



ENDOW
The FUTURE
Wilkes University

Endow the Future

September 18, 1998

The Legacy

Our Colonels of Excellence

- John Chwalek, Escorted by Erica Michaliga '99 and Dave Januzzi '00
- Cromwell Thomas, Escorted by Katie Watkins '00 and Jennifer John '99
- Chuck Reif, Escorted by Beth Witkowski '99 and Jeff Moisey '99

Ancestral Colonels Welton Farrar, Al Groh, and George Ralston are unable to be with us this evening but send their warmest wishes for a successful campaign.

Welcome

Gerald A. Moffatt '63, Chairman of the Board of Trustees

The Campaign: Endow the Future

- Wayne P. Yetter '67, Co-Chair, Endow the Future Campaign & Wilkes University Trustee
- Eugene Roth '57, Chair, Leadership Gifts Committee & Wilkes University Trustee
- William J. Goldsworthy, Jr. '76, President, Alumni Association
- The Hon. J. Harold Flannery '55, Wilkes University Trustee
- J. Michael Lennon, Vice President for Academic Affairs

The Commitment

To Our Students

- Lara Lukesh '99, English and Communications major
- Alyse Baumann '00, Pharmacy major
- Neil Andress '99, Communications and Political Science major
- Corin Ztanze '01, Theatre major
- Michaël Krasulski '00, History and Political Science major

The Goal

Ruth Boorom Melberger '62, Co-Chair, Endow the Future Campaign

The Video

Beverly Blakeslee Hiscox '58, Chair, Steering Committee & Wilkes University Trustee

The Dream

The President of Wilkes University

Dr. Christopher N. Breiseth

"Our Time"

The Wilkes University Chorus

The Class of 2008 Valedictorian

Meghan Davis

"Hills of Tomorrow"

Performed by the Wilkes University Chorus and members of the Wilkes University Conservatory

Following the program, please join us for cocktails & light fare in the Marts Courtyard

Acknowledgements

Adam Hill, *Director*
Joseph Dawson, *Director and Narrator*
Jamie Kurtz '94, *Technical Director*
Scott Lagraff, *Musical Director*
Diane Polachek '78, M'81, *Alumni Narrator*
Jesse Lynch, *Accompanist*
Bruce Phair, *Technical Consultant*
Jim Harrington, *Consultant*
Nina Davidowitz, *Director, Wilkes University Conservatory*

The Jazz Quartet

Greg Riley '00, P. J. Wazkewicz '01, Jeff Greyzick '01
and Kevin Beerman '01

Special Thanks

The Wilkes University Chorus
The Wilkes University Conservatory
Wilkes University Student Government
Capital Campaign Steering Committee

Producers

Claire Fox, *Director of Development*
Craig (Mark) Davis, *Director of University Relations*
Carol Macculloch '99, *Coordinator of Special Events and Stewardship*

Special thanks to **Heidi Selecki** and **Joan Ford** for the
John Wilkes display showcased in the Stark Learning Center Lobby.

*Following the reception, campaign brochures and mementos
are available in the Stark Learning Center Lobby.*

*The Sordoni Art Gallery is open this evening.
The print room features an exhibit titled John Wilkes:
Eighteenth-Century Graphics from the McClintock Collection.*

Wilkes University News

Alissa M. Antosh, Writer/Editor
University Relations Office
Wilkes-Barre, Pennsylvania 18766
Office (570) 408-4770 Fax (570) 408-7813
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Wilkes University Student Programming Board Tours Construction of New \$7.7 Million Student Center/Dining Commons

Wilkes-Barre -- Students from Wilkes University's Programming Board recently previewed the crown jewel of their campus - the school's new, 48,000 square-foot, \$7.7 million Student Center/Dining Commons, set to open for the Fall 1999-2000 semester.

Joseph Bruchko, foreman for the construction team, Quandel Group, Inc., took the students and administrators on a guided tour of all areas of the three-story building. Since the programming board will plan events such as comedy and movie shows, concerts, and novelty acts in the center, they focused on construction of the ballroom area, TV lounge, and student organization office.

The all-inclusive center will function as a gathering place for students. It will feature 48 rooms, including a food court dining commons that will seat 400 students. In addition, it will contain a cafe, bookstore, student activities club, game and meeting rooms, mail facility, information office, and a full service branch of Pioneer American Bank.

-MORE-

1st Add: Wilkes Students Tour New \$7.7 Million Student Center

The student center is one of many capital projects that are part of the University's current \$30 million "Endow the Future" capital campaign. To date, Wilkes has raised over \$17.3 million toward its goal.

"The center reinforces the commitment that has always been primary at Wilkes: that the student is at the center of all we do," said Dr. Christopher N. Breiseth, president of Wilkes. "Throughout its history, BUJC, Wilkes College and now Wilkes University has had a major challenge in giving the commuter student the same high quality experience enjoyed by residential students. The Student Center is going to bring these two parts of the student body together for the first time."

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Photo:

Left to Right - Mark R. Allen, associate dean, student affairs at Wilkes, from Mountaintop, Pa.; Nathaniel Martin, a sophomore engineering major, from Danielsville, Pa.; Tanner Spadafore, a senior environmental engineering major, from Harrisburg, Pa.; Brittany Wood, a freshman international business major, and president-elect of the programming board, from Towanda, Pa.; Angelina Cardoso, a sophomore political science/pre-law major, from Milford, Conn.; Christopher Thompson, a senior electrical engineering major, and outgoing president of the programming board, from Mine Hill, N.J.; Stacy Geiger, a senior pharmacy major, from Schnecksville, Pa.; and Donna Thornton, coordinator of student activities at Wilkes, from Mountaintop, Pa.

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The Public is Invited to the Dedication of Wilkes University's New \$7.7 Million Student Union on September 24

Wilkes-Barre -- Wilkes University President Dr. Christopher N. Breiseth invites the public to the outdoor Dedication/Ribbon Cutting Ceremony and formal program for the school's new \$7.7 million Student Union, on Friday, September 24, 1999, 3 p.m., 84 West South Street, Wilkes-Barre.

The hour-long program will highlight the past, present and future of Wilkes. After a band of bagpipe players lead the procession to the stage area, Heather Tahan, a fifth-year senior Education major from Wayne, N.J., will serve as Master of Ceremonies. She will also speak of her experience as one of the two students on Student Union Planning Committee.

Gerald A. Moffatt, Wilkes Class of 1963 and Chairman of the Board of Trustees, will talk of the board's vision for and commitment to the Student Union and Wilkes. Carole Mancuso, Commuter Council president, will highlight how the new facility now serves as the anchor of activity for commuter students and the opportunities currently available to them, including more interaction time with the campus.

-MORE-

1st Add: Wilkes Invites Public to Student Union Dedication SEptember 24

Matt Sowcik, Student Government president, will show how the building gives students the chance to take on more leadership roles and how it will affect programming of student activities.

Dr. Paul S. Adams, Dean, Student Affairs and University College, will acknowledge the past Deans of the school. He will also display photographs of the historic buildings that served as temporary student centers since the days of Wilkes's predecessor - Bucknell University Junior College. Breiseth will comment on the maturing of campus, the commitment to the individual student, the importance of maintaining the architectural integrity of the surrounding community, and the significance of this milestone for the current "Endow the Future" Capital Campaign.

Breiseth, Sowcik, Moffatt and Adams will participate in the ribbon-cutting. After Tahan invites everyone into the Student Union for tours and refreshments, the bagpipe players will close the program.

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-MORE-

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Wilkes to Air Student Union Grand Opening on Cable TV Channel 66 This Week

Wilkes-Barre -- Service Electric Cable TV customers can view the Grand Opening and Ribbon Cutting Ceremony of Wilkes University's new \$7.7 million Student Union Wednesday, September 29 at 8 p.m. and Thursday, September 30 and Friday, October 1 at 8:30 p.m. on channel 66.

The program, which was held last Friday, features comments by Dr. Christopher N. Breiseth, Wilkes president; Heather Tahan, master of ceremonies and Wilkes senior; Gerald Moffatt, chairman, Wilkes Board of Trustees; Dr. Paul S. Adams, dean, Student Affairs and University College; and Carol Mancuso, president, Commuter Council; and Matt Sowcik, Student Government president.

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**WILLIAMSPORT
SUN-GAZETTE**

WILLIAMSPORT, PA
SUNDAY 42,501
OCT 3 1999



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XX....

Wilkes Opens \$7.7 Million Student Union Building

WILKES-BARRE — The crown jewel of the Wilkes-Barre University campus — its new \$7.7 million Student Union, 84 W. South St., Wilkes-Barre — was officially opened during a formal program and

ribbon-cutting ceremony.

More than 500 members of the Wilkes community and the public turned out for the hour-long historic event. Wilkes University President Dr. Christopher N. Breiseth provided an overview of what the new building means to the Wilkes campus and community at large.

Good afternoon everyone. My name is Heather Tahan. I am a senior Environmental Science and Elementary Education major and I would like to take this opportunity to welcome you to the Wilkes University student union building dedication.

At this time I would like to introduce a member of our campus interfaith, Gregory Collins, who will give the invocation. Will you all please rise.

Although I am the MC, I have the opportunity to speak to you (very briefly) on one my many great experiences that I have been given throughout my four years at Wilkes University. As one of two students, who served on the planning committee for the Student Union, I was able to take part in the generation of ideas for creating this remarkable building. Our ideas came from many different areas, one of which came from our travels. As a committee we set off to other schools (near and far) to see their student unions. It was during these times that we took extensive notes of what worked and what didn't work, what these schools wanted and what they didn't want and especially, what the students liked and what the students disliked. This is what was so wonderful about our planning committee, they always put the students first. There could have been many different designs for this building however, everything was done with the students in mind.

And this is exactly what Wilkes University is all about. The students come first and things are done with students in mind.

At this time, I would like to welcome Mr. Thomas McGroarty, mayor of the city of Wilkes-Barre, followed by Mr. Gerald Moffat, Chairman of the Wilkes University Board of Trustees.

Thank you Mayor McGroarty and Mr. Moffat. This building is very special to Wilkes University. Like no other building before, it will bring students together. To better understand the impact the Student Union will have on student life, I would now like to introduce, Carole Mancuso, President of Commuter Council, Matthew Sowcik, our Student Body President, and the Dean of Student Affairs and University College, Dr. Paul Adams.

As you can see, this building will be the center of activity on campus. Soon we will cut the ribbon and begin a new era at Wilkes University. But first, I am honored to introduce the person who's vision made this building possible, Dr. Christopher Breiseth, President of Wilkes University.

Thank you President Breisteth. Before we cut the ribbon, I would like to thank the many people that worked so hard to make this building what it is today.

Mr. Paul O'Hop, Vice President, Business Affairs and Auxiliary Enterprises and his staff for your endless time and countless efforts

The architects, Highland Associates, for their patience and creativity in the design of our building

The Quandel Group, our contractors, for making our dream a reality

As well as our corporate partners: Follet College Stores, Pioneer American Bank and Metz & Associates

Thank you all for a job well done!!!

And now, please stand for the benediction given by Jennifer Gattuso, a member of our campus interfaith and please remain standing for the ribbon cutting and the singing of our Wilkes University Alma Mater being performed by the Wilkes University chorus. The words to the Alma Mater can be found on the inside cover of the program.

ARE WE READY!!!! And now, Dr. Breiseth, Mr. Moffat, Dr. Adams, Matthew Sowcik and I will have the honor of cutting the ribbon to officially open the new student union.

Thank you all for coming. Please join us inside for refreshments and if you would like a guided tour, student ambassadors are available near the information desk or feel free to tour the building on your own. Thank you!!

X-Sender: pughlm@wilkes1.wilkes.edu
X-Priority: 1 (Highest)
Date: Fri, 24 Sep 1999 10:31:26 -0400
To: gillbd@wilkes1.wilkes.edu, davis@wilkes1.wilkes.edu,
antosh@wilkes1.wilkes.edu, shinkus@wilkes1.wilkes.edu,
pall@wilkes1.wilkes.edu, jeffery@wilkes1.wilkes.edu,
fellsc@colonel.csc.wilkes.edu, maculloc@wilkes1.wilkes.edu,
matusea@wilkes1.wilkes.edu, lahost@colonel.csc.wilkes.edu,
janiceb@colonel.csc.wilkes.edu, caront@colonel.csc.wilkes.edu,
bullockj@colonel.csc.wilkes.edu
From: Lisa Pugh <pughlm@wilkes1.wilkes.edu>
Subject: Who to look out for!!
Mime-Version: 1.0
Status:

Hi everyone! The big day has finally arrived. Here are the people who
will have reserved seats. Please keep a look out for them.

Dr. and Mrs. Capin
Barbara Farley
Jane Lampe Groh & Al Groh
Mr. and Mrs. George Ralston
Mr & Mrs. Orr
Mrs. Breiseth

Thanks,
Lisa
Lisa M. Pugh
Coordinator of Special Events and Stewardship
Wilkes University
pughlm@wilkes1.wilkes.edu
Phone: (570)408-4306
Fax: (570)408-7813

[illegible]

Wilkes Alma Mater

Wilkes, our Alma Mater
We pledge our hearts to thee,
Honor, faith, and courage,
Truth and loyalty.
In our work and in our pleasure,
Guide us as a friend;
We shall always love thee,
Loyal to the end.

Thou shalt lead us onward
In search of finer things.
May we find the wisdom
That thy spirit brings.
May our deeds of love and service
Ever swell thy fame —
Wilkes, we stand to greet thee!
Glory to thy name.

—Words and music by Eleanor C. Farley

Student Union Grand Opening September 24, 1999

Welcome	Heather Tahan '00 Education major Member of Student Union Planning Committee
Invocation	Gregory Collins '01 Mechanical Engineering major Member of Campus Interfaith
Greetings	The Honorable Thomas D. McGroarty Mayor of Wilkes-Barre
The Vision	Gerald Moffatt '63 Chairman, Wilkes University Board of Trustees
The Student Perspective	Carole Mancuso '02 Communications major Commuter Council President Matthew Sowcik '00 Psychology major Student Government President Dr. Paul Adams '77 Dean of Student Affairs and University College
Ribbon Cutting	Dr. Christopher N. Breiseth President, Wilkes University <i>The Ribbon will be cut by Dr. Breiseth, Dr. Adams, Mr. Moffatt, Mr. Sowcik, and Ms. Tahan</i>
Alma Mater	Wilkes University Chorus Steven Thomas, Director
Benediction	Jennifer Gattuso '02 Engineering major Member of Campus Interfaith
Closing	Heather Tahan '00

HISCOX 9-24-99

•I'VE BEEN A TRUSTEE HERE AT WILKES FOR MANY YEARS AND I HAVE WORKED ON MANY CAMPAIGNS...BUT NONE HAVE GIVEN ME MORE PLEASURE THAN WORKING ON THE ENDOW THE FUTURE CAMPAIGN. ALL CAMPAIGNS ARE SPECIAL IN THEIR OWN WAY, BUT THERE IS SOMETHING VERY SPECIAL ABOUT THIS CAMPAIGN . THE NATURE OF THE PROJECTS WE ARE DOING MAKES THIS CAMPAIGN PARTICULARLY MEANINGFUL. ALONG WITH THE PROJECTS ARE THE PEOPLE.. I AM DELIGHTED TO INTRODUCE TWO VERY SPECIAL PEOPLE WHO ARE MAKING THE DREAM OF FIRST CLASS EDUCATION A REALITY FOR STUDENTS AT WILKES UNIVERSITY...OUR CAMPAIGN CO-CHAIRS MR. WAYNE YETTER CLASS OF 1967 AND MRS. RUTH BOOROM MELBERGER CLASS OF 1962

YETTER-

•53 WEEKS AGO TONIGHT WE STOOD IN THE STARK LEARNING CENTER AND PUBLICLY ANNOUNCED OUR ENDOW THE FUTURE CAMPAIGN...TONIGHT WE MARK A VERY IMPORTANT MILESTONE IN OUR CAMPAIGN. THE CAMPAIGN HAS THREE MAJOR COMPONENTS WE HOPE TO RAISE 12.3 MILLION DOLLARS FOR ENDOWMENT SUPPORT.....7.7 MILLION DOLLARS FOR CAPITAL PROJECTS AND 10 MILLION DOLLARS FOR OPERATIONAL SUPPORT FOR A TOTAL OF 30 MILLION DOLLARS THAT WILL USHER IN A NEW ERA OF LEARNING AND PROGRESS FOR THIS UNIVERSITY..

LAST YEAR WE WERE ABLE TO ANNOUNCE 16.7 MILLION DOLLARS HAD BEEN RAISED BEFORE THE PUBLIC ANNOUNCEMENT.....
(REFER TO POSTER)

TONIGHT WITH THE HELP OF MY FRIENDS RUTH AND BEV AND THANKS TO YOUR GENEROUS SUPPORT I'M DELIGHTED TO SHARE WITH YOU OUR PROGRESS TOWARD OUR AMBITIOUS GOAL...

(BEV AND RUTH UNVEIL THE NEW POSTER)

TO DATE WE HAVE RAISED:

22 MILLION
FOUR HUNDRED FIFTY EIGHT THOUSAND
SIX HUNDRED FIFTY SIX DOLLARS
AND SEVENTY CENTS.

YETTER-

•53 WEEKS AGO TONIGHT WE STOOD IN THE STARK LEARNING CENTER AND PUBLICLY ANNOUNCED OUR ENDOW THE FUTURE CAMPAIGN...TONIGHT WE MARK A VERY IMPORTANT MILESTONE IN OUR CAMPAIGN. THE CAMPAIGN HAS THREE MAJOR COMPONENTS WE HOPE TO RAISE 12.3 MILLION DOLLARS FOR ENDOWMENT SUPPORT.....7.7 MILLION DOLLARS FOR CAPITAL PROJECTS AND 10 MILLION DOLLARS FOR OPERATIONAL SUPPORT FOR A TOTAL OF 30 MILLION DOLLARS THAT WILL USHER IN A NEW ERA OF LEARNING AND PROGRESS FOR THIS UNIVERSITY..

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(BEV AND RUTH UNVEIL THE NEW POSTER)

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22 MILLION
FOUR HUNDRED FIFTY EIGHT THOUSAND
SIX HUNDRED FIFTY SIX DOLLARS
AND SEVENTY CENTS.

LET ME TELL YOU THAT WHEN WE GATHER TWO YEARS FROM NOW TO CELEBRATE THE END OF THIS CAMPAIGN WE WILL BE ABLE TO ANNOUNCE THAT WE HAVE REACHED AND PERHAPS EXCEEDED OUR 30-MILLION DOLLAR GOAL.

THANK YOU FOR ALL THAT YOU HAVE DONE FOR OUR STUDENTS AND ALL THAT YOU WILL DO AS WE CONTINUE TO ENDOW THE FUTURE AT WILKES UNIVERSITY.

MOFFATT SPEECH 9-24-99

•IN THE SUMMER OF 1997, THE BOARD OF TRUSTEES HAS A CRITICAL DECISION TO MAKE...
DO WE BUILD A NEW STUDENT UNION AND IF WE DO HOW LARGE???

•THAT DAY THE BOARD REAFFIRMED ITS COMMITMENT TO WILKES AND TO THE ENTIRE WYOMING VALLEY BY DECIDING TO BUILD THIS MAGNIFICENT STRUCTURE. THEN AN INTERESTING THING HAPPENED...THOSE SAME BOARD MEMBERS THEN BACKED THEIR COMMITMENT WITH THEIR DOLLARS...MANY OF THEM GIVING SIGNIFICANT GIFTS...I WANT TO THANK THOSE BOARD MEMBERS AND THE MEMBERS OF THE WILKES COMMUNITY THAT MADE OUR DREAM OF A FIRST CLASS STUDENT UNION A REALITY.

•I WANT TO TAKE A MOMENT TO SPEAK DIRECTLY TO OUR STUDENTS...FIRST USE THIS SPACE WELL AND UNDERSTAND THAT PEOPLE HAVE SACRIFICED IN ORDER TO ENSURE THAT YOU HAVE THIS SPECIAL PLACE...AND IF SOMETIME IN THE FUTURE YOU HAVE THE OPPORTUNITY TO RETURN THE FAVOR, DON'T FORGET YOUR ALMA MATER AND THOSE WHO COME AFTER YOU.

THANK YOU!

MOFFATT TOAST 9-24-99

- JOHN WILKES NEVER MADE IT TO THE UNITED STATES, YET MORE THAN 200 YEARS AGO HE WAS A PROPONENT OF LIBERTY AND FREE SPEECH. (HE WAS ALSO A PROPONENT OF SOME OTHER THINGS WE CAN'T TALK ABOUT IN POLITE COMPANY) LAUGH LAUGH LAUGH...

I WONDER WHAT HE WOULD THINK ABOUT THE GREAT EXPERIMENT ON THE COLONIES AND HIS NAMESAKE UNIVERSITY. I HAVE A FEELING HE WOULD BE PROUD OF BOTHBUT WOULD GET SPECIAL SATISFACTION FROM WILKES UNIVERSITY AS WE FOSTER GENERATIONS OF STUDENTS WHO TRULY PERSONIFY THE POWER OF INDEPENDENT THINKING..

LADIES AND GENTLEMEN HERE'S TO JOHN WILKES...

CNB JOHN WILKES TALKING POINTS-

•A FEW MINUTES AGO WAYNE YETTER, RUTH MELBERGER AND BEV HISCOX SHARED WITH YOU THE SUCCESS TO DATE OF ENDOW THE FUTURE...WHAT THEY DIDN'T TELL YOU ABOUT ARE SOME OF THE GIFTS THAT ALLOWED US TO MAKE THAT DRAMATIC PROGRESS...MANY OF THE DONORS ARE HERE IN THIS ROOM AND ON BEHALF OF THE STUDENTS WHO WILL BENEFIT FROM YOUR GENEROSITY A HEARTY THANK YOU

•THERE IS A COUPLE WITH US TONIGHT I WOULD LIKE TO FOCUS ON.. I AM DELIGHTED TO SHARE WITH YOU THIS EVENING A SECRET THAT WE NEED TO KEEP CONFIDENTIAL UNTIL THE PUBLIC ANNOUNCEMENT NEXT WEEK. TONIGHT IT IS MY DISTINCT HONOR AND PRIVILEGE TO SHARE WITH YOU A THREE MILLION DOLLAR COMMITMENT FROM THESE INDIVIDUALS.

•AS YOU KNOW IN 1994 THE UNIVERSITY ESTABLISHED THE SCHOOL OF PHARMACY.... IN A SHORT PERIOD OF TIME THIS SCHOOL HAS BECOME A TRULY SIGNIFICANT PART OF OUR UNIVERSITY. IN THE SPRING OF 2000 WE WILL GRADUATE OUR FIRST CLASS OF DOCTORS OF PHARMACY,,,,AND THE DEGREES THESE STUDENTS WILL BE AWARDED WILL CARRY THE NAME OF THE NESBITT SCHOOL OF PHARMACY AT WILKES UNIVERSITY IN HONOR OF ABRAM NESBITT II.

• EARLIER TODAY AT OUR BOARD MEETING THE FOLLOWING RESOLUTION WAS PASSED UNANIMOUSLY...

READ RESOLUTION

LADIES AND GENTLEMEN I AM HONORED TO INTRODUCE TO YOU A COUPLE WHO ARE TRULY MAKING A DIFFERENCE FOR STUDENTS AT WILKES UNIVERSITY.

GERADLINE NESBITT ORR AND HER HUSBAND BILL

**CNB TALKING POINTS
3PM CEREMONY 9-24-99**

- ACKNOWLEDGE AND RECOGNIZE BARBARA FARLEY AND BOB AND LIBBY CAPIN...THEY WILL BE SEATED IN THE FRONT ROW OF THE AUDIENCE.**
- SPECIAL AWARDS TO PAUL ADAMS AND PAUL O'HOP...THE AWARDS WILL BE LOCATED IN THE PODIUM (CONFIDENTIAL)**
- TALK ABOUT THE UNIVERSITY AS A WHOLE AND WHAT THE BUILDING MEANS TO THE ENTIRE CAMPUS...STUDENTS, FACULTY, STAFF, ADMINISTRATION AND THE COMMUNITY AT LARGE**
- WILKES TRADITIONAL ROLE IN THE COMMUNITY AND HOW THE BUILDING BLENDS INTO THAT ROLE**
- HOW WILKES IS MATURING AS WE REACH THE NEW MILLENNIUM AND HOW THE BUILDING FITS INTO THAT MATURITY**
- THANK THE COMMUNITY... BOTH THE WILKES COMMUNITY FOR THEIR GIFTS AND THE COMMUNITY AT LARGE FOR THEIR PATIENCE AS THE BUILDING WAS BUILT.**

Dear Campus Neighbor:

On Friday, September 24, Wilkes University will celebrate the grand opening of our new Student Union Building at 84 West South Street.

The celebrations will include a program in front of the building beginning at 3pm. To insure the safety of the public, our students and guests as they view the ceremonies, the City of Wilkes-Barre has agreed to close South Street from South River and South Franklin Streets from 12Noon until 5pm.

We apologize in advance for any inconvenience this arrangement may pose for you. We hope this information will help you plan your day on Friday. Should you have any questions we welcome your telephone calls. You can reach us by dialing 408-4100.

Sincerely,

Paul S. Adams
Dean of Student Affairs
and University College

CITY of WILKES-BARRE

Pennsylvania

Thomas D. McGroarty
Mayor



OFFICE OF THE MAYOR

40 East Market Street
Wilkes-Barre, Pa. 18711-0451
(570) 821-1170
Fax (570) 208-4101

September 23, 1999

Christopher N. Breiseth, President
Wilkes University
P.O. Box 111
Wilkes-Barre, PA 18766

Dear Chris:

It is my pleasure to inform you that West south Street (S. River to S. Franklin Street) will be closed from 12:00 noon to 5 P.M., on Friday, September 24, 1999, for the dedication of your new Student Union.

Captain Tom Merlie of the City's Police Department will be in charge of this task and can be reached at 826-8106, should you have any questions.

I appreciate your offer to notify all occupants of the buildings along West River Street in advance of the street's closure on Friday.

Congratulations to you and the Wilkes family for erecting such a magnificent structure that definitely enhances the aesthetic beauty of your campus, and, in turn, the City of Wilkes-Barre.

Sincerely,


Thomas D. McGroarty
Mayor

File: Wilkes University/Student Union

cc: Tom Merlie, Captain of Patrol
Jerry Cookus ✓



September 14, 1999

Mark Davis
Director
University Relations
Wilkes University
P.O. Box 111
Wilkes-Barre, PA 18766

Re: Bullet points for Ad Copy Re: Student Union Grand Opening

Dear Mark:

Please forgive the delay in responding to your request for our bullet points regarding grand opening "festivities". I was waiting on senior management's decision about including promotional products in ad copy. In order to meet your deadline, I wanted to give you generic text.

Call me if you have any questions or need to review text for length, clarity, etc. My work number is 800-552-3332, ext. 8059.

Pricing details are okay as stated. I'll touch base with you regarding insertion dates.

Thanks again for your immense help.

Sincerely,

Gail E. Rees
Vice President/Marketing

attachment

41 North Main Street • Carbondale • Pennsylvania • 18407-2399 • 570-282-2662
MEMBER FDIC

KRZ-Radio

437-Grand Opening Radio Script

The Student Union

Come join the Wilkes University Shoppe, located at Church Hall, for their spectacular Grand Opening event September 20th through the 23rd.

Special appearances by Slamin Sam of Champion DJ Service, the Clarence Spady Three Piece Blues Band, the Wilkes University Music Department, and the Grump and Tookey Bird mascots.

Enjoy free refreshments, daily discounts on clothing and gifts, and great giveaways from JanSport, MV Sport Champion and Snapple. Don't forget to enter our drawing on Thursday for fantastic prizes such as a color TV, a 21-speed mountain bike and a Sony Playstation.

Mark your calendar so you don't miss the fun! That's September 20th through the 23rd at the Wilkes University Shoppe, located at ~~187 South Franklin Street in Church Hall.~~

84 West South St

Bullet points for ad copy in *Times Leader* and *Citizen's Voice*
re: Wilkes University Student Union Grand Opening:

- ☐ **Wednesday, September 22 / 11:00 a.m.** - Pioneer American Bank sponsoring guest appearance of area author, James J. Keeler, D.P.A., lecturing on his new book, *Our Team! Insights from the Publicly Owned Scranton/Wilkes-Barre Red Barons*
- ☐ **Grand Opening, Thursday, September 23 / 10:00 a.m. to 5:30 p.m. / Ribbon cutting - 10:30 a.m.** —Pioneer American Bank's campus office
- ☐ **Live KRZ Radio Remote** ~~ 11:00 - 2:00
- ☐ **Money Mania Machine**~~ 11:00 - 2:00
- ☐ **Register for prizes:** Sharp 13" TV/VCR Combo ~ Sony CD/Radio/Cassette Recorder ~ Sony Portable CD Player
- ☐ **Refreshments ~ Give aways**
- ☐ **Check out their full curriculum of banking services.**

BANK LOGO
(Original w/PMS colors already
furnished)

Pioneer American Bank, N.A.
Wilkes University Campus Office
Inside Student Union Building
84 West South Street
Wilkes-Barre, PA 18766
(570) 821-1730

Equal Opportunity Lender





The Quandel Group, Inc.

Construction Managers
General Contractors

4755 Linglestown Road, Suite 201
Harrisburg, Pennsylvania 17112-0072
(717) 657-0909
Fax: (717) 652-6282
E-mail: quandel@compuserve.com
www.quandel.com

LETTER OF TRANSMITTAL

TO: Wilkes University
170 South Franklin Street
Wilkes-Barre, PA 18766

DATE: September 15, 1999

ATTN: Mr. Mark Davis
University Relations

RE: Quandel Logo

ENCLOSED PLEASE FIND THE FOLLOWING:

Quandel Logo

REMARKS:

Mark, enclosed is our logo – as requested.

THE QUANDEL GROUP, INC.

Karen Chimahusky
Office Manager

kc

Our Mission: We provide our clients with quality construction and management services, the success of which is measured by their level of satisfaction. By maintaining a climate of integrity, innovation and constant improvement, we ensure our empowered team the opportunity for personal growth and our stockholders a competitive return on investment.

5/8/98

✓ Vaughn

✓ Mark

✓ Camryn

X Alan

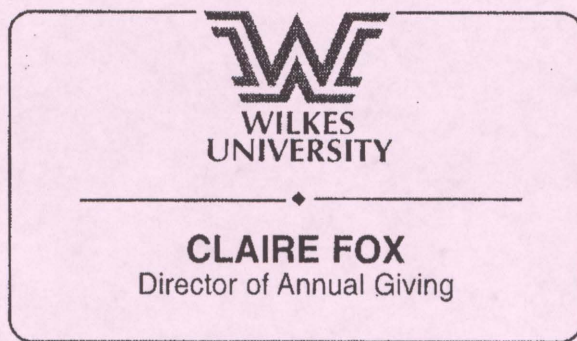
X Carol

X Todd

I like it. if anything, make name larger
Should the whole tag be larger?

Call Maria re:
making tag +
name larger.

Please give me your comments (below or on back) re: design
for permanent name tag for advancement staff.



Claire -
I would suggest (at least
for the men) that the tag
be made so there is an arm in
the back that allows the tag to be
positioned as a breast pocket of a suit coat.
I have a sample of one from PSU at home.
-Dodd

Claire -
Perhaps a little larger -
also I like Todd's
comments. It needs to be
large enough to be
easily placed in
a breast pocket.
Thank,
Mark

ATTN:
CLAIRE

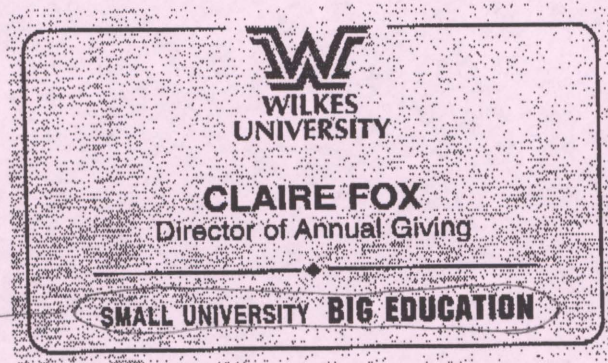
Let's use the
King's logo instead.

☺ -JAS

5-20-98
called Bravelli to get
standard sizes of
name tags

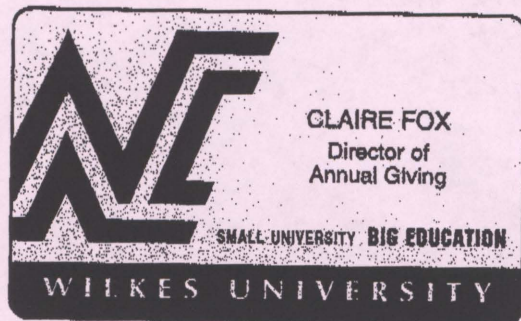
FROM : Projects By Design Corporation PHONE NO. : 717 825 0778

APR. 14 1998 03:34PM P1



Arthur
Davis

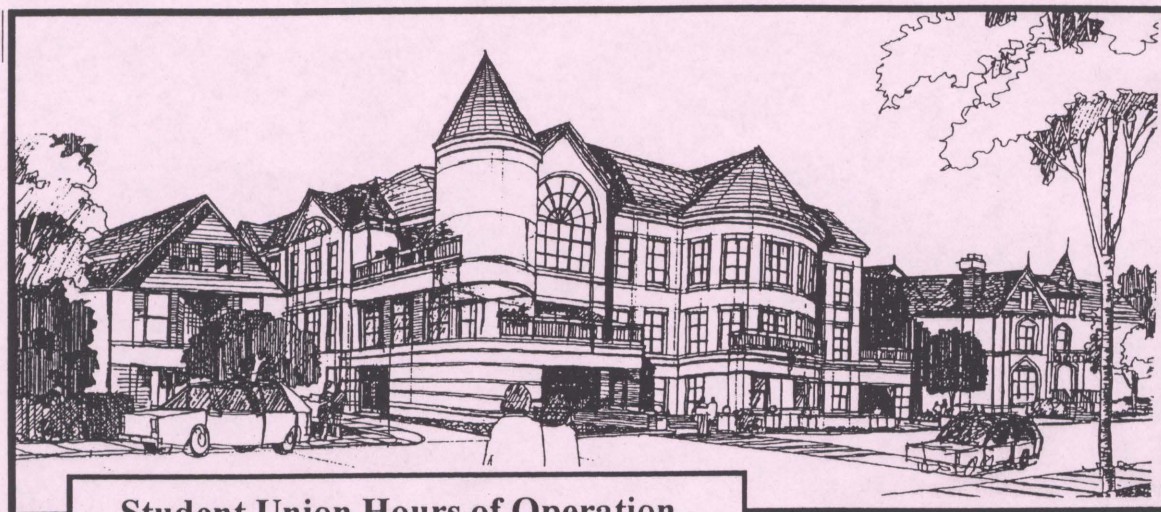
5/4/98 - called Jeff -
they will pull "small U,
big education"



4/6/98 —
Mona will create new
version w/ name in larger
font size.

ATTN: CLAIRE,

AS FAR AS I
CAN TELL, THIS
WAS THE LAST
VERSION OF BADGE.
WHO ARE WE GOING
TO TO PRODUCE
THESE?



Student Union Hours of Operation

Building

Monday through Thursday, 6:30 a.m. to midnight
 Friday, 6:30 a.m. to 1:00 a.m.
 Saturday, 9:00 a.m. to 1:00 a.m.
 Sunday, 9:00 a.m. to midnight

Food Service

(Dining Hall) Monday through Friday, Breakfast, 7:00 a.m. to 9:30 a.m.,
 Lunch, 10:30 a.m. to 1:15 p.m., Dinner, 4:30 p.m. to 6:30 p.m.
 Saturday and Sunday, Brunch, 9:30 a.m. to 12:30 p.m.,
 Dinner, 4:30 p.m. to 6:15 p.m.

(Snack Bar) Monday through Thursday, 7:00 a.m. to 11:00 p.m.
 Friday, 7:00 a.m. to 12:30 a.m.
 Saturday, 7:00 p.m. to 12:30 a.m.
 Sunday, 7:00 p.m. to 11:00 p.m.

Bookstore

Monday through Thursday, 8:30 a.m. to 6:30 p.m.
 Friday, 8:30 a.m. to 4:30 p.m.
 Saturday, 11:00 a.m. to 2:00 p.m.

Pioneer American Bank

Monday through Friday, 10:00 a.m. to 5:30 p.m.
 Saturday, TBA

Mailroom

Monday through Friday, 8:30 a.m. to 4:30 p.m.

X-Sender: davis@wilkes1.wilkes.edu
Mime-Version: 1.0
Date: Fri, 20 Aug 1999 16:00:58 -0400
To: pall@wilkes1.wilkes.edu, shinkus@wilkes1.wilkes.edu,
seitzing@wilkes1.wilkes.edu, antosh@wilkes1.wilkes.edu
From: Craig Davis <davis@wilkes.edu>
Subject: Dedication Planning Session Notes 8-19-99
Status:

FYI

>Dedication Planning Session Notes
>August 19, 1999
>
>· University Relations have located only 3 photographs of previous student
>centers. Paul Adams will help to find a picture of The Commons. We will
>have these made into 8x10 sized prints and frame them for the 3pm ceremony.
> After, they will be put into a collage to be hung in the Student Union.
>
>· Former Deans of Students and other dignitaries will be seated in a
>reserved area. They will be recognized during the ceremony.
>
>· The Collegians will not be able to perform due to lack of response.
>Jennie has suggested Wayne Walters for the evening program and Smooth
>Enough for the dedication ceremony. We will add them to the program when
>they are confirmed.
>
>
>· We went through the program in detail and outlined some speaking points
>for the participants. The program runs as follows:
>
>3pm Dedication Ceremony
>Bagpipers lead procession, continue to play until everyone is on stage.
>Immediately move to terrace above front door to get into place for the end
>of the program.
>Heather Tahan- does not participate in procession so that she is already on
>stage.
> Welcomes everyone
> Introduces person giving the invocation
>
>Invocation by member of Campus Interfaith
>
>Heather - speak about her experience on the committee and how they came to
>their decisions (travels, etc.)
> Introduces Mr. Gerald Moffat, Chairman of Wilkes University Board
>of Trustees
>
>Mr. Moffat- (will be scripted by Paul and Mark)
> -Mention Gene Roth
> -Commitment of the Board

- >-"Vision" they had
- >
- >Heather -thanks Mr. Moffat
- > -Introduces Carole Mancuso, Commuter Council President and Matt Sowcik,
- >S.G. President,
- > and Dr. Paul Adams, Dean of Student Affairs
- >
- >Carole- speaks about how this Student Union will give the commuters an
- >"anchor" of activity and will
- > give them an opportunity to interact more with the campus.
- >
- >Matt -speaks about how this building will give students opportunity to take
- >on more leadership roles
- > And, how this will affect programming of student activities
- >
- >Paul Adams- will acknowledge the past Deans and will also talk about the
- >photographs of the historic
- > buildings
- >
- >Heather- thank students and Dr. Adams
- > -Introduces Dr. Breiseth
- >
- >Dr. Breiseth - speaks about the maturing of campus, commitment to the
- >individual student, maintaining a
- > architectural integrity of the surrounding community, and how
- >this is a milestone event for
- > the campaign
- >
- >Heather - thanks Dr. Breiseth
- > -Introduces person giving Benediction
- > -Thanks Paul O'Hop and his staff, the architects, the contractors, etc.
- > -Introduces the persons taking part in the ribbon cutting
- >- Dr. Breiseth, Matt Sowcik, Gerald Moffat and Paul Adams
- >WHILE HEATHER IS THANKING PEOPLE AND INTRODUCING THE RIBBON CUTTING,
- >TWO
- >STUDENTS WILL RAISE THE RIBBON, WHICH WILL BE HUNG ON THE BOTTOM OF THE
- >STAGE, AND WILL HOLD THE ENDS OF THE RIBBON WHILE THE ACTUAL CUTTING IS
- >TAKING PLACE. WE WILL HAND OUT SCISSORS AT THIS TIME
- >
- >APPLAUSE, APPLAUSE, APPLAUSE!!!!
- >
- >
- >-Thanks everyone for coming and invites the guests to join us in the
- >building for refreshments and tours
- >
- >Bagpipers begin to play immediately after Heather finishes.
- >
- >
- >
- >John Wilkes Reception Program
- >
- >-C.J. Coplay -welcomes guests and says a little about his experience on the

- Printed for "Vaughn A. Shinkus" <shinkus@wilkes1.wilkes.edu>

X-Sender: pughlm@wilkes1.wilkes.edu
X-Priority: 2 (High)
Date: Wed, 22 Sep 1999 14:31:30 -0400
To: strunk@colonel.csc.wilkes.edu, jeffery@wilkes1.wilkes.edu,
gillbd@wilkes1.wilkes.edu, davis@wilkes1.wilkes.edu,
shinkus@wilkes1.wilkes.edu, antosh@wilkes1.wilkes.edu,
pall@wilkes1.wilkes.edu, fellsc@colonel.csc.wilkes.edu,
maculloc@wilkes1.wilkes.edu, matusea@wilkes1.wilkes.edu,
lahost@colonel.csc.wilkes.edu, janiceb@colonel.csc.wilkes.edu,
caront@colonel.csc.wilkes.edu, bullockj@colonel.csc.wilkes.edu
From: Lisa Pugh <pughlm@wilkes1.wilkes.edu>
Subject: Dedication
Mime-Version: 1.0
Status:

Hello everyone! It's crunch time! I want to thank everyone for their cooperation in making this event a success. Here's some additional information about the events for Friday as well as the order we will be using for the unveilings. I hope everyone has spoke to their donor. If there are any questions, please call me or e-mail me.

Please arrive to the Student Union at 1:30 on Friday. I will be there to give everyone directions if need be. Tim, you know what your to do, so meet me at 1:30 so that I can give you the balloons.

For the John Wilkes Reception, please arrive at 5:00 pm. It is scheduled to run until 8:00 pm. The formal program will start at 6:15 and will last approximately until 6:45. The unveilings will begin immediately following the program. An announcement will be made from the podium for the donors to now meet with their Wilkes host. It is important that you have contacted them ahead of time so they know who you are. You can then move to the donor's named area and "entertain" the donors as they wait for the President and the photographer to arrive at their spot. The order for the unveilings is as follows:

2ndA Savitz Lounge - Brian
3rdA Cuscela Dining Hall - Carol Fells
1st Hiscox Meeting Room - Jane
1st Tremayne Hearth - Jennie
1st Karambelas Atrium - Carol Maculloch
1st Ostrander Tower - Carol Fells
1st Roth Concourse - Leigh Ann

There will be no representative for the First Union Terrace.

Janice, Alida and Tim will be at the reception table and will be responsible for keeping the Campaign Tape running.

Well, it will be here and gone before we know it. Thanks for your help.

Thanks,
Lisa

X-Sender: pughlm@wilkes1.wilkes.edu

X-Priority: 1 (Highest)

Date: Fri, 24 Sep 1999 10:31:26 -0400

To: gillbd@wilkes1.wilkes.edu, davis@wilkes1.wilkes.edu,
antosh@wilkes1.wilkes.edu, shinkus@wilkes1.wilkes.edu,
pall@wilkes1.wilkes.edu, jeffery@wilkes1.wilkes.edu,
fellsc@colonel.csc.wilkes.edu, maculloc@wilkes1.wilkes.edu,
matusea@wilkes1.wilkes.edu, lahost@colonel.csc.wilkes.edu,
janiceb@colonel.csc.wilkes.edu, caront@colonel.csc.wilkes.edu,
bullockj@colonel.csc.wilkes.edu

From: Lisa Pugh <pughlm@wilkes1.wilkes.edu>

Subject: Who to look out for!!

Mime-Version: 1.0

Status:

Hi everyone! The big day has finally arrived. Here are the people who will have reserved seats. Please keep a look out for them.

Dr. and Mrs. Capin
Barbara Farley
Jane Lampe Groh & Al Groh
Mr. and Mrs. George Ralston
Mr & Mrs. Orr
Mrs. Breiseth

Thanks,
Lisa
Lisa M. Pugh
Coordinator of Special Events and Stewardship
Wilkes University
pughlm@wilkes1.wilkes.edu
Phone: (570)408-4306
Fax: (570)408-7813

Good afternoon everyone. My name is Heather Tahan. I am a senior Environmental Science and Elementary Education major and I would like to take this opportunity to welcome you to the Wilkes University student union building dedication.

At this time I would like to introduce a member of our campus interfaith, Gregory Collins, who will give the invocation. Will you all please rise.

Although I am the MC, I have the opportunity to speak to you (very briefly) on one my many great experiences that I have been given throughout my four years at Wilkes University. As one of two students, who served on the planning committee for the Student Union, I was able to take part in the generation of ideas for creating this remarkable building. Our ideas came from many different areas, one of which came from our travels. As a committee we set off to other schools (near and far) to see their student unions. It was during these times that we took extensive notes of what worked and what didn't work, what these schools wanted and what they didn't want and especially, what the students liked and what the students disliked. This is what was so wonderful about our planning committee, they always put the students first. There could have been many different designs for this building however, everything was done with the students in mind.

And this is exactly what Wilkes University is all about. The students come first and things are done with students in mind.

At this time, I would like to welcome Mr. Thomas McGroarty, mayor of the city of Wilkes-Barre, followed by Mr. Gerald Moffat, Chairman of the Wilkes University Board of Trustees.

Thank you Mayor McGroarty and Mr. Moffat. This building is very special to Wilkes University. Like no other building before, it will bring students together. To better understand the impact the Student Union will have on student life, I would now like to introduce, Carole Mancuso, President of Commuter Council, Matthew Sowcik, our Student Body President, and the Dean of Student Affairs and University College, Dr. Paul Adams.

As you can see, this building will be the center of activity on campus. Soon we will cut the ribbon and begin a new era at Wilkes University. But first, I am honored to introduce the person who's vision made this building possible, Dr. Christopher Breiseth, President of Wilkes University.

Thank you President Breisteth. Before we cut the ribbon, I would like to thank the many people that worked so hard to make this building what it is today.

Mr. Paul O'Hop, Vice President, Business Affairs and Auxiliary Enterprises and his staff for your endless time and countless efforts

The architects, Highland Associates, for their patience and creativity in the design of our building

The Quandel Group, our contractors, for making our dream a reality

As well as our corporate partners: Follet College Stores, Pioneer American Bank and Metz & Associates

Thank you all for a job well done!!!

And now, please stand for the benediction given by Jennifer Gattuso, a member of our campus interfaith and please remain standing for the ribbon cutting and the singing of our Wilkes University Alma Mater being performed by the Wilkes University chorus. The words to the Alma Mater can be found on the inside cover of the program.

ARE WE READY!!!! And now, Dr. Breiseth, Mr. Moffat, Dr. Adams, Matthew Sowcik and I will have the honor of cutting the ribbon to officially open the new student union.

Thank you all for coming. Please join us inside for refreshments and if you would like a guided tour, student ambassadors are available near the information desk or feel free to tour the building on your own. Thank you!!

As you can see, this building will be the center of activity on campus. Soon we will cut the ribbon and begin a new era at Wilkes University. But first, I am honored to introduce the person who's vision made this building possible, Dr. Christopher Breiseth, President of Wilkes University.

Wilkes University News

Fact Sheet

Grand Opening of Wilkes University's New \$7.7 Million Student Union

84 West South Street, Wilkes-Barre

Contact: Mark Davis 408-4770

- Construction Information:
Architectural Firm - Highland Associates, Clarks Summit, PA
Construction Team - 60 workers from Quandel, Inc., Harrisburg, Pa.
Foreman - Joe Bruchko
Groundbreaking - April 1998
Construction began - June 1998, completed, August 1999
- Specifications:
Cost - \$7.7 Million
Three-story, 48,000 square-foot, 48 rooms
- Amenities:
State-of-the-art Dining Commons that seats 400
Grab n' Go cafe
Food court patio
Full-Service Branch of Pioneer American Bank
Ballroom with stage and audio/visual room
Student lounge with stereo system and motorized large-screen TV
Bookstore, Managed by Follett College Stores
Mailroom, Meeting Rooms, Offices, Security Office, Reception Desk
- Aesthetic Details:
Atrium with skylight
Concourse
Exterior Terraces
Gas fireplaces

Wilkes University News

Alissa M. Antosh, Writer/Editor
University Relations Office
Wilkes-Barre, Pennsylvania 18766
Office (570) 408-4770 Fax (570) 408-7813
e-mail: antosh@wilkes1.wilkes.edu
website: <http://www.wilkes.edu>

Wilkes University Holds Grand Opening of New \$7.7 Million Student Union

Wilkes-Barre -- The crown jewel of the Wilkes University campus — its new \$7.7 million Student Union, 84 West South Street, Wilkes-Barre — was officially opened during a formal program and ribbon-cutting ceremony Friday.

More than 500 members of the Wilkes community and the public turned out for the hour-long historic event, which highlighted the significance of the new facility. Wilkes University President Dr. Christopher N. Breiseth provided an overview of what the new building means to the entire Wilkes campus, including students, faculty, staff, administration and the community at large.

"The Student Union symbolizes a new openness and progress that characterize Wilkes at the dawn of the 21st century," said Breiseth. "Positioned in the very center of campus and providing essential services for both commuter and residential students, the union brings us together as an educational community as never before."

-MORE-

1st Add: Wilkes Holds Grand Opening of Student Union

The three-story, 48,000 square-foot structure was carefully planned by a committee of Wilkes students, faculty, parents, administrators and trustees, who visited student centers at colleges in several states to determine what features should be included in the building. The best ideas were presented to the architectural firm Highland Associates, of Clarks Summit, and incorporated into the design. The construction group Quandel, Inc., of Harrisburg, turned the ideas into reality.

"As one of two students who served on the planning committee for the Student Union, I was able to take part in the generation of ideas for creating this remarkable building," said Heather Tahan, a senior Environmental Science and Elementary Education major from Wayne, N.J., who served as master of ceremonies for the opening. "There could have been many different designs for this building; however, everything was done with the students in mind. And, this is exactly what Wilkes University is all about. The students come first."

Following her remarks, Tahan introduced the other program speakers. Gerald A. Moffatt, Wilkes class of 1963, and chairman of the Board of Trustees, offered his appreciation to the many donors who made the building possible. Carole Mancuso, Commuter Council president, addressed the new opportunities the Student Union creates for commuter students, who now have a centralized site for studying and interacting with the campus community.

-MORE-

2nd Add: Wilkes Holds Grand Opening of New Student Union

Student Government President Matt Sowcik addressed how the building will affect the programming of student activities on campus.

Breiseth recognized past president Robert Capin, wife Libby, and Barbara Farley, daughter-in-law of Eugene S. Farley, the University's first president. Dr. Paul S. Adams, Dean, Student Affairs and University College, acknowledged former deans George Ralston and Jane Lampe-Groh.

The Student Union features 48 rooms, a state-of-the-art dining commons that seats 400 guests, a Grab N' Go cafe, a full-service branch of Pioneer American Bank, and a ballroom for social events.

The building also houses a student lounge with a stereo system and motorized large-screen TV, a bookstore, mailroom, meeting rooms, game rooms, and student activities club.

Aesthetically, a glass, triangular-shaped ceiling tops off a three-story atrium with skylight. Other amenities include two gas fireplaces, outdoor terraces overlooking West South Street, stairways lit with decorative sconces, and couches and love seats that provide areas for studying and socializing.

The Student Union is the latest in a series of construction and renovation efforts made possible through Wilkes University's "Endow the Future" Capital Campaign, which kicked off in September 1998. To date, more than \$22 million has been raised toward the \$30 million campaign goal.

###

092499

Wilkes-Barre's future is best seen on campus

Anyone who doubts the commitment and contribution of Wilkes-Barre's two institutions of higher learning to the city's rebirth should meet us one year from today at noon on West South Street.

If all goes as planned, Wilkes University will be putting the finishing touches on a new, \$7.5 million jewel of a student center that university President Christopher Breiseth promises will be "one of the warmest places in downtown."

The three-story building, with its turrets, fireplaces and a balcony overlooking the Susquehanna River will complement what is already one of the city's most beautiful neighborhoods.

Wilkes and King's College have taken some unfair heat lately, much of it from city hall, over their tax-exempt status. They take up too much land that could be producing tax dollars, the critics say. They eat up too many tax-supported services.

But such critics ignore how much each school has done for the city and the key role they will play in its future.

They forget the voluntary, annual \$40,700 donation each makes to the city. They disregard the money spent and the taxes paid by thousands of students, faculty and employees.

But, apart from economics, and even

more sadly, the critics ignore the fact that much of what is beautiful, literate and cultured in our city is centered on the two schools. John Updike has read to us on campus. The Ballet Northeast has danced "The Nutcracker" on campus. The Four Nations Ensemble has entertained us with Renaissance music on campus.

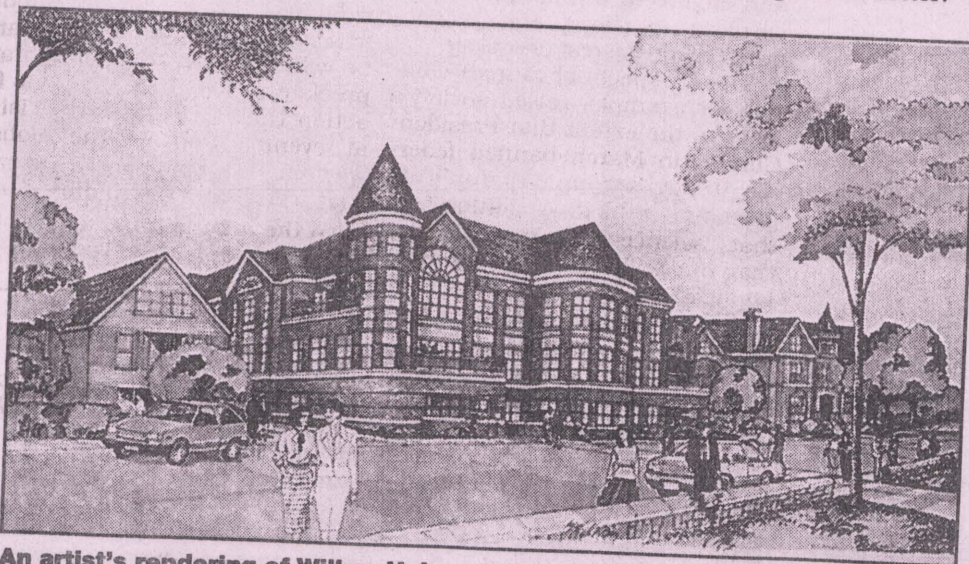
King's and Wilkes are also our city's most striking neighborhoods, full of stately brick and stone and dotted with old, rich homes put to new, scholarly uses.

The schools' critics may never have strolled about the handsome Wilkes campus on a late fall night with a faint swirl of snow in the air — one of the city's more charming walks.

They may never have dodged the hundreds of students darting between classes on a weekday afternoon at King's and wished that energy and bustle would somehow spill over into the city at large and transform it into a "college town."

They may never have done those things. But they should.

Or maybe they should just meet us one year from today at noon on West South Street and see one of the best parts of Wilkes-Barre get even better.



An artist's rendering of Wilkes University's new student center, scheduled to open in January 1999.

TL 12/21-97

CV 12/20-97

Schools & Colleges

Wilkes University selects design for student center

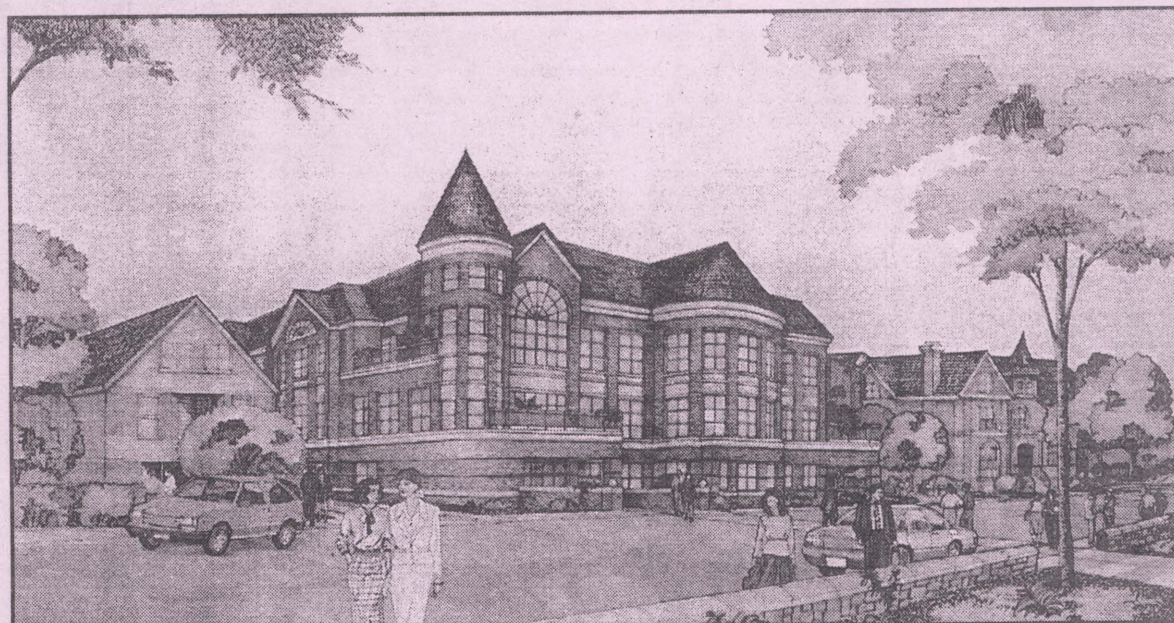
Wilkes University has selected the final design for a new \$7.5 million student center/dinning commons on West South Street in Wilkes-Barre. Groundbreaking is expected in the spring of 1998. The 48,000 square-foot center is the latest piece of a multi-million dollar campus expansion plan started in 1993. The architect for the project is Highland Associates of Clarks Summit.

"This student center/dining commons design is the result of thoughtful planning by our students, faculty, trustees, administrators and architects," said Wilkes president, Christopher N. Breiseth. "This is an exciting time for Wilkes students. They will have most of their extra-curricular

activities housed in one central state-of-the-art location."

"This is just the latest major investment the university is making to improve the quality of our downtown Wilkes-Barre campus. We are committed to improving the quality of student life both in and out of the classroom. This kind of major improvement makes the Wilkes campus even more beautiful and also benefits our immediate neighborhood, our city and our region," Breiseth added.

A committee of students, faculty, parents, administrators and trustees visited student centers at colleges and universities in several states to determine what features should be included in the new



Exterior of new Wilkes University student center/dining commons

center. The best ideas have been incorporated into the design.

The three-story building will feature 48 rooms, including a food court dining commons seating 400 students. In addition, students will have a cafe, bookstore, student government offices, meeting rooms, a larger dance/entertainment/movie area, information office, TV lounge, game rooms, bank, mail facility and a student activities club all under one roof. Amenities include a mall-like space on the first floor, a three-store atrium with skylight, two gas fireplaces and a patio with a balcony looking out over the Susquehanna River.

"We wanted to make sure the student needs were met, as well as the university's need to build a

center that compliments the architecture of our campus and our neighborhood. This design meets these goals," said Paul A. O'Hop, vice president of business affairs and auxiliary enterprises, who is supervising the project.

The student center design is by Highland Associates. In addition to the new Wilkes University student center and dining commons, Highland is currently developing designs for the new Scranton High School project.

STANDARD-SPEAKER

HAZLETON, PA
MONDAY 24,000
FEB 8 1999



BURRELLE'S

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EH
XX....



Wilkes University's \$7.7 million student center/dining commons is set to open for the fall semester. It is next to Bedford Hall on West South Street, Wilkes-Barre.

Wilkes student center will be ready for fall opening

Construction of Wilkes University's \$7.7 million student center/dining commons is on schedule, with 40 percent of the building completed.

The center, next to Bedford Hall on West South Street in Wilkes-Barre, will open its doors to students, faculty, staff, and administration for the fall semester.

Quandel Group Inc., the center's construction team, is

installing elevated concrete floors, plumbing, duct work for the heating system, interior stairs, and rough electrical work.

The state-of-the-art facility will become the central hub for students gathering for study and entertainment. The three-story, 48,000-square-foot building will house 48 rooms including a food court dining commons to accommodate 400 students. It will also contain a cafe, bookstore, campus post office, game rooms, student government offices, meeting facilities, entertainment area, information office, TV lounge, and a Pioneer American full-service bank.

The center is the crown jewel of the \$30 million "Endow the Future" capital campaign, which kicked off in September. Gifts from alumni and friends to the campaign help support capital projects like the center, scholarships through the annual fund, and the endowment fund.

Wilkes, Misericordia add facilities

HA 2-T.L. 9-25-99



The Times Leader/DON CAREY

Above, Sister Catherine McGroarty, president of the Sisters of Mercy Dallas Regional Community, speaks during Friday's dedication of the new Mary Kintz Bevevino Library at College Misericordia in Dallas Township. The building is named after a Misericordia alumnus who served on the school's Board of Trustees. The dedication also marked the college's 75 anniversary.

At right, Wilkes University on Friday officially opened its new \$7.7 million Student Union on South Street. More than 500 members of the university community and the public turned out for the hourlong event in Wilkes-Barre.

The three-story, 48,000-square-foot structure was planned by a committee of Wilkes students, faculty, parents, administrators and trustees.

Participating in the ribbon-cutting are:

Heather Tahan, Mayor Tom McGroarty, Gerald Moffat, chairman of the Board of Trustees, Dr. Christopher Breiseth, president of Wilkes University, Dr. Paul Adams, dean of student affairs, Matthew Sowcik, student government president.



The Times Leader/FRED ADAMS

Wilkes University dedicates new Student Union building

By Kevin Donlin
Citizens' Voice Staff Writer

C.V.
9-25-99

The Wilkes University community gathered Friday for the official grand opening of its new Student Union building, a structure being hailed as the campus' new "center of activity."

The \$7.7 million project resulted in a three-story, 48,000-square foot building located on West South Street in the heart of the Wilkes University campus. Groundbreaking for the new building was held April 1998, construction began June 1998 and construction was completed this August.

The structure features state-of-the-art dining commons, a grab n' go cafe, food court patio, a full-service branch of Pioneer American Bank, a ballroom with stage and audio/visual room, a student lounge, bookstore, mailroom, and meeting rooms.

The building was designed by Highland Associates, Clarks Summit, and built by Quandel Inc., Harrisburg.

Wilkes University president Dr. Christopher Breiseth said the new structure represented the college's maturation as it enters 2000.

"A building like this really draws us all together," Breiseth said. "This is a building which unites us all as the Wilkes family."

Breiseth noted the new building was a significant and final step in the revitalization of a two-block area of the downtown. He pointed to the campus' expansion throughout the area from Northampton to Ross streets and from South River

to South Franklin streets.

Wilkes-Barre Mayor Tom McGroarty agreed, calling Friday "a landmark day for Wilkes University and the City of Wilkes-Barre" and describing the project as "a \$7.7 million investment in the downtown."

Heather Tahan, a member of the Class of 2000, served as a member of the planning committee on the Student Union building project. She said part of the planning process included traveling to other schools to see what worked and what didn't work.

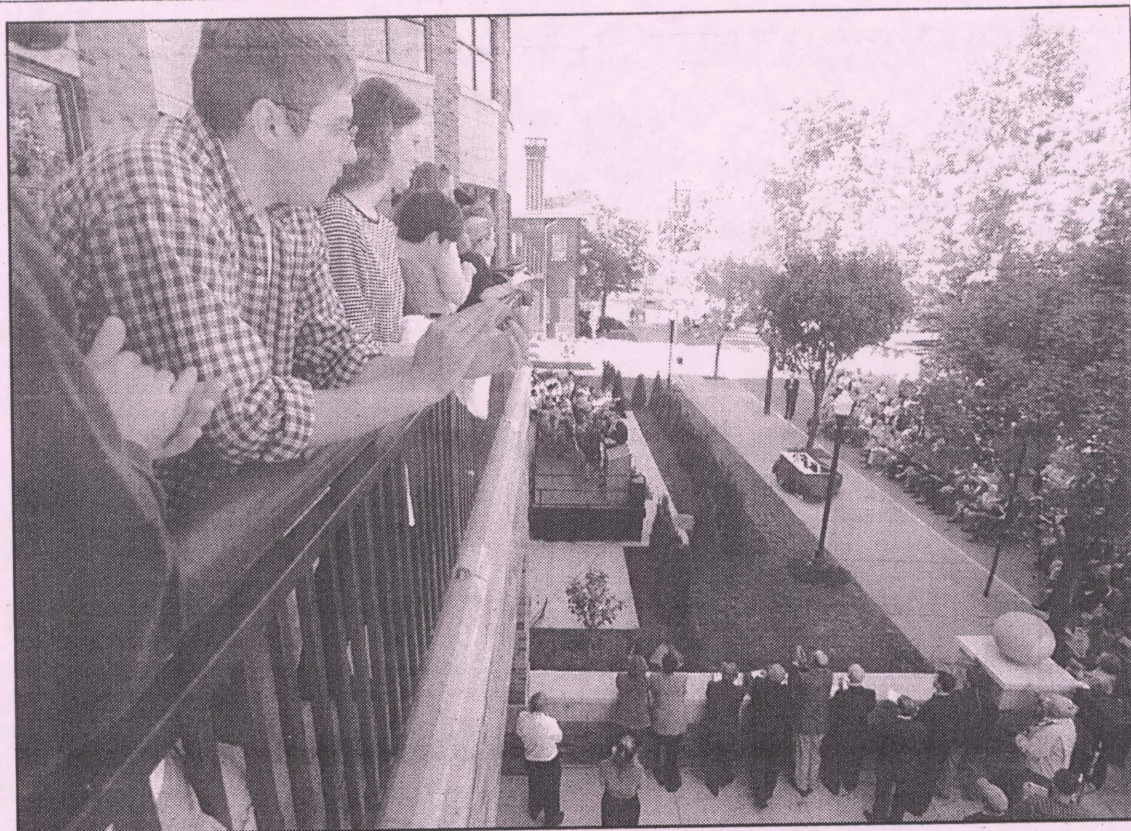
"This is what was so wonderful about our planning committee, they always put the students first," Tahan told the crowd of approximately 500. "Everything was done with the students in mind. And this is exactly what Wilkes University is all about."

Gerald Moffett, chairman of the Wilkes University board of trustees, flashed back to the summer of 1997, when the board faced two critical decisions — whether to build a new student union building and determining how big a building to construct.

"The university has reaffirmed its commitment to Wilkes-Barre and the Wyoming Valley by build-

See WILKES, page 43

Jeanie



Students, guests watch dedication ceremonies

Wilkes

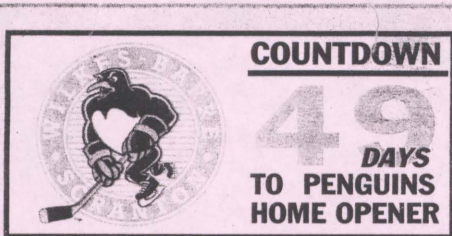
from page 3

building this magnificent structure," Moffett said proudly.

Dr. Paul Adams, a 1977 graduate of the university and current dean of student affairs, described the project as a team effort. From the students who inspired it, the donors who financed it, the engineers who designed it, to the builders who constructed it, Adams recognized all involved.

"As the campus has matured, we've enjoyed the ability to build these structures with their intended purpose in mind," Adams said, making reference to the old method of adapting buildings to particular uses long after they were built.

The Student Union is the latest in a series of construction and renovation efforts made possible through Wilkes University's "Endow the Future" Capital Campaign, which kicked off September 1998. To date, more than \$22 million has been raised toward the \$30 million campaign goal.



**Penguins win
exhibition opener;
beat Crunch, 3-1**

...p. 67



High school grid results...p. 66



Becoming Mostly
Sunny, Pleasant
Weather, page 20

THE CITIZENS' VOICE

80 Pages

SINGLE COPY

50¢

www.citizensvoice.com

Wilkes-Barre, PA

SATURDAY

September 25, 1999



Citizens' Voice/Jimmy May

Wilkes dedicates new Student Union building

Wilkes University dedicated its new \$7.7 million Student Union building on West South Street Friday.

Taking part from left, are Gerald Moffatt, chairman, Wilkes board of trustees; President Dr. Christopher Breiseth, Dr. Paul Adams, dean of student affairs, and Jennifer Gattuso, Campus Interfaith.

Details on page 3.

STANDARD - SPEAKER

HAZLETON, PA
TUESDAY 24,000
MAY 11 1999



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Wilkes students preview new building

Students from Wilkes University's programming board recently previewed the crown jewel of the campus - the school's new, 48,000-square-foot, \$7.7 million Student Center/Dining Commons, set to open for the fall semester.

Joseph Bruchko, foreman for

the construction team Quandel Group Inc., led students and administrators on a tour of the three-story building. Since the programming board will plan events such as comedy and movie shows, concerts, and novelty acts in the center, they focused on construction of the ballroom area, TV lounge, and student organization office.

The all-inclusive center will function as a gathering place for students. It will feature 48 rooms, including a food court dining commons that will seat 400 students. In addition, it will contain a cafe, bookstore, student activities club, game and meeting rooms, mail facility, information office, and a full service branch of Pioneer American Bank.

The student center is one of many capital projects that are part of the university's current \$30 million "Endow the Future" capital campaign. To date, Wilkes has raised more than \$17.3 million toward the goal.

"The center reinforces the commitment that has always been primary at Wilkes: That the student is at the center of all we do," said Dr. Christopher N. Breiseth, president of Wilkes. "Throughout its history, BUJC, Wilkes College and now Wilkes University has had a major challenge in giving the commuter student the same high quality experience enjoyed by residential students. The student center is going to bring these two parts of the student body together for the first time."



DATE: April 27, 1999
TO: Wilkes Community
FROM: Donna M. Thornton, Student Activities Coordinator
RE: Student Center

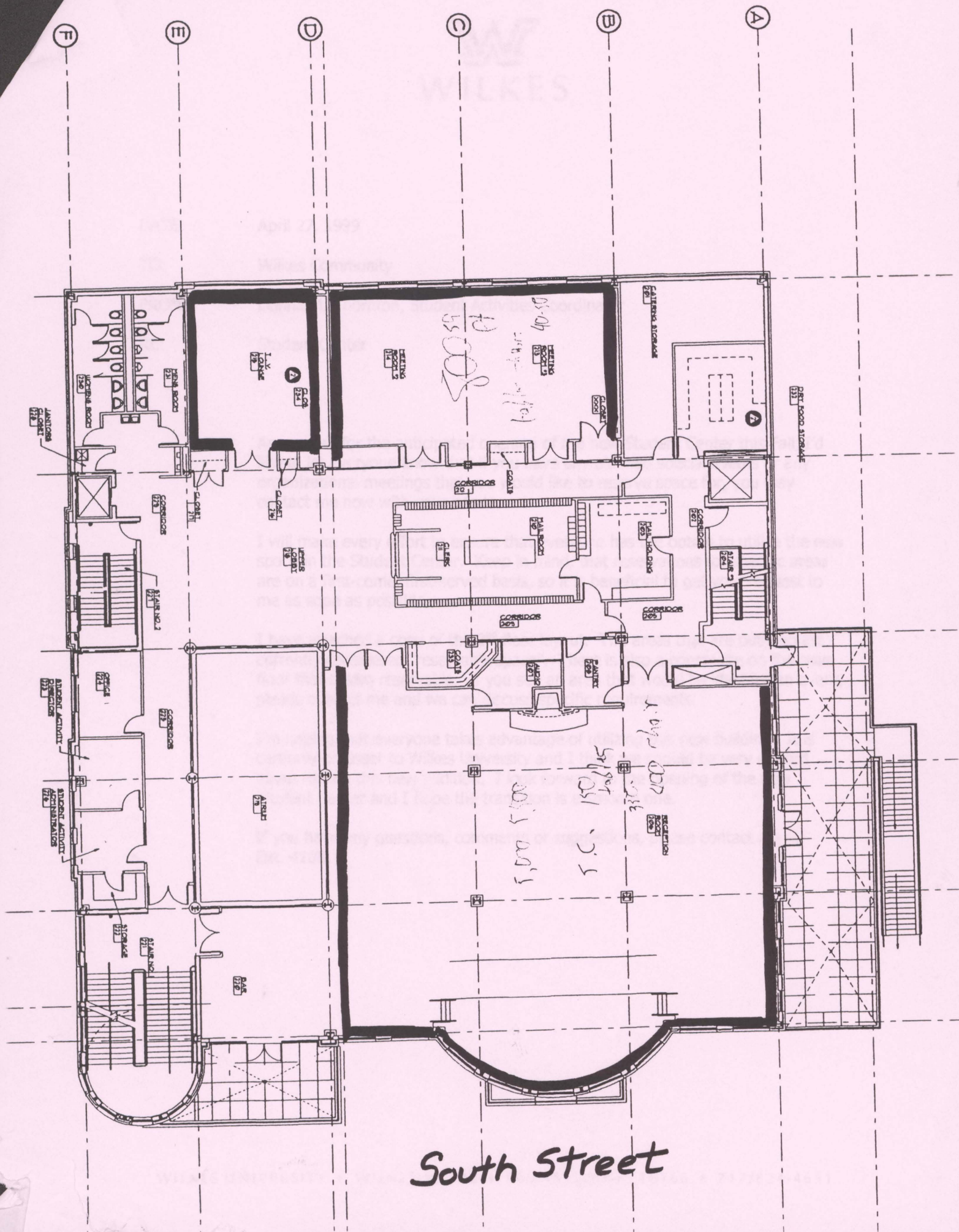
As we wait for the anticipated opening of the new Student Center this Fall, I'd like to let everyone know that if you have any planned special events or any organizational meetings that you would like to reserve space for, you may contact me now with your needs.

I will make every effort to ensure that everyone has the option to utilize the new space in the Student Center. Keep in mind, that reservations for specific areas are on a first-come, first-served basis, so it is beneficial to get your request to me as soon as possible.

I have attached a copy of the 2nd floor layout. The areas that are outlined are currently considered "reservable space". There is also a concourse on the main floor that is also reservable. If you see an area that would be ideal for an event, please contact me and we can discuss specific requirements.

I'm hoping that everyone takes advantage of utilizing this new building. It is certainly an asset to Wilkes University and I think we should be very excited about having this new addition. I look forward to the opening of the new Student Center and I hope the transition is a smooth one.

If you have any questions, comments or suggestions, please contact me at Ext. 4108.



The Scranton Times 9-25-99

Wilkes and Misericordia Open Major Additions

College Misericordia dedicates a \$7 million library on the same day Wilkes University unveils its \$7.7 million Student Union Building.

BY KRISTIN WINTERMANTEL
THE SCRANTON TIMES

Two Luzerne County colleges opened new facilities on their campuses Friday, marking more than \$14 million in investments in higher education.

Wilkes University opened what it termed the "crown jewel" of its campus, on 84 W. South St., Wilkes-Barre, while College Misericordia in Dallas dedicated its first free-standing library building while celebrating its 75th anniversary on the same day.

Hundreds of administrators, faculty, students and local dignitaries gathered first at the Misericordia campus Friday morning, for an outdoor Mass and a ceremony to dedicate the \$7 million library.

"This library is a gift to College Misericordia from many of you in this audience," Misericordia President Michael MacDowell said. "It is also a gift from this college to the community, for it is open to all who live in the Back Mountain area...It also reminds us that while libraries are indeed books, they are also buildings."

Louis T. Alesi, chairman of the board of trustees, noted that Misericordia was the first four-year college in Luzerne County.

He said that by opening it on Sept. 24, 1924, the Sisters of Mercy made it possible for many area women to receive college educations. The college is now co-educational.

The new library is a three-story, 37,500-square-foot building designed by the nationally known architectural firm of Bohlin Cywinski Jackson in Wilkes-Barre.

College spokeswoman Gail Smallwood said the facility contains state-of-the-art computer cataloging equipment, local access networks, a CD-ROM network, and some 125,000 books and materials.

The building is named for Mary Kintz Bevevino of Dallas, who received a bachelor's degree in English in 1987 from the school and later served on its board of trustees. A dedicated mother and community volunteer, she had loved books and spent many hours in Misericordia's former library, which was housed within another building.

The library was funded through the college's \$10 million capital campaign, which exceeded its goal and ended in the fall of 1998.

Also new this fall at Misericordia is a new amphitheater that was made possible through the support of First Union Bank.

On Friday afternoon, attention turned across the Susquehanna River, over to Wilkes University, which opened its new \$7.7 million Student Union Building.

University President Christopher Breiseth said the new building is located at the center of

campus and provides essential services for both commuter and residential services.

Those services include a dining commons, a snack cafe, a full-service branch of Pioneer American Bank, a student lounge with stereo system and large-screen television, a student activities club, bookstore, game rooms, meeting rooms and a ballroom.

Other amenities to the traditional red brick building include gas fireplaces, outdoor terraces and a three-story atrium with skylights.

"This student union brings us together as an educational community as never before," Dr. Breiseth said.

Commuter Council President Carole Mancuso said commuter students will now have a centralized site for studying and interacting with the campus community. Student government President Matt Sowcik said the building will improve the programming of student activities on campus.

During the design process, a committee of students, parents, faculty and administrators visited student centers at colleges in several states to determine what features should be included in the building. They presented the best ideas to the architectural firm Highland Associates, which incorporated them into the design.

Wilkes' Student Union is the latest in a series of construction and renovation projects that were funded through the university's \$30 million capital campaign, which kicked off in September 1998.

C.V. 9-16-99

Schools & Colleges

Wilkes University dedicates new student union center Sept. 24

Wilkes University President Dr. Christopher N. Breiseth invites the public to the outdoor Dedication/Ribbon Cutting Ceremony and formal program for the school's new \$7.7 million Student

Union, on Friday, September 24, 1999, 3 p.m., 84 West South Street, Wilkes-Barre. The hour-long program will highlight the past, present and future of Wilkes. After a band of bagpipe players lead the

procession to the stage area, Heather Tahan, a fifth-year senior Education major from Wayne, N.J., will serve as Master of Ceremonies. She will also speak of her experience as one of the two students on Student Union Planning Committee.

Gerald A. Moffatt, Wilkes Class of 1963 and Chairman of the Board of Trustees, will talk of the board's vision for and commitment to the Student Union and Wilkes. Carole Mancuso, Commuter Council president, will highlight how the new facility now serves as the anchor of

activity for commuter students and the opportunities currently available to them, including more interaction time with the campus.

Matt Sowcik, Student Government president, will show how the building gives students the chance to take on more leadership roles and how it will affect programming of student activities.

Dr. Paul S. Adams, Dean, Student Affairs and University College, will acknowledge the past Deans of the school. He will also display photographs of the historic buildings

that served as temporary student centers since the days of Wilkes's predecessor - Bucknell University Junior College. Breiseth will comment on the maturing of campus, the commitment to the individual student, the importance of maintaining the architectural integrity of the surrounding community, and the significance of this milestone for the current "Endow the Future" Capital Campaign.

Breiseth, Sowcik, Moffatt and Adams will participate in the ribbon-cutting. After Tahan invites everyone into the Student Union for tours and refreshments, the bagpipe players will close the program.

Wilkes to dedicate new building tomorrow

Wilkes University President Christopher N. Breiseth invites the public to the outdoor dedication/ribbon-cutting ceremony and formal program for the school's new \$7.7 million Student Union, at 3 p.m. Friday at 84 W. South St., Wilkes-Barre.

The hour-long program will highlight the past, present and future of Wilkes. After a band of bagpipe players lead the procession to the stage area, Heather Tahan, a fifth-year senior education major from Wayne, N.J., will serve as mas-

ter of ceremonies. She will speak of her experience as one of the two students on Student Union Planning Committee.

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them, including more interaction time with the campus.

Matt Sowcik, student government president, will show how the building gives students the chance to take on more leadership roles and how it will affect programming of student activities.

Paul S. Adams, dean of student affairs, will acknowledge past deans. He will also display photographs of the historic buildings that served as temporary student centers since the days of Wilkes's predeces-

sor — Bucknell University Jr. College.

Breiseth will comment on the maturing of campus, the commitment to the individual student, the importance of maintaining the architectural integrity of the surrounding community, and the significance of this milestone for the current "Endow the Future" capital campaign.

Everyone is invited into the Student Union for tours and refreshments. The bagpipe players will close the program.

W-B T.L. 9-23-99

STANDARD-SPEAKER

HAZLETON, PA
SATURDAY 24,000
OCT 2 1999



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Wilkes dedicates student union center

The crown jewel of the Wilkes University campus – its new \$7.7 million Student Union, 84 West South Street, Wilkes-Barre – was officially opened during a formal program and ribbon-cutting ceremony Friday.

More than 500 members of the Wilkes community and the public turned out for the hour-long historic event, which highlighted the significance of the new facility. Wilkes University President Dr. Christopher N. Breiseth provided an overview of what the new building means to the entire Wilkes campus, including students, faculty, staff, administration and the community at large.

"The Student Union symbolizes a new openness and progress that characterize Wilkes at the dawn of the 21st century," said Breiseth. "Positioned in the very center of campus and providing essential services for both commuter and residential students, the union brings us together as an educational community as never before."

The three-story, 48,000 square-foot structure was carefully planned by a committee of Wilkes students, faculty, parents, administrators and trustees, who visited student centers at colleges in several states to determine what features should be included in the building. The best ideas were presented to the architectural firm Highland Associates, of Clark Summit, and incorporated into reality.

"As one of two students who served on the planning committee for the Student Union, I was able to take part in the generation of ideas for creating this remarkable building," said Heather Tahan, a senior Environmental Science and elementary Education major from Wayne, NJ, who served as master of ceremonies for the opening. "There could have been many different designs for this building; however, everything was done with the students in mind. And, this is exactly what Wilkes University is all about. The students come first."

Following her remarks, Tahan introduced the other program speakers. Gerald A. Moffatt, Wilkes class of 1963, and chairman of the Board of Trustees, offered his appreciation to the many donors who made the building possible. Carole Mancuso, Commuter Council President, addressed the new opportunities the Student Union creates for commuter students, who now have a centralized sit for studying and interacting with the campus community. Student Government President Matt Sowick addressed how the building will affect the programming of student activities on campus.

Breiseth recognized past President Robert Capin, wife Libby, and Barbara Farley, daughter-in-law of Eugene S. Farley, the University's first president. Dr. Paul S. Adams, Dean, Student Affairs and University College acknowledged former deans George Ralston and Jane Lampe-Groh.

The Student Union features 48 rooms, a state-of-the-art dining

commons that seats 400 guests, a Grab N' Go cafe, a full-service branch of Pioneer American Bank, and a ballroom for social events.

The building also houses a student lounge with a stereo system and motorized large-screen TV, a bookstore, mailroom, meeting rooms, game rooms, and student activities club.

Aesthetically, a glass, triangular-shaped ceiling tops off a three-story atrium with skylight. Other amenities include two gas fireplaces, outdoor terraces overlooking West South Street, stairways lit with decorative sconces, and couches and love seats that provide areas for studying and socializing.

The Student Union is the latest in a series of construction and renovation efforts made possible through Wilkes University's "Endow the Future" Capital Campaign, which kicked off in September 1998. To date, more than \$22 million has been raised toward the \$30 million campaign goal.

T.L. 9-22-99



The TimesLeader/
DON CAREY
The new, \$7.7 million Wilkes University Student Union building includes a food court, dining room, cafe and bookstore.

Colleges to unveil new buildings

■ *Wilkes University and College Misericordia will dedicate facilities that have been years in the planning and building.*

By M. PAUL JACKSON

Times Leader Staff Writer

For Wilkes University and College Misericordia, Friday is dedication day.

The two schools will unveil their new buildings, each paying tribute to projects begun more than three years ago.

At Wilkes, the school will hold a dedication ceremony for its student union. The \$7.7 million building, built by Guandel Group Inc. of Wilkes-Barre, will centralize many student activities on campus, officials said.

"I think Wilkes has always had gathering places for students that have kind of been scattered around the campus," said Paul Adams, dean of student affairs. "We finally came to the realization that we needed to consolidate those services to one central location."

The school will hold its ceremony in front of the new building at 3 p.m. South Street from Franklin to South River Street in Wilkes-Barre will be closed from noon to 5 p.m.

The student union, located at 84 W. South St., is a three-story, 48,000 square-foot building that took about three years to complete, said university spokesman Mark Davis.

It will house 48 rooms, including a food-court dining room, cafe, bookstore, student government offices and ballroom. "This involved students and faculty, looking at what they wanted in a new student union building," Davis said.

The ceremony will include a program highlighting the university's 65-year history and several speakers who will discuss the impact of the new building.

College Misericordia in Dallas Township will hold its dedication ceremony in honor of its 75th anniversary, school officials announced.

The school will celebrate the anniversary with the dedication of the new Mary Kintz Bevevino Library, said spokeswoman Gail Smallwood. The \$7 million library replaces the old library, which had been located on the second-floor of the administration building for more than 70 years.

On Friday, students, faculty, staff and invited guests will attend an Anniversary Mass, followed by the library dedication and a self-guided tour, she said.

On Saturday, the college will celebrate Founder's Day with a series of community service projects. Alumni are invited to join the college community to work with local charities from 10 a.m.-1 p.m., followed by a picnic lunch on campus and a Founder's Day mass at 4 p.m.

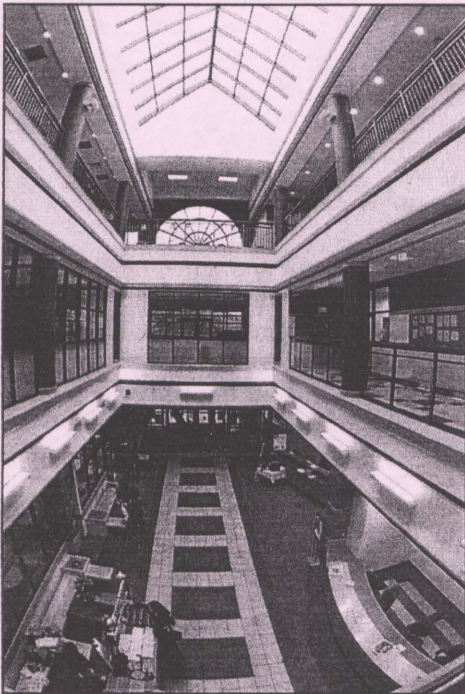
The three-story, 37,000 square-foot library is named for Mary Kintz Bevevino, a 1987 graduate, who served on the college's board of trustees. Bevevino, who died in 1993, had spent a great deal of time in the library, Smallwood said.

"Because she spent so much time there, she realized how much she needed a new library," she said. "She wanted to make a gift to the college."

Her son, John, is scheduled to speak, Smallwood said.

The building, which is open to the public, was designed by Bohlin, Cywinski and Jackson in Wilkes-Barre. It contains about 125,000 books and materials.

It also contains the Catherine Evans McGowan Center, a 1,600-square-foot multipurpose conference and seminar space.



The Times Leader/DON CAREY
The new student union for Wilkes University will be unveiled during a dedication ceremony Friday.

"Brothers Sing On"

"Nothin' like a Dame"

July 25, 1999

The Wilkes Collegians

"To The Inn"

COLLEGIANS INVITED TO SING AT DEDICATION OF NEW STUDENT UNION BUILDING:

We have been invited by the University to sing at the reception program following the dedication of the of the New Student Union Building Friday September 24, 1999.

If we accept, we will combine the performance with "Rehearsal II" we had tentatively planned for Homecoming this year, and hold our dinner on Saturday night. The "Commission" and the "Collegians Online" think this is an "offer we can't refuse."

This will be a public performance. We will need two days of rehearsal. Our performance last fall was good, but lacked "public polish". We will have morning and afternoon rehearsals on Wednesday [the 22nd] and Thursday and Friday morning.

If you can't make all the rehearsals you can sing the gig if you can make the Thursday afternoon and Friday rehearsals and know the music. [we will send it out a couple of weeks ahead] We will do 4-5 numbers mostly from last year's repertoire. However, everyone sings at the dinner

Saturday night.

If you didn't come to last year's "Rehearsal" you might like to know that some of us were apprehensive about returning after forty years. The experience of rehearsing and singing together again, erased them and singing again for George Ralston, Al Groh, John Reese, Dr Reif, Welton Farrar and John Chwalek was very moving; for them as well as us. We hope you can join this one.

If you can attend fill in the form below and send it to Jennie Bullock in the enclosed envelope.

If you can attend, in addition to sending the form, to Jennie, please call me ASAP and leave a message to tell me what rehearsals you can attend.

Brothers Sing On

Sam, for "The Commission"
HCR 02, BOX 103, SYRIA VA 22743
H-540-923-4415; Fax 1-540-923-4116
EMAIL: samscram@ns.gemlink.com

ch spelling
Chwalek

Collegians- "Rehearsal II" and Student Union Dedication

Name _____ Add.: _____

Phone: _____ email: _____ Fax: _____

I will ___ can't ___ attend. I'll make the following rehearsals: [check the ones you can attend]

Wednesday; am ___ pm ___; Thursday; am ___ pm ___; Friday am ___.

Singing Voice: Tenor ___; 2dTenor ___; Baritone ___; Bass: ___.

Wilkes University News

Alissa M. Antosh, Writer/Editor
University Relations Office
Wilkes-Barre, Pennsylvania 18766
Office (570) 408-4770 Fax (570) 408-7813
e-mail: antosh@wilkes1.wilkes.edu

Wilkes University Tip Sheet

August

Opening Weekend:

Friday, the 27th

Freshmen Move-In Day

Incoming freshmen move into residence halls

William L. Evans Hall

Corner of (110) South River Street
and West Northampton Street

1 - 3 p.m.

Personal Finance Workshop

Students In Free Enterprise (SIFE) teaches freshmen
how to properly take financial responsibility
through skits and role-playing:

- (1) budgeting money as a college student
- (2) the lure of the credit card

Rite Aid Auditorium

(Room 101 of the Stark Learning Center)
150-180 South River Street, Wilkes-Barre

7:30 - 8:45 p.m.

Saturday, the 28th

Freshmen Volunteer Service Day

Wilkes students account for 20,000 hours of community service in the Wilkes-Barre area each year. The office of Campus Interfaith and Volunteer Services will introduce the freshmen to this level of commitment, which not only directly helps those in need, but provides valuable lessons to student participants in gaining an understanding of their ability to improve society while in school and throughout life.

Various locations throughout Wilkes-Barre

1 - 4 p.m.

Saturday, the 28th

The Wilkes University Entrepreneurial Experience

Approximately 250 high school students representing 50 school districts in seven counties will compete in a challenging, one-day event which allows students to become entrepreneurs.

Monday, the 30th

Classes Start

8 a.m.

The teams of 10 students will create a company or product and devise a mini business plan for it. Judges will participate in a

"Bidding War," using pretend money to purchase the best company or product. The project attracting the most investment dollars will win.

September

Tuesday, the 7th

Penn State Hershey Medical Press Conference

(More Information to Follow)

Arnaud C. Marts Sports & Conference Center

Room 214

11 a.m.

Thursday, the 9th

Club Day/Community Service Fair

Encouraging student participation in campus and community events, 50 Wilkes student clubs and community service agencies will be represented at the annual outdoor, carnival-style event.

Fenner Quadrangle

11 a.m. - 1 p.m.

Sunday, the 19th

Concert: *Better than Ezra* and *Six Pence None the Richer*

Henry Gymnasium in the Marts Center

Concert begins at 7 p.m., Doors open at 6 p.m.

Tickets available through Ticketmaster - \$19 General Admission

For more information, contact University Relations at 408-4772.

Friday, the 24th

Dedication of Student Union Building

The entire Wilkes community will celebrate the public dedication of the University's new \$7.7 million Student Union.

An elaborate program and ribbon cutting ceremony is planned.

84 West South Street, Wilkes-Barre

3 p.m.

Alissa M. Antosh, Writer/Editor

University Relations Office

Wilkes-Barre, Pennsylvania 18766

Office (570) 408-4770 Fax (570) 408-2813

e-mail: antosh@wilkes.edu

Saturday, the 25th

The Wilkes University Entrepreneurial Experience

Approximately 250 high school students representing 50 school districts in seven counties will compete in this challenging, one-day event which allows students to become entrepreneurs.

The teams of 10 students will create a company or product and devise a mini business plan for it. Judges will participate in a "Bidding War," using pretend money to purchase the best company or product. The project attracting the most investment dollars will win.

Various campus locations

8:30 a.m. - 4 p.m.

Opening Weekend:

Friday, the 27th

Freshmen Move-In Day

Incoming freshmen move into residence halls

William L. Evans Hall

Corner of (110) South River Street

and West Northampton Street

1 - 3 p.m.

Personal Finance Workshop

Students in Free Enterprise (SIFE) teaches freshmen how to properly take financial responsibility through skits and role-playing:

(1) budgeting money as a college student

(2) the lure of the credit card

Rite Aid Auditorium

(Room 101 of the Stark Learning Center)

150-180 South River Street, Wilkes-Barre

7:30 - 8:45 p.m.

**WILKES UNIVERSITY
..... CELEBRATES
THE DEDICATION OF
WILKES UNIVERSITY
STUDENT CENTER**

**98.5
KRZ
107.9 KRF**

SITUATION

**WILKES UNIVERSITY
..... CELEBRATES
ON THE DEDICATION OF
WILKES UNIVERSITY
STUDENT CENTER**

The new Student Center will be
debuted in September and a BIG
community celebration is in order!

Presented To:
Mark Davis
Public Relations Director

Presented By:
Susan Hughes
General Sales Manager



June 15, 1999

SITUATION

Wilkes University is once again 
ON THE GROW!

1. Students & Prospective Students

The new Student Center will be
debuted in September and a **BIG**
community celebration is in order!

3. Parents & Friends

4. Community Leaders

OBJECTIVE

Let's "*SHOUT OUT*" the good news to

1. Students & Prospective Students

2. Alumni

3. Parents & Friends

4. Community Leaders

**HOW CAN WILKES UNIVERSITY BEST
ACCOMPLISH THIS?**

Use 98.5 KRZ the

KRZ talks to more adults and young adults
than any other station in the market!

#1	18 - 24	With 38,100 Adults
#1	25 - 34	With 42,600 Adults
#1	35 - 54	With 74,300 Adults

Wilkes University and KRZ ➡ A Perfect
Match!

INVESTMENT \$ 3120

\$475 Talent Fee - Wilkes

SUGGESTED ACTION PLAN

3 Hour Live KRZ Event
20 :60 Second Commercials (1 week)
6 Live :60 Second Commercials
15 Live Promo's (10-15 seconds)

Vendor - Underwrite
Bookstore coupon?
Bookstore?

FEATURES INCLUDE

- ➡ Live On Location Reports
- ➡ 3 Hours LIVE Event At Your Business
- ➡ On Location Air-Personality To Talk About Your Event
- ➡ Promotional Mentions
- ➡ 98.5 KRZ " Thunder Truck "
- ➡ 98.5 KRZ " Giant Boom Box " or " Sky Box "
- ➡ 98.5 KRZ Mascot " Tookey Bird "
- ➡ 98.5 KRZ Birthday Wheel

- Balloon? possibility -

INVESTMENT \$ 3120

\$475 Talent Fee - Wilkes

ADDED VALUE

With the above investment, KRZ will provide for 3 weeks the **Wilkes University** Book Store Logo and the Pioneer Bank Logos on our popular Web Site Pages at no charge. We will also provide a link to your Web Site.

KRZ's Web Site receives 20,000 hits per week

Web Site Address: <http://www.wkrz.com>

VALUE \$1000.00

Thank you for your time and consideration.
For more information, please call
(570) 883-9850

98.5KRZ
107.9 KRF

Web Site Address: <http://www.wkrz.com>

