

A grand European beech (Fagus sylvatica) towers on the hill just above River Road behind the Public Safety and Health Sciences buildings. The magnificent bark on the massive trunk is textured like an elephant’s skin. The “introduced” tree, labeled No. 31, stands sentry near No. 32, a native American beech (Fagus grandifolia). Both are part of the 73 species of trees on the University’s Arboretum Walking Tour.

Thanks to a three-year effort by Bucknell professors, students and staff, the University was officially dubbed an Arboretum Campus in October 2010. The more than 1,700 trees on the property comprise more than 90 species — some of them native to eastern North America, others introduced.

Both the designation and associated walking tour stemmed from a biodiversity survey conducted by the Campus Greening Initiative. Its goals include maintaining the aesthetic qualities of the campus landscape while promoting sustainability, preserving historic trees and restoring native plant communities where possible. The initiative crossed many departments and was recently awarded the University’s 2010 Maxwell Award for its exceptional collaborative efforts.

The 1.5-mile walking tour begins at Freas Hall and takes about 90 minutes to complete. An interactive map online at www.bucknell.edu/arboretum also contains a database about the trees. On campus, many trees are marked by an orange and blue sign with the Latin and common names and the official number on the tour.

Trees near the President’s House are marked, in addition to some on Loomis and St. George streets. Once walkers enter the passageway at Smith Hall, the tour leads them up toward the Biology and Chemistry buildings to No. 73, the Littleleaf linden (Tilia cordata), which ends the tour.

—Rhonda K. Miller
Blind Ambition

Only blind climber to summit Everest to speak at Commencement.

By Julia Ferrante

Erik Weihenmayer, a mountain climber, author, filmmaker and humanitarian, who in 2001, became the only blind person in history to reach the summit of Mount Everest and has since completed his quest to ascend the highest peaks on all seven continents, has been selected as Bucknell’s 161st Commencement speaker. He will address the Class of 2011 on Sunday, May 22. The ceremony will be streamed live on the University website.

A former middle school teacher and wrestling coach, Weihenmayer was born with a disease called retinoschisis, which led to total blindness by age 13.

Weihenmayer is a co-founder of No Barriers, a nonprofit organization that promotes innovative technologies and techniques to help people with disabilities live full and active lives. Weihenmayer has led teams of sighted and blind students on major expeditions for the nonprofit Global Explorers program since 2006.

He has received numerous honors, including the Helen Keller Lifetime Achievement award, an ESPY award and the Freedom Foundation’s Free Spirit Award.

Dancing in D.C.

Men’s basketball’s regular-season and tournament championships earned a trip to NCAAs.

With a 72–57 victory over Lafayette to secure the Patriot League Championship on March 11, the Bucknell men’s basketball team earned a No. 14 seed in the NCAA tournament. The Bison finished the season 25-9 and won 23 of its final 26 games, ending with a loss to the third-seed University of Connecticut in the second round of the NCAA tournament at the Verizon Center in Washington, D.C. For more, go to www.bucknell.edu/gobison.
UP, UP AND AWAY

Applications at dozens of selective colleges and universities are on the rise around the country. The New York Times’ Choice Blog included Bucknell University in a chart on application tallies. From 2010 to 2011 Bucknell experienced an 8.87 percent increase in applications, going from 7,191 to 7,829 respectively.

PRACTICE TEST

Education professor Joe Murray was interviewed for Metro on student study habits. He suggested that students stage a “dress rehearsal” by studying in a manner similar to how the exam will be presented. “Research suggests that a trial run or a dress rehearsal significantly increases test results for students,” Murray says.

CONSERVATIVE-ISH?

“Pathways to Ideology in American Politics: The Operational-Symbolic ‘Paradox’ Revisited,” a paper by political scientist and professor Christopher Ellis ’00, was covered in Miller-McCune. In it, Ellis and co-author James A. Stimson of the University of North Carolina-Chapel Hill identify existing conservative sub-camps.

TRASH TALKING

Environmental economist Tom Kinnaman discusses the Pay-as-You-Throw model of trash system with The New York Times and Freakonomics Radio. He points out that the economic consequences of producing and getting rid of trash effectively reduce residents’ output. “It’s a politically easy way to get revenue,” he says.

Bucknell in the News

(Subscribe at www.bucknell.edu/bitn)
**Summit, Safari, Serengeti**

Newly formed Office of Outdoor Education and Leadership takes a hike to Tanzania.

*By Gigi Marino*

Over the winter break, a small group of Bucknellians trudged, in total darkness, toward the summit of Mt. Kilimanjaro. Standing at the peak, Laney Hayssen ’13 was exhausted, ecstatic and freezing. It was exhilarating, she says, to achieve the result of a physically and mentally strenuous challenge. “But the real reward came to me when we were hiking down,” she says. “The sun had risen over the Mawenzi peak, and it was evident that we had accomplished a great feat.”

The Tanzania trip was the first international expedition sponsored by the Office of Outdoor Education and Leadership (OEL). The office, which formally came into being at the beginning of the fall 2010 semester under Campus Activities and Programs, pulled together programs already in existence at Bucknell, namely the high-ropes challenge course, CLIMBucknell; the pre-orientation outdoor experience, BuckWild; the new canoe and kayak dock, Bucknell Landing; and the Outing Club, which offers outdoor activities not only for students but also for faculty and staff.

Poppy Goforth, director of OEL, says the new office will enhance the existing programs. For instance, BuckWild has been held at a camp in Connecticut for 15 years. The program will come home to Pennsylvania this August and be run by Bucknell students and staff. And the Outing Club plans to offer new activities and resources.

“Increasingly,” says Goforth, “students, their parents and faculty understand and appreciate how vital outdoor education can be. Our office wants to use experiential education practices to take advantage of our setting among beautiful state forests and the Susquehanna River as an outdoor classroom. The programs offered by the OEL strive to develop student leadership, group dynamics, environmental stewardship and a conduit for students and academics to connect our natural areas.”

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**Just Like the Movies**

A new video editing lab cultivates filmmaking.

With 11 dual monitors, an Xsan server and Final Cut Pro and Adobe software, Bucknell’s new video editing laboratory in the lower level of Bertrand Library puts the right tools in the hands of the creative. With its beginnings as a storage closet, this advanced editing lab made its debut in early January after the space was transformed into a video support paradise.

Assisting the endeavor is Erin Murphy, a newly hired instructional technologist specializing in the video arena. “The lab isn’t just for the classroom,” she explains. “Both the passionate and casual users can start here to tell their story through video.”

Student proctors staff the lab from 3 p.m. until midnight and provide one-on-one training sessions. The lab’s central server stores footage, eliminating the need for portable hard drives.

As the digital age continues to advance and careers in this sector multiply, Bucknell students and faculty from all majors and departments have the opportunity to become adept at video production with the help of this expert editing lab. “Both the lab and the instructional sessions we are planning will ultimately make Bucknell students stronger candidates in a diverse range of careers,” Murphy adds. “It will also help foster an environment for faculty members to incorporate technology and multimedia into their research.” — Kate Matelan ’10

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*Laney Hayssen ’13, Tom Shull ’13, Kevin Thomas ’13, Jim Hostetler, Poppy Goforth, Peter Rogerson ’11, Kevin Curran ’11 and Theophil Karia, their guide.*
2011 Alumni Award Winners Announced

Award recipients will be recognized during Reunion.

By Julie Dreese

Four Bucknellians will enjoy special honors at Reunion Weekend June 2–5. The Bucknell University Alumni Association Awards will be presented to four alumni for their professional accomplishments, loyalty to Bucknell and service to their communities.

Outstanding Achievement in a Chosen Profession: David Kahn ’51
One of the world’s leading experts in the history of cryptology, Kahn holds a doctorate in modern German history from Oxford University. He is the co-founder of the scholarly journal Cryptologia and has published numerous articles and four books on code-breaking and military intelligence, including The Codebreakers, which has remained continuously in print since 1967. He recently donated his extensive collection of books, interview notes and photographs to the National Security Agency’s (NSA) National Cryptologic Museum in Ft. Meade, Md., where they are being used by scholars and writers.

Loyalty to Bucknell University Award: Clifford “Mickey” Melberger ’61, M’62, G’14
Melberger earned both his bachelor’s in business administration and master’s in education from Bucknell. He was a talented football player during his years on campus and was inducted into the Bucknell Athletics Hall of Fame in 2005. In the 50 years since his graduation, Melberger has strengthened his ties to the University by serving as a volunteer for several Bucknell organizations, including the Career Development Center and the Bison Club and Alumni Association boards, and by setting a much appreciated example in scholarship and annual giving. He and his wife, Ruth Ann, have hosted first-year Bison Gathering receptions in northeast Pennsylvania for many years.

Service to Humanity Award: Mary Child Smoot ’81, P’12
After the death of her brother Kevin Child ’89 — who contracted AIDS from a blood transfusion — just days shy of his Bucknell graduation, Smoot chaired the first major National Hemophilia Foundation (NHF) fundraiser for AIDS. During the early years of the AIDS crisis, she was instrumental in pushing the Centers for Disease Control to address the issue of keeping the blood supply safe for those needing transfusions. Smoot is a past recipient of the NHF’s Volunteer of the Year and Lifetime Achievement awards and has put forth tireless effort volunteering on behalf of various AIDS organizations and a number of other community organizations, including the YMCA.

Young Alumni Award: Barbara Black Leauber ’96
In the 15 years since receiving her Bucknell diploma, Leauber has divided her time among volunteering, doing Bucknell service and working as a physician assistant in pediatric nephrology at Geisinger Medical Center. She is a volunteer counselor and board member for an organization specializing in providing a summer camp experience for children afflicted with spina bifida and kidney or urologic disease. Leauber is a volunteer with the Lewisburg Fire Department and, at Bucknell, she is a valued Panhellenic mentor to more than 1,250 students, a Career Development Center volunteer, a Rooke Chapel Ringer member and a Reunion organizer.
New Dean of Students

Susan Lantz began her new duties on April 1.

By Tom Evelyn

Susan Lantz, an associate dean of students at Lehigh University who has nearly 20 years of leadership experience in student affairs, has been named dean of students at Bucknell University.

Lantz will oversee the office responsible for a range of student-life matters, including new student orientations, residence halls and off-campus living, campus activities and organizations, fraternity and sorority affairs, student government, religious life, multicultural interests, community service, student leadership and wellness services, among other areas of student life.

At Lehigh, Lantz served on the dean of students leadership team that directed an assessment of student learning outcomes, including adopting core developmental competencies for all undergraduate students, and an examination of staff culture and structure. She created the university’s sexual assault advocacy program and oversaw Support Services for Students with Disabilities and the Center for Writing and Math, and coordinated academic support services for all student-athletes.

Lantz received her bachelor’s degree in English from Dickinson College and her master’s in higher education and student affairs from Bowling Green State University. She is pursuing a doctorate in educational leadership from the University of Delaware.

Linda Locher, who served as interim dean of students at Bucknell since July 2010, returned to her role as director of Psychological Services. She replaced former Dean of Students Susan Hopp, who left this past summer to become vice president for student services and athletics and dean of students at Linfield College in Oregon.

SHORT STACK

American humanitarian and writer Greg Mortenson will lead the fall series of Creativity: Beyond the Box with a speech at the Weis Center for the Performing Arts on Oct. 25. Mortenson is the co-founder of the nonprofit Central Asia Institute, founder of Pennies for Peace and co-author of The New York Times bestseller Three Cups of Tea.

With the recent launch of Bucknell Mobile Web, Internet-enabled device users can access course schedules, dining menus and other vital information in an easily readable format. The site, m.bucknell.edu, offers up-to-date information on subjects ranging from athletics to the academic calendar as well as links to the University’s online directory and an interactive campus map.

Janice Mann, associate professor of art, received the Eleanor Tufts Award for her book, Romanesque Architecture and Its Sculptural Decoration in Christian Spain, 1000-1120: Exploring Frontiers and Defining Identities from the American Society of Hispanic Art Historical Studies. The University of Colorado Denver recognizes an outstanding publication in the area of Spanish or Portuguese art history.
A Night to Remember
Alumni join the Class of 2014 in the First Night tradition.

By Julie Dreese

praeteritum, praesent, posteritas — keep the past in heart, the present in mind, and the future in sight — was the fitting motto the Class of 2014 chose for their First Night ceremony. The event honors University traditions, acknowledges milestones and poises students to join the Bucknell alumni community upon graduation. On Feb. 11, the Alumni Association Board of Directors, 11 alumni representatives and Development and Alumni Relations staff joined the Class of 2014 in a celebration of the successful completion of students’ first semester at Bucknell.

“The tradition recognizes the first-year class as future members of the alumni community and this greatly connects them to the University because it shows that Bucknell will always be a part of their lives,” says Lindsay Smith ’14, class president and business management major.

The Class of 2014 began First Night festivities by gathering on their hall floors with alumni representatives for a dessert reception and the chance to get to know one another. They proceeded to Rooke Chapel for the First Night ceremony where Erika Dunn Stanat ’90, president of Bucknell University Alumni Association, addressed the crowd. During the ceremony, punctuated by boisterous cheers, representatives from each of the first-year hall floors presented their “hall pages” for the Classbook. “We are confident that you will come to recognize what an extraordinary privilege it is to have a lifelong connection with Bucknell University and the members of your alumni family,” said Stanat in a letter sent to first-years prior to the ceremony.

After the ceremony, class officers led the Class of 2014 across campus through the Grove on a path lit by luminarias to the President’s house, where they presented their Classbook to President John Bravman and Professor Wendelin Wright.

The tradition, established in 2001, serves as a celebration that strengthens University ties between current students and the alumni community they will join upon graduation. Alumni Association Board Member Victor Arceus ’96, who was part of the team that created the First Night tradition, says, “We are eager to support students in a variety of ways to help them achieve their academic and personal goals.”

Bucknell received a 2010 Community Engagement Classification from the Carnegie Foundation for the Advancement of Teaching in recognition of the University’s commitment to community service, educational outreach and service-learning. The classification is awarded to institutions that actively promote both civic and community engagement. Since 2006, 311 institutions have been listed.

Bruce Lundvall ’57, chairman emeritus of Blue Note Records, was one of 12 recipients of the 2011 Trustees Award from the Recording Academy for his five decades of work in the music world. Friend Herbie Hancock paid tribute to Lundvall, noting that he brought artists including James Taylor, Wynton Marsalis, Norah Jones and Willie Nelson to the public’s attention.

Bill Graham ’62, a former Bucknell wrestling team captain and the program’s largest benefactor, was officially inducted into the Eastern Intercollegiate Wrestling Association (EIWA) Hall of Fame in March before the finals of the EIWA Championships. A member of Bucknell’s Board of Trustees, Graham provided the support that helped reinstate the Bison wrestling program to varsity status in 2005.
Place and Time, Land and Story
Historical geographer Adrian Mulligan links the land to its peoples.

By Barbara Maynard ’88

The GPS in my car tells me where everything is, so why do I need to know about geography?” Students might enter Associate Professor of Geography Adrian Mulligan’s classes with that question in mind, but Mulligan is out to wake students up to the realization that his field of study encompasses so much more than just knowing how to find a destination.

As a historical geographer who also delves into political and cultural angles, Mulligan looks for histories and geographies that can help make sense of modern challenges. “I’ve been trying to conceptualize chapters of history that have been forgotten or sidelined to some degree, and try to conceptualize them as chapters that could be useful in the present,” he says.

For instance, Native Americans are often associated with the American West, but their stories in central Pennsylvania are not prominently recognized in the local heritage. Likewise, the Susquehanna River provided a conduit for slaves escaping north by the Underground Railroad, a role that Mulligan feels should be more deeply understood and acknowledged. Bringing attention to these histories could be useful in grappling with present day problems, he says.

“Think of the challenges we face, with issues that keep on ticking over in society, such as racism, gender and discrimination, class issues, ethnic issues,” Mulligan says. “There are so many disparate people here who share an American identity, but they also have separate identities.”

He has explored such questions around the world, particularly in his native Ireland, but bringing these stories close to home enables him to share with students what he loves best — getting out of the classroom and connecting with the local area. His students will explore these questions and more this fall, when Mulligan will join Alf Siewers, associate professor of English, and Katie Faull, professor of German and humanities, in teaching the Bucknell on the Susquehanna (BotS) program. (For more information on BotS, see the feature article on p. 24.)

FACULTY PROFILE
Lynn Breyfogle

To everybody who hates math, Lynn Breyfogle would like to apologize. To everyone who dutifully inverted and multiplied to divide fractions, but never had any idea why, the associate professor of mathematics and director of the Writing Program says you deserve to know why. What’s more, understanding why will empower you.

As a former high school math teacher, Breyfogle realized that students who struggle usually had a bad experience early on. “I truly believe that it is the teacher’s fault if a student does not understand mathematics,” she says. That realization motivated her to become a teacher of future teachers. “Imagine the number of people I could help love and enjoy math,” she says.

Breyfogle instills in her students, who are studying to be teachers themselves, a deep understanding of mathematics and how children think about it. In addition to reading cases about young students’ thinking, her students are placed in local schools early in their Bucknell careers. They observe, interact with and teach elementary and middle school students for a year or more before they student teach.

“These experiences tie directly back to what I’m trying to get them to think deeply about in class, not just reading from a book,” she says. “They are reading and experiencing and trying to make sense of it all together.”

— Barbara Maynard ’88
In the past three years, Bucknell baseball has earned an impressive record — Patriot League Tournament champions in 2008, Patriot League Regular Season Title in 2009 and Patriot League Tournament champions again in 2010. Throw in two NCAA Regional tournament appearances in 2008 and 2010, thanks to winning the Patriot League Tournament championship, and you have an experienced group of athletes that knows a few things about seizing the moment.

Head Coach Gene Depew ’71 is optimistic about this season. “Our success in the past three years is a tribute to the older players on the team,” he says. “The great thing is that these guys have had experience succeeding. They know what it takes to get there and execute.”

Depew recognizes that the team has a distinctive opportunity this year. The players could repeat as Patriot League Tournament champions, winning the title back-to-back for the first time in program history. They could also simultaneously capture the regular season title, achieving the milestone of being both regular season and Patriot League Tournament champions. Though the team graduated four of its best hitters last spring, Depew believes the veteran pitching staff and senior first baseman Doug Shribman ’11 will provide the leadership and core experience necessary to make this season a home run.

Shribman shares his coach’s expectations. He enters the 2011 season sixth in Bucknell history in batting average and was named First Team All-Patriot League and Patriot League Tournament MVP in 2010. He was also named a Third Team Louisville Slugger Preseason All-American.

“Though we have a young group of guys batting, I think we’ll rise to the occasion as a team,” Shribman says. “The older guys have been to the NCAAs. We know what it takes. That will rub off on the younger guys and inspire them to push their game to that level.”
Taking It to the Mats
LeValley is the first Bucknellenian to win the EIWA Coaches Trophy.

By Heather Peavey Johns

Grappler Kevin LeValley ’11 claimed a hard-fought overtime victory over reigning national champion Kyle Dake of Cornell in the EIWA (Eastern Intercollegiate Wrestling Association) Championships 149-pound title bout at Sojka Pavilion on March 6 to become the second Bison to ever win an EIWA crown. LeValley joins Andy Rendos ’10 as the only EIWA champions in program history.

Thanks to his title and 4-0 record, LeValley earned the EIWA Coaches Trophy, which is given to the outstanding wrestler of the tournament. He is the first Bison ever to win the prestigious award.

The win also earned LeValley his third consecutive automatic berth into the NCAA Championships. There he became the third Bucknell wrestler ever to become a two-time All-American. Teammate Jay Hahn ’11 competed in his first-ever NCAA Championships.

Listen to an interview with LeValley at www.takedownradio.com/articles/7460.

STUDENT PROFILE
Carolyn Breden ’12

At first, Carolyn Breden ’12 was reluctant to become a legacy student. Both her mother, Nancy Mayo Breden ’83, and aunt, Lynn Mayo ’85, are Bucknell alumnae, but Breden thought it would be unoriginal to follow their path. That was, until she attended Homecoming with her aunt. There, she had a brief conversation at the Academic Village with Associate Professor of Civil and Environmental Engineering Mike Toole that changed her mind about Bucknell and her major.

“Within 30 minutes, he showed me that what I thought I wanted to accomplish as an environmental scientist are actually things that environmental or civil engineers would do,” she says. “Once I decided I wanted to do engineering, Bucknell was the obvious choice because of its very rare combination of an engineering college with a liberal arts experience.”

The civil and environmental engineering major’s interest in the environment appears to be in her genes. “My love of the environment definitely has a lot to do with my parents, especially my dad,” says Breden. “He was an ecologist for the State of New Jersey and worked very hard to help develop programs, like NatureServe, that seek to preserve biodiversity and our natural heritage. His passion for the environment was evident in everything he did. I learned to appreciate nature very early on through family hikes, camping and all kinds of outdoor activities.” Breden’s mother works for the Nature Conservancy.

After Bucknell, Breden hopes to get her master’s in environmental engineering before going on to work for an engineering consulting firm or the public sector.

“Social and environmental activism are both important to me, and I think they are inextricably linked,” she explains. “When we are poor stewards of the environment we inhabit, economic conflict, health issues and social problems inevitably follow. It is clear to me that caring for the environment and caring for fellow human beings is not an either/or choice; our ethical responsibility is to care for all living organisms equally.”

— Julie Dreese
Legacies Gifts & Giving

London Calling
New gift commitment is campaign’s biggest yet.

By Christina Masciere Wallace

“Time and distance have only strengthened Bucknell ties for William Morrow ’70, a longtime expatriate. He and his wife, Madeline, have committed $6 million to the University — the largest gift to date in the comprehensive campaign.”

“This is a gift that came from the heart,” Morrow says. “First as a Navy kid, and then after graduating from Bucknell, I moved constantly. There was no single point of reference for me. I’ve been living overseas for 22 years, and Bucknell has become my portal back to the U.S. It is my anchor to America.”

Liberal arts education is important to Morrow, whose colorful career path reflects his myriad interests. An English major, he has driven a cab, appeared on Jeopardy, volunteered in the Peace Corps, earned an M.A. in education and another M.B.A. and worked in banking and investments, the last 16 years focused primarily on the former Eastern Bloc. So, it seems especially fitting that his gift will span the full range of the liberal arts learning experience that Bucknell provides, benefiting scholarships, academic facilities, the Annual Fund, study abroad and athletics. It is one of only seven gifts to Bucknell of $5 million or more in the last 15 years.

“We are extremely grateful to the Morrows for their generosity and leadership,” says President John Bravman. “Bill and Madeline recognize that the impact of Bucknell on our students’ lives depends on a breadth of learning experiences that allow them to grow, to explore, to discover. In selecting designations for their gift, they have included every one of Bucknell’s major campaign priorities. Because of how they’ve designed their gift, it’s a commitment that is going to affect students and faculty in every area of the University.”

Morrow, a donor for many years, found that his attachment to and belief in Bucknell grew over time. “We don’t have any children, so I needed to find an outlet for my charitable endeavors, and this fit the need,” he says. “We cared about it emotionally. I knew it would impact many people’s futures, and it would keep on having an impact.”

That impact will be most visible in Academic West, which will anchor the new academic quad just south of Bertrand Library. A large part of the Morrows’ gift will go toward infrastructure preparation necessary to begin construction, which is tentatively planned to begin in spring 2012. Adding 70,000 square feet of classrooms, labs, faculty offices and hearth space, Academic West is the first priority in the recently established campus master plan, and will be the first in a series of planned academic and residential structures designed to meet the needs of students for the next 75 years.

A significant portion of the gift will benefit the Bucknell Fund, a central component of the Annual Fund. The University applies this unrestricted pool of funding to the areas of greatest immediate need during the current academic year.

“Planning for the future is crucial, but Bucknell has current operating expenses that must be met in order to provide a quality education today,” Morrow says. “I think most people understand that the Annual Fund is important because it helps allow the University the flexibility to take advantage of unexpected opportunities or meet challenges that arise.”

The rest of the gift will benefit scholarships, the largest goal in the campaign; the Bison Club; and the Bucknell in London program, which the Morrows have supported for years.

Morrow, who recently retired from Mid Europa Partners, a private equity investment firm, as managing director and chief operating officer, is a loyal Bucknell volunteer who joined the Board of Trustees in 2010. While he is pleased that his gift will help Bucknellians for years to come, he noted that he is only one of many alumni doing their part for the University.

“I see what other people have done for Bucknell, and I’m glad I’m in a position where I can do what I can to help,” he says. “The University has put a great deal of thought into planning for its future. Madeline and I put a lot of time and research into our decision to support the University, and we see it as an investment in reaching many lives through a place we care about deeply.”
Ask Richard Caruso M’66 what the word “entrepreneur” means to him, and his answer may be surprising. Caruso, the 2006 Ernst & Young Entrepreneur of the Year award winner for the United States, says being labeled an entrepreneur had initially caused him some concern.

“I’d always resisted the term because I thought entrepreneurs were blind, fool-hardy risk takers. But I realized that true entrepreneurs liberate themselves to pursue the enterprise of their lives. Everyone relates being entrepreneurial to business, but it’s really an attitude that you have, an innovative attitude,” says Caruso. “I think back to my time as a student, and I realize my athletic coaches were entrepreneurs, my professors were entrepreneurs. Economists use the term for business, but the reality is many people do many things that are entrepreneurial.”

That’s not to say companies aren’t entrepreneurial or that their founders aren’t entrepreneurs. Caruso himself is a successful businessman. In 1989, he founded Integra Life-Sciences Corporation, which helped create a new branch of medicine. Although his background was in business and economics, Caruso wanted to help save lives — a passion prompted by reading articles about surgeons attempting to harvest body parts from cadavers for transplant.

“I thought, why can’t the human body recreate its own parts?” he says. “There was some work going on at Harvard and MIT at the time, but it failed.” His curiosity eventually led to Integra with the help of mentor Ewing Kauffman, owner of the famed pharmaceutical giant Marion Laboratories and later benefactor of the Kauffman Foundation. Caruso collaborated with two researchers and the result was an FDA-approved product that allows burn victims to regenerate new skin. The firm has since expanded to develop biomaterials for regenerating human tissue and medical instruments, implants and monitors for use in neurosurgery.

Caruso has also been involved in numerous ventures via the Provco Group, a venture and real estate investment company that organizes and provides funding for complex business activities, and he founded Tenly Enterprises, which acquired and operated Rustler Steak Houses before their sale to Sizzler. The list goes on.

Still, Caruso is quick to add that entrepreneurship is more than making money in some fashion. “It’s about following your dreams and having the passion to pursue them.”

The passion to pursue dreams has certainly been part of Bucknell’s culture over the years. Just look at a sampling of the University’s more successful entrepreneurs: Ken Langone ’57, co-founder of The Home Depot; Doug Lebda ’92, founder of LendingTree.com, the first Internet lending company; and Marc Lore ’93, founder of Internet-based diaper delivery firm diapers.com, to name a few. Entrepreneurial students and alumni are part of the Bucknell way.

“Bucknell’s history began with a group of daring individuals willing to believe that here, in what was then a remote part of the state, a first-class higher education institution could thrive,” says President John Bravman. “All you have to do is talk to our faculty, meet our students, meet our alumni, and you know that that spirit of inventiveness, that willingness to believe anything is possible, that desire to help young people open themselves to the future, is still going strong here.”
When John Ernsberger ’06 and classmate Jordy Leiser ’06 quit their jobs in the finance industry in the summer of 2008, they presumed their respective nest eggs would last until a viable startup company took off. “We went through the nest egg quickly,” laughs Ernsberger, co-founder and VP of sales at STELLAService, an Internet company, in New York City. “We underestimated the time it takes to raise seed capital,” he says, adding they left their full-time jobs just as the economy went south. “When we first started putting business ideas together it was slow going.”

The former roommates returned to Lewisburg in April 2009, rented an apartment on Third Street and worked from sunrise to sundown, says Leiser, co-founder and chief executive officer. By December, they approached Lebda, who became an early investor and helped recruit other investors, including J.D. Moriarty ’94.

“It became an effort of Bucknellians supporting other entrepreneurial Bucknellians,” says Leiser. They also recruited Nicole Falcaro ’09, a math and Spanish major, as their first official hire — a senior analyst.

STELLAService collects and analyzes thousands of customer service data points from Internet retailers to determine the quality of the customer experience for potential online shoppers. The company employs mystery-shopping tactics to buy and return products scattered around the country. The company’s mystery shoppers also call e-retailers and interact with customer support teams via e-mail, live chat and social media outlets (Facebook, Twitter) to help measure service quality. If an e-commerce site passes the company’s rigorous testing, it receives the prestigious STELLAService seal, indicating top retailer status, for display.

“We wanted to create a world for consumers that was more transparent when it came to service,” Leiser says. “Shoppers are confronted with a lot of options — merchants are selling the same products at similar or identical prices. Customer service is often the determining factor.”

The company also offers competitive analysis data to Internet retailers. “The concept of benchmarking is really important to retailers since they are competing on a number of levels,” adds Ernsberger. Among their first customers was Lore’s diapers.com, which has since been joined by 1-800-Flowers.com, Zappos.com, NewBalance.com and eBags.com, to name a few.

“We are growing at an incredible rate,” Ernsberger says. “We have the start-up mentality in that we are sprinting the length of a marathon.”

Leiser describes the experience as a leap of faith that was definitely worth the effort. “An economic downturn is actually the best time to start a business,” he says. “By the time you figure out the business and associated
problems, the business cycle is back and you can confidently launch into growth mode.”

Ernsberger and Leiser brought the entrepreneurial spirit behind their work building STELLA Service to initiatives on campus, too. Last summer and fall, they helped Bucknell create the business plan for the Bucknell Innovation Center and worked on plans for related initiatives, including the Hatchery and its Entrepreneur-in-Residence.

The Bucknell Innovation Center, a business incubator and accelerator, will draw on University resources to support new businesses connected to the Greater Susquehanna Keystone Innovation Zone, a program that leverages University resources to support business development in certain areas. The Hatchery will be an affinity house for students interested in entrepreneurship, social entrepreneurship, innovation, marketing and design, and will include an Entrepreneur-in-Residence who will mentor the students.

A good nose for business and a deep love for Bucknell have served Katie Masich ’01 well. As co-founder of Masik Collegiate Fragrances, a family-owned business based out of New York City and Harrisburg, Pa., she has created a new way for sentimental grads to remember their college days.

Masich majored in chemical engineering and, after graduating from Bucknell, worked in the energy industry for ExxonMobil. “I had always had the entrepreneur bug,” she says. “The beauty of being an entrepreneur is that you get to do what you have a passion for — and there is no right or wrong way to launch your business or run your company. You create it as you go, which is exciting, but it can also be quite scary.”

To satisfy her entrepreneurial curiosity, Masich decided to combine two things she was passionate about: fragrances and Bucknell. “I wanted to create a fragrance line inspired by one of life’s truly memorable and emotionally charged experiences,” she explains. “For me, that experience was Bucknell.”

The sense of smell is linked to the limbic system, the part of the brain tied to memory and emotion. Masich’s idea was to tap into that by creating different signature scents for each school. “I hoped that one day the school’s official fragrance would be one people truly associated with their college experience and all the wonderful memories that go along with it, kind of like when we smell a scent from our past,” she says. “It triggers a moment, a memory, instantly.”
Masich did extensive research into the collegiate merchandise market and the fragrance industry prior to launching the business in 2008. When she had a good idea of how the industries worked, and how they could work together, she cold-called Manhattan perfumers until one of them agreed to see her. “They liked the concept of collegiate fragrances,” she says. “They thought it was different and unique.”

The first school to get a signature fragrance was Penn State, followed by the University of North Carolina at Chapel Hill. Masik Collegiate Fragrances has since launched scents for Louisiana State University, University of Alabama, University of Tennessee, University of Florida, Auburn University, the University of Georgia, Florida State, Oklahoma and its first international fragrance, Waseda University, in Tokyo, Japan. The line will expand to more schools over the next several years.

To get a feel for each university’s culture, Masich travels to campuses around the country to experience the landscape and architecture first-hand. “I look at a couple points of inspiration,” she explains. “What is the architecture of the campus? Is it soft southern charm or more of a city school? I see the flowers and trees on campus. I look at the school colors and how those could translate to aromatics. For example, Alabama has that crimson color, so I tell my perfumer to think berry, pomegranate, apple. Tennessee has orange, so let’s do ginger, mandarin, citrus. I take portions of the university’s fight song and alma mater, and give all this in a presentation to my perfumers.” The perfumers formulate several scents each for men and women, which are sent to campus to be evaluated by focus groups.

That process will be much simpler when it’s Bucknell’s turn at the perfume counter. “We definitely plan to create a scent for Bucknell in the future, hopefully in the next couple of years,” Masich says.

If Scott Fritze ’02 and Andy Hanzlik ’02 had a dime for every Forrest Gump joke they’ve heard over the years, they’d be ready to retire. Instead, the two co-founders and co-owners of Marvesta Shrimp Farms in Hurlock, Md., continue on in their quest to produce a sustainable supply of fresh shrimp for domestic and international markets.

“Much of the concept for this business was pitched to us while we were at Bucknell, but neither of us thought we would be trying to change the way people produce and eat shrimp. It was something that just happened,” Fritze says.

Hanzlik agrees, saying the two were headed to Wall Street for careers in finance. But when their friend, Guy Furman, a bioengineer and Cornell University graduate, showed them his thesis on sustainable shrimp farming, the Bucknellians were interested.
“When you look through the economics of it, the margins are high. It made a lot of sense,” Hanzlik says. “The green movement was just starting, and the economy was still stable in the Washington, D.C., area.”

Marvesta’s replicable technology enables the company to create a natural and environmentally responsible process for cultivating shrimp. The company’s recirculating system allows for the sustainable production of fresh shrimp year round at densities up to 100 times greater than traditional outdoor shrimp farms. Post-larval shrimp, shipped in from the best hatcheries in Florida, are grown in indoor tanks in an environment similar to the wild without hormones or antibiotics treating the water.

“The majority of shrimp is grown overseas,” says Fritz. Asian shrimp are grown on coastal farms, which environmentalists claim damage coastlines and threaten other wildlife, he says.

“We developed an indoor process that eliminates all the barriers that come with shrimp farming. Our system can be used anywhere, and it doesn’t damage coastlines,” he says. “There are so many external factors that limit harvesting, such as over fishing, hurricanes and oil spills, but we don’t have that in our facilities.”

Marvesta harvests shrimp of many sizes, with jumbo shrimp reaching six to eight inches, Fritz says. The company sells to high-end restaurants, wholesale distributors, homes and live markets, such as Chinatown.

Hanzlik credits much of their success to the resources offered by Bucknell. “We had help with our business plan and marketing strategies. We talked to different professors, and we were able to pursue an idea that literally started on the back of a napkin,” he says.

Fritz says their network of friends and acquaintances from their student days played an integral part in their development as entrepreneurs. “Our network was very supportive when we were first starting in 2003,” he says. “We were very fortunate as young entrepreneurs to have a concept that helped us pioneer an industry that didn’t exist. We are drastically changing the environmental footprint.”

Lessening environmental impact and promoting sustainability are also part of the strategy at MainLine Solar, says Craig Dwyer ’10, chief executive officer of the West Chester, Pa.–based solar panel integrator. Dwyer, along with Eric Diamond ’09, started MainLine after entering the 2008 business venture competition at Bucknell on a whim.

Diamond had approached Dwyer, a fraternity brother, when Dwyer was preparing for the MCAT exam. Diamond said the competition was offering a $5,000 prize, and Dwyer thought “the prize sounded good.” The two started creating several sustainable business plans before pursuing the solar panel installation idea.

“Eric had been following the solar panel market for classes, and we learned the government interest was there. Sustainable, environmental projects were where the administration was headed,” Dwyer says.

Although they placed fourth in the competition, both Diamond and Dwyer felt their idea could take off. “Around our graduation, the state was releasing a lot of money into the Pennsylvania market in terms of rebates and incentives for consumers interested in solar energy. It seemed like the best possible investment to make,” Dwyer says. Diamond, a National Guardsman, was able to obtain a $25,000 low-interest loan to help the business off the ground.

“I dropped out of the MCATs, and we worked out of an apartment for the first summer, staring at each other and our laptops,” Dwyer says.

Today, MainLine Solar has 17 full-time employees, including Rich Potoczek ’09, who was recruited as the third partner and chief operating officer shortly after the company’s formation. Another Bucknellian, Drew Willey ’09, also worked for MainLine but has since left to pursue other opportunities.

“We’ve certainly had our ups and downs, but we are always pushing to that next milestone,” Dwyer says. The company recently completed
one of the largest solar installation projects in the state on the Parkesburg warehouse of A. Duie Pyle, a leading Northeast Pennsylvania transportation and logistics provider.

“The entire warehouse is run on solar power with 4,466 solar modules on the roof,” Dwyer says. The panels generate 1,139,213 kilowatts, or just over one megawatt, of solar energy.

Potocek says the company has been lucky to receive government support, despite the economic downturn. In 2011, MainLine Solar plans to install panels in six states across the country. “We are expanding into other markets, and we are looking to open a satellite location within the next year,” he says.

Dwyer agrees, saying the company’s momentum is great. “We are very excited about the progress we are making,” he says.

Many Bucknellians have started businesses following their introduction to entrepreneurship via the University’s Management 101 class, and Brian Carr ’00 can point to the experience as the catalyst for his company Solid Threads of Hoboken, N.J.

“The seeds for Solid Threads were most definitely planted at Bucknell and in particular within the Management 101 course with retired Professor John Miller during my freshman year,” says Carr, whose title is El Presidente. “During the class, the goal was to develop, market and sell a product to our fellow classmates. We had a t-shirt idea based around House Party Weekend, but our brilliant t-shirt idea was quickly dismissed due to indirect ‘alcohol-related content,’” he says.

Carr wasn’t deterred and decided to create a t-shirt himself. “My friend fronted me the cash, and I designed, produced and sold 144 shirts. From that experience, I operated as a middle man on campus, becoming a venerable one-stop shop for students and organizations looking for t-shirts designed, produced and delivered to their door,” he adds.

After graduation, Carr started an online store (www.solidthreads.com) and began building his collection in his spare time while working in the corporate world. He then started selling his t-shirts at local festivals and street fairs, eventually landing a wholesale account with retail giant Urban Outfitters from a contact he met on the streets. He now has a popular brick-and-mortar boutique in Hoboken, N.J., that he opened four years ago, and will soon have five employees.

“We are expanding our product offering into new garment types and increasing our wholesale presence nationally and internationally, particularly in Japan, where we recently began supplying a chain of 500 stores,” Carr says. “We are looking to significantly increase our online presence and are entertaining the idea of another retail location, with the thought of eventually creating a franchise formula within the t-shirt arena.”

Like many graduates, Carr says Bucknell formed the basis for his future. “I was greatly inspired by the situations, characters and personalities that I came across at Bucknell. Part of this influence can be seen in the designs offered in my collection,” he says. “I mostly received indirect help from my fellow Bucknellians, but it was help that was crucial to the eventual realization of the company I have today.”

Rhonda K. Miller is a frequent contributor to Bucknell Magazine. For a directory of other Bucknell entrepreneurs, visit www.b-link.bucknell.edu/bizdirectory.
For many Bucknellians, the Susquehanna River, despite its magnificence, is but a vague piece of their college memories. While we may have regularly crossed small tributaries on campus and were aware that the river was a border to both campus and Lewisburg, unless we rowed on the crew team, we rarely had cause to venture down to its banks.

That disconnect is not the case for present-day Bucknellians, as the Bucknell University Environmental Center (BUEC) and professors from fields as diverse as biology and foreign languages work to uncover its history and evaluate its present, drawing well-deserved attention to the mighty Susquehanna.

The Susquehanna River stretches 444 miles from its headwaters in Cooperstown, N.Y., to Havre de Grace, Md., where it empties into the Chesapeake Bay, contributing 50 percent of the bay’s fresh water. Along the way, the river drains 46 percent of the state of Pennsylvania and provides drinking water to 3.8 million people. At its widest point, in Harrisburg, the river spans nearly one mile. Major floods typically occur every 20 years, and in the meantime, the river provides recreation opportunities and is a migratory flyway for numerous species of birds. Although people canoe, kayak and boat on the river, it is commercially non-navigable in this century — the longest such river in the U.S. The Susquehanna supports agriculture, food processing and manufacturing. Its waters generate power through hydroelectric dams and cool the turbines of nuclear and non-nuclear power plants. And it has always played an integral, if quiet, role in the Bucknell community.

For years, geology and biology classes have been making use of the surrounding area for field-based studies, but a new endeavor is literally expanding campus to encompass the river. This past fall marked the inauguration of the most ambitious river-based educational effort to date: Bucknell on the Susquehanna, a four-course, full-semester interdisciplinary program that utilizes the entire Susquehanna River basin as an outdoor classroom. BotS, as it came to be known, immerses students in the study of the Susquehanna River region as completely as a study-abroad program immerses students in a foreign culture. Although the program and its students were

By Theresa Gawlas Medoff ’85, P’13 • Photography by David Manthos ’11
Bucknellians set up a classroom on the Susquehanna. Physically situated on campus this past fall, students and faculty members were in the classroom fewer than a dozen times throughout the semester. Instead, they spent most of their time out in the field, racking up miles and experiences as they took day-long and extended trips that brought them to eight states, including a trip to the West Coast for a river comparison.

“We were able to see and do more than I ever imagined we could in one semester,” says geography major David Manthos ’11. “It makes my head swim to think of all the area we covered. We studied the entirety of the Susquehanna watershed — not just the geology and biology and ecology, but also its history and culture and economic features.”

B eS is the latest incarnation in what began as an initiative to further explore and preserve the environment. Six years ago, an enthusiastic and diverse group of faculty, staff and students came together with the dream of creating a permanent Bucknell environmental center. “Many present wanted Bucknell University not only to take a stronger role in local and regional environmental matters but also
to seek a national leadership role in forging new, interdisciplinary connections between environmental problem-solving in the 21st century and undergraduate education,” Chris Camuto, associate professor of English, would later write about that first meeting.

The Bucknell University Environmental Center officially opened in early 2005 and has since settled into its own space at Ritter House on the far end of Fraternity Row, across from the astronomy building. With help from a $450,000 grant from the Henry Luce Foundation, BUEC established the Susquehanna River Initiative, a major program to integrate teaching, research and outreach focused on the Susquehanna River.

As part of its Susquehanna River Initiative, the center has opened two field sites for research on the Susquehanna. The new Bucknell Landing, a canoe and kayak dock on River Road, provides easier accessibility for study and recreation purposes. The Roaring Creek Field Station for Watershed Studies (a partnership with Pennsylvania’s Department of Conservation and Natural Resources) provides faculty and students with four gauging stations and a large weather station in a forested watershed system, as well as short-term housing for faculty and students.

Funding for BotS also comes from the same grant. BotS students were among those who participated in the fifth annual Susquehanna River Symposium hosted by Bucknell in October 2010, which featured guest speakers and more than 100 student and faculty research poster presentations from numerous universities and agencies.

Eleven students enrolled in the first BotS program. They lived together on the same hall in Swartz, had all of their classes together and spent a good deal of time riding around Pennsylvania and surrounding states in a minibus they nicknamed the BotSmobile. They were team-taught by three faculty members: Craig Kochel, professor of geology; Matt McTammany ’95, associate professor of biology and environmental studies; and Peter Wilshusen, associate professor of environmental studies.

“There is so much about the place we live in that we wanted to share with our students,” McTammany says. “This entire area is a great geological destination where we can see evidence of glacial activity, mass erosion, plate tectonics and the creation of the Appalachian Mountains. There are forests, wetlands, bogs, streams and lakes.”

BotS will be offered again next fall, but this time by different faculty teaching about the Susquehanna River basin from a humanistic perspective: the cultures it has nourished, the creativity it inspires and the vital connection between identity and place. The region’s cultural heritage is just as rich. Katherine Faull, professor of German and comparative humanities, is one of the three faculty running next fall’s BotS program. She has researched the interaction of Moravian settlers with Native Americans in an 18th century Iroquois town, “the capital of the Woodlands Indians,” that once flourished in present-day Sunbury.

The primary approach of BotS in a given year might be scientific or humanistic, but it will always be interdisciplinary.
In fact, one of the four courses that comprise the BotS program next fall, “Communities, Identities and Landscape: The Human Natures of the Susquehanna,” will be registered as an Integrated Perspective (IP) course, Faull notes. The new College Core Curriculum requires all students (beginning with the Class of 2015) to take an IP course in the sophomore year. IP courses are designed to build on the intellectual groundwork laid by first-year Foundation Seminars, and will be team-taught by at least two faculty members from different departments.

BotS also aims to create a learning community much like that fostered by the Residential Colleges, which is why students are housed together. Likewise, having the same three core instructors for the courses allows students and their professors to get to know each other much better than they might in a traditional course setting. “With all the time that we spent in the field and on the bus, there was a lot of time for students and professors to talk about what we were learning,” says environmental studies major Joanna Freeman ’12. “On the last day of classes we sat down to discuss what we had done and learned, and the big thing we discovered was how much we had retained of what we learned during the semester.”

Biology major Morgan Davis ’12, who has a double minor in art and education, was attracted to the hands-on, interdisciplinary nature of BotS. “I was looking forward to getting into the water and dirt, to taking things apart and seeing how they work,” says Davis, who particularly enjoyed the photography and nature writing components of the program. “Art and science go hand-in-hand for me.” But she was most affected by the visit to the Onondaga, or Iroquois, Nation in Onondaga, N.Y. “It was interesting to talk to them about how hard it is to keep up their culture and language,” she says. “Their history touched me and made me feel that there is an understanding between the Native-American and my own African-American culture.”

Students enjoyed hearing a variety of perspectives on the Susquehanna from the many different guest speakers, McT ammany says, and he was struck during the conversation on that last day of classes by the way different students honed in on different issues. “Some focused on the Native-American issues, others were interested in how science and policy interact, others were taken by the natural history or the ecological phenomena,” he says.

Whereas the Susquehanna River may have been a forgotten boundary to the Bucknell campus in years past, it now forms a new moving, flowing campus for students who want to learn about the landscapes, places and peoples who came before them. “The Susquehanna River is what connects us,” says Faull, “to the past, to the present and, if we are good stewards, to the future.”

Theresa Gawlas Medoff ’85, P’13 is a freelance writer and frequent contributor to Bucknell Magazine. She grew up in Wilkes-Barre, Pa., along the North Branch of the Susquehanna River. Special thanks to David Manthos ’11 for allowing Bucknell Magazine to use his photography for this story.

Learn more about the BotS program at www.bucknell.edu/bots.
A TIME to LAUGH,  
A TIME to MOURN  

A celebration of seven Bucknellians who had a lasting effect on the University.

Each issue of the magazine brings news of those who have departed from our Bucknell lives. But never have we had such sad news in such a short period of time — the six months between August 2010 and January 2011 — in which we lost so many prominent members of our community. In this issue, we honor Peg Bryan, former director of women’s athletics; Fran McDaniel, director of the Office of LGBT Awareness; Michael Moohr, professor and chair of economics; Mary Jane Stevenson, former dean of women; Janet Weis H’08, philanthropist and founder of the Weis Fellow for Contemporary Letters and the Janet Weis jazz series; Jack Stadler ’40, founding contributor of the Stadler Center for Poetry; and John Zeller ’41, M’42, H’10, G’12, former chief financial officer, general counsel and interim president of Bucknell. All will be remembered at the annual memorial service held at Rooke Chapel during Reunion. If you would like to share your own memories, please visit our online In Memoriam guestbook at www.bucknell.edu/InMemoriam.

BY BUCKNELL MAGAZINE STAFF WRITERS • ILLUSTRATION BY JAMES DIPPERY
In the days after the sudden death of Fran McDaniel, the phrase used most often to describe her at Bucknell was “a force of nature.” When McDaniel started working at the University, her position at the LGBT (Lesbian, Gay, Bisexual and Transgender) Office was part-time. She convinced the administration of the importance of having this office staffed full-time, which provided her with the opportunity to make the LGBT Office more prominent by confronting homophobia and educating the campus. During McDaniel’s 12-year tenure at Bucknell, she was instrumental in creating the “Safe Space” program, which facilitated campus-wide discussions about the discrimination that LGBT students face. As a result, numerous fraternities, sororities, athletics teams and other student groups pledged to provide a safe space for these students to be comfortable about being themselves.

She also was pivotal in bringing the “Gay? Fine By Me” t-shirt campaign to Bucknell. McDaniel, who was never shy about her convictions, encouraged colleagues to voice theirs as well; each year, The Bucknellian publishes a list of faculty and staff members who support LGBT initiatives, another of McDaniel’s projects.

McDaniel was a tireless supporter of students. She was a constant presence at student functions, performances and athletic events. Additionally, she and the LGBT Office sponsored many speakers and gatherings over the year, bringing people like Rita Mae Brown to campus and supporting awareness-raising events like the Bucknell AIDS Walk and Stop the Hate Rally, to name a few.

Title IX Defender

Bucknell athletics was once a combination of tradition and testosterone. Women were relegated to participating in intramurals and special sports days involving swimming, bowling, dancing, basketball and badminton. They were not permitted, however, to use the men's athletic facilities.

Peg Bryan — and Title IX — changed all that. As director of women's athletics, Bryan was responsible for moving women's sports from a social activity to a competitive and successful enterprise. Her boldness, energy and shrewd approach helped usher in a new era for women's athletics at Bucknell.

Bryan negotiated the move from Tustin, the women's gym, to the co-ed Davis Gym, as well as the integration of men's and women's physical education classes. She played a key role in establishing the women's varsity athletics program at Bucknell and organized highly successful intercollegiate competition for women long before the program received formal varsity recognition in 1974.

It seemed like she could do it all, a fact which is acknowledged by the requirements for a female student-athlete to earn the Margaret L. Bryan Athletic Award. The recipient must show excellence while participating in more than one sport in a given year.

Bryan's legacy lies in Bucknell's athletic accessibility and success. Because of her work, the University has built a new tradition of athletic excellence that cultivates the talents of all its students and marginalizes none.
Teacher, Mentor, Friend

“Take an art class. You’re taking 10 classes worth of economics; you should take something that will grow you as a person.”

— Michael Moohr, 1942–2011

For 35 years Michael Moohr was an economics professor at Bucknell, and he was a former chair of the department. But perhaps his greatest contribution to the University was as an academic adviser. Hundreds of students benefited from his wide range of interests and expertise, which included the economics of art and architecture. Typically, an economics faculty member averages 25 advisees, but Moohr had 150. He also was a faculty adviser to the Pi Beta Phi sorority and the Real Estate Club, which he was instrumental in founding, as well as a codirector of the Bucknell in Barbados program.

His students never doubted the force of his intellectual passion even as he urged them to explore the world outside the classroom. Moohr was a mentor in word and deed. As consultant to the Ford Foundation, he evaluated a number of the foundation’s initiatives in Africa, India and China.

As a teacher, he was “exceedingly popular among students interested in economics and economic history,” Moohr’s colleagues in the economics department remember. “His courses consistently filled to beyond capacity, and his best students would return semester after semester.” The connection to his students remained strong, in many cases, even after graduation. “His dedication to his students was undeniably the driving force behind Michael’s long and distinguished career as a mentor and educator at Bucknell,” say his colleagues. Moohr received the Lindback Award for Distinguished Teaching in 1983.

Beloved Dean

“I think we are making a real contribution to women’s education in the United States.”

— Mary Jane Stevenson, 1916–2010

Patron of Arts and Education

“I have loved many things in my life — Sig, our children, traveling, music, writing and good friends. The University provided interest and opportunity that was very important to me and those close to me.”

— Janet Weis ’08, 1919–2011

Janet Weis ’08, philanthropist, writer and community leader, was a proud supporter of the University. She was instrumental in bringing about advancements in art, education and medicine to the Susquehanna Valley and Bucknell University.

“Anyone associated with Bucknell knows the tremendous difference that Janet Weis has made in the life of this University,” Bucknell President John Bravman said.

Weis and her late husband, Sigfried Weis ’77, held positions on the University’s Board of Trustees and gave generously of both their time and money. There is ample evidence of Weis’ love of the arts on Bucknell’s campus. With the couple’s support, the 1,200-seat Sigmund and Claire Weis Center for the Performing Arts was created.

After her husband’s death, Weis donated money to make the Sigfried Weis Music Building possible. She was also the inspiration behind the Janet Weis Cabaret Jazz Series, the source of

Lyrical Leader

Bucknell has a fine reputation for its attentiveness to and opportunities for undergraduate writers, largely in part because Jack Stadler ’40 and his wife, Ralynn, loved poetry. In 1981, Stadler founded the Poet-in-Residence Program and the Bucknell Seminar for Younger Poets. In 1988, the Stadler Center for Poetry, which he funded, was dedicated. Former Professor of English John Wheatcroft ’49 says that Bucknell’s poetry center would not have been possible without Jack Stadler.

Stadler also was active in the Poetry Society of America since 1961, when he served as a
Mary Jane Stevenson was the dean of women at Bucknell University for 24 years, and was a national leader in her field. She also served as assistant to the dean of students and national executive director and secretary of Alpha Lambda Delta, the freshman scholastic honorary society. Her work was so valued by the society that an annual Alpha Lambda Delta scholarship was named in her honor.

“There was always an eye open toward development,” Stevenson said about her career at Bucknell. “It was delightful to work in such a progressive environment.” Her professional success was a result of many factors, but perhaps the most debt is owed to two rare, but important qualities Stevenson possessed: authority and nurturing. She cared not only about Bucknell students’ academic experience, but about their spiritual experience as well.

The Class of 1954 said it best when they described Stevenson in their yearbook, which they dedicated to her. “High ideals and a strong belief in the worth of every student as an individual have made Miss Stevenson beloved and respected by all Bucknellians,” they wrote. “Her sympathetic understanding of both administrative and student problems is rarely equaled and her sense of fairness and unbiased judgment have made us trust her. But more than anything else, Dean Stevenson has become a symbol of all that is kind and good.” Stevenson made it clear the feeling was mutual.

If it is possible in the afterlife, John F. Zeller III ’41, M’42, H’10, G’12 will find a way to remain a part of daily life at Bucknell.

Zeller was a de facto Bucknellian even before he was born. His mother graduated from what was then the Bucknell Institute for Women, and when it came time for him to attend college, the Lewisburg native gravitated naturally to the school on the hill. The recipient of bachelor’s and master’s degrees from Bucknell, he was also a member of the University’s first Phi Beta Kappa class. After serving in the Army in WWII, Zeller earned a law degree from the University of Pennsylvania and returned home to practice law and teach political science at Bucknell. He taught for seven years, with a brief interruption to serve his country again during the Korean War. By 1955 he had met his future wife, then Assistant Dean of Women Martha Harris. He also found his true calling, as the University’s chief financial officer and general counsel.

For most of the next three decades Zeller occupied an office in Marts Hall from which he helped to steer Bucknell through periods of tremendous growth. Calmly, intelligently and with unparalleled dedication to his alma mater, he provided leadership and assistance as Bucknell doubled its enrollment, increased its endowment by 20-fold to $100 million, built or improved dozens of buildings on campus, and strengthened the relationship between town and gown. He also served as acting president in 1984.

In a sentiment shared by many, former president Gary Sojka described Zeller as “exemplar first citizen of the University,” but he was also referred to more simply as “Mr. Bucknell.”

Mr. Bucknell

“We are all teachers here.”
—John F. Zeller III ’41, M’42, H’10, G’12 1919–2010
A Sacred Space for Words

A chapel in its former life, Bucknell Hall is home to the Stadler Center for Poetry, founded in 1988 with the generous assistance of Ralynn and Jack Stadler ’40.

*Photograph by Laurie Jackson*

If you would like a reprint of this photo or the photo on the back cover, please e-mail fullframe@bucknell.edu with your name and address, and we will send you a complimentary 8x10 photo.
The Modern American University

A love story.

By Robert A. Scott ’61

Why a love story? I know higher education well enough for admiration; deeply enough for anguish; and sure enough for anticipation of a positive future. While there are many elements to lament, I think there is reason to believe in the idealism and in a concomitant commitment to relevance, which has been the essence of the American higher education journey.

The modern American college and university carry in them the DNA of a historic institution that fulfills three critical roles central to society: curator of the past, creator of the new and critic of the status quo.

For the individual, a university education is intended to be an investment in a lifetime, not an expense for a year. It is designed to prepare students not only for a job, but also for a series of careers, even as it enhances the opportunities for life’s riches. They want to pursue with passion a path that leads to personal satisfaction and fulfillment as well as material comfort. They will be composing a life even as they prepare to earn a living.

The goal is to liberate students, to transform them into inquisitive, articulate, active, ethical citizens able to consider more sophisticated levels of abstraction. They can distinguish conclusions from premises and the universal from the specific, not simply to engage them in a series of transactions, as if education were a commodity: Select the correct answer and we will grant you a credit or a certificate.

One approach to such an education is to conceive the foundation courses in terms of three overlapping clusters of disciplines and topics: the world we meet upon birth and childhood (nature, science); the world we, as humans, make, (literature, history, economics); and the systems of thought by which we mediate between the world we meet and the world we make (law, morality, ethics, philosophy).

This form of liberating education requires small learning communities, even within large campuses. The basic elements of small group discussions, focused on fundamental questions of meaning, grounded in the history of arts, literature, politics and science, and promoting imaginative approaches to general and expert knowledge, skills, abilities and values can be offered in a combination of venues. Laboratories, libraries, galleries and museums can be found in local colleges, schools, communities and companies as integrated and as separate entities. Greater coordination between and among these institutions and organizations can result in greater efficiencies and reduced redundancies.

Yet, while there is much to admire, there is much that causes anguish. “Student”-athletes playing for institutional glory in tax-preferred facilities are unlikely, on average, to graduate and earn a college degree. Think of admissions viewbooks that show campus scenes not found on a tour; scandals about kickbacks to financial aid officers; and calculations of average SAT scores or the percentage of donors that falsify the results and show better ratios than they really are. While some allegations about institutional misbehavior are exaggerated, these examples are, unfortunately, true.

What is on the horizon for American higher education? It seems likely that the ever more strategic partnerships between campuses and companies and communities will lead inexorably to new opportunities for flexible, accessible and relevant education and training in ways not now imaginable, but built on the foundations now visible.

This is my love story about higher education. I have admiration in abundance, anguish for what I see as violations to the basic public trust institutions require, and anticipation for changes that bear great potential for improved access, affordability and accountability. We can reclaim a culture of conscience and civic responsibility.

Robert A. Scott ’61 is the president of Adelphi University. This essay is excerpted from On the Horizon (vol. 18, issue 4) with permission from Emerald Group Publishing Limited.
How do new plant and animal species form? Warren Abrahamson has been searching for the answer since he came to Bucknell nearly 40 years ago to study evolutionary ecology. In 1983, he received the University's first fully endowed professorship, the David Burpee Chair in Plant Genetics, which funds his award-winning teaching and research and helped him establish a nationally recognized program that conducts graduate-level research.

Along the way, Warren has written 151 publications, 42 percent of which were co-authored with students. His lab has hosted more than 200 undergraduate research students, 18 master’s recipients and 21 postdoctoral fellows. Thirty-three percent of his master’s students and 43 percent of his undergraduate honors students have continued in Ph.D. programs. Today they’re faculty members at colleges and universities around the globe. Other former students include doctors, dentists, environmentalists and teachers. Warren’s extraordinary legacy will continue long after he retires in 2012.

To learn how you can create an endowed academic position that develops the next generation of innovators, please contact Mark Elliott, Senior Development Adviser, at 570-577-3200.