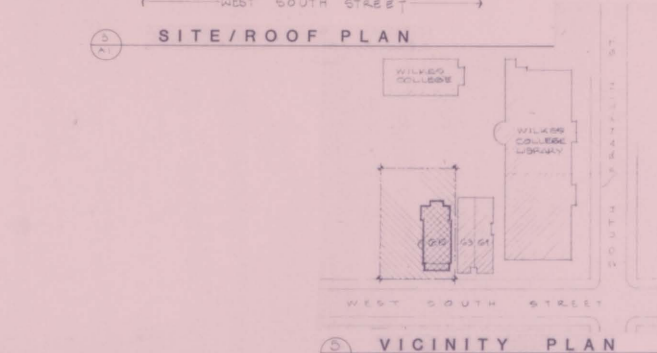
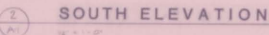
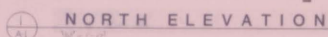




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PRINCETON PACKET

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LAW

Wong Fleming recently announced the following new hires in Princeton:

Amelia T. Taylor, practices commercial law, employment litigation, banking law and corporate law. A graduate of Colgate University and The Dickinson School of Law, she has several years of experience in the government and private sectors. Previously serving as an assistant attorney general with the New York State Attorney General's Office where she handled consumer fraud cases, she has also worked in private practice and as a consultant in the banking industry.

Chull Soon Park, a fourth year associate who focuses his practice on commercial, corporate and immigration law, is fluent in Korean and Japanese and proficient in Mandarin Chinese. Mr. Park was previously a summer associate at Kim and Chang, Korea's largest law firm, and he has served as an interpreter in Japan. He is admitted to practice in New Jersey and New York.

Hyun Suk Choi is a recent graduate of Indiana University Law School. He was a summer associate at Riker, Danzig, Scherer, Hyland & Perretti and he has also worked at the World Bank and Shinyoung Securities in Korea. He speaks fluent Korean.

Wong Fleming is a full service law firm with offices in Princeton, New York and Philadelphia servicing businesses and individuals in the areas of labor and employment, commercial litigation and transactions, bankruptcy, corporate and banking law, and immigration.

* * *

Attorney **Brian M. Cige**, a solo practitioner with offices in Princeton and Somerville, was recently installed as the 102nd president of the Somerset County Bar Association. The oath of office was given by the honorable Barry A. Albin, Associate Justice of the Supreme Court of New Jersey. Mr. Cige's primary area of practice is employment law on behalf of individuals.

* * *

Joseph D. Priory, practicing in Princeton, has been appointed to the board of managers and treasurer to Allan P. Kirby Center for Free Enterprise and Entrepreneurship at Wilkes University, Wilkes-Barre, Pa. Wilkes University is a private co-ed institution founded in 1933.

In 1993, the Kirby family created a chair and donated the

family home in Wilkes Barre to Wilkes University in memory of Allan P. Kirby.

* * *

Steven Reichenstein, has joined the Princeton and Mt. Holly firm of Pellettieri, Rabstein & Altman as marketing director. Mr. Reichenstein, a resident of South Brunswick, brings 20 years of experience in marketing consulting, communications agency and professional journal publishing. Pellettieri, Rabstein and Altman, serving area clients for more than 70 years, is a well known litigation firm concentrating its practice in the areas of plaintiff's personal injury, workers' compensation, medical malpractice, family law, business litigation, labor and employment law, trusts and estate, and class actions.

Kirby founds center to teach free enterprise

WILKES-BARRE — Allan P. Kirby Jr., of Mendham, N.J., has established the "The Allan P. Kirby Center for Free Enterprise and Entrepreneurship" at Wilkes University, President Dr. Christopher N. Breiseth announced.



Allan P. Kirby Sr.

Kirby will dedicate it to the memory of his father, Allan P. Kirby, who died in 1973. The gift is in memory of the 100th anniversary of his father's birth.

Kirby also will endow a chairman to be known as the "Allan P. Kirby Jr. Distinguished Professor of Free Enterprise and Entrepreneurship."

"By establishing this center and the distinguished professor, Mr. Kirby continues the Kirby family tradition of entrepreneurship," Breiseth said. "Both Allan Kirby Jr. and his father personify the entrepreneurial spirit which will be the foundation of both these bold new initiatives."

The center will be located in a building at 65 W. South St. The building was built in 1910, and a restoration will return the building to its original design. Kirby will renovate the building, and the center will be operating by the fall semester. Wilkes did not provide the cost of the renovations.

"Mr. Kirby's plan is to create a unique center which, when combined with the talents of the individual named as the distinguished professor, will constitute the opti-

mal atmosphere for teaching our students and community the ways to be the small business leaders and innovators of the 21st century," Breiseth said.

The Kirby professor will teach, consult, write and counsel undergraduate and graduate students in free enterprise and entrepreneurship.

Wilkes University is conducting a nationwide search for candidates who meet the criteria for the distinguished professor chairmanship.

"Wilkes students will benefit directly from the practical expertise of the chair and learn first-hand what works in today's business world," said Dr. J. Michael Lennon, vice president for academic affairs.

Copy- hand delivered 7-14-94

THE SEVENTH ANNUAL PRIDE OF PLACE AWARDS NOMINATION FORM

Help the Chamber honor businesses, industries or organizations located in the Greater Wilkes-Barre area which, within the last five years, have completed projects in the following categories:

CATEGORY

NOMINEE

New Construction
Please check:

☐ Commercial
☐ Industrial

Company

Address

City

Restoration, Renovation, or
Remodeling
Please check:

☐ Commercial
☐ Industrial
☒ Other

Company Wilkes University
Allan P. Kirby Center for
Address Free Enterprise & Entrepreneurshi
65 South Street
City Wilkes Barre, PA 18702

Interior Design

Company

Address

City

Environmental Enhancement

Company

Address

City

Nomination submitted by: Name Mark Davis, Wilkes University
Address 170 S. Franklin Street
Wilkes Barre, PA 18702
Phone 831-4770

Photographs, videos, newspaper articles, etc., may be submitted.
Please complete this form and return it to:

Greater Wilkes-Barre Chamber of Commerce
69 Public Square - Suite 600, Wilkes-Barre, PA 18701-2586
Attention: Vicky Gallagher

NOMINATION DEADLINE: JULY 15, 1994

SHOW PRIDE IN YOUR COMMUNITY...

The Pride of Place Committee of the Greater Wilkes-Barre Chamber of Commerce is seeking your nomination for the 1994 Pride of Place Awards. By filling out and mailing the nomination form on the reverse side, you will be honoring a business, industry or organization that has improved the physical environment we share.

ABOUT THE PRIDE OF PLACE AWARDS:

PURPOSE: To recognize and honor businesses, industries, and organizations that have improved the physical environment of the Greater Wilkes-Barre area.

NOMINATIONS:

The general public is encouraged to submit awards in one or all of the applicable categories. A business, industry, or organization must receive at least one nomination to be considered. All nominees must be Chamber Members. All projects must have been completed in the last five years.

CATEGORIES:

The following are the award categories open for public nomination:

New Construction - Industrial: a building or complex recently designed from the ground up. Previous Winner: '93 - Lord & Taylor.

Commercial: a building or complex recently designed from the ground up. Previous Winners: '93 - Mercy Outpatient, '92 - Marts Center (Wilkes University).

Restoration/Renovation/Remodeling: An existing structure that has been improved, modernized, or returned to its former appearance (includes commercial, industrial, and/or other projects). Previous Winners: '93 - McCarthy Realty, '92 - Murray Miller Bldg.

Interior Design: Original designs or improvement made to internal spaces of new or existing structures. Previous Winners: '93 - Mercy Outpatient, '92 - Copyfax.

Environmental Enhancement: Natural or "green" improvements to the areas in and/or preserving existing landscape around a new building or existing structure. Previous Winner: '92 - Orloski Service Station - Mountaintop.

Special Category: The Pride of Place Committee may, by a unanimous vote of all members, see fit to present a special "Community Award" to a project in the "public good". Examples include, but are not limited to, historic improvements and public arts projects. Previous Winner: '92 - Penn Millers.

THE JUDGES: A panel of judges selected by the Pride of Place Committee will select winners in each category (excluding the Special Category mentioned above). Actual site visits, photographs, and literature may be used to select winners. The Pride of Place Committee and its judges reserve the right to withhold awards in any category.

NOMINATION DEADLINE: JULY 15, 1994

(nomination form on reverse side)

Wilkes University News

Office of University Relations

Mark Davis, Director

Stephannie Simmons, Assistant Director

Wilkes-Barre, Pennsylvania 18766

(717) 831-4770

ALLAN P. KIRBY, JR. HONORS FATHER WITH NEW ENTREPRENEURIAL CENTER AT WILKES UNIVERSITY

(NOTE : ALL INQUIRIES SHOULD BE DIRECTED TO WILKES UNIVERSITY)

EDITOR'S NOTE: EASTON AREA PAPERS ALLAN P. KIRBY AND ALLAN P. KIRBY, JR.
ARE GRADUATES OF LAFAYETTE COLLEGE

WILKES-BARRE , PENNSYLVANIA -- Wilkes University President, Dr. Christopher N. Breiseth, has announced that Allan P. Kirby, Jr. of Mendham, New Jersey, has established "The Allan P. Kirby Center for Free Enterprise and Entrepreneurship" and will dedicate it to the memory of his late father. The gift memorializes his father on the 100th anniversary of his birth. The senior Kirby passed away in 1973 after a life-long commitment to improving the quality of life in the Wyoming Valley. In addition to the Center, Mr. Kirby will endow a Chair to be known as the "Allan P. Kirby, Jr. Distinguished Professor of Free Enterprise and Entrepreneurship."

"By establishing this Center and the Distinguished Professor, Mr. Kirby continues the Kirby family tradition of entrepreneurship. Both Allan Kirby Jr. and his father personify the entrepreneurial spirit which will be the foundation for both of these bold new initiatives. Wilkes University is proud to be part of this tradition, by keeping it alive for the benefit of our students and the community," said Breiseth.

-MORE-

1ST ADD NEW ENTREPRENEURIAL CENTER AT WILKES UNIVERSITY

The Kirby Distinguished Professor will be housed in "The Allan P. Kirby Center for Free Enterprise and Entrepreneurship," located at 65 South Street, Wilkes-Barre, Pennsylvania. The building has been purchased and will be renovated with funds provided by Allan P. Kirby, Jr. The responsibilities of the Kirby Professor will be to foster and promote economic individualism and independence within the context of the free enterprise system.

"Mr. Kirby's plan is to create a unique Center which, when combined with the talents of the individual named as the Distinguished Professor, will constitute the optimal atmosphere for teaching our students and community the ways to be the small business leaders and innovators of the 21st century," added Breiseth.

The Kirby Professor will instruct, lecture, consult, write, and counsel students in the matters of free enterprise and entrepreneurship. Both undergraduate and graduate students will have the opportunity to learn and experience the free enterprise system under the guidance of the Distinguished Professor.

The Wilkes University Board of Trustees is currently searching nationwide for candidates who meet the criteria for The Allan P. Kirby, Jr. Distinguished Professor of Free Enterprise and Entrepreneurship. The Board is looking for a successful practitioner who is at home in the economic marketplace as well as in the marketplace of great ideas. The successful candidate must be able to share those ideas with Wilkes University students and foster in them the drive, determination and knowledge to be the future leaders of American business. The person selected will also interact with the community and work with budding entrepreneurs locally and nationally.

--MORE--

2ND ADD NEW ENTREPRENEURIAL CENTER AT WILKES UNIVERSITY

"Wilkes students will benefit directly from the practical expertise of the Chair and learn first hand what works in today's business world. By studying with a successful practitioner and using the resources of The Allan P. Kirby Center for Free Enterprise and Entrepreneurship, students will position themselves as the future leaders of entrepreneurship and commerce," said Dr. J. Michael Lennon, vice president for academic affairs.

"We've seen major personnel cuts made recently by many of the nation's largest companies. It is clear that the new jobs in the 90's and beyond will be generated by small, not big, business," said Richard M. Ross, chairman of the Wilkes University Board of Trustees. "This Center and the Distinguished Professor will provide the practical foundation and philosophy for the men and women who will be creating jobs in the future."

As a contributing piece of architecture to the River Street Historic District, a full period restoration will begin immediately to return the Allan P. Kirby Center for Free Enterprise and Entrepreneurship, built in 1910, to its original design. The renovation project will be completed and the Center will be operating by the beginning of the fall semester.

"The students of Wilkes University are indeed fortunate to benefit from Mr. Kirby's generosity as well as his business acumen, leadership and vision," said Breiseth.

Founded in 1933 as Bucknell University Junior College, Wilkes University is an independent, non-denominational, four-year institution, with programs in the arts and sciences and a number of professional fields. The University currently enrolls approximately 2,000 undergraduate and 900 graduate students in humanities, social and natural sciences, business administration, nursing and engineering.

-MORE-

3RD ADD NEW ENTREPRENEURIAL CENTER AT WILKES UNIVERSITY

The University employs more than 200 full and part-time faculty members, resulting in a 14:1 student -to-faculty ratio. Ninety percent of the faculty hold the Ph.D. or an equivalent terminal degree in their field.

The Wilkes campus parallels the Susquehanna River and features a new sports and conference center, recently renovated fieldhouse, state-of-the-art science and engineering laboratories and facilities as well as a number of nineteenth century mansions used as residence halls and academic buildings.

Wilkes University is beginning a celebration of 60 years of service, tradition and academic excellence.

The Center- is dedicated to the memory of Allan P. Kirby on the occasion of the 100th anniversary of his birth, by his son Allan P. Kirby, Jr.

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The Building- is located at 65 South Street in Wilkes-Barre, Pennsylvania. Built in 1910, the structure will be fully restored to its original brilliance. The renovation work will be completed in time for the Fall '93 semester.

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ALLAN P. KIRBY, JR. DISTINGUISHED PROFESSOR OF FREE ENTERPRISE AND ENTREPRENEURSHIP

The Purpose- to foster and promote economic individualism and independence within the context of the free enterprise system.

The Professor- will be housed in The Allan P. Kirby Center for Free Enterprise and Entrepreneurship at 65 South Street in Wilkes-Barre. The Professor will instruct, lecture, consult, write and counsel graduate and undergraduate students at Wilkes University in the matters of free enterprise and entrepreneurship.

The Wilkes University Board of Trustees is currently searching nationwide for candidates.

It is important to make the distinction between the Center named for Allan P. Kirby and the Allan P. Kirby, Jr. Distinguished Professor.

Wilkes University News

University Relations Office
Mark Davis, Director
Stephanie Simmons, Assistant Director
Wilkes-Barre, Pennsylvania 18766
(717) 831-4770

FACT SHEET

ALLAN P. KIRBY CENTER FOR FREE ENTERPRISE AND ENTREPRENEURSHIP

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Wilkes University News

Christine Liberaski
Communications Assistant
University Relations
Wilkes-Barre, Pennsylvania 18766
(717) 831-4773

Wilkes University's Allan P. Kirby Center Notes First Anniversary

Wilkes-Barre -- Wilkes University recently marked the first anniversary of the opening of the Allan P. Kirby Center for Free Enterprise and Entrepreneurship.

"Through the center, students learn what to do and what not to do when starting an enterprise, what is needed to know and pursue a good opportunity, and how to avoid pitfalls," says Arlen R. Lessin, distinguished professor and chair and director of the Kirby Center. "They gain an understanding of how to make something work, as opposed to only having a dream that lacks a path to its fulfillment."

The Allan P. Kirby Center for Free Enterprise and Entrepreneurship, which is located at 65 South Street, was opened in November of 1993. The building was purchased and renovated with funds provided by Allan P. Kirby Jr. and dedicated to the memory of his late father, who passed away in 1973 after a life-long commitment to improving the quality of life in the Wyoming Valley. The center was dedicated on the senior Kirby's 100th birthday.

-MORE-

1ST ADD - WILKES UNIVERSITY'S KIRBY CENTER NOTES 1ST ANNIVERSARY

The goals of the Center's program are to encourage and enable students to understand the nature of free enterprise and economic individualism; to relate entrepreneurship to the students' own skills, motivations and personalities; to develop ways to make entrepreneurship work for the students; to supply the education needed in evaluating whether to become entrepreneurs; and to encourage the students' development into successful entrepreneurs who will enhance their own economic lives and the U.S. economy in general.

Among other activities, Lessin has taught four courses, two graduate and two undergraduate, at the Center during the past year. Classes ranged from "The Business Start-Up: Becoming an Entrepreneur," to "An Experiential Approach to Entrepreneurship Development, Practices and Change Management: Interactive Analysis and Research of their Elements" to "Entrepreneurship: Live!" The classes are small and highly interactive so that the students can get one-on-one attention.

In addition, Lessin has participated in several entrepreneurial meetings around the world, including in France, St. Louis, Minneapolis, San Francisco, Phoenix and Washington D.C. In January, he will be a principal speaker at programs in Seoul, Korea and Boulder, Colorado.

Through contacts made at the Center, some students have been offered full-time jobs with area corporations and business, including Dale Fitch, according to Lessin. A graduate student, Fitch is now with Diversified Records Service Inc., West Pittston, in a new entrepreneurial division of the company.

-MORE-

2ND ADD - WILKES UNIVERSITY'S KIRBY CENTER NOTES 1ST ANNIVERSARY

Helen Zukosky, of Trucksville, was one of the first persons to take a course at the Center. The 61-year-old woman plans to retire from her position as a secretary at Wilkes in the spring of 1995 and hopes to start an antiques and crafts business with her sister.

"I took the entrepreneural class to give me a better idea of what it's like out in the business world," says Zukosky. "I know a little bit because I assisted my husband with his business, but I wanted to see if the class could help me. And it did help, because it gave me some ideas."

Courses at the Allan P. Kirby Center for Free Enterprise and Entrepreneurship are also open to the community at a fee. For information contact the Center at (717) 831-4590 or 1-800-WILKES-U, ext. 4590.

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Through the center, students learn what to do and what not to do when starting an enterprise, what is needed to know and pursue a good opportunity, and how to avoid pitfalls," says Allen R. Larson, distinguished professor and chair and director of the Kirby Center. "They gain an understanding of how to make something work, as opposed to only having a dream that lacks a path to its fulfillment."

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-MORE-

Allan Kirby Jr. creates another 'Kirby Center'



This building will house the center

The Allen P. Kirby Center for Free Enterprise and Entrepreneurship has been established at Wilkes University by Allan P. Kirby Jr. of Mendham, N.J., in memory of his late father.

In making the announcement Thursday, Dr. Christopher N. Breiseth, Wilkes president, said the benefactor also will endow a chair to be known as the "Allan P. Kirby Jr. Distinguished Professor of Free Enterprise and Entrepreneurship."

The center will be located in a structure built in 1910 at 65 South St. The building will be restored with funds provided by Kirby.

The Kirby professor will instruct, lecture, consult, write and counsel students in the matters of free

enterprise and entrepreneurship.

A nationwide search is underway by the Wilkes board of trustees for candidates who meet the criteria for the professorship. The board is looking for a successful practitioner who is at home in the economic marketplace and will be able to share ideas with students and foster in them the drive, determination and knowledge to be the future leaders of America. The person also will interact with the community and work with budding entrepreneurs.

As a contributing piece of architecture to the River Street Historic District, a full period restoration will begin immediately to return the 1910 building to its original design.

Scranton Tribune 3-12-93

Kirby Center for Free Enterprise established at Wilkes University

The Allan P. Kirby Center for Free Enterprise and Entrepreneurship has been established at Wilkes University under the auspices of Allan P. Kirby Jr., Mendham, N.J.

The center is dedicated to the memory of the senior Kirby, who died in 1973 after a lifelong commitment to improving the quality of life in the Wyoming Valley.

In addition to the center, a chair has been endowed, known as the Allan P. Kirby Jr. Distinguished Professor of Free Enterprise and Entrepreneurship.

"By establishing this center and the distinguished professor, Mr. Kirby continues the Kirby family tradition of entrepreneurship," said Dr. Christopher N. Breiseth, president of Wilkes. "Both Allan Kirby Jr. and his father personify the entrepreneurial spirit which will be the foundation of both of these bold new initiatives."

"Wilkes University is proud to be part of this tradition, by keeping it alive for the benefit of our students and the community," he said.

The Kirby Distinguished Professor will be housed in the center, located at 65 South St., Wilkes-Barre. Purchased and renovated with funds from the younger Kirby, the responsibilities of the Kirby Professor will

be to foster and promote economic individualism and independence within the context of the free enterprise system.

Originally constructed in 1910, the building will be fully restored to its original state and renovations are expected to be completed in time for the fall semester.

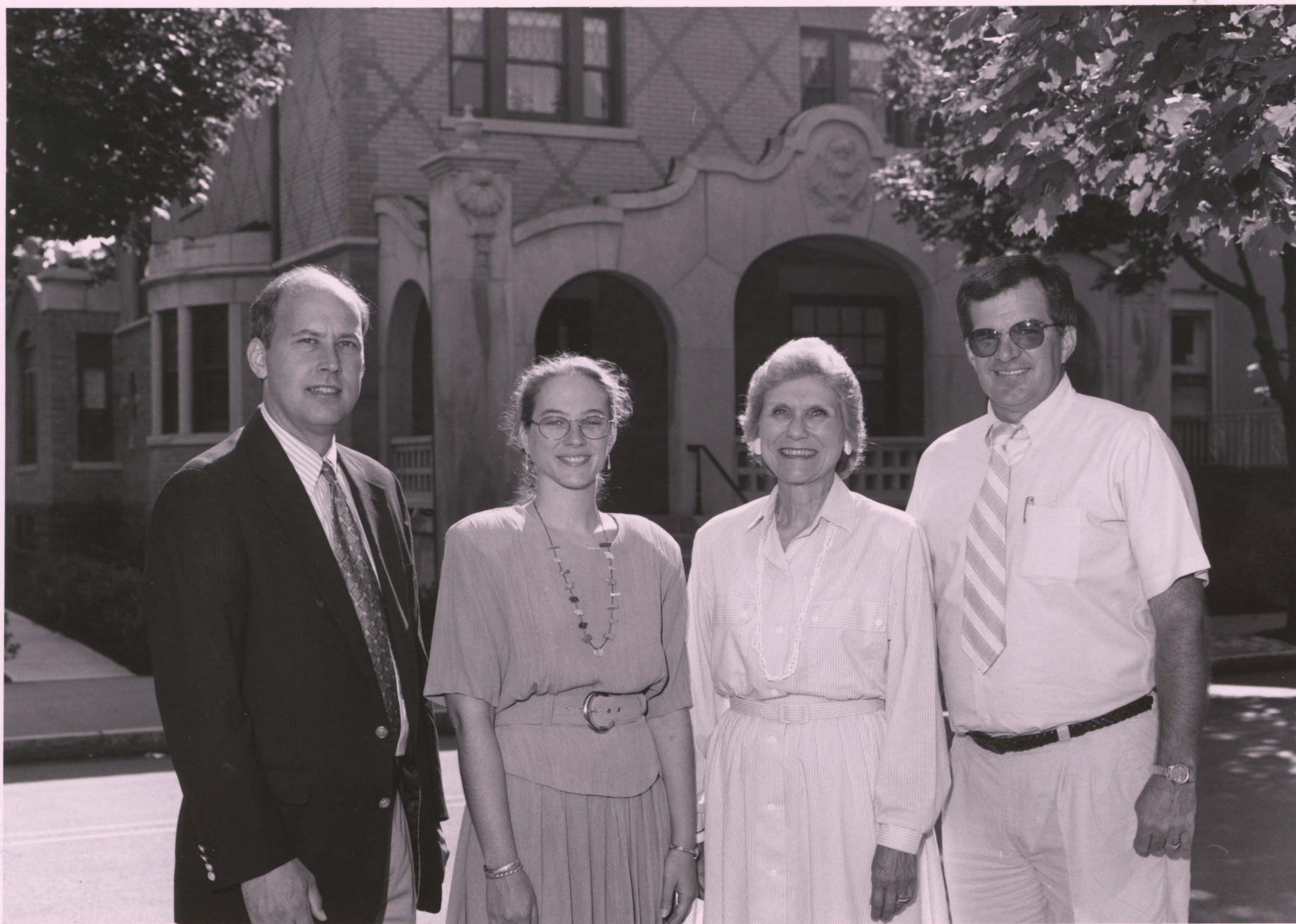
"Mr. Kirby's plan is to create a unique center, which when combined with the talents of the individual named as the distinguished professor, will constitute the optimal atmosphere for teaching our students and community the ways to be the small business leaders and innovators of the 21st century," Breiseth said.

The Wilkes board of trustees is conducting a nationwide search for candidates who meet the criteria of the Allan P. Kirby Jr. Distinguished Professor of Free Enterprise and Entrepreneurship.

"Wilkes students will benefit directly from the practical expertise of the chair and learn first-hand what works in today's business world. By studying with a successful practitioner and using the resources of the Allan P. Kirby Center... students will position themselves as the future leaders of entrepreneurship and commerce," said Dr. J. Michael Lennon, vice president for academic affairs.

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PEOPLE

SECTION D
Sunday, May 29, 1994

Historical preservation efforts lauded

■ *Wyoming Historical and Geological Society rewards rennovators' attention to historical accuracy, elects board members and officers at annual meeting.*

The Wyoming Historical and Geological Society announced the winners of Historic Preservation Awards for 1994 during its 136th annual meeting, held recently at the East Mountain Inn. The event was attended by 160 members and friends of the society.

Richard Williams, chairman of the society's historic preservation committee, presented seven awards to historic buildings within Laramie County which have undergone restoration.

Award recipients were chosen from among the nominations received by the society this year.

Awards were presented to Wisteria House, at 415 Wyoming Ave., Wyoming; the Allan P. Kirby Center for Free Enterprise and Entrepreneurship, Wilkes University, 65 W. South St., Wilkes-Barre; Nanticoke Micro Technologies/Miners Trust Co. Bank building, Market Street, Nanticoke.

Also, the Dorris/Reese residence, 41 W. Broad St., Nanticoke; The Follies, Huntsville/Chase Road, Huntsville; Damsite, Huntsville Road, Huntsville; and the Mossville Church and Schoolhouse, Mossville.

During the meeting, the board of directors and members of the society elected Betty Bryden Wills, Marie McCormick, John Orlandini and Frank E.P. Conyngham to the board.

Richard Williams was elected president; Robert A. Janosov, first vice president; F. Charles Petrillo, second vice president; Frank E.P. Conyngham, treasurer; and Richard Hughes III, secretary.

Outgoing president Frank B. Burnside Jr. recognized the contributions of retiring board members James Panzitta, Philip Tuhy, Juanita Namey and Peter Malloux, and of Robert Janosov, who served as chairman for the annual meeting.

Featured speaker was Dr. Brent Glass, director of the Pennsylvania Historical and Museum Commission. His lecture was titled "Public History in Pennsylvania: The Future of Our Past."

Invocation and benediction was given by the Rev. Robert Zanicky of First Presbyterian Church, Wilkes-Barre.



Historic Preservation Award winners are shown above. From left are, seated: Richard Williams, chair, Historic Preservation Committee; Kathleen Dorris Reese, owner of Dorris/Reese residence; Lenora Hayden, owner of The Follies; Martha Terry, owner of Wisteria House. Standing: Betsy Condren, Wilkes University; Charles R. Margelewicz Jr., president and CEO, Nanticoke Micro Technologies Inc.; Kenneth Hayden, owner of The Follies; Mary Ruth Kelly, Historical Society executive director. Absent are George and Lindsay Butler, Damsite, and Jan Conway, Mossville Church and Schoolhouse.



Historical Society officers and board members are shown above. From left, first row: Richard Williams and Frank B. Burnside Jr. Second row: Betty Bryden Wills, John Orlandini, Robert A. Janosov, Frank E.P. Conyngham, Dr. Brent Glass, F. Charles Petrillo, Marie McCormick, Richard Hughes III and Mary Ruth Kelly, executive director.

MUTUAL
PRESS CLIPPING SERVICE

JUN 21, 1994

STANDARD SPEAKER
HAZLETON, PA
AM - 24.440

Wilkes seeking help in business program

WILKES-BARRE — The Allan P. Kirby Center for Free Enterprise and Entrepreneurship is asking area business owners and entrepreneurs to share their experience with Wilkes University business students.

Arlen R. Lessin, center director, is seeking opportunities for his students to visit area businesses and learn about new business start up and maintenance.

"Volunteer entrepreneurs can contribute to the economic future of the Luzerne County area with unique, hands-on exposure for our students to business operations," Lessin said. "I expect that the entrepreneurs will find the contact with our students equally rewarding."

Lessin is housed in the Allan P. Kirby Center for Free Enterprise and Entrepreneurship, 65 South St., Wilkes-Barre. The building was purchased and renovated with funds provided by Allan P. Kirby Jr. and dedicated to the memory of his late father who died in 1973 after a life-long commitment to improving the quality of life in the Wyoming Valley.

Lessin instructs and counsels Wilkes University students in the matters of free enterprise and entrepreneurship. Both undergraduate and graduate students have the opportunity to learn and experience the free enterprise system under his guidance. He also interacts with the community and

works with budding entrepreneurs locally and nationally. 225 F F

Founder of Arcata Communications (NYSE), Lessin led the first major American private company to compete with AT&T. He also established Smart Card International Inc., the first company to introduce smart cards and videotext to the United States. In addition, he developed Lessin Technology Group Inc., and Communications Consulting Corp., both dedicated to strategic telecommunications/technology consulting.

He has been a strategic business partner/marketing consultant to AT&T, NYNEX, Southwestern Bell, RCA, VISA, Pitney Bowes, Thomas Cook (U.K.), Texas Instruments, among others as well as advisor to telecommunication administrators in the United Kingdom, France, Germany, Austria, Sweden, Finland, Spain, Japan, Korea, and Singapore.

Lessin attended University of California-Berkeley and Harvard College, Columbia University and University of California-Los Angeles on the undergraduate and graduate levels, and received certificates in Business, Senior Management, Innovating, and Negotiating Skills from Harvard University, Massachusetts Institute of Technology, and Tufts University in their Executive/Management Programs.

THAT "GREAT SUCKING SOUND" IN SPANISH

By Arlen R. Lessin**

H. Ross Perot's predictions that NAFTA would cause the inevitable and automatic vacuuming of American jobs down the tube to Mexico's cheap labor economy may have been right. Well, sort of -- although in reverse. Whatever NAFTA sucking sounds there are today sound very much like they have a strong Spanish accent.

Ironically, if anybody is losing jobs because of NAFTA, it's Mexico. The identifiable facts of economic life since NAFTA lead me to believe that the U.S. seems not to have concluded many major new deals in Mexico. On the contrary, Mexican entrepreneurs are doing a great deal to acquire, merge, invest in, and negotiate joint ventures in the U.S.

The first-quarter results of U.S.-Mexico trade since NAFTA passed showed that Mexican exports to the U.S. rose 22.5 percent, while U.S. exports to Mexico rose 15.7 percent. Those unexpected figures revealed that Mexico's trade imbalance with the U.S. had decreased by a whopping 45.1 percent.

There are numerous reasons why Mexico is rewriting Perot's NAFTA script and mounting such aggressive post-NAFTA economic moves into the U.S. There's little doubt that while we were fiddling with and debating NAFTA, Mexico was burning lights into the night in hot pursuit of plans to act on NAFTA and many U.S. companies just weren't ready.

Mexican economic initiatives are now crossing many business, industrial and financial sector lines in the U.S. They include banking, the hospitality industry, truck and bus manufacturing, broadcasting, apparel, food companies and more. Mexican entrepreneurs are even negotiating to take over failed U.S. businesses in Mexico.

By strategically targeting U.S. businesses and manufacturers that were compatible to their own operations and interests, the Mexican businesses are employing the 'do it to them before they do it to us' strategy. This scenario has since involved Mexican

companies acquiring or joint venturing with U.S. companies important to their survival and growth. This strategy buys Mexico technological know-how, as well as U.S. manufacturing and distribution facilities. And they are able to acquire this without paying the high, long term and often painful costs of developing it on their own.

Some examples include: *Cementes Mexicana S.A.*, the largest cement manufacturer in North America, acquiring ready-mix concrete companies in California, Arizona, and Texas; and the Mexico City-based baking company, *Grupo Industrial Bimbo, S.A.*, acquiring tortilla factories in Oklahoma and Ohio. It also concluded joint ventures with Mrs. Baird's Bakeries, Inc. of Dallas, Texas to distribute Bimbo's products in the U.S. *Consortio G. Grubo, Dina S.A.*, a Mexico City based manufacturer of trucks and buses, acquired the Arizona-based Motor Coach Industries International, Inc., giving it a substantial launching pad into a large and lucrative U.S. market.

The dismal Mexico economic climate continues playing a major role. The recent slide of the peso is estimated to have cost Mexican companies over one billion dollars in currency losses so far this year, and this trend has been more pronounced since NAFTA passed. This all adds up to what may be a new Mexican corporate maxim: It's much better to conquer new markets in the U.S. than be mired in stagnant domestic ones. After all, the U.S. has long been Mexico's chief market anyway.

In addition, while Mexico has myriads of very poor people and still a limited number in the middle class, it has a substantial number of very stable, rich businesses and private elite. Their assets probably total billions of discretionary dollars available for suitable U.S. investments.

No one can tell how NAFTA will play out. It is highly likely that the power of U.S. business and industry will come to the fore much more strongly in the next act of this NAFTA drama. However, in the first act of the play, the principal players look like they're being upstaged by the virtually unbilled, walk-on

actor, Mexico. Well, unbilled and underestimated understudies have become stars overnight before.

As both a practicing entrepreneur and a teacher of entrepreneurship, I have to admire the Mexican businesses for both their entrepreneurial visions and their abilities to execute them quickly.

Any echoes from that "Great Sucking Sound," at least so far, seem to emanate mostly from Mexico. And, Mr. Perot, they very much resemble repetitions of the Spanish bullfight exclamation, OLE!

###

** Mr. Lessin is director of the Allan P. Kirby Center for Free Enterprise and Entrepreneurship at Wilkes University in Wilkes-Barre, PA. He is also Chairman of the Lessin Technology Group, a New York based technology consulting firm.

(If you would like a photo of Mr. Lessin to use with this Op-Ed, please contact Stephanie Geyer or Mark Davis in the University Relations office at Wilkes University, (717) 831-4772 or (717) 822-8413.)

figures revealed that Mexico's trade balance with the U.S. had decreased by a whopping 45.1 percent.

There are numerous reasons why Mexico is rewriting NAFTA script and mounting such aggressive post-NAFTA economic moves into the U.S. There's little doubt that while we were fiddling with and debating NAFTA, Mexico was burning lights into the night in the pursuit of plans to act on NAFTA and many U.S. companies just weren't ready.

Mexican economic initiatives are now crossing many business, industrial and financial sector lines in the U.S. They include banking, the hospitality industry, truck and bus manufacturing, broadcasting, apparel, food services and more. Mexican entrepreneurs are even negotiating to take over failed U.S. businesses in Mexico.

By strategically targeting U.S. businesses and manufacturers that were compatible to their own operations and interests, the Mexican businesses are exploiting the idea to come before they do in to get strategy. This scenario has since involved Mexican

MUTUAL
PRESS CLIPPING SERVICE

APR 22, 1994

THE TRIBUNE
SCRANTON, PA

AM - 25,000

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Wilkes program seeks entrepreneurs

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The Allan P. Kirby Center for Free Enterprise and Entrepreneurship at Wilkes University is looking for area business owners and entrepreneurs to share their experiences with business students.

Arlen R. Lessin, director of the center, is seeking opportunities for his students to visit area businesses and learn about new business start up and maintenance.

"Volunteer entrepreneurs can contribute to the economic future of the Wilkes-Barre area with unique, hands-on exposure for our students," Lessin said.

Wilkes University News

Stephanie Simmons
Assistant Director
University Relations
Wilkes-Barre, Pennsylvania 18766
(717) 831-4770

Area Business Owners & Entrepreneurs Sought to Share Expertise for Wilkes University Students

WILKES-BARRE -- The Allan P. Kirby Center for Free Enterprise and Entrepreneurship is calling area business owners and entrepreneurs to share their experience with Wilkes University business students.

Arlen R. Lessin, director of the Center, is seeking opportunities for his students to visit area businesses and learn about new business start up and maintenance. "Volunteer entrepreneurs can contribute to the economic future of the Wilkes-Barre area with unique, hands-on exposure for our students to business operations," said Lessin. "I expect that the entrepreneurs will find the contact with our students equally rewarding."

Lessin is housed in the Allan P. Kirby Center for Free Enterprise and Entrepreneurship, located at 65 South Street, Wilkes-Barre, Pennsylvania. The building was purchased and renovated with funds provided by Allan P. Kirby, Jr. and dedicated to the memory of his late father. The senior Kirby passed away in 1973 after a life-long commitment to improving the quality of life in the Wyoming Valley.

Lessin instructs and counsels Wilkes University students in the matters of free enterprise and entrepreneurship. Both undergraduate and graduate students have the

MORE

1ST ADD KIRBY ENTREPRENEURIAL CENTER SEEKING VOLUNTEERS

opportunity to learn and experience the free enterprise system under his guidance. He also interacts with the community and works with budding entrepreneurs locally and nationally.

Founder of Arcata Communications (NYSE), Lessin led the first major American private company to compete with AT&T. He also established Smart Card International, Inc., the first company to introduce smart cards and videotext to the United States. In addition, he developed Lessin Technology Group Inc., and Communications Consulting Corporation, both dedicated to strategic telecommunications/technology consulting.

He has been a strategic business partner/marketing consultant to AT&T, NYNEX, Southwestern Bell, RCA, VISA, Pitney Bowes, Thomas Cook (U.K.), Texas Instruments, among others as well as advisor to telecommunication administrators in the United Kingdom, France, Germany, Austria, Sweden, Finland, Spain, Japan, Korea, and Singapore.

Lessin attended University of California-Berkeley and Harvard College, Columbia University and University of California -Los Angeles on the undergraduate and graduate levels, and received certificates in Business, Senior Management, Innovating, and Negotiating Skills from Harvard University, Massachusetts Institute of Technology, and Tufts University in their Executive/Management Programs.

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Kirby founds center to teach free enterprise

WILKES-BARRE — Allan P. Kirby Jr., of Mendham, N.J., has established the "The Allan P. Kirby Center for Free Enterprise and Entrepreneurship" at Wilkes University, President Dr. Christopher N. Breiseth announced.



Allan P. Kirby Sr.

Kirby will dedicate it to the memory of his father, Allan P. Kirby, who died in 1973. The gift is in memory of the 100th anniversary of his father's birth.

Kirby also will endow a chairman to be known as the "Allan P. Kirby Jr. Distinguished Professor of Free Enterprise and Entrepreneurship."

"By establishing this center and the distinguished professor, Mr. Kirby continues the Kirby family tradition of entrepreneurship," Breiseth said. "Both Allan Kirby Jr. and his father personify the entrepreneurial spirit which will be the foundation of both these bold new initiatives."

The center will be located in a building at 65 W. South St. The building was built in 1910, and a restoration will return the building to its original design. Kirby will renovate the building, and the center will be operating by the fall semester. Wilkes did not provide the cost of the renovations.

"Mr. Kirby's plan is to create a unique center which, when combined with the talents of the individual named as the distinguished professor, will constitute the opti-

mal atmosphere for teaching our students and community the ways to be the small business leaders and innovators of the 21st century," Breiseth said.

The Kirby professor will teach, consult, write and counsel undergraduate and graduate students in free enterprise and entrepreneurship.

Wilkes University is conducting a nationwide search for candidates who meet the criteria for the distinguished professor chairmanship.

"Wilkes students will benefit directly from the practical expertise of the chair and learn first-hand what works in today's business world," said Dr. J. Michael Lennon, vice president for academic affairs.

Allan Kirby Jr. creates another 'Kirby Center'



This building will house the center

The Allen P. Kirby Center for Free Enterprise and Entrepreneurship has been established at Wilkes University by Allan P. Kirby Jr. of Mendham, N.J., in memory of his late father.

In making the announcement Thursday, Dr. Christopher N. Breiseth, Wilkes president, said the benefactor also will endow a chair to be known as the "Allan P. Kirby Jr. Distinguished Professor of Free Enterprise and Entrepreneurship."

The center will be located in a structure built in 1910 at 65 South St. The building will be restored with funds provided by Kirby.

The Kirby professor will instruct, lecture, consult, write and counsel students in the matters of free

enterprise and entrepreneurship.

A nationwide search is underway by the Wilkes board of trustees for candidates who meet the criteria for the professorship. The board is looking for a successful practitioner who is at home in the economic marketplace and will be able to share ideas with students and foster in them the drive, determination and knowledge to be the future leaders of America. The person also will interact with the community and work with budding entrepreneurs.

As a contributing piece of architecture to the River Street Historic District, a full period restoration will begin immediately to return the 1910 building to its original design.

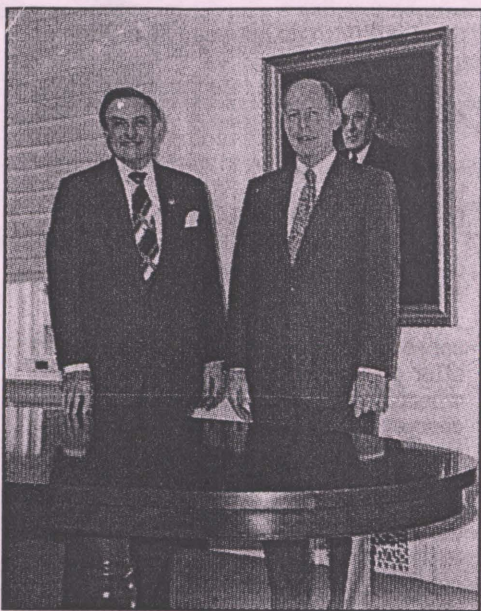


Photo by Jane P. Frantz
Arlen Lessin, left, and Allan P. Kirby Jr. were on hand to dedicate the Allan P. Kirby Center for Free Enterprise and Entrepreneurship.

Wilkes University dedicates center for entrepreneurship

By JANE P. FRANTZ
NE PA Business Journal staff

Students at Wilkes University will be learning innovative and practical business applications through the new Allan P. Kirby Center for Free Enterprise and Entrepreneurship.

The center, located at 65 South St. on the university's campus in Wilkes-Barre, was purchased and renovated with funds provided by Allan P. Kirby Jr. of Mendham, N.J. and dedicated to the memory of his late father.

At a ceremony held Nov. 16, Arlen Lessin, a business executive from New York City, was introduced as the Allan P. Kirby Jr. Distinguished Professor for Free Enterprise and Entrepreneurship. Lessin will reside at the center and

teach and counsel students about the free enterprise system and entrepreneurship.

According to Gary A. Giamartino, dean of the school of business, society and public policy, Lessin will teach two courses this spring that will use actual business experiences to demonstrate successes in the free enterprise system.

One course, titled "The Business Start-up: Becoming an Entrepreneur," is an undergraduate course that will focus on the economic marketplace.

Entrepreneurs from throughout Northeast Pennsylvania will be invited to make classroom presentations, according to Giamartino. The course will be open to Wilkes University juniors and seniors regardless of their major.

A graduate-level course, "Critical Please see **Entrepreneurship** page 17

Front Page. NE PA Bus. Journal 12/93

Entrepreneurship

Continued from page 1

Issues in Managing Technology Innovation," will focus on the reasons why technological innovations fail. Giamartino says this course will show to students that entrepreneurs who are quick at adopting technological innovations are in turn contributing to the development of new technologies.

What sets the new center apart from other business curriculums is that, according to Giamartino, they are "very interested in having the center influence the thinking of business as not just a way of obtaining a job, but as a way to create one."

Giamartino speculates that about 90 percent of what students learn in current business curriculums helps students prepare to work for someone else, and only 10 percent prepares them to work for themselves.

The center, under the direction of the university's business school, seeks to change that percentage.

In accepting the professorship, Lessin said, "What this building means in restoration is the restoration of entrepreneurial capitalism."

"Today, entrepreneurial means students will have to be creative and

take risks because a chance to join a large corporation may no longer be an option," added Christopher N. Breiseth, Wilkes University's president. "The center will provide an optimal atmosphere for teaching our students the ways to be the small business leaders and innovators of the 21st century."

Allan P. Kirby Jr., a member of the Kirby family who have been long-time contributors to organizations in the Wilkes-Barre area, said the center and the professorship will allow students to pursue "individual effort and energy."

The building that houses the new center was built in 1910 and previously served as a legal office. It was renovated to include a second floor residence for the center's distinguished professor.

Lessin, while serving as the distinguished professor, also will direct activities at the center.

Founder of Arcata Communications, Lessin also developed Lessin Technology Group Inc. and Communications Consulting Corp., companies involved in strategic telecommunications/technology consulting.

Business Calendar

To have your business-oriented event posted here, send information to Business Calendar, Times Leader, 15 N. Main St., Wilkes-Barre, 18711.

□ **Pennsylvania Power and Light Co.** is sponsoring a series of satellite **interactive videoconferences** featuring John Naisbitt, author of "Megatrends." The six two-hour seminars will be held at the compa-

ny's northeast division headquarters at East Mountain Park in Plains. They begin on Feb. 24. For information, call PP&L at 1-800-320-1190.

□ **Luzerne County Community College** will offer an "Industrial Safety Training Program" on Feb. 26 from 9 a.m. to 4 p.m. at the college's conference center in Nanticoke. For information and registration, call 829-7494.

□ Pennsylvania's Northeast Territory Visitors Bureau will hold three seminars on March 14 and April 18

on **How Service Employees Can Boost Business and Tourism in Pennsylvania's Northeast Territory**. The sessions will be held from 6:30 to 9:30 p.m. at the McGowan School of Business at King's College in Wilkes-Barre. For information, contact King's College, 826-5807.

□ **Wilkes University Alumni Association** will host a breakfast on Feb. 23 at the Westmoreland Club, Wilkes-Barre. **Arlen Lessin**, Allan P. Kirby Jr., distinguished professor and

director of the Allan P. Kirby Center for Free Enterprise and Entrepreneurship, will speak about the center and the future of entrepreneurship.

□ The **Northeast Pennsylvania Advertising Club** will hold a "Creative Services and Business Expo" on Tuesday, March 22 at the Marywood College Nazareth Student Center Crystal Room, 2300 Adams Ave. in Scranton. The expo opens at 10 a.m. and closes at 6:30 p.m.. For information, call Sandra Osieski, 698-0769.

TL 2-20-94

Wilkes University News

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ENTREPRENEURSHIP TOPIC OF WILKES ALUMNI PRESIDENT'S BREAKFAST FEBRUARY 23

WILKES-BARRE -- The Alumni Association of Wilkes University will host a Breakfast with the Alumni Association President, Colleen Gries-Gallagher '81 on Wednesday, February 23 at 7:30 a.m. at the Westmoreland Club, 59 S. Franklin St., Wilkes-Barre. Arlen R. Lessin, Allan P. Kirby Jr. Distinguished Professor and Director of the Allan P. Kirby Center for Free Enterprise and Entrepreneurship, will serve as the guest speaker for the program, focusing his remarks on the newly formed Center and the future of entrepreneurship in America.

As the Kirby Distinguished Professor, Lessin is housed in the Allan P. Kirby Center for Free Enterprise and Entrepreneurship, located at 65 South Street, Wilkes-Barre, Pennsylvania. The building was purchased and renovated with funds provided by Allan P. Kirby, Jr. and dedicated to the memory of his late father. The senior Kirby passed away in 1973 after a life-long commitment to improving the quality of life in the Wyoming Valley.

Lessin has begun to instruct, lecture, consult, write, and counsel Wilkes University students in the matters of free enterprise and entrepreneurship. Both

MORE

1ST ADD WILKES ALUMNI ASSOC. PROGRAM FOCUSES ON ENTREPRENEURSHIP

undergraduate and graduate students have the opportunity to learn and experience the free enterprise system under his guidance. He also interacts with the community and works with budding entrepreneurs locally and nationally.

Founder of Arcata Communications (NYSE), Lessin led the first major American private company to compete with AT&T. He also established Smart Card International, Inc., the first company to introduce smart cards and videotext to the United States. In addition, he developed Lessin Technology Group Inc., and Communications Consulting Corporation, both dedicated to strategic telecommunications/technology consulting.

He has been a strategic business partner/marketing consultant to AT&T, NYNEX, Southwestern Bell, RCA, VISA, Pitney Bowes, Thomas Cook (U.K.), Texas Instruments, among others as well as advisor to telecommunication administrators in the United Kingdom, France, Germany, Austria, Sweden, Finland, Spain, Japan, Korea, and Singapore.

Lessin attended University of California-Berkeley and Harvard College, Columbia University and University of California -Los Angeles on the undergraduate and graduate levels, and received certificates in Business, Senior Management, Innovating, and Negotiating Skills from Harvard University, Massachusetts Institute of Technology, and Tufts University in their Executive/Management Programs.

The breakfast program is held several times each year for members of the community and the Wilkes University family. Contact the Wilkes Alumni office for reservations by February 21 at 831-4130. Cost is \$8.50.

Schools & Colleges

Future of entrepreneurship to be aired at Wilkes alumni breakfast session

The Alumni Association of Wilkes University will host a breakfast with the Alumni Association President Colleen Gries Gallagher '81 on Wednesday, Feb. 23, at 7:30 a.m. at the Westmoreland Club, 59 S. Franklin St., Wilkes-Barre.

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Lessin

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THE NECWB Source

Volume 2 Issue 1 Greensburg, PA 15601-1599 1-800-NECWB-4-U / January 1994

THE NATIONAL
EDUCATION CENTER
FOR WOMEN
IN BUSINESS
SETON HILL COLLEGE

Membership Campaign Swings into Full Gear

The NECWB had not even formally announced its membership campaign last fall when Dr. Cynthia Iannarelli accepted the first NECWB "Partner."

Arlen R. Lessin, an entrepreneur and entrepreneurship educator at Wilkes University, handed Iannarelli his membership application at an NECWB program in New York this fall.

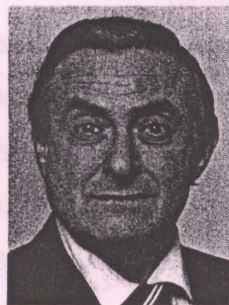
"I'm highly aware that women have been restrained and constrained from getting involved in business, particularly when it comes to initiating their own enterprise," Lessin said. "The Center is an enormous potential resource in helping women."

Lessin is not the only person who thinks so.

The NECWB is off to a solid start on its Partners' membership campaign, which allows individuals, businesses, foundations and schools to support

the Center's work at various contribution levels.

"We're thrilled with the response so far. What we're seeing is a strong affirmation that our work has broad support,"



Arlen R. Lessin

said Iannarelli, who has a photocopy of Lessin's application on her office wall.

The Center was launched one year ago with a federal grant of \$1 million per year. Its mission is to promote women and business ownership through academic research, model education and information resources.

The federal funding, handled through the Small Business Administration's Office of Women's Business Ownership, has allowed the NECWB to lay a foundation for its programs and projects.

Like any new venture, the Center now needs the capital to expand those efforts.

"The Center is a massive undertaking. We see the need to move quickly and we're growing as fast as our budget

allows," Iannarelli said.

"Every new member helps the NECWB move that much faster."

The membership program is structured to accommodate contributions at all levels. It begins with the basic individual membership, Full Partner, for a contribution of \$49 per year. Students may join for \$19 per year.

For larger contributions, the Partners' categories range from Associate Partner, at a \$500 level, to National Partner at \$100,000 and up.

All NECWB members will receive six issues of The NECWB Source newsletter per year, the NECWB's quarterly journal, a biannual product catalog, and member discounts on Center products and programs.

A membership insert with a full explanation of the program and member benefits is included in this issue of The NECWB Source.

"The single biggest benefit to any of our Partners is the personal satisfaction of knowing they are helping many women achieve the dream of owning

continued on next page

"The single biggest benefit to any of our partners is the personal satisfaction of knowing they are helping many women achieve the dream of owning their own business." —NECWB Director Cynthia Iannarelli

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page 2

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Programs Seek
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Betsy Myers
Arrives at SBA
page 5

NECWB Staff
Directory
page 5

For Research, Model Education, and Information about Women and Business Ownership

Wilkes University Gets Gift to Establish Center From Allan P. Kirby Jr.

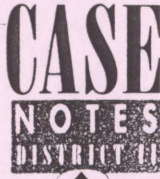
By a WALL STREET JOURNAL Staff Reporter

WILKES-BARRE, Pa. — Wilkes University received a gift from Allan P. Kirby Jr., a director and major shareholder of Alleghany Corp., to establish a center for the study of entrepreneurship in his father's name.

The university didn't specify the

amount of the gift, although a spokesman said it was "in the millions." Mr. Kirby made the donation for the Allan P. Kirby Center for Free Enterprise and Entrepreneurship. Mr. Kirby's father, who died in 1973, was of the family that has controlled Alleghany for decades. F.M. Kirby is chairman and chief executive; Allan P. Kirby Jr. is chairman of the board's executive committee.

The center will be an adjunct to the university's business school, which awards undergraduate and master's degrees. Alleghany, based in New York, owns a title insurance company, a thrift institution, and two industrial companies.



Update

INSTITUTIONS

When **Roanoke College** students have questions about the value of a liberal arts education or their courses, they can get answers from the college president or the director of the maintenance department.

Even the housekeepers and cafeteria workers may eventually be able to answer some of the students' questions.

Thanks to a series of intensive summer seminars at the new Liberal Arts Institute at Roanoke, the faculty and staff of Roanoke College are learning about the history of the college and of liberal arts, as well as which general education courses students must take and why. The institute is believed by Roanoke officials to be the only one of its kind in the country.

While some faculty members may already know the goals and importance of a liberal arts education, staff members in admissions, student life, members of the Board of Trustees and maintenance may not. The institute, which began its pilot phase this summer, aims to give them a better understanding of the content of the seven interdisciplinary courses in Roanoke's general studies curriculum so as to better address student and parental concerns.

Roanoke introduced a curriculum in 1989 that requires students to take two writing courses, three civilization courses, an ethics and values course as well as a senior symposium. Students also take foreign language, scientific reasoning courses, mathematics and social science.

Thanks to a donor from the Class of '93 (that is, 1893), **Gettysburg College** has received the largest single gift in the school's 161-year history.

Two years before his death in 1941, Merle Stauffer Boyer, a Philadelphia physician and member of the Gettysburg College, made out a will directing that the college receive all proceeds from a trust established to benefit his two children should they eventually die without heirs. That's exactly what happened, and the trust was dissolved with the proceeds presented to Gettysburg's Gordon A. Haaland, president of Gettysburg College. Boyer's gift will be applied to the college's endowment, which provides funds for student financial aid, the purchase of new equipment and books, and faculty support.

A new "Allan P. Kirby Center for Free Enterprise and Entrepreneurship" has been established at **Wilkes University** by Allan P. Kirby, Jr. of Mendham, N.J. In addition to the center, the younger Kirby also has endowed a chair to be known as the "Allan P. Kirby, Jr. Distinguished Professor of Free Enterprise and Entrepreneurship."

Wilkes also has undertaken a \$25 million building plan which includes renovations to its Stark Learning Center and its laboratories to accommodate a new Doctor of Pharmacy degree, a new 400,000 square-foot classroom and office complex, a new student union/dining facility, and a new residence hall. The

construction will take place over the next four years.

Hobart & William Smith Colleges has received a \$550,000 grant from the Howard Hughes Medical Institute. The four-year grant will support programs attracting students to careers in scientific research and teaching. Sheila Bennett, dean of faculty and provost, said the college is particularly excited about the grant in connection with the college's new Rosenberg Hall of Science now under construction.

Delaware County Community College (DCCC) has received an \$89,000 public programs grant from the National Endowment for the Humanities (NEH) for a project focused on the industrial development of the Philadelphia region from the colonial period through 1876. Area historical sites and organizations will be featured both in a series of public events and in a publication about mills and 200 years of cultural, economic, and technological changes in the region. DCCC also has received \$200,000 from the Pew Charitable Trusts for a three-year faculty development initiative.

The fourth annual benefit golf tournament sponsored by the alumni association of the **State University of New York at Oswego** generated gross revenues of \$158,476, making it one of the largest benefit tournaments in the Northeast and possibly, the nation, without golf pro endorsement. "Last year, we were stunned when the Oswego State Golf Classic grossed just over \$101,000. You can imagine our delight this year when we topped that figure by more than 50 percent," said Peg Lowery, executive director of the Oswego Alumni Association. This year's proceeds are expected to complete the endowment of the existing alumni scholarships. The Oswego Alumni Association conceived of the tournament four years ago with that goal in mind.

APPOINTMENTS

Ann Schmidt Rollo, from associate director of annual support at Hobart & William Smith Colleges, to director of parent relations/associate director of annual support.

Laura Sweeney Brophy, from administrator for the Environmental Studies Summer Youth Institute, to director of alumnae relations at Hobart & William Smith Colleges.

Kathy Sholly, from free-lance writer, to media relations assistant/staff writer at Hobart & William Smith Colleges.

J. Frederick Rogers, from acting director of alumni relations at Hobart & William Smith Colleges, to director of annual support.

Robert H. Wood Jr., to assistant to the president and assistant secretary of the Board of Trustees of Clarkson University, in addition to his role as director of government relations.

James H. Moore Jr., from assistant director to director of the Clarkson Fund of Clarkson University.

MUTUAL
PRESS CLIPPING SERVICE

DEC 16, 1993

THE SCRANTON
WEEKLY
SCRANTON, PA

WKLY -

On local college campuses...

225
FF
AT PENN STATE
WORTHINGTON
CAMPUS:

•Marilyn Daniels, Ph.D., assistant professor of speech communications, was awarded the Donald H. Ecroyd Emerging Scholar Award from the Speech Communication Association of Pennsylvania at their recent convention in Gettysburg.

AT KING'S COLLEGE:

•A new book service recently launched by the Educational Conference Center will enable profes-

sionals in fields requiring a life-long commitment to professional learning to keep up with new trends in their field. Two book services are available under the title, "The Keys to Your Success." The first focuses on the food service/hospitality field, and the second addresses issues on general management. For information, contact Brother Herman Zaccarelli, director, at 826-5807.

•Frank Pasquini, vice president for external affairs at King's College, has announced that Ed

Corcoran, comptroller, has been named director of the annual fund at the college.

AT WILKES
UNIVERSITY:

•Wilkes trustees, officers, faculty and students recently gathered for the dedication of the Allan P. Kirby Center for Free Enterprise and Entrepreneurship. Arlen Lessin, New York City, was introduced as the recently appointed Allan P. Kirby Jr. Distinguished Professor for Free Enterprise and Entrepreneurship.

NOV 19, 1993

WAYNE INDEPENDENT
HONESDALE, PA

PM - 9.931

Wilkes professor is feted by university

WILKES-BARRE — Wilkes University trustees, officers, faculty and students gathered for the dedication of the Allan P. Kirby Center for Free Enterprise and Entrepreneurship on November 16th. During the ceremony, Arlen Lessin of New York City was introduced as the recently appointed Allan P. Kirby, Jr. Distinguished Professor for Free Enterprise and Entrepreneurship.

As the Kirby Distinguished Professor, Lessin will be housed in the Allan P. Kirby Center for Free Enterprise and Entrepreneurship, located at 65 South Street, Wilkes-Barre. The building was purchased and renovated with funds provided by Allan P. Kirby, Jr. and dedicated to the memory of his late father. The senior Kirby passed away in 1973 after a life-long commitment to improving the quality of life in the Wyoming Valley.

"By establishing this Center and hiring Distinguished Professor Lessin, Mr. Kirby continues the Kirby family tradition of entrepreneurship. Both Allan P. Kirby Jr. and his father personify the entrepreneurial spirit which will be the foundation for both of these bold new initiatives." Wilkes University is proud to be part of this tradition, by keeping it alive for the benefit of our students and the community," said Breiseth.

"Mr. Kirby has created a unique Center which, when combined with the talents of Mr. Lessin, will provide an optimal atmosphere for teaching our students the ways to be the small business leaders and innovators of the 21st century," said Dr. Christopher N. Breiseth, president of Wilkes University.

Lessin is a life-long, successful entrepreneur who will instruct, lecture, consult, write, and counsel students in the matters of free enterprise and entrepreneurship. Both undergraduate and graduate students will have the opportunity to learn and experience the free enterprise system under the guidance of Mr. Lessin. He will also interact with the community and

work with budding entrepreneurs locally and nationally.

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The Wilkes campus parallels the Susquehanna River and features a new sports and conference center, recently renovated fieldhouse, state-of-the-art science and engineering laboratories and facilities as well as a number of nineteenth century mansions used as residence halls and academic buildings.

Wilkes University is celebrating 60 years of service, tradition and academic excellence.

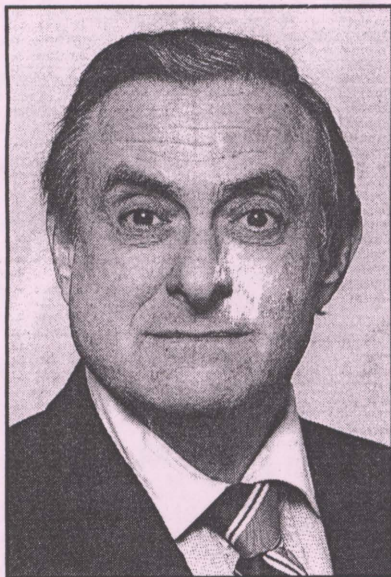
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ARLEN LESSIN
... Distinguished Professor

Wilkes to focus on 'entrepreneurship

Arlen Lessin of New York City has been appointed the Allan P. Kirby Jr. Distinguished Professor for Free Enterprise and Entrepreneurship at Wilkes University.

As the Kirby Distinguished Professor, Lessin will be housed in the Center, located at 65 South St., Wilkes-Barre. The building was purchased and renovated with funds provided by Allan P. Kirby Jr. and dedicated to the memory of his late father. The senior Kirby died in 1973.

"By establishing this center and hiring Distinguished Professor Lessin, Mr. Kirby continues the Kirby family tradition of entrepreneurship," said Wilkes President Dr. Christopher N. Breiseth.

"Both Allan P. Kirby Jr. and his father personify the entrepreneurial spirit which will be the founda-

tion for both of these bold new initiatives, Breiseth continued. "Wilkes University is proud to be part of this tradition, by keeping it alive for the benefit of our students and the community."

Lessin is a successful, lifelong entrepreneur who will instruct, lecture, consult, write and counsel students in the matters of free enterprise and entrepreneurship. Both undergraduate and graduate students will have the opportunity to learn and experience the free enterprise system under his guidance. He will interact with the community and work with budding entrepreneurs locally and nationally.

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Claire Schechter

Business Notes

Will you be ready for downsizing?

New Wilkes professor offers strategy for coping

Arlen Lessin answered a help-wanted ad last March.

That would not have been a big deal for most Americans who tend to keep an eye on the classified ads and respond to one now and then, whether they have a job or not.

But Lessin, a New Yorker who is 57, says he never before answered such an ad or looked for or accepted a job that already existed.

Lessin is a self-described "life-long entrepreneur." He's been his own boss for as long as he can remember.

But seven months after spotting that Wall Street Journal ad, Lessin finally landed in Wilkes-Barre with a job someone else thought up.

Lessin was recently named professor and head of Wilkes University's new Allan P. Kirby Center for Free Enterprise and Entrepreneurship.

Hopes are high that students and the local community will benefit from Lessin's extensive working experience and from his conviction that nearly everyone can become, at the very least, a "semi-entrepreneur."

Over his career, Lessin has served as consultant to Fortune 500 firms and has advised government telecommunication experts worldwide. He's come up with his own ideas for the numerous businesses and partnerships which he founded and ran in industries from publishing to telecommunications.

Lessin is getting ready now to teach two courses at Wilkes University in the spring — "The Business Start-up" and "Critical Issues in Managing Technology Innovation."

But the new professor says he's not so naive to believe he can just start lecturing and encouraging entrepreneurship and businesses will form, jobs will open up.

What he hopes is that students and others who use the center will recognize the realities of "technoeconomics" — a word Lessin coined to describe the current global economy that is dominated by technology.

Entrepreneurs, he says, will play an increasingly important role in technoeconomics and in rebuilding the U.S. economy.

"Company downsizing is not just temporary, it will continue indefinitely," Lessin says. "Technology will keep reducing the need for people," in many traditional industries.

Faced with fewer ready-made jobs, Lessin predicts that one of two things will happen:

Either the U.S. will have to find ways to support a much larger non-working population, or more and more people will be forced to look to themselves for ideas of new ways to earn their livings.

Few are born entrepreneurs, Lessin admits, and not everyone wants to turn hobbies into full-time work.

But Lessin believes most everyone has the potential to be a "semi-entrepreneur" — someone who is open to new ideas and willing to get involved in the early stages of someone else's business when there are many jobs to be done.

Semi-entrepreneurs don't have to risk everything, Lessin says.

"Maybe it's a situation you could do part-time and work into more. Next time you think about going bowling, maybe spend time instead with Joe who's starting a business," Lessin suggests.

"If that takes off, it could be your job of a lifetime."

Claire Schechter is Business Editor of The Times Leader. Her column appears Sundays.

10/10/93 TV

Allan Kirby Center names board

The board of managers for The Allan P. Kirby Center for Free Enterprise and Entrepreneurship was announced recently.

Those appointed are: Milan S. Kirby of Princeton, N.J.; Stanley W. Kagan, Jr., of Atlanta; Robert J. Ciaruffoli, Jr., Shavertown; Robert Mugford, Plains; and Dr. J. Michael Lennon of Shavertown, vice president for academic affairs at Wilkes University. Dr. Christopher Breiseth, president of Wilkes University, and Allan P. Kirby, a major Wilkes benefactor and a trustee.

NEB 1 May 93

Clarifications

Wilkes University is restoring a building at 65 South St. in Wilkes-Barre that will serve as the location for the Allan P. Kirby Center for Free Enterprise and Entrepreneurship. A story based on a press release in the April issue incorrectly described Wilkes University as restoring the entrepreneur center, a program that did not previously exist.

MUTUAL
PRESS CLIPPING SERVICE

APR 21, 1993

PRESS-ENTERPRISE
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Briefs 225FF

**Oratorical contest
Thursday at Bloom U**

BLOOMSBURG — The Women's Christian Temperance Union will stage its annual inter-collegiate oratorical contest Thursday at Bloomsburg University.

"Alcohol and Related Problems," will be addressed when the contest begins at 1:30 p.m. in the McCormick Building.

Students planning to compete

are from Lancaster School of Bible, Wilkes University, Lincoln, Geneva and BU.

MUTUAL
PRESS CLIPPING SERVICE
APR 15, 1993

THE SCRANTON
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AT WILKES UNIVERSITY:

•Allan P. Kirby Jr., Mendham, N.J., has established The Allan P. Kirby Center for Free Enterprise and Entrepreneurship at Wilkes University to commemorate the 100th anniversary of the birth of his father. 225 FF

•"The Medium," a one-act opera by Gian Carlo Menotti will be presented April 22-24 at Darte Center. Call 831-4540 for ticket information.

•Professor of Communication Tom Bigler will be honored at a testimonial dinner on Tuesday, May 4, at Genetti's Best Western Hotel, Wilkes-Barre. A reception at 6 p.m., will be followed by dinner at 6:30 p.m. Tickets are \$17.50, with student tickets available for \$10. Reservations are needed by Friday, April 23.

Wilkes U. rejuvenates entrepreneur center

Wilkes University in Wilkes-Barre plans to renovate the Allan P. Kirby Center for Free Enterprise and Entrepreneurship and to establish a distinguished professor.

Allan P. Kirby Jr. of Mendham, N.J., established the renovation project in memory of his late father Allan P. Kirby in honor of the 100th anniversary of his birth.

Built in 1910, the building will be restored to its original design.

In addition, Kirby will endow a chair to be known as the Allan P. Kirby Jr. Distinguished Professor of Free Enterprise and Entrepreneurship to foster and promote economic individualism and independence in the free enterprise system.

4/93 NEBT

Wilkes University

News

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Wilkes SBDC to Hold Seminar on Successful Entrepreneurship

Wilkes-Barre -- The Small Business Development Center (SBDC) of Wilkes University will hold a seminar on successful entrepreneurship on Thursday, August 24 from 6:30 to 9 p.m. in room 214 of the Arnaud C. Marts Sports and Conference Center, 274 S. Franklin Street.

"A Successful Entrepreneur! Are you one in the making?" will look closely at the psychological make-up of a successful entrepreneur. It is co-sponsored by the Wilkes SBDC, Mellon Bank, the Allan P. Kirby Center for Free Enterprise and Entrepreneurship and the Northeastern Pennsylvania Industrial Resource Center.

The seminar will help participants answer critical questions that everyone should ask prior to starting a business, including: what is an entrepreneur; what does it take to be successful; who should not try to be an entrepreneur.

The program will be presented by Kostas Mallios, director of the Wilkes SBDC, and Arlen R. Lessin, director and distinguished professor at Wilkes University's Allan P. Kirby Center for Free Enterprise & Entrepreneurship. The fee

-MORE-

1ST ADD - WILKES SBDC TO HOLD SEMINAR ON SUCCESSFUL ENTREPRENEURSHIP

for the seminar is \$25.

Prior to coming to Wilkes, Mallios served as project director and consultant for the Center of Entrepreneurship of New Technological Ventures at Rensselaer Polytechnic Institute. In addition, he is a partner in his family business, House of Pizza Restaurants.

Lessin, in addition to his position at Wilkes, is an entrepreneur active in public and private companies. He is also a lecturer and author of many articles and books on entrepreneurship and business development. Lessin is currently working on a book titled, "Secrets of Successful Entrepreneurship."

The Wilkes University SBDC provides in-depth quality assistance to potential and existing small businesses in Carbon, Columbia, Luzerne, Schuylkill and Sullivan Counties. Its purpose is to provide entrepreneurs with comprehensive management, technical assistance and to enhance the contribution of small businesses in the local community.

For more information on attending the seminar, please contact the Wilkes University SBDC at (717) 831-4340 or 1-800-WILKES-U, ext. 4340.

Wilkes University News

Mark Davis or
Stephanie Simmons
University Relations
Wilkes-Barre, Pennsylvania 18766
(717) 822-8413

Editors note: **Please direct all inquiries
to Wilkes University.**

WILKES UNIVERSITY DEDICATES ALLAN P. KIRBY CENTER FOR FREE ENTERPRISE AND ENTREPRENEURSHIP

Arlen Lessin Appointed Allan P. Kirby, Jr. Distinguished Professor

WILKES-BARRE , PENNSYLVANIA -- Wilkes University trustees, officers, faculty and students gathered for the dedication of the Allan P. Kirby Center for Free Enterprise and Entrepreneurship today (11/16/93). During the ceremony, Arlen Lessin of New York City was introduced as the recently appointed Allan P. Kirby, Jr. Distinguished Professor for Free Enterprise and Entrepreneurship.

As the Kirby Distinguished Professor, Lessin will be housed in the Allan P. Kirby Center for Free Enterprise and Entrepreneurship, located at 65 South Street, Wilkes-Barre, Pennsylvania. The building was purchased and renovated with funds provided by Allan P. Kirby, Jr. and dedicated to the memory of his late father. The senior Kirby passed away in 1973 after a life-long commitment to improving the quality of life in the Wyoming Valley.

"By establishing this Center and hiring Distinguished Professor Lessin, Mr. Kirby continues the Kirby family tradition of entrepreneurship. Both Allan P. Kirby Jr.

MORE

1ST ADD WILKES APPOINTS LESSIN AS DISTINGUISHED PROFESSOR

and his father personify the entrepreneurial spirit which will be the foundation for both of these bold new initiatives. Wilkes University is proud to be part of this tradition, by keeping it alive for the benefit of our students and the community," said Breiseth.

"Mr. Kirby has created a unique Center which, when combined with the talents of Mr. Lessin, will provide an optimal atmosphere for teaching our students the ways to be the small business leaders and innovators of the 21st century," said Dr. Christopher N. Breiseth, president of Wilkes University.

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MORE

2ND ADD WILKES APPOINTS LESSIN AS DISTINGUISHED PROFESSOR

on innovation and technology to every U.S. administration since President Ford. A member of numerous professional associations, he is currently Chairman of the Association for Information Management.

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C. Salonick



Ph 717-824-5145

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Wilkes University wins Historical Preservation Award

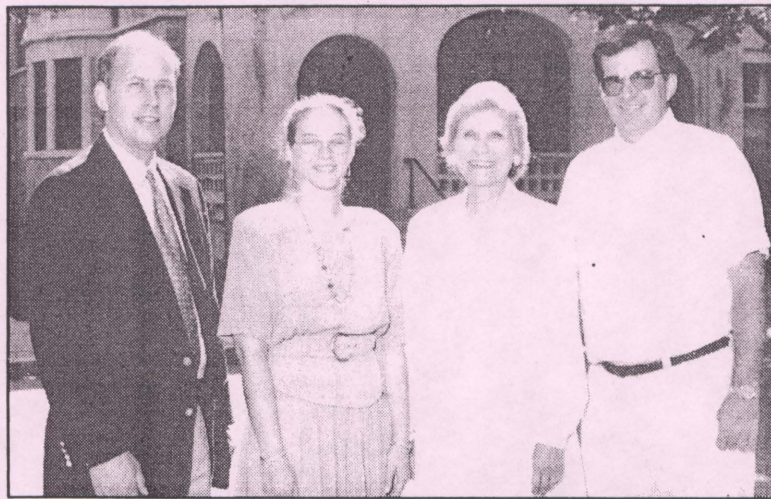
The Allan P. Kirby Center for Free Enterprise and entrepreneurship was selected for the Historical Preservation Award from the Wyoming Historical and Geological Society.

The award is given each year to a business or institution for maintaining, restoring and adapting, or reusing, historical properties.

Earlier this year, the Society announced the winners of seven awards for historic buildings within Luzerne County. Betsy Condron, community relations director, accepted the award for Wilkes University.

From the left, in photo, are Jim Bell, associate, Bohlin Cywinski Jackson; Mary Ruth Kelly, executive director, Wyoming Historical

and Geological Society; Betsy Remakus, president, Power Builders Inc. of Wilkes, and Leon



Posing in front of the Kirby Center

CV 7/17/94