
STUDENT CENTER AND DINING COMMONS



"The new Student Center and Dining Commons is an important addition to the Wilkes University Campus. It will be, as no other building before, the focal point for student activities outside the classroom."

— Christopher N. Breiseth
President, Wilkes University



ENDOW
The FUTURE
Wilkes University



STUDENT CENTER AND DINING COMMONS

NAMING OPPORTUNITIES

- | | | | |
|--------------------------------------|-----------|---|---------|
| • Building Name | 2,000,000 | • Student Activities Office Suite | 100,000 |
| • Reception Room/Night Club | 600,000 | • Student Government Office Suite | 100,000 |
| • Tower | 400,000 | • Lounge | 75,000 |
| • Cafe | 250,000 | • Parking Area Entrance Court | 75,000 |
| • Main Concourse | 250,000 | • South Street Entrance Court | 75,000 |
| • Atrium | 100,000 | • Offices (5) | 60,000 |
| • 2nd Floor Terrace (optional) | 100,000 | • Fireplace and Seating Area | 50,000 |



S

- Game Room 50,000
- Mail Room 50,000
- Meeting Rooms/TV Lounge (3) 50,000
- South Street Plaza 50,000
- Student Government Meeting Room ... 50,000

At Wilkes University, our first responsibility is to promote the success and welfare of our students.

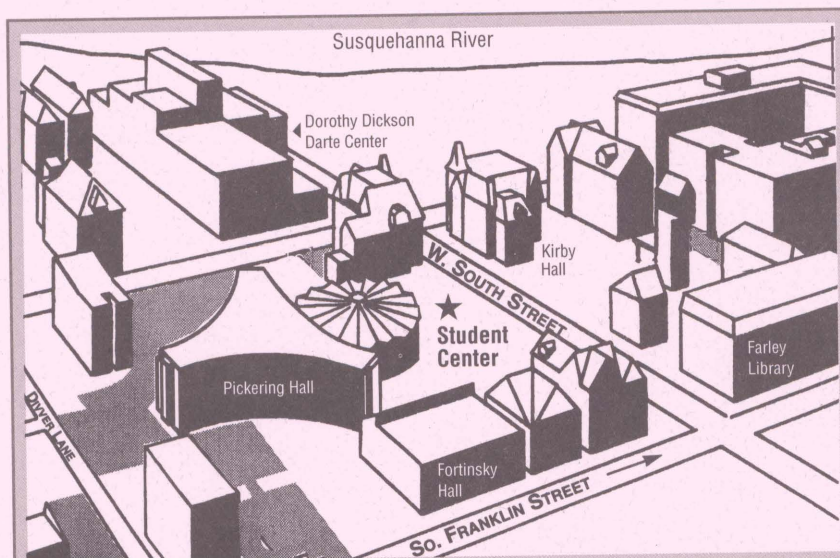
Recognizing that the academic culture of a university is shaped in fundamental ways by student activities, we are constructing a student center and dining commons that will serve as a focal point for life outside of the classroom.

The 48,000 square-foot center has been skillfully planned by a dedicated group of Wilkes students, faculty, parents, administrators and trustees, who visited student centers at colleges and universities throughout the country and incorporated the best ideas into its design.

For the first time, Wilkes students will have a modern, centralized location for most of their extracurricular activities. The three-story building will house a food court, cafeteria, bookstore, student government offices, meeting facilities, entertainment rooms, an information desk, campus post office, and nightclub all under one roof.

The center's rich architecture will blend seamlessly with the early 20th century homes that frame the Wilkes campus. Amenities will include a first-floor mall walkway, a naturally-lighted three-story atrium, two fireplaces and a balcony overlooking the Susquehanna River.

When completed, the \$7.5 million structure will become an epicenter for student activity, while adding beauty and value to the University's downtown neighborhood.



The new Student Center and Dining Commons will be located at the center of the Wilkes campus near the corner of South and South River Streets.



ENDOW
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Wilkes University

170 South Franklin Street • Wilkes-Barre, PA 18766 • (717) 408-4300

*the legacy
the commitment*



ENDOW
The FUTURE

Wilkes University

the dream

ENDOW THE FUTURE

*The image of John Wilkes
looks out across the greenway,
the campus stretches out
in each direction.*

*Stand with him for a moment
and survey the Wilkes he sees...*



he image of John Wilkes looks out across the greenway, the campus stretches out in each direction. Stand with him for a moment and survey the Wilkes he sees...student and professor, deep in conversation. It's clear that graduate school is one option; a lucrative job offer another. Patiently, thoughtfully, mentor and student weigh the issues. The fans pour out of the Marts Center onto South Franklin Street. The Wilkes team is victorious again, and the campus is united in celebration. In the lab, researchers, student and teacher, work side by side to test the hypothesis they've developed. It's not clear who's learning more: the master or the novice. An alumna returns to share news of her success in "the world out there" with current undergraduates. They share her pride, savvy and energy, and make plans for internships next semester.

The many separate actions that make up a day on the Wilkes campus share a common goal: to prepare students for the future through a rigorous academic program that balances the liberal arts and sciences with professional preparation.

It's been the blueprint for success for nearly 70 years.



LETTER FROM THE PRESIDENT

Our \$30 million Endow the Future campaign gives you, our alumni and friends, an unprecedented opportunity to strengthen the University for its 21st century students.

Since its early years as Bucknell University Junior College, Wilkes University's central mission has been to offer an excellent comprehensive education to students from the Wyoming Valley region and beyond. That commitment remains strong today.

This is a defining moment in Wilkes's nearly 70-year history. Our \$30 million Endow the Future campaign gives you, our alumni and friends, an unprecedented opportunity to strengthen the University for its 21st century students.

This campaign will help us further improve our facilities and infrastructure, increase our endowment, and bolster our operating resources. These investments will help our students directly by providing funds for scholarships, equipment and technology.

The construction of our new student center is symbolic of Wilkes's commitment to keeping students at the heart of all we do. This state-of-the-art facility is a place where they can gather for study and recreation. To preserve the past while moving forward, it has been designed to complement the early century mansions that make ours one of the most beautiful campuses in the northeastern United States.

As an independent university, our alumni and friends are vital to our ability to compete in an increasingly complex higher education market. The University will thrive if you are committed to help secure its future.

Wilkes has been home to more than 22,000 alumni, and has given them the confidence to excel in whatever endeavor they choose to pursue in life. Your support of the Endow the Future campaign will ensure that future generations of Wilkes students have similar opportunities and horizons.

Sincerely,

Christopher N. Breiseth, Ph.D.
President, Wilkes University

THE ROAD TO SUCCESS

Throughout its history, Wilkes has met the changing economic, social and cultural needs of the region and the nation, and become a stronger institution

in the process.

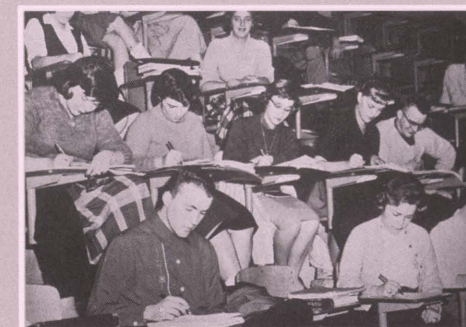
the campus and its programs. In 1947, Bucknell University Junior College became Wilkes College, expanding its curriculum to a four-year program and applying its high academic standards for the good of the nation in the post-war era.

Throughout the '50s, '60s and '70s, Wilkes developed programs that served the region and its students well. Majors in nursing, education, engineering and science, complemented by a strong liberal-arts core curriculum, helped ease the region's transition to a manufacturing and service economy.

Wilkes College attained University status in 1990, the culmination of new and enriched undergraduate and graduate programs and a recognition of its institutional maturity.

Since its founding as Bucknell University Junior College in 1933, Wilkes's investment in the future has reaped countless rewards, in individual lives, in the life of the Wyoming Valley, the nation and the world. Wilkes's original investors—the trustees of Bucknell University and the community leadership that established Wilkes-Barre's first college—took a necessary risk. Facing the depths of the Great Depression and the demise of the anthracite coal industry, they realized that higher education was essential to producing the leadership needed for the future of the Wyoming Valley.

After World War II, returning veterans and their pursuit of higher education through the GI Bill brought renewed vigor to



Today, as the University prepares to meet the millennium, it faces new challenges of a global economy, changing information and communications technologies, and an increasingly competitive climate in higher education.

Throughout its history, Wilkes has met the changing economic, social and cultural needs of the region and the nation, and become a stronger institution in the process. With the help of Wilkes alumni, parents and friends, that pattern will continue.

the legacy



THE CONFIDENCE TO SUCCEED

"Put me in any situation, and I'll learn it, do it and do it well. That's the kind of education and the kind of confidence I gained at Wilkes."

As a senior at the prestigious Thomas Jefferson High School for Science and Technology in Alexandria, Virginia, Ali Qureshi '96 thought he'd be going to the University of Virginia, or Virginia Tech—where he'd been accepted and where all his friends were going. But he was the lucky one: He chose Wilkes. "And it was the best decision I've ever made."

Today, as a senior analyst for Andersen Consulting, he credits his Wilkes experience with preparing him for anything a Fortune 500 company can throw at him.

"Put me in any situation, and I'll learn it, do it and do it well. That's the kind of education and the kind of confidence I gained at Wilkes."

Qureshi credits Wilkes's rigorous engineering program and personal small-campus environment with providing opportunities for growth.

"I was able to get involved in everything, from playing football on a championship team, to student government, to participating in small classes, in a way that I wouldn't have been able to at a bigger school."

"Even the diversity of the student body, which one might think would be greater at a larger institution, was vastly more accessible than it might be on a mega-campus."

"I really got to know a variety of people well at Wilkes, because you're in a close environment and you have many opportunities to see people in different settings; you're not just passing them on campus."

Ali Qureshi

SUPPORT FROM OUR ALUMNI AND THE COMMUNITY

*One of Wilkes's key
strengths throughout its history
has been its independence—an
independence made possible
through philanthropic support.*

The key to this phenomenal growth?

The support of alumni and friends of Wilkes.

One of Wilkes's key strengths throughout its history has been its independence—an independence made possible through philanthropic support.

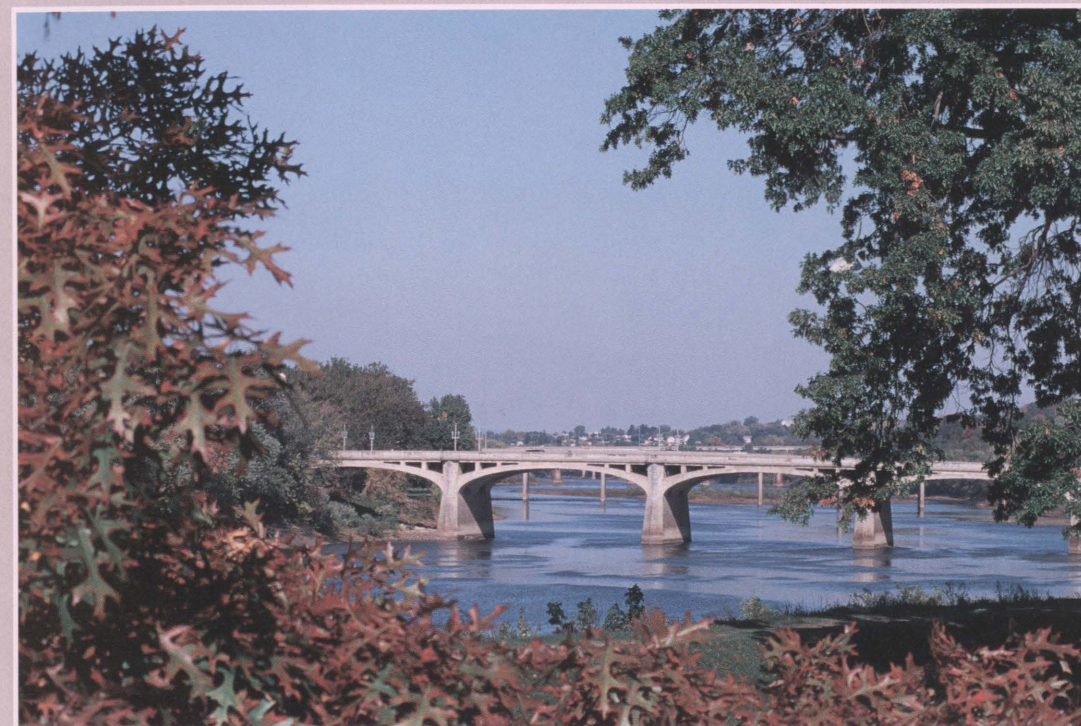


Alumni and community support: Crucial to Wilkes's success from the beginning, critical to Wilkes's success today.

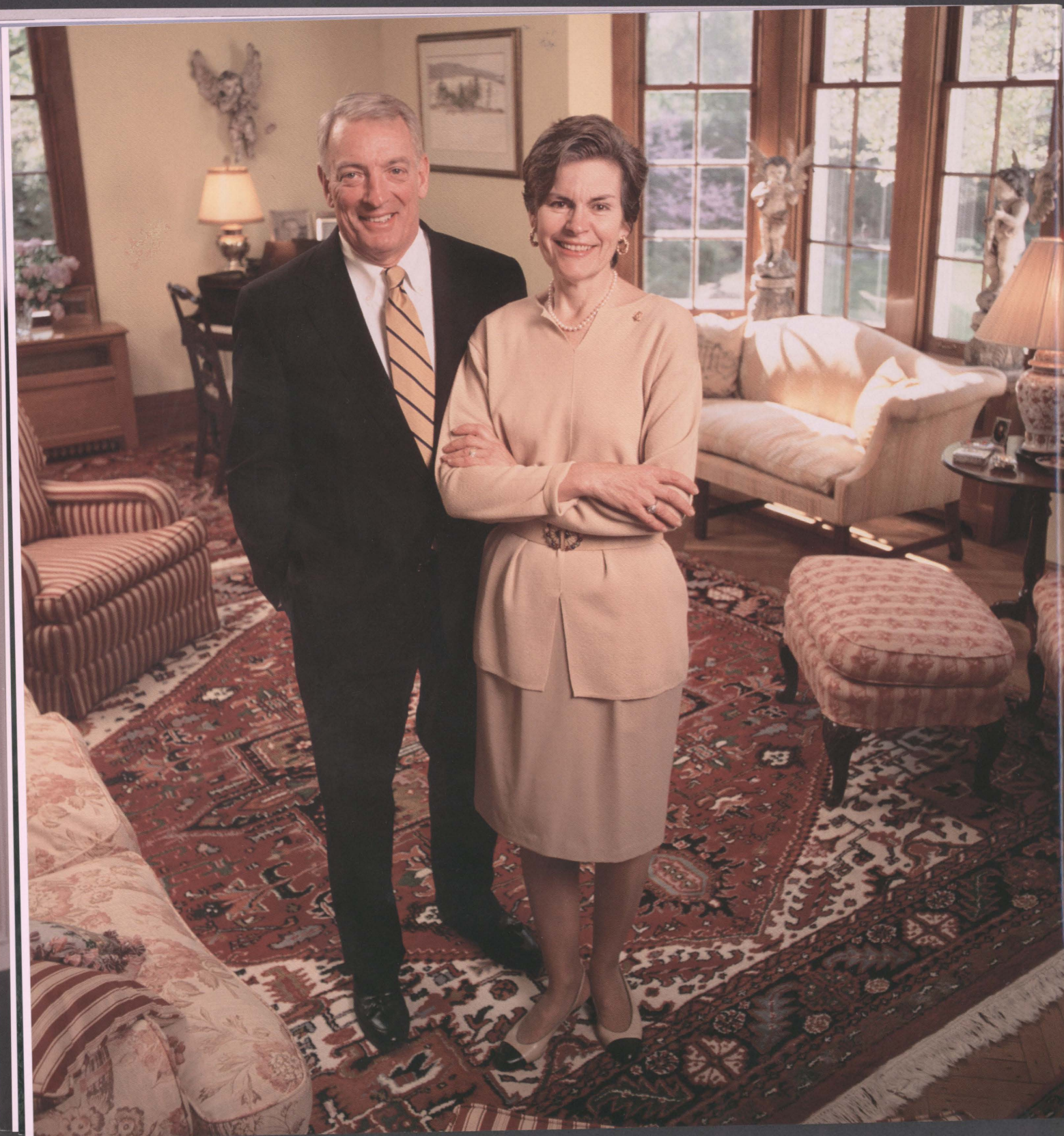
The Wilkes that began as a modest enterprise in the depths of the Great Depression has grown into a proud, confident University.

The Wilkes that served generations of Wyoming Valley residents has gained a strong regional and, yes, even a national presence. Its alumni, now more than 22,000 strong, have taken on leadership positions that fulfill, yet go far beyond, the vision of Wilkes's founders.

As Wilkes inaugurates its comprehensive capital campaign, Endow the Future, the commitment of alumni, parents, and friends of the University will be essential to advancing Wilkes's remarkable record of achievement.



the commitment



SEEING WILKES FROM ALL PERSPECTIVES

*"Wilkes has made such a
difference in the lives of
individuals and in the life of
this community. You will
make a difference by
supporting Wilkes."*

Ruth '62 and Cliff Melberger of West Pittston have seen Wilkes from nearly every possible perspective. For Ruth, the Wilkes experience awakened a love of learning that has lasted a lifetime. "As an art major, my Wilkes education opened up a whole new world for me—a love of the arts that's with me to this day."

For her husband, Cliff, a Wilkes trustee, the other side of the campus has been a critical resource. Wilkes researchers, through the Commonwealth's Ben Franklin Partnership, provided technical assistance to his firm, Diversified Information Technologies, Inc., during an important time in the company's development.

And, as the parents of Cliff ('91), the Melbergers can attest to the value of the undergraduate experience for their son and for their family.

"Wilkes has grown and changed over the years, but its core values are very much the same. It's a place where faculty and friendships bring out the best in students," Ruth says.

For their part, the Melbergers are helping to bring out the best in Wilkes through the commitment of their energy, creativity, and resources.

Ruth is taking on a major role as co-chair of the "Endow the Future" campaign, and she and her husband have established a scholarship fund that will help make possible a Wilkes education for students from middle-class families.

It's an honor, they say, to be able to give back to the University some of what it has given to others.

"Wilkes has made such a difference in the lives of individuals and in the life of this community. You will make a difference by supporting Wilkes."

Ruth and Cliff Melberger

ENDOWMENT: AN INVESTMENT IN WILKES'S FUTURE

Wilkes's Board of Trustees is committed to helping students meet the cost of higher education, and is equally committed to building endowment funds that support students' need for financial aid.



For private universities like Wilkes, building the institution's endowment is the key to future financial stability. Endowment funds function as the institution's long-term investment portfolio. They provide the investment income that protects the University and its students from economic uncertainty while also providing income for financial aid, faculty salaries and other key needs.

Why is increasing the endowment so important?

The answer is twofold: Maintaining Wilkes as an independent voice in higher education, while increasing its accessibility to a wide range of families.

Wilkes today competes with not only small liberal-arts colleges, but increasingly with public four-year colleges and universities; institutions that garner significant support from tax dollars. They can educate students at a lower cost, but differ from Wilkes in significant ways that go to the very heart of Wilkes's mission.

From the very beginning, Wilkes has been an independent, non-denominational institution of higher learning; the only one in the region. Wilkes's independence is a cornerstone of its identity as a place where students and faculty participate fully and without reservation in the process of free inquiry.

Another cornerstone of Wilkes's identity is its role in educating "ambitious but underprivileged" students, a role that has remained constant for nearly 70 years.

For many Wilkes students, financial aid can make the difference, not only in where they decide to attend college, but in whether they decide to go at all.

Currently, the University provides more than \$6.9 million in financial aid to more than 85 percent of its full-time undergraduate students. The bulk of these funds must come out of the University's operating budget each year, affecting both tuition costs and the funding of the University's instructional and co-curricular programs.

Wilkes's Board of Trustees is committed to helping students meet the cost of higher education, and is equally committed to building endowment funds that can support their need for financial aid.

By increasing endowment income to stabilize the cost of a Wilkes education, and by enhancing endowment funds that generate income for financial aid, Wilkes can continue to meet the needs and aspirations of the widest possible range of students.



For many Wilkes students, financial aid can make the difference, not only in where they decide to attend college, but in whether they decide to go at all.



CREATING A LASTING IMPACT

As “someone who was on the receiving end” of a scholarship during her time at Wilkes, Megan says, it’s particularly gratifying to be able to be “on the other side to help a student in need.”

When the four Maguire sisters were growing up in Bear Creek, there was one essential family rule: You couldn’t get married until you had your college degree. “And my parents didn’t just mean an undergraduate degree,” recalls Megan Maguire ’84. “They meant your graduate degree.”

“Education was everything to my parents,” says Megan, now an attorney with offices in Kingston, PA.

In honor of their parents’ commitment to higher education, Megan and her sisters—Maureen Maguire Litchman ’78, M.D., Melita Maguire Konecke ’82, M.D., and Michelle Maguire Davenport ’82, a nurse anesthetist—have established the Will F. and Regina D. Maguire Scholarship at Wilkes.

As “someone who was on the receiving end” of a scholarship during her time at Wilkes, Megan says, it’s particularly gratifying to be able to be “on the other side to help a student in need.”

“We had the chance to meet the young man who was the recipient last year: He was wonderful! Who knows what he’s going to do for society?”

“The scholarship is our way of saying thank you to Wilkes and to our parents for the lasting impact of our Wilkes educations.”

“The path to Wilkes was set by my parents and the door was opened by my older sisters,” Megan recalls. “They had such fabulous experiences at Wilkes that there was no question that’s where I’d go, too.”

All four were standout swimmers—despite the fact that Wilkes had no women’s team at the time. And, yes, all four went on for those graduate degrees.

“Wilkes provided an essential foundation for us: in the demands, the discipline, and the quality of the teaching.”

Megan Maguire

THE NEW STUDENT CENTER: A CAMPUS GATHERING PLACE

The academic culture of a University is shaped in fundamental ways by student activities.

The campus that early Wilkes students and faculty knew and loved—an eclectic melange of grand mansions, rented buildings and converted stables—has emerged in the 1990s as a true University campus, combining state-of-the-art facilities with the charm of turn-of-the-century residences.

The new Classroom Office Building provides an inspiring and technologically advanced center for study and research.

The development of a campus greenway and central quad represents Wilkes's coming of age as a University, while providing an academic oasis in the midst of the city.

The Munson Field House energizes athletic teams in a modern training and practice facility, strengthening a traditionally strong sports program.

And recent renovations to Stark Learning Center bustle with activity as the home of the University's newest academic program, the School of Pharmacy.

What's missing from this idyllic picture?

A gathering place where the life of the community finds a home: a new student center and dining commons.

The academic culture of a University is shaped in fundamental ways by student activities. When students and alumni describe their greatest satisfactions and happiest memories of their Wilkes years, they often recall pivotal experiences in community service, publications, and student government.



Now for the first time, Wilkes students will have a modern, central location for their extracurricular activities. The three-story, 48,000-square-foot building, currently under construction on a site next to Bedford Hall on West South Street, will house a food court, cafeteria, bookstore, student government offices, a full-service bank, meeting facilities, information desk, campus post office, and nightclub.

To design the best possible home for student life, a group of Wilkes students, faculty, parents, administrators and trustees visited student centers at colleges and universities throughout the country.

The center's architecture will easily blend with the historic homes that frame the Wilkes campus. Amenities will include a first-floor mall walkway, a three-story atrium that allows natural light into

the interior, fireplaces, and a balcony overlooking the Susquehanna.

The \$7.7 million center will serve as a focal point for life outside the classroom, helping to prepare students for a future in which collaboration, community and cooperation are essential.



A CAREER OF ACHIEVEMENT

Jay also feels fortunate to have been named a Kirby-Harris Scholar in recognition of his academic achievement in the health sciences.

For Jay Williams '98, it all came together in one glorious moment: Pride, friendship, and a passion for excellence carried Jay and his basketball teammates from the Henry Gymnasium to the NCAA's Final Four tournament in Virginia. "It was a great way to conclude a super career here at Wilkes." And now, as he prepares for his final coursework and practicum before he receives his Doctor of Pharmacy degree, Jay looks back on his four years at Wilkes with the same elation he felt on the court at the Final Four.

"It's been a tremendous, tremendous experience."

As one of the first students to enter Wilkes's six-year pharmacy program, he's witnessed firsthand the program's growth and development.

As one of the first recruits of Coach Jerry Rickrode's basketball tenure, he's been part of Wilkes's march to national prominence.

As a member of the first class of pharmacy students who will earn their Pharmacy degree in 2000, he's enjoyed the ambiance that the new Classroom Office Building and campus greenway provides.

"Everything was new during my freshman year, and I feel very fortunate to watch the University's growth, as well as to take part in all of these exciting developments."

Jay also feels fortunate to have been named a Kirby-Harris Scholar in recognition of his academic achievement in the health sciences.

"I worked really hard in the classroom to qualify for this scholarship, and it's really helping me out."

He looks forward to helping others, as well, in his chosen career.

"One of the advantages of the Wilkes pharmacy program is that I will be graduating with the highest degree possible, a Doctor of Pharmacy, so I will have a lot of choices and be able to put my education to good use."

Jay Williams

ANNUAL GIVING: SUPPORTING DAY-TO-DAY NEEDS

... gifts to the Annual Fund
portion represent a
commitment to the daily life
of Wilkes . . .

While the capital portion of the campaign—focusing on building endowment and enhancing the campus environment—is essential to Wilkes's long-term success, meeting the University's day-to-day instructional and co-curricular needs is critical to the current life of the University.

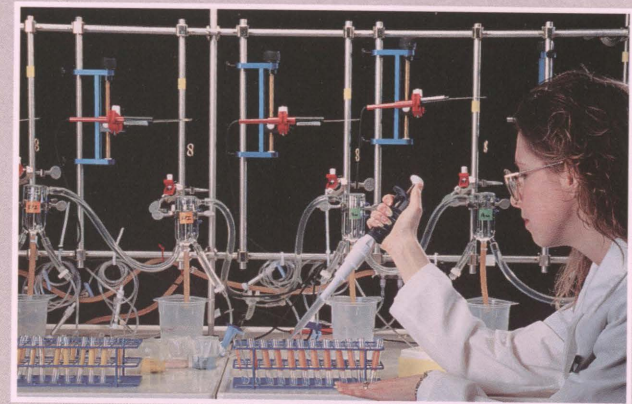
Alumni, parents and friends have steadfastly supported Annual Giving at Wilkes, providing more than \$900,000 each



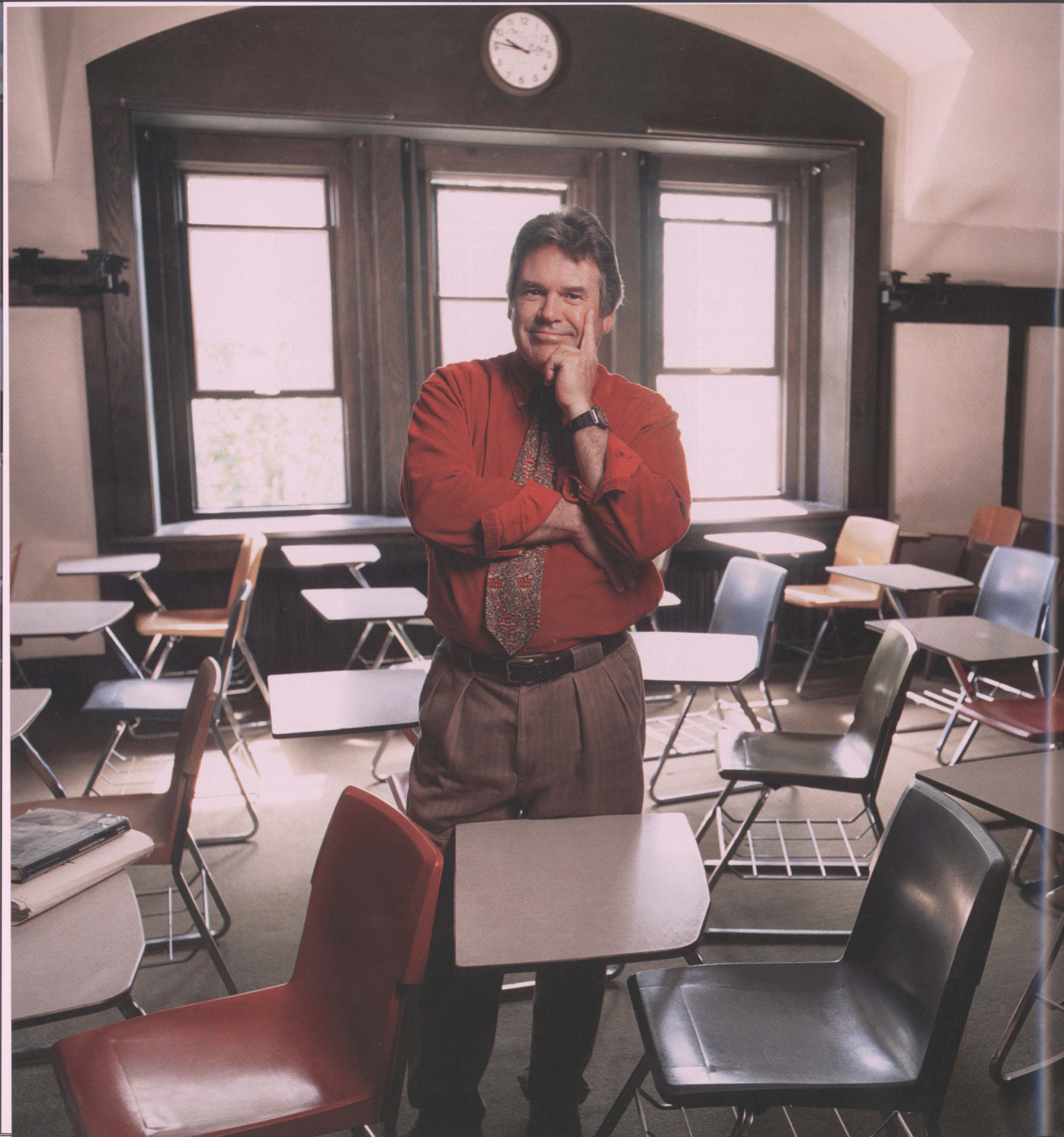
year in support of the school's programs.

Throughout the campaign, it is essential that alumni, parents and friends support Annual Giving to the best of their ability.

A gift to the capital portion of the campaign is an investment in the long-term life of the University, while ongoing gifts to the Annual Giving portion represent a commitment to the daily life of Wilkes.



the legacy



THE FUTURE IS BRIGHT

*"Our students have a lot
to say, and they bring so much
from their own experiences
that they share with you and
with the rest of the class."*

I had just finished my Ph.D. at the University of Michigan, and I stopped by Wilkes to teach for a year," recalls Bob Heaman.

That was in 1969. "I fell in love with Wilkes."

And the relationship has endured.

A Detroit native, Heaman has moved from his original area of concentration, Charles Dickens and the 19th-century novel, to Romantic poetry, to teaching Shakespeare (with an administrative detour in between).

"I appreciate being back in the classroom," he says, "and the good news is: Teaching and learning at Wilkes is better than ever."

"As wonderful as the first generation of students was, the current group is even better. They're open, they challenge you, and...they listen."

"Our students have a lot to say, and they bring so much from their own experiences that they share with you and with the rest of the class."

Today's classroom setting also enables students and professors to share their ideas in ways that didn't exist in 1969.

"I never would have believed that Wilkes could stay ahead of the technology curve. But we've not only kept up, we're state-of-the-art, primarily because the institution has made an investment in technology that assists teaching and learning. And not just in the sciences and engineering," says Heaman.

"I would defy any college in this country to have a stronger information technology resource in the humanities."

In freshman English, for example, a lab with 20 networked computer stations enables groups of students to work together on essays, share the text they've written with the class, and access information that can illuminate the discussion at hand.

"As a result, I'm spending much more quality time with students one-on-one: in conference time, working on their writing individually, and discussing themes."

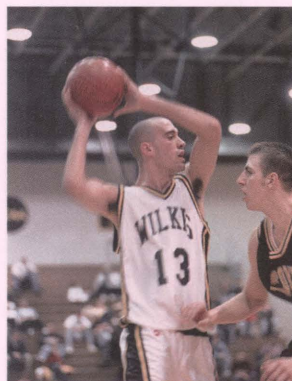
Those kinds of changes keep Bob Heaman growing, learning, and happy...and they keep him at Wilkes.

"This institution truly stretches me. I'm always renewed, and forever impressed."

Bob Heaman

YOUR ROLE IN ENDOWING THE FUTURE

*More than 22,000 alumni,
countless parents, friends
and community leaders
are ready to make that
vision a reality.*



You play a role in endowing the future.

If you ask alumni, parents and friends about their hopes for the future of Wilkes, a remarkably consistent vision emerges:

- ... a University that continues to grow and change in response to the needs of the region, the nation and the world.
- ... a University where professors, students, administrators and staff work together to bring out the best in each other.
- ... a University whose high standards and expectations of excellence build confidence in its students.
- ... a University whose reputation for quality extends nationally.

As you stand at the end of the academic quad, take a moment and reflect on their dreams.

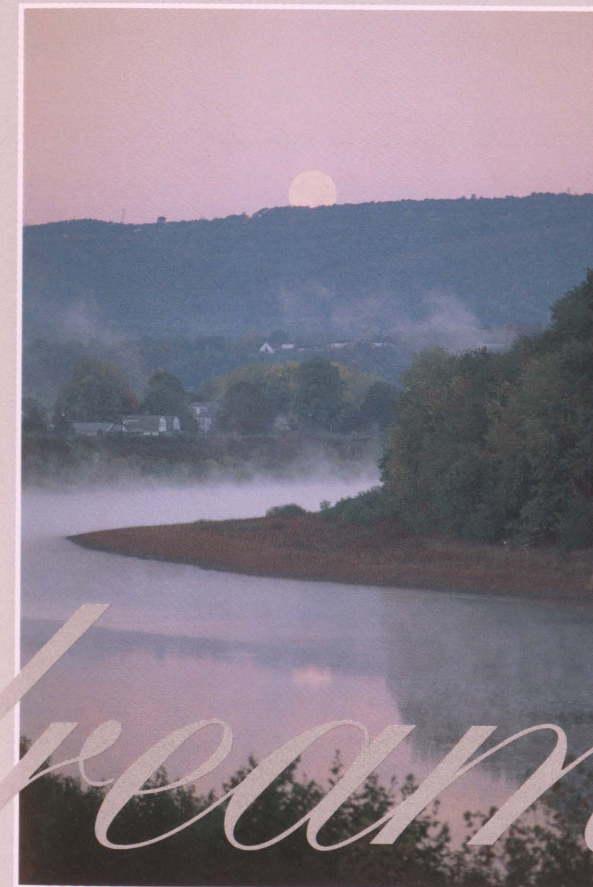
Imagine the new student center, electric with activity and excitement.

Picture the students of the 21st century: confident, capable, committed to the future.

Envision a Wilkes that's stronger than ever.

More than 22,000 alumni, countless parents, friends and community leaders are ready to make that vision a reality.

Join them as they endow Wilkes's future.



WILKES UNIVERSITY: ENDOW THE FUTURE

Campaign Priorities

<i>Endowment Funds</i>	\$12.3 million
<i>Capital Projects</i>	\$9.7 million
<i>Annual Fund and other current operations</i>	\$8 million
<i>Campaign Goal</i>	\$30 million

WAYS OF GIVING · COMMEMORATIVE OPPORTUNITIES · SCALE OF GIVING

Endow the Future has many opportunities to honor a family name, pay tribute to a friend, or commemorate others who may have inspired or shaped your life.

WAYS OF GIVING

Many of the University's supporters find it convenient and flexible to support the campaign with a plan of giving over five years, which also maximizes the allowable tax deductions.

To fulfill a pledge, donors can use many types of assets, including:

- Cash
- Appreciated securities, including closely held stock
- Mutual funds
- Real estate and personal property
- Life income plans, including charitable remainder trusts, charitable lead trusts, and annuities
- Life insurance policies
- Mortgages and notes, patents, copyrights and royalties
- Bequests

COMMEMORATIVE OPPORTUNITIES

Endow the Future has many opportunities to honor a family name, pay tribute to a friend, or commemorate others who may have inspired or shaped your life. As such, the University is pleased to offer named endowments and named facilities to those who assist Wilkes in meeting the campaign goal. These commemorative opportunities stand as permanent symbols of your hope for Wilkes's future.

SCALE OF GIVING REQUIRED TO RAISE \$30,000,000

Gifts Needed	Amount	Total	Cumulative Total
1	\$4,000,000	\$4,000,000	\$4,000,000
1	\$2,500,000	\$2,500,000	\$6,500,000
4	\$1,000,000	\$4,000,000	\$10,500,000
5	\$500,000	\$2,500,000	\$13,000,000
8	\$250,000	\$2,000,000	\$15,000,000
30	\$100,000	\$3,000,000	\$18,000,000
30	\$50,000	\$1,500,000	\$19,500,000
60	\$25,000	\$1,500,000	\$21,000,000
120	\$10,000	\$1,200,000	\$22,200,000
Many	Less than \$10,000	\$1,800,000	\$24,000,000
Annual Giving for 5 years		\$5,000,000	\$29,000,000
Non-Gov't Operating Grants		\$1,000,000	\$30,000,000



If you would like more information on Wilkes University's Endow the Future campaign:

Paul J. Strunk
Vice President, Alumni, Development & University Relations

P.O. Box 111
Wilkes-Barre, PA 18766
(717) 408-4300
(717) 408-1005 Fax
e-mail: strunk@colonel.csc.wilkes.edu

LETTER FROM THE CAMPAIGN CHAIRS

*Now is the time for old
friends and a new generation
of supporters to step forward
and make their commitment
to Wilkes.*

We are very proud and excited to be a part of Wilkes at such an important time in its life. We accepted the responsibility of leading the Endow the Future Campaign because we know that this campaign will make a profound difference for Wilkes, its students, its alumni and its community.

Our commitment to raise \$30 million for the Endow the Future Campaign is unrivaled in the University's history. We are confident that with our strong

alumni base and large number of friends we will be able to reach and even surpass that ambitious goal.

With this campaign, we will build on the generous legacy that was provided by our founders and past supporters. Many of our historic buildings and endowed scholarships were donated to Wilkes by community members and alumni who deeply believe in our mission. Now is the time for old friends and a new generation of supporters to step forward and make their commitment to Wilkes.

Please join us in our campaign to Endow the Future. Together, we can fulfill our dream to enrich the lives of Wilkes students for years to come.

Sincerely,

Beverly B. Hiscox
Beverly Blakeslee Hiscox '58
Steering Committee Chair

Ruth B. Melberger
Ruth Boorum Melberger '62
Campaign Co-Chair

Wayne P. Yetter
Wayne P. Yetter '67
Campaign Co-Chair



WILKES UNIVERSITY

NATIONAL LEADERSHIP GIFTS COMMITTEE

Doris G. Bartuska, M.D.,
F.A.C.P., F.A.C.E. '49,
Hon. Ph.D. '97
Emeritus Professor,
Allegheny University

Robert S. Capin, Ph.D. '50,
Hon. Ph.D. '83
President Emeritus, *Wilkes University*

Sheldon G. Cohen, M.D.
Hon. Ph.D. '76
Scientific Advisor, National
Institute of Allergy and
Infectious Diseases

Catherine D. DeAngelis, M.D.
'65, Hon. Ph.D. '94
Vice Dean, Academic Affairs
and Faculty,
Johns Hopkins University

Samuel Hazo, Hon. Ph.D. '87
President & Director,
International Poetry Forum,
Duquesne University

Richard R. Hyman,
Hon. Ph.D. '96
Emmy Award Winning
Pianist and Composer

Richard P. Keeling, M.D.,
Hon. Ph.D. '94
Director of University Health
Services, Professor of Medicine,
University of Wisconsin

Francis J. Micheline, Ph.D.,
Hon. Ph.D. '91
President Council of
Independent Colleges and
Universities (Retired)

George F. Ralston,
Hon. Ph.D. '97
Special Assistant, Alumni,
Wilkes University

Ronald C. Rescigno, Ed.D.,
'58, Hon. Ph.D. '89
Internationally Known
Educator

Daniel Louis Schorr,
Hon. Ph.D. '91
Senior Analyst, National
Public Radio

Lisbeth Bamberger Schorr,
Hon. Ph.D. '91
Lecturer in Social Medicine,
Harvard University

Wallace F. Stettler, Ph.D.,
Hon. Ph.D. '90
President Emeritus,
Wyoming Seminary

Norma S. Tyburski,
Hon. Ph.D. '95
Former Dean of Women,
Wilkes College

Geoffrey Ward, Hon. Ph.D. '95
Emmy Award Winning Writer
PBS "The Civil War", Editor,
Historian

Paul A. Wender, Ph.D. '69,
Hon. Ph.D. '93
Bergstrom Professor
of Chemistry,
Stanford University

John R. Wodraska '70,
Hon. Ph.D. '96
General Manager,
Metropolitan Water District,
Southern California

Wilkes University

P.O. Box 111

Wilkes-Barre, Pennsylvania 18766

(717) 408-4300



To: John Sheehan
Snarely Associates, Ltd.
Fax: 814/234-3786

From: Vaughn Shinkus
Voice: 717/408-4779

Here's the info, as discussed. I've
been trying to e-mail, but our server
is acting up. I'll try again after lunch.

Best,

Vaughn

At Wilkes University, our first responsibility is always to the success and welfare of our students.

Recognizing that the academic culture of a university is shaped in fundamental ways by student activities, we are committed to the construction of a student center and dining commons that will serve as a focal point for life outside of the classroom.

The 48,000 square-foot center has been skillfully planned by a dedicated group of Wilkes students, faculty, parents, administrators and trustees, who visited student centers at colleges and universities throughout the country and adopted the best ideas into its design.

For the first time, Wilkes students will have a modern, centralized location for most of their extra-curricular activities. The three-story building will house a food court, cafeteria, bookstore, student government offices, meeting facilities, entertainment rooms, an information desk, bank, campus post office, and nightclub all under one roof.

Conceived by Highland Associates, the center's rich architecture will blend seamlessly with the early 20th century homes that frame the Wilkes campus. Amenities will include a first-floor mall walkway, a naturally-lighted three-story atrium, two gas fireplaces and a balcony overlooking the Susquehanna River.

When completed, the \$7.5 million structure will become an epicenter for student activity, while adding beauty and value to the University's downtown neighborhood.

Naming Opportunities

Building Name... \$2,000,000

Reception Room/Nightclub... 600,000

Tower... 400,000

Main Concourse... 250,000

Cafe... 250,000

Student Government Office Suite... 100,000

Student Activities Office Suite... 100,000

Atrium... 100,000

Second Floor Terrace (optional)... 100,000

South Street Entrance Court... 75,000

Parking Area Entrance Court... 75,000

Lounge... 75,000

Offices (5)... 60,000

South Street Plaza... 50,000

Student Government Meeting Room... 50,000

Fireplace and Seating Area... 50,000

Game Room... 50,000

Mail Room... 50,000

Meeting Rooms/Television Lounge... 50,000

tentative

Student Center and Dining Commons

South Street Entrance Court	75K
Parking Area Entrance Court	75K
South Street Plaza	50K
Main Concourse	250K
Bookstore	500K
Cafe	250K
Student Government Meeting Room	50K
Fireplace and Seating Area	50K
Student Government Office Suite	100K
Student Activities Office Suite	100K
Tower	400K
Game Room	50K
Reception Room/Night Club	600K
Mail Room	50K
Lounge	75K
Meeting Rooms/TV Lounge (3)	50K
Offices (5)	60K
Atrium	100K
2nd Floor Terrace (optional)	100K
Dining Room	250K
Kitchen	250K
Severy	250K
Building Name	3,000,000

1/13/98

Student Center Naming Brochure

- paper choice decision
- brochure to fulfill fundraising window
- PERSPECTUS instead of CASE statement
- Q?
- ^{outside + inside} color transparency of rendering
- * other design elements
- Invites → AUG 5
Sept 12 or 19, actual date
save the day
- Pledge Cards → Annual Giving examples
#10 envelope #9 return mechanism
- 10-15 sources for story
- ~~4-5~~ ³⁻⁴ testimonial:
 - ① The Legacy
 - ② The Commitment
 - ③ The Dream
- ~~6-8~~ ⁶⁻⁸ Prep people on list for interview calls.

update 1-21-98

Student Center and Dining Commons

Building Name	2,000,000
Reception Room/Night Club	600K
Tower	400K
Main Concourse	250K
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When completed, the \$7.5 million structure will become an epicenter for student activity, while adding beauty and value to the downtown neighborhood, illustrating the University's commitment to its students and neighbors.

Amount Raised to Date
\$22,428,656.30

\$ 22,458,656.30

Needed to Reach Goal:

\$7,571,343.70

7,541,343.70

With generous support from the Wilkes community and friends, we are pleased to report our campaign progress. We appreciate your generosity and look forward to your continued support. Thank You!

Goal:

\$30,000,000



ENDOW
The FUTURE
Wilkes University

SNAVELY ASSOCIATES, LTD.
CORPORATE AND INSTITUTIONAL COMMUNICATIONS

FAX

PLEASE DELIVER TO: Mark Davis
FROM: Lara Prato
SUBJECT: Wilkes Poster
TRANSMISSION DATE: September 15, 1999
TOTAL PAGES: 2 (INCLUDING THIS COVER PAGE)

Message:

Mark,

Here is a proof of the poster with new numbers and paragraph. We will need your final approval or change to the number by Friday September 17, 1999 @ 10:00 am so that we can have it printed, mounted + shipped in time.

- Please feel free to call me if you have any questions. John Sheehan is out for a couple of days - so I will be helping you through to completion. Talk to you soon. *Lara*

Please call us immediately if the fax you receive is incomplete or illegible. Our telephone number is 814.234.3672. Our fax number is 814.234.3786.

lprato@snavelyassociates.com

Wilkes University News

Alissa M. Antosh, Writer/Editor
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A native of Plains, Pa., Judge Rosenn received a bachelor of arts degree from Cornell University in 1929. He attended the University of California at Berkeley, the University of Michigan and earned his law degree from the University of Pennsylvania in 1932.

-MORE-

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In 1980, Judge Rosenn celebrated his 10th anniversary as Judge of the United States Court of Appeals for the Third Circuit. In recognition of his contributions to the field of law, Judge Rosenn's family, friends and former law clerks initiated *The Max Rosenn Lecture Series in Law and Humanities* at Wilkes. Each year, the series brings speakers of international reputation to the Wyoming Valley.

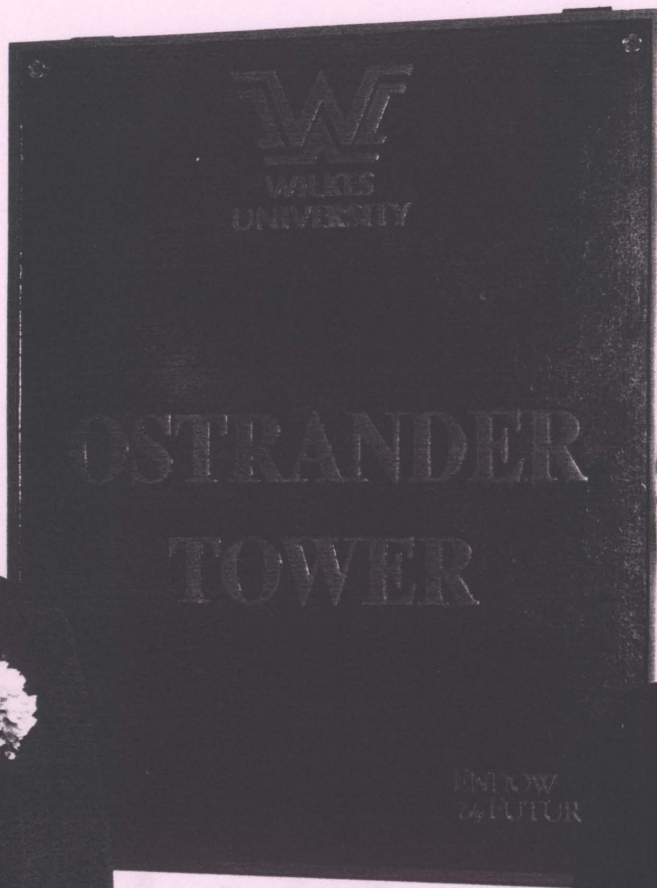
The next lecture is scheduled for Sunday, April 16, 2000. The featured speaker will be journalist, author and historian David Halberstam. After receiving an A.B. degree from Harvard in 1955, Halberstam compiled an illustrious career that has spanned more than 40 years.

###

122199

Photo: Left to Right -

Dr. Christopher N. Breiseth, Wilkes University President, The Honorable Max Rosenn, Wilkes Trustee Emeritus.



Heather Tahan, class of 2000, served as master of ceremonies and introduced Gregory Collins 2001, who gave the invocation. Student perspectives were given by Carole Mancuso 2002, and Matthew Sowcik 2000. Speakers included Wilkes-Barre Mayor Tom McGroarty, Gerald Moffat, chairman, Board of Trustees, Paul Adams, Ph.D., dean of student affairs, and University President Christopher N. Breiseth, Ph.D. The ribbon was cut by Breiseth, Adams, Moffat, Sowcik and Tahan. The benediction was given by Jennifer Gattuso 2002 and the alma mater was led by university chorus director Steven Thomas.

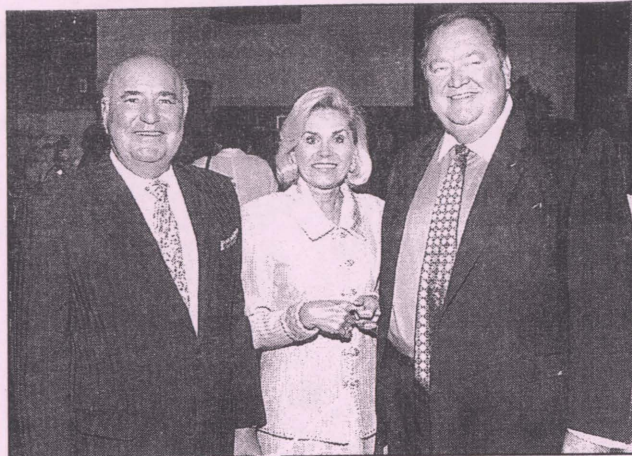
That evening, members of the John Wilkes Club and invited guests enjoyed a lovely catered reception and ceremony in the ballroom of the center. Blue and white tablecloths surrounded by arrangements of sunflowers and blue delphinium served as a lovely background for ice sculptures and an elaborate display of hors d'oeuvres and canapes, carving and pasta stations, pastries and confections prepared by Metz & Associates. Guests sipped champagne and enjoyed cocktails before the brief program commemorating the day's celebration.

C.J. Copley '98, an MBA candidate and member of the student planning committee, served as master of ceremonies. Remarks were made by Mark Allen, associate dean of student affairs; Eugene Roth, Wilkes University trustee; and Breiseth. An update on the university's Capital Campaign was given by Beverly Blakeslee Hiscov, Wayne P. Yetter and Ruth Boorum Melberger. Gerald Moffat led the group in the John Wilkes toast and Copley offered closing remarks after the alma mater. Guests took self-guided tours of the facility and enjoyed the spirit the new student union adds to the university, downtown and the community.

2-T.L. ■■■ 10-3-99

On that same day, in downtown Wilkes-Barre, another project was realized as Wilkes University celebrated the opening of its \$7.7 million Student Union facility. Members and guests of the Wilkes family gathered at the entrance of the new building for the grand opening and ribbon-cutting ceremonies.

The building is positioned in the middle of the campus and brings together essential student services for resident and commuter students. The new student union features 48 rooms, including a state-of-the-art dining commons, grab-n-go cafe, a full-service branch of Pioneer American Bank, a ballroom for social events, large-screen television, bookstore, mailroom, meeting rooms, game rooms and student activities club.



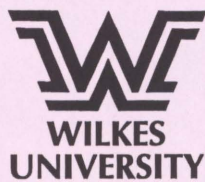
John Wilkes Dinner attendees, from left, are Frank Cuscela of Dallas, and Dawne and Don E. Wilkinson of Pittsburgh.



Geraldine Nesbitt Orr and William Orr of Dallas stand with Arnold Rifkin of Kingston during the John Wilkes Dinner.



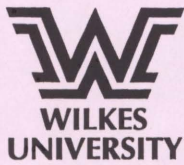
From left, Eugene Roth and Constance Roth of Wilkes-Barre, David Baltimore of Kingston, and Larry Roth of Kingston attend the John Wilkes Dinner on Sept. 24.



Mollie & Jerry Moffatt '63
**MOFFATT
INFORMATION
DESK**

ENDOW
The FUTURE

horizontal



Elwood Disque
**LANGUAGE
LABORATORY**

*Justices?
make sure right*

*many years of service to
Wilkes College*

Approved +
FAXED to M. Ney 8/5/99

Vaughan
This Lady
Five.
Thanks
JL



Beverly & Harry Hiscox

HISCOX MEETING ROOM

ENDOW
The FUTURE

Revised version
approved + faxed to M. Nyg
8/5/99

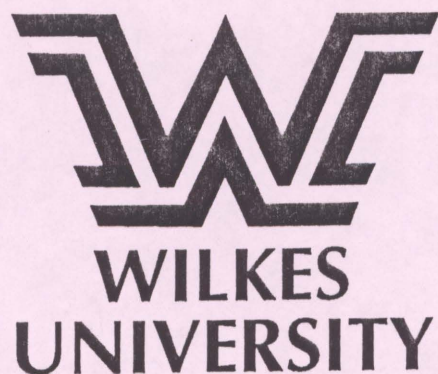
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OK
P. J. J.
8-5-99



Abe & Sylvia Savitz '98 & Family

SAVITZ LOUNGE

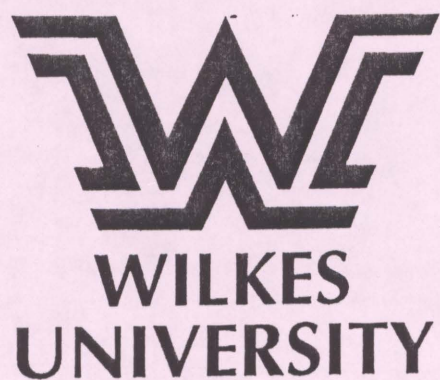
ENDOW
FUTURE



Gilda & Frank P. Cuscela, Sr.

CUSCELA
MEMORIAL
DINING ROOM

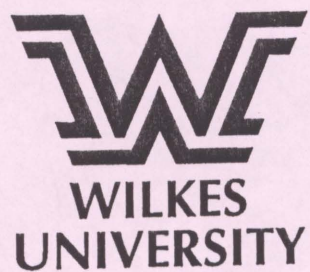
ENDOW
The FUTURE



Constance & Eugene Roth '57

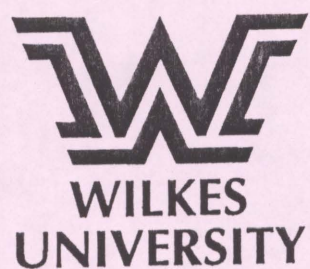
ROTH
CONCOURSE

ENDOW
The FUTURE



FIRST UNION TERRACE

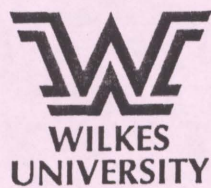
ENDOW
The FUTURE



Clayton J. & Theresa Karambelas '49

KARAMBELAS ATRIUM

ENDOW
The FUTURE



William H. Tremayne '57
Carter W. Tremayne '86

TREMAYNE HEARTH

ENDOW
The FUTURE



WILKES
UNIVERSITY

OSTRANDER TOWER

ENDOW
The FUTURE



GBM COURT

ENDOW
The FUTURE

Wilkes University News

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Wilkes University's Oldest Graduate Names Student Union Lounge After Her Husband and Family

Wilkes-Barre -- Wilkes University alumna Sylvia Savitz, of Bal Harbour, Flor., and her family unveiled the plaque naming the second floor entertainment room in the Student Union the *Savitz Lounge*. The room honors Savitz, her late husband Abe and the entire Savitz Family, which consists of three children, 11 grandchildren and 12 great-grandchildren.

At 83 years young, Savitz marked the end of a 40-year academic journey and realized her dream of earning a bachelor's degree in Sociology when she graduated in September 1998, making her the oldest graduate in Wilkes history.

###

121799

Photo: Left to Right -

Murray Schultz, Aben Savitz, Mitch Pomerancz (holding the shoulders of son Brandon), Wilkes President Dr. Christopher N. Breiseth, Sylvia Savitz, Bonnie Halali, Lucille Savitz (holding Alison Pomerance), Alan Savitz, and Lisa Savitz Pomerance



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Wilkes University's Student Union Atrium Named After Kingston Residents Clayton and Theresa Karambelas

Wilkes-Barre -- C.K. Coffee Service founder, Clayton J. Karambelas and wife Theresa, of Kingston, Pa., unveiled the plaque naming the indoor, central courtyard of Wilkes University's Student Union the *Karambelas Atrium*.

A lifelong resident of the Wyoming Valley, Clayton Karambelas earned a bachelor of science degree in Commerce and Finance from Wilkes in 1949. He returned to the graduation stage in May to accept the school's "Eugene S. Farley Memorial Alumni Award" during the 52nd Annual Spring Commencement Exercises.

For a number of years, Karambelas was actively involved in the operation of the family's business, The Boston Candy Shop and Restaurant, on Wilkes-Barre's Public Square. Prior to founding C.K. Coffee, he was a commercial airline pilot for the supplemental airlines US Overseas and Icelandic Airlines.

###

121799

Photo: Left to Right -

Theresa Karambelas, Clayton J. Karambelas, Wilkes class of 1949, from Kingston, Pa., Wilkes President Dr. Christopher N. Breiseth, from Wilkes-Barre.



Clayton J. Karamellis, Class of 1949, from Kingston, Pa.
Theresa Karamellis, Clayton J. Karamellis, Wilkes class of 1949, from Kingston, Pa.
Wilkes President Dr. Christopher N. Dreiseth, from Wilkes-Barre

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Tremayne Hearth Named in Wilkes University's New Student Union (Editors, Note Alumni Connection to Your Coverage Area)

Wilkes-Barre -- Students relaxing in front of the fireplace on the first floor of Wilkes University's Student Union now and will forever have a name for their special place —the *Tremayne Hearth*, named in honor of William H., class of 1957, and son Carter W. Tremayne, class of 1986.

Wilkes President Dr. Christopher N. Breiseth, William H. Tremayne and wife Lora officially unveiled the plaque at a ceremony held in the Student Union.

Nanticoke, Pennsylvania native William H. Tremayne, of Piscataway, N.J., is a Wilkes Trustee and retired as a consultant for Litigation Services at IBM after a distinguished 30-year career. He started in sales and advanced to management before being called upon to help lead IBM through litigation in a major anti-trust case that lasted nearly a decade.

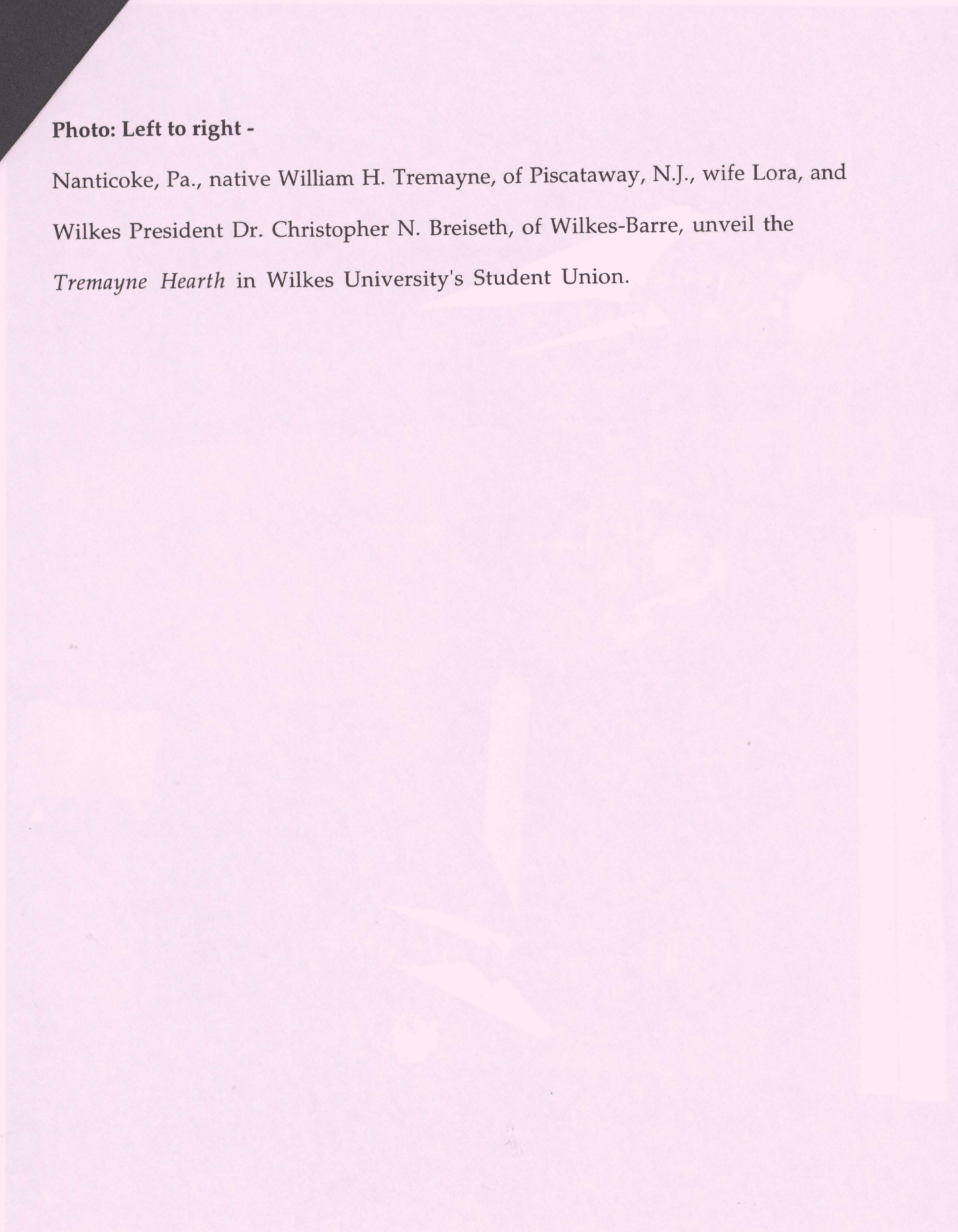
Hampton, New Jersey native Carter W. Tremayne's professional background includes working as a financial analyst with Johnson & Johnson, in New Brunswick, N.J.

###

122099

Photo: Left to right -

Nanticoke, Pa., native William H. Tremayne, of Piscataway, N.J., wife Lora, and
Wilkes President Dr. Christopher N. Breiseth, of Wilkes-Barre, unveil the
Tremayne Hearth in Wilkes University's Student Union.





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Wilkes University Student Union Meeting Room is Named After Husband and Wife Graduates Beverly and Harry Hiscox

Wilkes-Barre -- Wilkes University alumna Beverly Hiscox and husband, alumnus Harry, have made their mark on the Wyoming Valley, on Wilkes, and now, literally, on the school's newest landmark.

Beverly (Blakeslee) Hiscox, class of 1958 and Harry, class of 1951, officially named the *Hiscox Meeting Room*, located on the first floor of the Student Union building. The room features state-of-the-art technology and is utilized by students, administration and faculty.

The parents of three sons and two daughters, the couple currently resides in Wilkes-Barre. A Wilkes Trustee since 1985, Beverly Hiscox is currently Steering Committee chair for the University's "Endow the Future" Capital Campaign. She has previously served as president of the Wilkes Alumni Association, national chair of the regional "Wilkes Tomorrow" alumni campaign, chair of the Annual Fund campaign, and was a member of numerous development and student activities committees.

-MORE-

1st Add: Wilkes Meeting Room is Named After Alumni Beverly and Harry Hiscox

She is also a member and ordained Elder with the First Presbyterian Church, Wilkes-Barre.

A well-known local attorney, Harry R. Hiscox received a juris doctorate from New York University Law School and is a partner with the Wilkes-Barre law firm Rosenn, Jenkins, and Greenwald. A long-time Wilkes benefactor and friend, Attorney Hiscox is a strong supporter of Wilkes athletics.

###

122099

Photo: Left to Right -

Harry R. Hiscox, Wilkes class of 1951; Beverly Hiscox, Wilkes class of 1958, from Wilkes-Barre; and Dr. Christopher N. Breiseth, Wilkes president, from Wilkes-Barre



Wilkes University

News

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122199

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DALLAS POST

DALLAS, PA
WEEKLY 3,000
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The Cuscela family poses with Wilkes President Christopher Breiseth, in the new Cuscela Dining Room. From left: Susan Cuscela, Mamaroneck, N.Y.; President Breiseth, Wilkes-Barre; Kristin Cuscela, New York, N.Y.; Frank P. Cuscela and wife Mary Lee, Dallas.

Floor of new Wilkes student union named by Cuscelas

Frank P. Cuscela and wife Mary Lee, of Dallas, named the third floor of Wilkes University's Student Union the *Cuscela Memorial Dining Room*, in honor of his parents, Gilda and Frank P. Cuscela, Sr.

A Wilkes Trustee and graduate from the class of 1957, Cuscela is the president of FPC Financial Corporation in Dallas, and was the founder and executive vice president of Jewelcor Incorporated. His bachelor of science degree in Commerce and Finance and his extensive background in

marketing and corporate management helped land Jewelcor on the New York Stock Exchange.

Cuscela's professional and community affiliations have included serving on the Board of Directors for Jewelcor and Gruen Industries, Inc.; on the Industry sector Advisory Committee on Consumer Goods, International Trade Administration, and the U.S. Department of Commerce; the Committee for Economic Growth; and member of the Westmoreland Club and Fox Hill Country Club.

PHOTO GALLERY

T.L. 2/13/00



Savitz family unveils plaque at Wilkes Student Union Lounge

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