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It’s becoming essential for 21st-century success
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On the cover: At the top of Awaramie Mountain in Guyana, after a two-hour climb, are (L-R) Samantha Korpics ’14, Joellyn Colangelo ’14, Amber Green ’14, Jennifer Schwab ’13 and Karen Sanchez ’12. Legend has it that pointing at these mountains will bring rain. Small photos are of Costa Rica, Belize and Korea.
Were you lucky enough to study overseas as a Cedar Crest student? Adventurous types have done so for decades, but in today’s global marketplace, study abroad is fast becoming mainstream. “More and more employers look for people with international experience,” says Jenny Weatherford, Ph.D. “They don’t see it as a frill, but as essential.”

Two years ago Weatherford became Cedar Crest’s first director of Global Initiatives and International Programs. Her appointment reflects the College’s commitment to “global connectivity.” That includes not only study abroad, she Continued on page 2
The Impact of Study Abroad

Where Cedar Crest students have ventured—Study abroad locations include Belize (two photos upper left and photo lower right), London (large photo), Korea (upper right and group in long dresses), and Guyana (lower left). Our thanks to the students, faculty and staff who shared their photos.

says, but also a more internationalized curriculum, more foreign students on campus, and partnerships with overseas schools, among other initiatives.

Study abroad is growing exponentially. While just a handful of students traveled for academic purposes in the 2009-2010 school year, 31 did so in 2011-2012 and the number should exceed 40 this year.

Some students spend time abroad for obvious reasons—for example, those pursuing the College’s new global studies major or global diseases minor. Others simply want an international experience.

Cedar Crest offers a wealth of options, as Weatherford explains to students in her capacity as study-abroad advisor. They can spend a semester on an exchange program: the College has partnerships with Linnaeus University (Sweden), Hamburg University of Applied Sciences (Germany) and University of the Sunshine Coast (Australia).

They can have a true intercultural experience in Korea through Cedar Crest’s partnership with Seoul Women’s University (SWU). Criminal justice major Shamara Rhodes ’13, social work major Becca Lowe ’13, and four other Cedar Crest students spent July studying, living and traveling with SWU students, whose family homes they also visited. “This program is for any person in any type of major,” Rhodes says.

Students in all three of Cedar Crest’s new Living Learning Communities are going to Costa Rica for spring break 2013. They’ll get to learn about their particular area of interest (art, environmental stewardship or social justice) from a Costa Rican viewpoint, perform service, take Spanish lessons and stay with local families.

The College also offers shorter-term, faculty-led study abroad programs in connection with coursework. Biology professor John Cigliano, Ph.D., has pioneered this type of program as part of the conservation biology program at Cedar Crest, leading research trips to places like Belize and Guyana.

“Students need to get into these threatened habitats to appreciate the challenges affecting not only the habitats but the cultures that depend on them,” he says. It’s eye-opening to work at remote field sites where flush toilets are a luxury—and also to share perspectives with the non-science majors Cigliano loves to include on his trips: “Walking through a rainforest, the conservation biology student will focus on the ecosystem, while the humanist or artist sees patterns and colors,” he says.

Jennifer Schwab ’13, a genetic engineering major who
Cedar Crest students who studied abroad in India were able to attend the Holi festival, an event in which celebrants are sprinkled with colored powders. They enjoyed it so much they now re-create Holi on campus.

“Cedar Crest students who studied abroad in India were able to attend the Holi festival, an event in which celebrants are sprinkled with colored powders. They enjoyed it so much they now re-create Holi on campus.”
One Student’s Life-Changing Trip

Until last summer, travel was a distant dream for single mother Michelle Cygan ’13. She was too busy working, raising her daughter and plugging away at her Spanish major in Cedar Crest’s School of Adult and Graduate Education (SAGE).

Then she won a Gilman Scholarship, and the world opened up. Cygan was able to spend four weeks studying at the Universidad de Costa Rica, and it proved life-changing.

“It was amazing to stay in such a beautiful country,” she says. “We visited the national theater and museum, a waterfall garden—and I went zip lining for the first time. ‘Flying’ through the tropical forest was beyond exhilarating.” Her host family was so caring she found it hard to say goodbye.

Cygan worked hard in Spanish classes, and using the language daily with native speakers boosted her confidence. “Since I want to be a teacher,” she says, “I paid close attention to the techniques our teacher used. He was a great role model.”

Freed from the stresses of her normal life, Cygan was forced to slow down and get a fresh perspective. Her takeaway: Keep life simple. “The Costa Ricans have much less, but are more content,” she says.

She also came home inspired. “This trip, in conjunction with winning the scholarship, reaffirmed that with continued determination, I can achieve all of my dreams,” she says. “I am so grateful.”

The Impact of Study Abroad

Continued from page 3

There are also national resources such as the Gilman Scholarship (see one Gilman recipient’s story at left).

Whatever the obstacles in getting there, every student speaker at this year’s Study Abroad Extravaganza recommended the experience. “It was an awesome research opportunity that will look great on a resume,” Jennifer Schwab told the audience. “There is something new to do every day,” said Shamara Rhodes.

Study abroad can open up new career possibilities, says Weatherford, pointing to the case of Sara Thompson ’15 who visited 13 different countries through a program called Semester at Sea: “It’s not the sort of thing you’d imagine a criminal justice major doing, but she’s now in graduate school in England studying international criminal justice.”

Most fundamentally, travel broadens a student’s perspective in a way that no other experience can. “What surprises students most is learning things about themselves they didn’t know before,” Weatherford says. Often, the traveler discovers she’s more brave and resourceful and adaptable than she realized. “Every time, the student comes back a different person,” says John Cigliano.

Study abroad shifts students’ views not only of themselves but of the world, says Sandra Leh about her experience with service-oriented nursing trips: “It redefines how they look at wants, needs, happiness and community. It leaves them with an increased commitment to making a difference in this world.”

Kathaleen Deane ’12 agrees wholeheartedly. “Before I went to Belize, I didn’t completely understand the value of going abroad,” says the biology graduate who minored in global diseases. “I considered it something frivolous, and not a luxury that I could afford.” What she discovered: “The teachings in a classroom do not compare with what you see in the field. I found my passion for helping others in that public health setting. It’s hard to explain, but it changed how I look at everything.”

2012-13 Study Abroad Programs for Academic Credit

**Belize, March 2012**—Nursing in a Global Community

**Guyana, May 2012**—Natural History and Culture of the Amazon Basin

**Costa Rica, March 2013**—Living Learning Communities

**Italy, March 2013**—English seminar (capstone)

**London, March 2013**—Nursing in a Global Community

**India, May 2013**—Hinduism

**Korea, July 2012 and 2013**—Introduction to Korean Studies
I f you saw a really cool sweater you just had to have, would it matter that it was made in a sweatshop on the other side of the world?

The question matters to Kelsey Timmerman, author of *Where Am I Wearing: A Global Tour to the Countries, Factories, and People That Make Our Clothes*. Timmerman journeyed to places like Honduras, Bangladesh, Cambodia and China to locate the people who created his jeans, T-shirts and shoes, in the process of humanizing the issues of globalization.

His book was the shared reading assignment as part of the First Year Experience at Cedar Crest this year. In October, Timmerman visited campus to meet with students and give a public lecture. He told the stories of impoverished garment industry workers around the world whose lives depend on American consumerism—including Bangladeshis who work in steamy, dilapidated factories for $24 a week, and Chinese who log 100 hours a week (many “off the clock”) for fear of being replaced.

So Americans need to boycott low wages and poor working conditions like these, right? It’s not that simple, Timmerman says; for one thing, the workers themselves need us to keep spending. As one female garment worker puts it in the book: “If they pay $45 for jeans, it helps us. If people don’t buy, I wouldn’t have a job.”

It’s especially important for women to have jobs if developing countries are to make economic progress, Timmerman points out: studies show that women tend to spend much more of their income on their families than men do.

Clearly there are no easy answers to the issues raised in *Where Am I Wearing?* Timmerman wrote the book, he says, to promote discussion—and to encourage readers to more actively help those in need in their own communities.

*In his lively public presentation, Kelsey Timmerman told stories, signed copies of his book (as he’s doing above for Teresa Readinger Aurand ’82), and encouraged the audience to check each other’s clothing labels. While on campus he also met with first-year students like Gerlie Loyola ’16 (in bottom photo).*
What’s New in Academics?

"We are always thinking ahead, to extend and strengthen Cedar Crest’s great programs and faculty," says acting Provost Elizabeth M. Meade, Ph.D. (photo, right). "It’s the business of a college to explore evolving trends and to discover the tools and skills our students will need in the future."

This year’s Academic Plan includes some initiatives that are in the process of being launched and others that are still in the “maybe” stage, she says. Here are the highlights.
Goal 1: Continue implementing the Strategic Plan
- **Women’s Leadership Institute**—This academic year will see two major initiatives: the Undergraduate Leadership Certificate, a 12-credit certificate that will begin accepting applications in the spring, and the Executive Leadership Academy, a series of seminars (details on page 15) for women looking to advance their careers.
- **Cooperative Education**—Planning is under way for the 2013 launch of this program, which will give business students three full-time work semesters with one company in the course of their four-year degree.
- **Master’s in Art Therapy**—A requirement for professional practice, this degree also is set to launch next year with a new state-of-the-art studio.

Goal 2: Reinvigorate traditionally strong majors
- **Business Administration**—We are expanding this popular major to attract new populations of students, with the co-op program (mentioned above) geared to traditional students and a fully online option for adult learners.
- **Criminal Justice**—To expand the reach of this popular major we are adding a faculty member specializing in the area of juvenile justice, as well as courses and research in crime-mapping.

Goal 3: Develop new programs and majors
- **Bachelor’s in Public Health**—A team of faculty from nursing, biology and business are investigating the potential for an undergraduate major in public health, a good fit given Cedar Crest’s strength in health sciences.
- **New Graduate programs**—What might be in our future? We are discussing a master’s in nutrition education as well as a master’s in business administration.

Goal 4: Expand online education
- **Online Master’s in the Art of Teaching**—Students have requested this option, allowing busy teachers to complete their degree work from off-site.
- **Online R.N.-to-B.S.N. program**—As more states require bachelor’s-educated nurses, such a program would help working R.N.s attain their degree.

Goal 5: Strengthen the liberal arts
- **Environmental Biology major**—This new major, replacing Biodiversity and Conservation Biology, would allow students to pursue science careers outside the lab.
- **Writing major**—Students will be able to pursue both creative and professional writing, choosing among electives such as sports writing, science writing and oral storytelling along with courses in poetry and fiction.

On-Site M.S.N.
Offered at Reading
Reading Hospital and Medical Center has chosen Cedar Crest to deliver an accredited Master of Science in Nursing program to its nurses. Launched in August, the on-site program—identical in content and faculty to the campus version—can be completed in two years. Besides nurses at Reading Hospital, the program also is open to nurses working in the surrounding area, which is experiencing major growth in health needs. Learn more at sage.cedarcrest.edu/msn.

SAGE Business Program
All-Online
To make it as convenient as possible for adult students, the School of Adult and Graduate Education (SAGE) now offers many business degrees and certificates that can be completed entirely online. Of course, SAGE students can take all or some of their courses on campus or in hybrid form during evenings and weekends, typically in an accelerated format. They may also take courses during the daytime in a traditional classroom format.

MFA Faculty Member is MacArthur ‘Genius’
Dinaw Mengestu, a faculty member of Cedar Crest’s new Pan-European M.F.A. in Creative Writing, has won a MacArthur “genius grant” Fellowship. These prestigious awards foster creativity in people who have shown great achievement and promise in their field. Born in Ethiopia, Mengestu has written several works of fiction and nonfiction including *The Beautiful Things That Heaven Bears* (2008), about immigrants escaping the violence of their African homelands and remaking their lives in urban America. He will begin teaching in the M.F.A. program during the 2013 summer residency in Barcelona.
It didn’t take long for the incoming Class of 2016 to learn about big sisters, dinks, midnight breakfast and other beloved Cedar Crest practices. Here’s a bit of history on the traditions held dear by students and alumnae alike:

**Big Sis/Lil Sis**—Cedar Crest President William F. Curtis (1908-1941) launched this program pairing new arrivals with upperclass mentors to help them feel at home on campus. In the 1940s, big and little sisters met in an elaborate candlelight service. Today there’s a Welcome Back Party just before classes begin, and Big Sis/Lil Sis events throughout the year to keep the “siblings” connected. Many develop long-lasting friendships.

**Open Door Ceremony**—During orientation week, students walk through the doors of Blaney Hall, announce their names and hometowns and are officially welcomed into the college community. This ceremony too dates back to President Curtis; in the early years it involved a procession, a chorus singing “Hail to Thee, CCC” and the presentation of a Bible and key.

**Dink Donut Night**—A dink is a highly decorated, often silly hat made by each Big Sis for her Lil Sis as a college keepsake. On Dink Donut Night, little sisters model their dinks for a panel of judges who declare winners (most creative, funniest, etc.). The dink tradition dates from the 1930s, and back then freshmen had to wear them for weeks to show their lowly status. Today, it’s all about getting creative and having fun; after the fashion show, big and little sisters bond over donuts.

These traditions are just the start for the incoming class. At semester’s end they’ll experience their first Frolic/Midnight Breakfast, with student/faculty skits to help them unwind before finals. Two years from now they’ll take part in one of the best-loved Cedar Crest traditions, the Ring Ceremony—and then it’s just a short hop until Graduation.

*Enjoying the Open Door Ceremony are (top photo) Hawa Diaby ’16 and (bottom photo, L-R) exchange students Woo Ri Han and Kyungmee Lee. In center photo (L-R) are Natalia De Jesus Martinez-Colon ’15, Ashley Giannetti ’16 and Ashley Hettinger ’16 at a Big Sis/Lil Sis event.*
‘My Team is Always There for Me’

Behind every Cedar Crest student is a network of supporters

Earning a degree from Cedar Crest College is a wonderful life achievement—but as any alumna will agree, it’s not a solo effort. Standing behind every student is a team of professors, advisors, coaches, health staff, career planners and fellow learners, providing inspiration and support. Waiting in the wings is an extended family of alumnae, ready to welcome each new grad; and standing behind all these are the donors (many of them alumnae) who make a Cedar Crest education possible.

Are students aware of this network of people, all focused on helping them succeed? When we asked a sampling of students, the answer was a resounding “yes.” You can read some of their comments here, and find more at www.cedarcrest.edu.

As Cedar Crest students learn to be part of a team themselves through their course work, research, community service, athletics, performing arts and other avenues, they are building a critical life skill. Cedar Crest’s mission as a college is to prepare them to be leaders, global citizens and engaged community members. Teamwork is essential to all those roles.

Support Helps Lindsay Balance Nursing, Athletics

Majoring in nursing and serving as captain of a college sports team—for most people, the demands of either one would be challenge enough. But Lindsay Harrison ’13 is successfully balancing both those pursuits, with help from her backup team.

“I actually have two teams at Cedar Crest,” Lindsay says. “There’s my field hockey team of friends and supporters, and my academic team that pushes me to absorb all the knowledge I can and be the best nurse I can possibly be.”

Athletically, a key mentor for Lindsay is field hockey coach Lucinda Joseph. “Coach Jo supports me on and off the field,” she says. “Her office door is always open. She challenges me to be a better athlete, student and person.”

Academically she’s found an ongoing connection with nursing instructor Rebecca Seaman, M.S.N. “Not only has she been my advisor since freshman year, she was also my professor for an extremely challenging class,” Lindsay says. “I worried about passing. But she was confident in me, and that made me feel confident in myself.”

Lindsay was also inspired by Assistant Professor Sandra Leh, Ph.D., and Associate Professor Wendy Robb, Ph.D., (chair of nursing) on a study-abroad trip to Belize. “I learned a lot about communicating with people on a global level,” she says.

Her Cedar Crest experiences have taught her much about teamwork and being a woman leader, she says. “Leading is treating others with respect, even when you don’t agree. It also means doing things you might not want to do when it’s best for your team.”

Lindsay’s team includes

- Field hockey teammates
- Lucinda Joseph, coach
- Rebecca Seaman, instructor/advisor
- Sandra Leh and Wendy Robb, professors
- Allen Family, scholarship donors
Laura Benefits from a Dedicated SAGE Team

“I honestly did not believe I could attend a good school, work full-time, volunteer and still have a social life while finishing a meaningful degree,” says Laura Bauder ’14, who is completing her art therapy degree through Cedar Crest’s SAGE program (School of Adult and Graduate Education).

There’s plenty of support built right into SAGE. Each student gets an admissions adviser to help with her application, transfer credits and financial aid; an academic adviser to help create a personalized academic plan; and a faculty adviser for ongoing counsel.

Beyond this, Laura credits the art department for making her degree possible. Jill Odegaard, M.F.A., associate professor and art department chair, and Rebecca Arnold, M.A., assistant professor, “have worked above and beyond to ensure that art therapy students have the support we need,” she says.

The final link in her Cedar Crest network is her fellow SAGE students. “I’ve created some amazing bonds with these women,” Laura says. “We push each other to work harder and support each other through this journey.”

What has she learned about being part of a team? “No one can do anything 100 percent on their own,” she says. “Each person has the ability to change the world for someone else.”

Demi Discovers a Multicultural Community at Cedar Crest

Now a sophomore, Demi Barzana ’15 says the best thing about her first year at Cedar Crest was all the different opportunities and activities she was able to try. “I’ve gotten involved in the multicultural center, ALANA (African-American, Latino, Asian and Native American students), co-captaining the step team, community volunteering and even studying abroad for four weeks, all in my first year,” she says. “I can’t wait to see what opportunities will come in the next three years.”

Each of those activities brought Demi onto a team. One of the most important to her is the circle of friends she’s developed working at the Center for Multicultural Life & Leadership. It’s a largely student-run space.
where those from all cultural backgrounds can congregate, create programs and build relationships. “We embrace each other’s differences,” Demi says. “The event I really enjoy is Talking Circles (campus community discussions often centered on multicultural issues). I get to meet and learn so much about the background and culture of a new guest speaker every week.”

Demi’s academic team includes faculty members who have helped bring her future into focus. Advisor Kenza Glass, M.S.Ed., “influenced me such a lot; she even helped me decide on doing study abroad,” Demi says. And the classes she took with Assistant Professor Precious Yamaguchi, Ph.D., made her realize she wanted to focus on computer design and graphics. “Both these faculty members have pushed me to step outside my comfort zone,” she says.

Her time at Cedar Crest has taught Demi that “it’s important to state my opinions and feelings,” because each person’s are unique and worthy of being heard. That’s an attitude that will help her as a team member and future woman leader.

**Women’s Leadership a Compelling Theme for AnTionette**

AnTionette Byers-Parades ’12 is a powerhouse: student government leader, forensic speech All-American, state poetry champ. But she’s the first to acknowledge those who helped her on her way. Speech coach Chelsea Toth ’08 was her “biggest cheerleader.” Associate professors Maynard Cressman, M.S.W., (chair of social sciences) and Marion McCorry, M.A., helped her find her calling in social work—she’s now in graduate school at Fordham—without sacrificing her love of theatre.

AnTionette drew inspiration from role models like President Carmen Twillie Ambar, “who embodies all the characteristics of a woman leader.” Cynthia Fulford, Ph.D., executive director of women’s leadership, was another formative influence. “She helped me discover my identity not only as a woman but as a woman of color,” AnTionette says. “It opened up many avenues for me to fully embrace my culture.”

Her Cedar Crest family extended to cafeteria workers Maureen Zella and Marie D’Haiti (“my mothers away from home”) and police officers Gregory George and Arcadio Gonzales Sr., campus protectors who “also served as people to talk and joke with."

In sum, AnTionette says, she’ll always describe Cedar Crest as a place “where we were all connected, all rooting for one another to succeed.” Being at a women’s college gave her the opportunity to blossom while also preparing her for the reality that she’ll “have to work harder to prove I’m equal to my male counterparts.” She’s off to a strong start: “I found my potential here and Cedar Crest amplified it, allowing me to realize that I am unstoppable.”

**AnTionette’s team includes**
- Maynard Cressman, professor
- Marion McCorry, professor
- Cynthia Fulford, role model
- Estelle Reninger and the AICUP Foundation, scholarship donors
Space Scientist Jennifer Stern Shares Her Story

When she visited Cedar Crest in November, Jennifer Stern, Ph.D., proved herself an ideal role model: inspiring speaker, believer in the power of women, successful space scientist. Stern is a member of the NASA team that specializes in studying the atmosphere and surface of Mars. Based at Goddard Space Flight Center in Maryland, she helped create the instrumentation used by the Rover Curiosity when it landed there in August.

Her career path is rooted in a lifelong curiosity about nature, Stern said. On childhood ski trips to Utah she would gaze at the Wasatch Mountains and wonder, what made them? “I even made a model out of paper mache and chicken wire of three canyons in this mountain range to show how glaciers and streams erode different-shaped valleys,” she said. “It won me first place in our fourth grade science fair!”

As a student at Brown University, she...
learned to love field work and the camaraderie of research. In graduate school at Florida State University she discovered she enjoyed applying chemistry to geological problems, and that she could use those same chemical tools to look for life on other planets.

A postdoctoral fellowship brought her to NASA. The Mars mission, she said, aims to evaluate the Martian environment to see if it was ever capable of supporting life. “It’s a difficult mission because it is so complex—never before have we had a true mobile laboratory on Mars. Coordinating the imaging, the driving, the arm for scooping and delivery to the lab instruments, all of this takes time, patience and a lot of planning. But it has been incredible; it blows my mind how fortunate I am to be part of it.”

**Benefits of space exploration**

Stern is a firm believer in space exploration. “Humanity is intrinsically fascinated by what lies beyond the Earth, and the space program is a source of pride for Americans generally,” she said. “If you look at the benefits we gain from space exploration, it’s pretty amazing: NASA’s technological innovations translate into improvements in everything from medical procedures to communications.”

On her visit to Cedar Crest, Stern gave a public presentation and also spent time on campus with students from the College and guests from area community colleges. She encouraged them to follow their hearts: “In terms of career path, stay open minded and no matter what, do what you love doing. It’s also important to have a hobby to pursue, something you enjoy enough to make time for.” Stern enjoys painting and travel (the earth-based kind), and dreams of visiting China to see the mountains often depicted in scroll artwork.

**Value of a liberal arts education**

Growing up, she said, she appreciated the arts as much as the sciences. That feeling continued at the all-girls high school she attended and through her years at Brown, where she took an unusually wide variety of courses. Following your passions wherever they take you, she said, is often one of the main objectives and benefits of a liberal arts education.

As for attending a female-only school, it helped her develop the communication skills, leadership ability and confidence that serve her so well at NASA. “It wasn’t until later that I encountered women who felt intimidated about speaking up in a large group,” she told the students. “I hope that after college, you won’t forget the freedom of being able to take a guess and not worry about being wrong. As women, it’s important that our voices be heard.”
A very special structure has been rising on the Cedar Crest campus this fall, thanks to the College's new artist in residence, Willi Singleton. It’s a house made of clay, based on a traditional Japanese teahouse yet innovative in style—and built entirely by ceramics students under Singleton’s guidance, using all-local material.

Singleton honed his craft as a potter over the course of six post-college years in Japan, where he was apprenticed to several prominent ceramic artists. He returned to the United States and relocated to family land at the base of Hawk Mountain in Kempton, Pa. There, he’s earned a living making functional stoneware using natural clays and glazes, produced with traditional equipment such as wood-fired kilns.

As an independent potter he travels regularly to Japan, New Mexico and Washington, D.C., to show his art, and he’s also exhibited locally in such venues as the Allentown Art Museum. His craft keeps him busy, but when he got the opportunity to join Cedar Crest for the 2012-13 academic year and try some new things, he didn’t hesitate.

At the beginning of the fall semester, Singleton hauled 5,000 pounds of natural clay from Hawk Mountain back to campus (it took several 80-mile round trips) for the clay house project. He and his students added small amounts of sand and sawdust to make the clay more moldable. Then, on plastic matting set up behind Hartzel Hall, they walked on the mixture for nearly an hour to bring it to the desired consistency.

Singleton used plywood and metal bracing to build the clay house’s underlying structure; it occupies the site of a partially-finished teahouse begun many years ago. The students, armed with clay, were each given a 2-foot-square area in which to create a three-dimensional design of their choice for the exterior of the structure.

Singleton is very interested in the organic connection between completed pottery and its place of origin, and he works to bring this concept home to his students. His classes burned bamboo from his Hawk Mountain property to make glazes for pots and other sculptural pieces, and dug clay from the banks of a nearby creek.

“It’s important to me that the students know how ceramics evolved,” he says. “To build that understanding, I am giving them hands-on experience with traditional pottery techniques and natural materials.” Another major goal of the project is collaboration among the artists. “I’ve been amazed,” he says, “at how perceptive and responsive these students are.”

Artist in Residence Engages His Students
Together they’re building a traditional clay house of local material

A clay house in the making—Willi Singleton works on the base while Stephanie Tompkins, a junior new media major, tackles her two-foot square. She’s decorating it with an owl and a half moon, two symbols with personal meaning for her. “My Grammy has been collecting owls for a long time,” she says, “and some of my friends call me ‘Owly’ because my eyes are so big. I had to put in a crescent moon because I love the symbol and it’s a beautiful object. I enjoy that I can now see what everyone’s interests are from this project that we made together.”
What’s Happening on Campus

Women’s Leadership Institute Seminar Series Begins January 31

Cedar Crest’s new Women’s Leadership Institute is launching a series of five seminars to help area businesswomen sharpen their skills and achieve their goals.

1. The Power and Influence of Leadership Development opens the series on Thursday, January 31, 2013. (To register, go to cedarcrest.edu/wli. Alumnae receive a discount.) The seminar will invite entrepreneurs and women at all career levels to examine their own influencing style; learn to project credibility and authority; gain buy-in for ideas and initiatives; and become more effective at leading others.

The facilitator is nationally known leadership coach Jo Miller (photo, above). Her Women’s Leadership Coaching™ system identifies the challenges women commonly encounter in advancing their careers—especially in traditionally male industries—and offers strategic and tactical skills needed to break through those roadblocks. Opening speaker is Diane Moyer, Ph.D., (photo, right) Cedar Crest psychology professor and former U.S. Olympic athlete.

2. The Power of Whole Brain Communication, April 2013, focuses on how to examine your own communication style and develop an effective approach for the business world.

3. The Power of Positive Social Change, June 2013, explores the characteristics of women who catalyze social change through effective networking, problem solving, etc.

4. The Power of a 2-year, 10-year Career Plan, August 2013, focuses on how to design a career path and mission and achieve work-life balance.

5. The Power of Running Your Own Business, October 2013, provides the framework and tools to create and implement a business plan.

“Our seminar series will offer tangible benefits beyond the individual sessions,” says Arlene Peltola, coordinator of the Women’s Leadership Institute. “We plan online forums, mentoring and networking opportunities to help participants keep improving their career skills.”

Make the Most of a Conference

• Network—Approach someone standing alone; find out what she does, why she’s there and what you have in common, then exchange business cards.

• Have a purpose—Networking isn’t just about building relationships; if someone can help you in a specific way, ask for it.

• Tweet tweet—Fire up that Twitter account and monitor the conference in real time; it’s a great way to connect with people.
What’s Happening on Campus

Campus Weathers the Big Storm

Cedar Crest cared for hundreds of residential students throughout Hurricane Sandy and was back in full operation within three days. It was a testament to the “essential employees”—including facilities, grounds, campus police, residential life, general services, food services and student affairs departments—who gave their all. They cleared fallen trees, fixed broken windows, fueled generators, and brought food, water and comfort to students.

The College also provided a haven for the Purnell School, a private boarding school for girls in Pottersville, N.J. When Purnell’s power went out in the hurricane, nearly half the school’s 100 students relocated to Allentown with faculty and staff, staying in a local hotel at night and using Cedar Crest facilities for their classes.

The hurricane team at Cedar Crest included (L-R) Sergeant Roger Hawkey, Officer Arcadio Gonzalez Sr., Corporal Wayne Degan, switchboard operator Shannon Morgan and Chief of Campus Police Mark A. Vitalos.

Theatre Offers ‘Silent Heroes’

Audiences at Samuels Theatre in November were touched by the play Silent Heroes by Linda Escalera Price. Set in 1975, it centers on six wives of Marine Corps pilots who’ve gathered after hearing of a fatal crash; as their husbands arrive one by one, the women wait to see whose life will be forever altered by this event. Cast members included (L-R) Rebecca Pandone ’13, Sarah Pilkington ’13, Rachel Morgandale ’13, Jaclyn DeCarlo ’16 and Amanda Thomas ’15.

Students Prepare for the Election

Cedar Crest was abuzz with activities to prepare students for the November election (for many, their first chance to vote). On National Constitution Day September 17, volunteers registered students and demonstrated a voting booth. There was a debate featuring local candidates, and a program hosted by Tammy Bean, director of community service, on how to become an active citizen.

In the following weeks, the College offered further voter registration drives, transportation to the polls, and even a bit of comic relief from the stresses of the campaign—a satirical play by associate professor Tim Brown called Pressing the Flesh.
Speaker Tells Nursing Students: Work from the Heart

If a nurse is in the profession for the right reasons, she has the chance to make a lasting mark on her patients, said Selinza Mitchell in a program at Cedar Crest this fall titled “Fingerprints: The Art of the Exceptional Professional Experience.”

The nationally known speaker recalled encounters with a variety of patients who brought home to her that nursing is more about what’s in the nurse’s heart than about the medical treatment. “You make an unbelievable difference every single day,” she said. Because nurses play such a critical role in patients’ recovery, she added, it’s vital that they look out for their own health and well-being, and for each other.

Top Forensic Scientist Gives Leadership Lecture

Joseph P. Bono, past president of the American Academy of Forensic Sciences, delivered an inspiring forensic science leadership lecture at Cedar Crest in October. The former head of the U.S. Secret Service Laboratory, he has given presentations around the world. “Nobody is a stronger advocate of the work that forensic scientists perform,” says Larry Quarino, Ph.D., director of Cedar Crest’s forensic science program.

In his lecture, Bono explored the trends in the field, including higher-quality training that has led to better forensic lab work, and the need for forensic scientists to communicate the science behind their conclusions as lawyers become more knowledgeable about science. He also explored the type of leadership the field requires—and it’s not top-down. “A leader works for the staff,” he said. “The staff doesn’t work for the leader.”

College Hosts Pa. Academy of Sciences

In another event focusing on women in the sciences, Cedar Crest hosted the annual meeting of the Pennsylvania Academy of Sciences earlier this year. More than 300 people assembled to discuss current research in cell, developmental and cancer biology, aquatic and animal ecology, genetics and other areas. “Cedar Crest has produced many strong leaders in the sciences, an important role for a women’s college,” said K. Joy Karnas, Ph.D., associate professor of genetic engineering and event organizer. “Our students have been major contributors to past PAS meetings, so it was a great privilege to host the 88th annual meeting.” Learn more at cedarcrest.edu/pas.
What’s Happening on Campus

ESL Certificate Approved

Cedar Crest’s English as a Second Language (ESL) Program Specialist certificate is one of the first in the Lehigh Valley region to gain approval from the Pennsylvania Department of Education. Certification is required for anyone teaching ESL.

Participants in the program study a range of topics including:

- the relationship between cultures and effective teaching strategies
- the cognitive stages of language development, basic linguistics and the structure of English
- the impact of being a non-native English speaker on the learning process and socialization in the classroom

The program includes class lecture, discussion, research, presentations and practical application projects. Students may enroll and begin taking courses this spring. For further information, contact Jill Purdy, Ed.D., program director, at jepurdy@cedarcrest.edu or SAGE Admissions at 610-740-3770.

Food Day on Campus

“It’s time to eat real!” That was the message behind the Student Dietetic Association’s Food Day Symposium in October. Students spent an evening hearing from food experts around the community, sampling fresh produce and other items in a mini farmers market, and learning how to stay healthy by eating right. Food Day is a nationwide celebration and a movement promoting more healthy, affordable and sustainably grown food.

Breakfast was the topic of one Food Day display, manned by Jenna George (left) and Whitney Butler ’14.

Apples are the featured subject for (L-R) Elizabeth Casilio ’13, Food Day organizer Eliza Feltimo ’13, and Olivia Fieo ’13. Casilio and Fieo are co-presidents of the Student Dietetic Association.

The Food Day team (L-R): Alison Cowley ’13, Kaydie Mitchell ’13, Olivia Fieo ’13, Eliza Feltimo ’13, Paula Wesson ’15, Sarah Buttillo ’13, Wayne Lynch ’13, Melissa Ulrick-Greb ’13, nutrition administrative assistant Lesley Jones, Beth Casilio ’13, Martine Scannavino, D.H.Sc., chair of nutrition, and Christina Bailey of Red Cat Farm, a vendor at the event.
Giannini Appointed Dean of SAGE

Gaetan T. Giannini, Jr., M.B.A., associate professor and former chair of the department of business, management and economics, is Cedar Crest’s new dean of the School of Adult and Graduate Education (SAGE). He has been a driving force behind many new programs at the College including the B.S. in marketing and the Cooperative Education Program, a major initiative of the Strategic Plan. SAGE launched in October 2011 with a rich variety of academic programs, support services, and a seamless credit transfer policy designed to help adults advance their careers. “I am excited about the growth prospects for adult and graduate education, and I think Cedar Crest is ideally suited to become a leader in this field regionally and beyond,” he says.

Morris Heads Admissions Department

Cedar Crest recently hired R. Lincoln “Linc” Morris as director of admissions. He has several years of admissions experience in public and private higher education, helping Upper Iowa University increase enrollment by 33 percent. Most recently he was director of admissions and scholarships at Bemidji State University in Minnesota. He holds a master of science in higher education administration/student affairs practice from Illinois State University. “I am eager to work with my top-notch admissions staff and the entire college community to attract more students interested in Cedar Crest’s mission to develop leadership and good citizenship in every facet of life,” he says.

Khateeb Leads College Development Team

Debra W. Khateeb has joined Cedar Crest as director of development, overseeing major and planned gifts, private and government grants, and the Cedar Crest Fund. She has held leadership positions in colleges, private schools in the United Arab Emirates and Germany, and other nonprofits, and most recently was executive director of foundation relations for the Montgomery County Community College Foundation. She earned her B.A. in political science from Susquehanna University. “My oldest daughter was a transfer student and graduated from Cedar Crest in 2007,” she says. “The personalized attention and leadership skills she learned at the Crest are why I am excited to be a member of the institutional advancement team.”

McGuirk is New Athletic Director

Lisa Goddard McGuirk has joined Cedar Crest as director of athletics, wellness and recreation. She has coached softball, basketball and volleyball at various NCAA collegiate levels and has held a number of administrative posts, most recently with Ireland’s national softball team. McGuirk earned a degree in sociology from Brandeis University and is currently pursuing a master’s in management. She is eager to improve a sports program that is strong academically—Cedar Crest holds the top average GPA in the Colonial States Athletic Conference—but less so in terms of wins and losses. “I am excited for the opportunity to serve at such a prestigious institution,” she says.

Sadigh’s Book Reflects Latest Psych Research

Post-traumatic stress disorder, palliative care and sleep disorders are among the new chapters in a recently published book by Micah Sadigh, Ph.D., professor of psychology. It is the second edition of his Autogenic Training: A Mind-Body Approach to the Treatment of Chronic Pain and Stress Related Disorders. The new edition, from academic and scholarly publisher MacFarland Press, is 40,000 words longer than the first edition and is completely updated to reflect the latest research in psychophysiology and psychosomatic medicine.
“I’ve been a donor ever since graduating because I want to make sure other students have the same opportunities I had.”

Jennifer Saeger Moran ’92
Maynard, MA

“As I grow in my career, I see how much Cedar Crest gave me—in strength, attitude and grace—and I want to help continue that legacy.”

April Barnes ’03
Long Beach, CA

“I’ve been a donor for 47 years. It’s not just the amount of your gift, it’s the fact that you did give.”

Linda Faust Sharkey ’65
Chatham, NJ

“As a teacher, I know the value of a quality education. Hopefully my support for Cedar Crest makes it easier for today’s students to achieve their goals.”

Mary Ann Drago Hinko ’84
Ashburn, VA
Donors Support the Cedar Crest Fund

It’s a major source of income for the College—but is the Cedar Crest Fund (sometimes called the annual fund) really so important? Don’t colleges earn all they need from tuition? And why is a college education so expensive, anyhow?

Why the Fund matters

“Many people don’t realize that tuition covers only a portion of college costs,” says Cedar Crest President Carmen Twillie Ambar. “Endowment income covers another portion, but the Cedar Crest endowment is modest compared to our peer colleges, and endowment income has shrunk due to low interest rates.”

Private donations fill the gap, and the Cedar Crest Fund is the major avenue for alumnae and other donors to support the College year after year. “It provides unrestricted and donor-directed dollars that we can spend immediately on scholarships, new academic programs and other important needs,” Ambar says.

Higher education grows more and more expensive to provide, she notes. Computerized classrooms and scientific equipment, online curricula, funding for global study—these things didn’t exist a generation ago. Colleges today also must compete for high-quality faculty. Especially in a poor economy, students need more support than families or government can provide (98 percent of Cedar Crest students need some form of aid). “We are committed to keeping tuition as low as possible and providing strong scholarship support,” Ambar says.

The Cedar Crest Fund also is key to bringing the Strategic Plan fully to life. As the landscape of higher education changes dramatically, Cedar Crest is working hard to stay on the leading edge with a Strategic Plan designed to prepare students for leadership roles in a global community.

Implementation of the plan is well under way, and the response has been strong. Enrollments are up 30 percent in
The Charlotte Newcombe Foundation has awarded $547,500 in grants to Cedar Crest to provide scholarships, including support for women age 25+. Here, executive director Thomas Wilfrid is flanked by (L-R) Dannell Miller ’12, Christine Kester ’15, Ashanta Floyd ’13 and Andrea Barner ’15.

Herb Morey Makes a Heartfelt Gift

It was pure chance that brought Cedar Crest trustee Herbert Morey together with Diane Wilfrid, program associate of the Charlotte W. Newcombe Foundation. At the College’s scholarship celebration dinner (see story opposite), they shared a table with several recipients of Newcombe Foundation scholarships for adult women students.

“As I heard the stories of these women, who excelled in their educations despite incredibly difficult circumstances, I was almost in tears,” Morey says. The foundation made their success possible—and Morey decided he wanted to be a part of it. He is making a gift of $25,000 over three years, which the foundation is matching for a total scholarship fund of $50,000.

A retired partner from Ernst & Young, Morey is fairly new to the Cedar Crest board. “The dedication and commitment of this group of trustees is incredible,” he says.

2012, the new First Year Experience has earned national honors, and U.S. News & World Report continues to rank Cedar Crest a “top regional college.” Private donations are a critical part of the funding plan to keep this momentum going.

Reaching the $1.5 Million Mark

This fall, Cedar Crest’s leaders are launching a drive to build the Cedar Crest Fund. “It currently raises just under $1 million a year,” says Jane Isaacs Lowe ’71, chair of the Board of Trustees’ Advancement Committee. “Our three-year goal is to raise $1.5 million annually.”

The drive also aims to raise the rate of alumnae participation. “Alumnae giving is the cornerstone of our Fund,” Lowe tells her fellow alumnae, “and the fact that you participate is more important than the size of your gift. Of course we need and welcome big gifts. But the rate of alumnae giving is a major factor for both grantmakers and national college-ranking organizations.”

Alumnae typically are surprised to learn that only about 11 percent of their number are donors. “That’s well below the rate at most of our peer colleges,” Lowe says. “By helping boost our participation rate, you raise the reputation of your College and the value of your degree, as well as supporting the next generation of Cedar Crest students.”

A final goal is to boost the number of donors who give consistently, year after year. Making a multi-year pledge helps sustain the College over time.

The drive to build the Cedar Crest Fund isn’t a top-down campaign, Lowe notes: “The essence of this drive is alumnae talking to alumnae. Cedar Crest has always had strong support from class agents and other alumnae volunteers.” She encourages each alumna to make a gift—of whatever size feels right—and then reach out to friends and talk about the College and its needs. Today’s new communication methods, including social media, make it easy to multiply the impact of your message.

“I continue to be a donor because now it is more important than ever for young women to be well-educated.”

Rhoda Raab Glazier ’52
Allentown, PA

What the Cedar Crest Fund supports

• “Smart” classrooms and labs
• Exceptional faculty
• Scholarships
• New majors
• On-campus speakers
• Study abroad
• Community service
• Advanced research
• Career planning
• Work-study opportunities
• Adult student programs
• Student wellness

22 | Exchange
Scholarship Students Meet Donors
Event celebrates the theme ‘Because of You’

The majority of Cedar Crest students receive some form of financial aid, and many couldn’t be here without it. Yet it’s not often that a student has the opportunity to thank the individual, in person, whose charitable contribution helped make her education possible.

The College brought donors and recipients together earlier this year at a Scholarship Celebration Dinner attended by more than 100. Alumnae, trustees, friends and organizations who had contributed scholarship funds were seated alongside the recipients of their generosity. The students were able to share their accomplishments, experiences and appreciation.

A special video presentation showed how scholarship support has helped Cedar Crest students in a variety of majors to study abroad, gain the skills needed to expand their business, plan for graduate school, and more.

The evening also included remarks from scholarship recipients Kenzie Bickhart ’12 and Andrea Barner ’15; Board of Trustees Chair Susan Everitt Hudgins ’64; scholarship donor, former trustee, and former Cedar Crest College president Blenda Wilson ’62; Vice President of Institutional Advancement Patricia Moran; and President Carmen Twillie Ambar.

At the dinner — In photo above, clockwise from upper left are Kristina Hefele, Jenna Beidleman, Katey Double, Claire Sigafous and Jennifer Hoffman, all class of 2012. In photos at right, clockwise from upper left: Former trustee and former Cedar Crest President Blenda Wilson (left) with her scholarship recipient, Elizabeth Sterling ’12; Amanda Rocklyn ’13 (center) with Air Products representatives Lauryn Graves and Jillian Burgio; trustee Linda Oleksiak Zembron ’74 (left) and former trustee Elaine Treher Greek ’51; Shannon Ronca ’12 and Mary Beth Boggie Birchby ’69, trustee and scholarship donor; trustee Lorraine Amory Soisson ’88 (left) and scholarship donors Edward and the late Jacqueline Fretz Moll ’56; Linda Rosenfeld, Board of Associates president, with her husband, Michael Rosenfeld, and scholarship recipient Christen Corby ’12.
Alumnae Profiles

Same Major (Genetic Engineering), Different Career

Melinda Sandridge ’10 Runs Fertility Lab

“When genetic engineering students wonder what they’ll do after graduating, most don’t think of fertility clinics,” says Mindy Sandridge, embryologist at the Family Fertility Center in Bethlehem. Though she “fell into” the field herself, she now loves it—and when her former teachers, Associate Professors Audrey Ettinger, Ph.D., and K. Joy Karnas, Ph.D., proposed bringing their classes in for a tour, she welcomed the opportunity.

As the only embryologist in a small clinic, Sandridge does everything from blood work to sperm analysis to egg retrieval and embryo transfer. “It gets a little busy sometimes,” she says, “but it’s never boring.” Though she works in the background, she knows the patients’ names and stories. “There’s a great sense of satisfaction when a pregnancy happens,” she says.

The visiting Cedar Crest students got to wear scrubs, tour the facility up close, and even do some work on

Danielle Pilla ’10 Earns Research Fellowship

Pilla ’10 has received a predoctoral fellowship from the American Heart Association. The prestigious fellowship is designed to help students start careers in cardiovascular and stroke research by providing research assistance and training.

Pilla works in a lab at Duke where she studies immune cells and their response to bacterial infections. Last year she discovered a particular pathway that hadn’t yet been described as a method for cells to combat these infections. Her project is to understand the mechanisms of this novel pathway and its implications for controlling heart disease.

The predoctoral fellowship provides funding for her research, which allows her greater freedom in pursuing different directions. It also frees up money for laboratory supplies and gives credence to her scientific abilities. “This will help me in the future because getting funding is

A genetic engineering major who is now a graduate student in the department of molecular genetics and microbiology at Duke University Medical Center, Danielle

Mindy Sandridge (center) meets with her former teachers K. Joy Karnas, Ph.D. (left) and Audrey Ettinger, Ph.D.
Illustrating a book has been my dream job since I was about 12,” says Sarah Magner ’06. An art/communication graduate who went on to earn her master’s in elementary education at Cedar Crest in 2009, she’s achieved her primary career goal by becoming a first grade teacher. As for that long-held dream job, Magner also became a published illustrator this year. The book is a collaboration with self-published author Ellen B. Greenberg of Bethlehem. When Greenberg finished Inspector Spencer Solves the Curious Case of Danger Mouse, she needed an illustrator. She contacted Jill Odegaard, M.F.A., chair of the art department at Cedar Crest, to see if a student or alumna would be up to the challenge. Magner was thrilled to have the opportunity to illustrate Greenberg’s book, published last spring, and the two have since produced Inspector Spencer Solves the Case of the Stolen Piano. “It was a nice way to use my art skills away from work,” Magner says. She oversees the first graders at Good Shepherd Catholic School in Northampton, a job she “absolutely loves,” but there’s plenty of time for more art projects. “My professors, Jill (Odegaard) in particular, were always supportive of my goal to illustrate children’s books,” Magner says. “At my portfolio critiques I remember them affirming that this was what I was meant to do.” Odegaard couldn’t be prouder of Magner’s achievements. “One of the greatest gifts for a teacher is to have students take the knowledge you’ve shared out of the classroom and into their own lives,” she says. “It is a true delight to see Sarah take her talent for illustration, her eye for design and her background in education and successfully bring them together in children’s books.”
For the second straight year, *U.S. News* ranked Cedar Crest College among the “best values” for regional liberal arts colleges in the northern United States and a “top regional college.”

**Mark Your Calendar**

**Year End Giving**

Please give to the Cedar Crest Fund before **Dec. 31, 2012**

**Every gift matters.** More than 90 percent of annual gifts are less than $500. Last year, these donations added up to nearly $1.2 million.

**Every area is strengthened.** The fund supports all areas of the College including scholarships, academics, the arts, athletics and more.

**Every student benefits.** Gifts to the fund benefit every student, every day, and help ensure the continuing value of a Cedar Crest degree for all alumnae.

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**Cedar Crest College REUNION**

Join us for Reunion 2013  
May 31 to June 2  
All alumnae and their families are invited.

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**Why Women Matter**  
Featuring Abigail Disney  
**March 14, 2013**

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**9 to 5 The Musical**  
Feb. 21-23, 8 p.m.  
Feb. 24, 2 p.m.