ATHLETIC/RECREATION CENTER—WHAT’S BEEN HAPPENING?

MBA PROGRAM’S MSM COURSE PROVIDES UNIQUE WAY OF LEARNING

UNIVERSITY CITY NEIGHBORHOOD DRAMATICALLY IMPROVES

USP OPENS DOORS TO STUDENT DISPLACED BY HURRICANE KATRINA
FROM THE PRESIDENT

When you’ve been associated with a university for as many years as I have been with USP, you cannot help but be struck by the numerous changes that have occurred throughout your time. Yet, at the same time, the enormity of these changes may not always be so apparent because you have watched them evolve gradually over those years. Sometimes you see change occur around you, precipitated by events and individuals that are separate and apart. Other times, you see clearly the need for change—and take deliberate steps to facilitate its achievement.

Nothing could exemplify this more than the changes that have occurred on USP’s campus and in USP’s neighborhood over the past 20 years. Where once we were bordered by declining industrial sites and a decaying urban infrastructure, we are now an integral part of one of the most exciting, vibrant communities in all of Philadelphia. And USP has helped fuel that change. Our new campus quad, the Athletic/Recreation Center (ARC), the rising Science and Technology Center (STC)—all provide a seamless extension to a revitalized, thriving neighborhood amenity—Clark Park.

Since many of you have not had the opportunity to visit campus for quite some time, the cover story of this issue of the USP Bulletin will provide a glimpse into the dramatic changes that have occurred around campus over the last decade. When the idea of a special services district was proposed eight years ago, USP became a founding member of University City District (UCD)—an organization that has been the driving force behind much of the change. The success of UCD continues and has been apparent in many ways, but none more visible from our campus doors than the transformation of Clark Park.

Student living has also been transformed since the opening of the ARC in 2004. Where there once was an abandoned factory, now stands the 78,000-square-foot heart of the campus. This building is so much more than a facility that houses recreational and athletic activities. It truly is the center of student life on campus and has transformed the student experience beyond our expectations.

I sincerely hope that those of you who have not had the opportunity to visit the campus and the community recently will be able to get a sense of the excitement that continues to grow as our physical environment continues to flourish.

Philip P. Gerbino P’69, PharmD’70
President
University City—Left of Center, Right in So Many Ways

University City is becoming one of the most vibrant sections of the city

By John M. Martino MS’04
“Through its involvement in many collaborative efforts, USP is one of the most community-minded institutions in University City.” — DR. BARRY GROSSBACH

THANKS FOR THE MEMORIES
Patricia (Volz) Masterman P’74 shares her story about life as a USP student from 1968 to 1974, back when the Athletic Recreation Center used to be the site of the former Breyers Ice Cream plant, the Philadelphia Phillies used the Recreation Auditorium for occasional practices, and Billy Joel, the “Piano Man” himself, performed on campus. To read more, visit www.usp.edu/alumni/inside/masterman.shtml.

all the exciting nooks and crannies of this bustling neighborhood, a 2.2-square-mile section of West Philadelphia that USP calls home. But let’s back up the story a little...by about 20 to 30 years, when the nation’s sluggish economy took a toll on University City, as it did on many urban neighborhoods across the country. Absentee landlords failed to maintain some of the Victorian-style homes in the area. Clark Park became an eyesore filled with trash, weeds, and dead trees. What was once a haven for children became a hangout for drug users and the homeless. Steady crime rates and a lack of resources to effectively clean the neighborhood also perpetuated a cycle of decline.

“You can’t change the past,” says Patricia Masterman P’74, a USP student from 1968 to 1974. “But you can change the future.”

The area surrounding the campus, “wasn’t an area you wanted to wander around after dark.” And even if you wanted to wander, there wasn’t much to do, according to MARY KATE MCGINTY P’84, MS’04, USP’s associate vice president for community and government relations. “There really weren’t many options for entertainment or dining, and most students stayed pretty much within the immediate area surrounding the campus,” she says.

Fast forward to the mid-1990s when a special services district comprised of comprised of community-minded residents, including USP board of trustees member BARRY GROSSBACH, PhD, decided to take a stand and clean up the neighborhood. The district took notice and organized several assertive neighborhood improvement initiatives, including the formation of the Sadie Tanner Mossell Alexander University of Pennsylvania Partnership School, a university-assisted public elementary school located at 42nd and Spruce streets that has received rave reviews, particularly from local parents, since its opening in September 2001.

Another of Penn’s major projects — through a collaboration with USP and other organizations — included the formation of University City District (UCD), a private, nonprofit special agency that has had a major impact on this small community by providing comprehensive street-level cleaning and safety initiatives. Through UCD and its partnership with local businesses, nonprofit organizations, and institutions, USP has contributed to reducing crime in the area by more than 44 percent since UCD was founded, according to Wendell.

In a marketing campaign launched in 2004, University City’s vast selection of restaurants — from sidewalk cafes and funky nightspots to inexpensive eateries and elegant restaurants — has something for every palate. "The universities obviously give the area an intellectual flavor," says JOSEPH RUANE, PhD, professor of sociology and health policy at USP and a local resident since 1968, but my family and I have enjoyed the art galleries, museums, theaters, and swimming clubs, and other existing places within University City. I also enjoy the different cultures of people residing in the neighborhood and the activities where people gather, whether it is the Arts League Auction, de Sales Night dinner and dance, spring breakfast on the street, Spruce Hill Fair, or parties in the archaeological museum."

World Cafe Live — named after the nationally acclaimed WXPN-FM (88.5) radio program — is an exciting new neighbor to the area, presenting dazzling music performances seven days a week by both
USP’s association about USP was a sigh of relief for residents—both young and old—to enjoy. A rich mix of arts, culture, and entertainment rarely found concentrated in one compact area, University City proudly boasts:

- 20 galleries and museums
- 18 performing arts organizations
- 7 sports and recreation sites
- A movie theater
- An ice skating rink
- A variety of music, dance, and theater festivals and concerts

“SO MUCH TO DO...”

Nearly 100 restaurants specializing in African, Chinese, French, Indian, Italian, Japanese, Korean, Mexican, Middle Eastern, Vietnamese, and other international fare are easily accessible.

A neighborhood shops, a full-service grocery store, and entertainment businesses, including bistros, cafes, and specialty shops.

Along 40th Street between Walnut and Locust streets, residents, students, and visitors enjoy a state-of-the-art movie theater, neighborhood shops, a full-service grocery store, and open green space.

Clark Park has also been revitalized and is now home to a popular seasonal farmers’ market, where farmers and Amish bakers from around the region bring their freshest grown produce—fruits, vegetables, herbs, jams/jellies, and more—to University City twice a week.

Clark Park is a heavily used park. USP continues its responsibility for a section of the park near 43rd Street and Woodland Avenue and is a member of the Clark Park steering committee. The University also hosts UCD’s Annual Party for the Park, which helps raise money to improve the appearance and maintain the health and vitality of Clark Park.

MARGARET KASSCHAU, PhD, USP Associate Vice President for Academic Affairs and local resident

“I THINK THAT THE MOST SPECTACULAR CHANGE IN UNIVERSITY CITY OVER THE YEARS HAS BEEN AT CLARK PARK. FOR ME, IT IS THE OPEN SPACE I LOVE THE MOST.”

MARGARET KASSCHAU, PhD, USP Associate Vice President for Academic Affairs

“CLARK PARK. FOR ME, IT IS THE OPEN SPACE I LOVE THE MOST.”

Academic Affairs and local resident

USP Associate Vice President for Academic Affairs, has lived in many parts of the country, such as Massachusetts, Tennessee, Texas, and California. She moved to University City in 1994 because of its “proximity to Center City and the diversity of the neighborhood.” She says her favorite part of the neighborhood is Clark Park.

“When I moved here, Clark Park seemed in bad shape,” she says. “The grass and weeds were up to your knees, there was a lot of trash around, and it really did not feel safe. I think that the most spectacular change in University City over the years has been at Clark Park. For me, it is the open space I love the most. I enjoy walking around the park and seeing people having a great time with little children, family picnics, and walking their dogs. What a change Clark Park has made to the neighborhood and to the atmosphere around USP!”

And let’s not forget USP’s contributions to the neighborhood. From improving its campus appearancesuch as constructing the ARC and Quadrangle and the Science and Technology Center—to enhancing the neighborhood through various vacant lot redemptions, the completion of a demonstration garden/outdoor classroom at the corner of 43rd Street and Chester Avenue, and a current streetscape project on Woodland Avenue, USP has proven to be a valuable University City partner and a good neighbor. Over the past 20 years, USP has been joining forces with various community organizations to build solid civic relationships and address the needs of the neighborhood.

“Since I returned to USP in 1997,” says McGinty, “I have been impressed with the University’s long-standing involvement with community organizations and its commitment to improving not only the physical landscape of the neighborhood but also the quality of life for its residents.” McGinty serves as a primary liaison between the University and its neighbors, civic and professional associations, the business community, and government officials.

“As an alum, it’s been wonderful to see the strides USP has made in these areas, and as an administrator, I look forward to continuing to work with our community partners to effect positive change.”

ELIZABETH BRESSL-STOPPE, vice president for marketing and public affairs, says the improved state of the neighborhood has been the result of hard work and tireless efforts from a team comprising community groups, businesses, residents, and universities.

“Urban universities are increasingly, and appropriately, viewed as major community anchors,” says Bressi-Stopp. “Our partnerships are critically important to the health and vitality of our community, and the benefits of neighborhood improvements are enjoyed by all of us—students and residents alike.”

Dr. Grossbach agrees, adding, “Through its involvement in many collaborative efforts, USP is one of the most community-minded institutions in University City. It indicates that USP is looking beyond its immediate borders and becoming part of a broader whole.”

The improved look and feel of the neighborhood and USP was a sigh of relief for Gilbert, whose son Peter has enrolled this fall as a freshman. “I was surprised by how nice the neighborhood and especially the school looked,” he says. “We came to USP’s Orientation Day early, so I decided to drive around to show him where to go and where not to go. As I was driving and looking at the apartments and streets, I was surprised that it actually seemed safe and nice all the way up to 50th Street. And the way the school has grown is impressive. A lot has changed for the better since the last time I was here 18 years ago. I think my son’s experience at USP and in the neighborhood will be a lot different from mine.”
Two years ago—before the Athletic/Recreation Center (ARC) was completed—terms like “Splash Bash,” “Gym Rat,” and “Get Big 3” were unheard of on the University of the Sciences in Philadelphia campus. Now they’re a part of the everyday language, thanks to all the excitement happening inside the ARC as a result of USP’s new Department of Fitness and Wellness. As you walk through the impressive 78,000-square-foot, state-of-the-art facility, the murmur of students laughing and conversing is an overwhelming, inviting sound that invites you to witness all the excitement the ARC has to offer. Inside, students are playing billiards while their friends playfully cheer and jeer them. A group of students across the lobby is eating hot dogs and pretzels and drinking smoothies at the Courtside Café. A few steps away, an ESPN television interview with Philadelphia Eagles quarterback Donovan McNabb captivates students relaxing in a cozy lounge area. But this is only what you see at first. There is much more once you experience the programs created by the Department of Fitness and Wellness. “This building was made very user-friendly with its large lobby so students could not only work out, but also congregate, socialize, study, and have meetings.”

Marc Caserio, MEd, assistant director of fitness and wellness, agrees: “Students, faculty, and staff have embraced the ARC as a second home on campus.”

Before construction of the highly anticipated facility was completed in September 2003, the pulse of student life on campus was moderate. Without an inviting location, organizers of programs and activities had their work cut out to draw students. That all changed as soon as the doors of the ARC officially opened, resuscitating the entire campus community. “Visually, the ARC is a beautiful building that gives people an ‘ahh’ experience when they come here, and that is the feeling we wanted to create,” says Aminta H. Breaux, PhD, dean of students.

Students, faculty, and staff utilize every aspect of the facility from jogging around an elevated indoor track and using the various weight-training and cardiovascular equipment rooms to swimming in the ARC’s three-lane, 25-yard pool and relaxing in the Jacuzzi. Students use the meeting and conference rooms to do homework, gather in study groups, or rehearse presentations for a class. Whether students come for an activity or just to blow off some steam between classes, the ARC has to offer. That all changed as soon as the doors of the ARC officially opened, resuscitating the entire campus community. “Visually, the ARC is a beautiful building that gives people an ‘ahh’ experience when they come here, and that is the feeling we wanted to create,” says Aminta H. Breaux, PhD, dean of students.

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THE ARC EARNS AN A+ FROM STUDENTS

The two-year-old facility has been a huge hit, offering sports, recreational, and fitness programs for the entire campus community by John M. Martino MS’04
While the ARC has established itself as an attractive site for sporting and athletic competition, the Department of Fitness and Wellness is also reinforcing one of the University’s strategic imperatives of creating a culture of student-centered learning and living. While the building provides outlets for students to relax and unwind, the ARC’s fitness and wellness staff has created a plethora of interactive activities and events (see sidebar) to engage and entertain students while keeping them healthy and fit at the same time. Yes, it’s true if “you build it, they will come”; specific programs have enhanced attendance as well as “the experience.”

“Student interest has greatly increased over the two years we’ve been open and have programmed the facility for aerobics activities and social events,” says Dougherty. “The physical education and aerobics classes, from yoga to spinning to kickboxing, have been well attended and are usually filled to capacity. Pool attendance, including water aerobics, has improved dramatically. The pool averages about 140 to 150 students, faculty, and staff per week.”

“We take into consideration many factors while planning our aerobics program and special events calendar,” adds Caserio. “We offer a diverse schedule to satisfy the needs of the entire USP community. We also collaborate with other departments around campus, such as planning Greek Week events with USP’s Greek life. We conduct surveys and talk to the students to formulate strategies to accomplish our goals. From what we heard so far from the students, we have been very successful.”

The Department of Fitness and Wellness has been equally successful in attracting student workers; nearly 50 students are employed inside the building. “It’s the fun job on campus,” says Dougherty. The fitness and wellness student workers are responsible for keeping the workout areas clean and organized, assisting visitors during exercising or weight training, answering phones, and monitoring rooms to ensure equipment is used safely.

“The fun at the ARC is unmatched,” says BABAJIDE OGUNDIPE ’HPT’07. “Working at the ARC allows me to escape some of the stresses of school, but it allows me to continue to be in a professional environment. Physical fitness interests me, and my opportunities here will contribute to my experience working in the practice of physical therapy.”

The fitness and wellness staff also receives glowing reviews from visiting alumni, who are able to purchase alumni memberships to the ARC and enjoy the same amenities and programs enjoyed by students, faculty, and staff every day. According to Dougherty, alumni usually have the same response when they take a tour of the ARC. “We hear them say, ‘I wish I had this when I was here,’ or ‘I wish I had graduated later.’ They just absolutely love the ARC. They come to the ARC during the day and weekend. According to Dougherty, alumni usually have the same response when they take a tour of the ARC. “We hear them say, ‘I wish I had this when I was here,’ or ‘I wish I had graduated later.’ They just absolutely love the ARC. They come to the ARC during the day and weekend.

“Working at the ARC is like going to my ‘other’ home with my ‘other’ family, where I am treated with respect and courtesy, which brightens up each day,” JOHN SULLIMAN ’B07, WORK-STUDY STUDENT

“I spend about 12 hours a week at the ARC to increase my level of fitness as well as compete in some of the contests,” DOUG TUMMILLO PharmD’06.

“I remember when the ARC wasn’t here, and the students stayed in the dorm rooms doing nothing. Now, everybody attends the ARC, and it keeps students busy,” HARRY UQDAH PharmD’06.

“My favorite events on campus are the three-on-three basketball tournaments and the three-point shootout and free throw competitions because it’s great to play in a place like this against the better players we have on campus.” JAMES RIM PT’09.
IMAGINE starting your own multi-million-dollar pharmaceutical company. You are responsible for making all the management, personnel, financing, and strategic decisions that define your business. When questions need immediate answers or if a problem or crisis develops, all heads turn to you. What would you do?

Students in the MBA in pharmaceutical business program at University of the Sciences in Philadelphia are put into this position through an innovative course that lets them run their own companies. Granted, the start-up companies never come to fruition because they are fictional, but the knowledge the students gain could very well lead them to the top of their own corporations one day.

The Multidiscipline Strategic Management (MSM) two-semester course—the backbone of the MBA program at USP—comprises teams of five students or more who work together to create a hypothetical pharmaceutical company that could compete in today’s marketplace. The students devise a full description of all departments within their company and describe how each department operates. This includes the organizational design of the company, the firm’s products, management and human resource issues, and other major decisions. At the end of the first semester, the students make a final presentation, called a “Progress and Strategic Meeting” or PSM, to faculty members and, sometimes, several deans.

USP offers the MSM course for both the on-campus MBA students and the off-campus executive MBA cohorts. We have been amazed at the creativity and clever concepts demonstrated by the students. One team chose to enter the Indian pharmaceutical market with an anti-diabetic drug. Their comprehensive PSM presentation included a thorough overview of the epidemiology of India, the pharmaceutical market, and possible entry strategies for a Western pharma company.

Another team of students created a small innovative biotech company that developed a cure for AIDS. The technology they used came from personal interviews with researchers who are currently working on a cure for the disease.

Some of the issues they address are:
- The nature of the current U.S. health care environment and how it affects the business strategies pursued by pharmaceutical companies.
- The effect of issues like reimportation, reference pricing, and generics on business strategies.
- The effect of lobbying groups like AARP, insurance lobbies, and the AMA on the future of the health care environment and, by extension, pharma’s business strategies.

The students create their companies at the end of the first semester and then begin to think of identifying strategic issues and key problems during the second semester. In this section of the course, the students define at least one major strategic issue and/or key problem that their company is facing or will face as it attempts to realize its goals and strengthen its competitive position.

When actual pharmaceutical corporations encounter unforeseen problems, it is important for management to correctly identify the problem and not confuse it with a symptom, understand the sets of variables that influence one another as the strategic issue develops, and understand the short-term versus long-term implications of the problem. Students act in the same manner by listing all feasible alternatives and then identifying the optimal strategy. Finally the students make an oral and visual presentation of their case study to a panel of professors, experts, and deans for the final PSM and defend their findings.

It is exciting for us to see the team members have fun with the MSM experience. During one of the final presentations, a team of students created t-shirts and paraphernalia for their company and handed them out to fellow students and faculty members. Another group started a company that produced a female sexual dysfunction drug. The team was all female, and each member wore pink and black business attire to the PSM presentation to showcase—with pride—their company colors.

We encourage the students to be excited about the process, but the knowledge and skills they receive are most important. For example, one team created a company that aimed to produce a generic version of a currently branded drug. The team members took the process seriously and conducted primary and secondary research on the possibility of their organization being sued by the brand-name company. The students became experts on this dilemma and applied their research to other cases.

If the final presentations are a measure of the MSM course’s success, then it is safe to say our students are reaping the rewards.

For information on USP’s MBA in pharmaceutical business program, visit online at www.usp.edu/pharmbiz, or call 215.596.8596.
ASHLEY WEISS thought she had waved a final goodbye to USP when she transferred to University of New Orleans (UNO) last year to major in English. She never imagined that she would return to USP. Then again, she didn’t think a hurricane would rip through the Gulf States devastating everything in its path and causing the city of New Orleans to look like a third-world country.

Like thousands of college students from cities in Louisiana and Mississippi, Weiss was displaced by Hurricane Katrina and needed to continue her education elsewhere. Weiss and 15 of her peers took up residence at a friend’s family plantation in Washington, La. Though they were physically safe, their spirits were crushed.

“We didn’t think anything this detrimental could happen,” she says. “It was very surreal to watch the news and see places that I’ve been to, places where I’ve hung out, in ruins. If anything, this has certainly made me appreciate family and friends more than ever.”

Weiss soon learned that she has more friends to lean on for support. In addition to providing her with tuition-free courses during the fall semester, The Friends of USP—a support group comprised of volunteers since 1929—donated $200 to help Weiss with school expenses and living costs.

As for her future plans, Weiss says the experience hasn’t altered her career path. “If at all possible, I fully intend on returning to New Orleans and finishing my degree in English,” she says. “I believe I have under-graduate degree, I will be going to graduate school for my master’s and PhD in English in order to pursue a career as a college English professor.”

So perhaps USP has not seen the last of Weiss yet.

USP ALUM COMES TO HURRICANE VICTIMS’ AID

Following the destruction caused by Hurricane Katrina to the Gulf States on August 29, thousands of people were left with just the clothes on their backs. Their homes were destroyed, their belongings were lost, and their entire world was completely turned upside down. In the wake of this tragedy, volunteers, health care professionals, and other caring souls from all over the nation came to the aid of those impacted by Hurricane Katrina.

RICHARD OST ’82, president of Philadelphia Pharmacy, located in the West Kensington section of Philadelphia, was one of many who extended their volunteer services. On September 13, Ost was asked to prepare for the arrival of 3,000 displaced residents from the Gulf States who were evacuating to Philadelphia. Though less than 40 people made the trip initially, Ost and other volunteers provided the care and comfort the evacuees needed so desperately. Below is a Q&A with Ost:

Q: When did you decide to volunteer your efforts to help victims of Hurricane Katrina?

Ost: I received calls from administrators at the Episcopal Campus of Temple Hospital and the City Behavior Health Department requesting our services for victims who would be arriving at the Philadelphia airport later that day. They were aware of the victims’ prescription needs, especially in the area of behavioral health. We were asked to prepare for 1,000 families, approximately 3,000 people, who were expected to arrive in Philadelphia with unknown pharmacy needs.

Q: How does it make you feel that you were asked to help?

Ost: Everybody wants to help, and we all gave donations of one type or another; however my biggest thrill was just to be able to deal with these victims one on one and give them a personal helping hand and an ear to listen. When our services were requested, we did not know how many prescriptions to expect. I am extremely proud of our staff who volunteered to do whatever it would take to make sure all of the victims’ medication needs were met; whether it was 39 or 3,000 people.

Q: We played a very, very small part in the bigger picture of what has to be or what has been done for these victims. But isn’t that what pharmacy is all about—helping people, no matter what we do every day, providing a public service to people, whether they live a block away or thousands of miles away?

Ost: Yes. Did your education at USP prepare you for this?

Ost: My education and the profession of pharmacy have prepared me with my 20-plus years in the retail pharmacy business. My number one priority is to provide the care our customers need.

Q: Did your education at USP prepare you for this?

Ost: Yes, it was a great experience to have taken courses in the pharmacy management software to managing the flow of prescriptions in the pharmacy.
ALUMNI FOCUS

AWARD-WINNING INNOVATOR

LAUREN H. HOFFMAN PharmD’83
When Dr. Lauren H. Hoffman graduated from Philadelphia College of Pharmacy and Science, she took all the skills and knowledge she learned from the institution and headed south. While working in various medical centers, pharmaceutical companies, and health care organizations in states such as Georgia and Florida, she credits her experience up north—particularly at PCPS—for shaping the pharmacist she is today. And from recent awards she has garnered, it appears her alma mater did a fine job molding a remarkable pharmacy professional.

In March, she was recognized by the Blue Cross Blue Shield Association (BCBSA) and Harvard Medical School’s Department of Health Care Policy for a program she helped develop called “Know Your PT/INR: Blood Thinner Awareness Initiative.” It addresses problems with anticoagulants that are used in the treatment of venous thromboembolic disease, which involves blood clots often found in the legs or lungs. The educational program helps inform patients on blood thinners about the risks and potential dangers of commonly used blood thinners such as warfarin. BCBSA and Harvard researchers recognized the program as an innovative approach that can also control costs. BCBSA’s BlueWorks program, a collaboration between BCBSA and Harvard that identifies successful programs across the nation that are helping keep health care affordable and improve the quality of care.

During her time at Boeing, she has provided technical support to the engineering department of Boeing Integrated Defense Systems, first in Huntington Beach and now in Long Beach, Calif. Currently, she provides primary material and process support for upgrades, repairs, and maintenance of Boeing’s B-1B fleet. During her time at Boeing, she has provided technical and design expertise for the manufacture of liquid and solid rockets for the Delta, Titan, and Space Shuttle programs. Through her expertise and ingenuity, she has helped Boeing save $27 million and its customers $768 million over the last 10 years. Although now assigned to support the B-1B Bomber repairs and upgrades, she continues to act as a consultant to other Boeing divisions on rockets, missiles, and aircraft programs.

In 1983, Strong became the first woman engineer hired by General Electric-Albuquerque in 57 years. Through numerous innovative processes she helped develop, she saved the company more than $200 million. In less than a year working as a senior advanced composite engineer for GE’s Aircraft Engine Business Group, she received the company’s highest honor, the Manufacturing Technology Excellence Award.

Prior to that, she worked as a process engineer for Hughes Aircraft in El Segundo, Calif. She developed a new process for testing circuit boards prior to use in mother boards. This process lowered the motherboard circuit failure rate from 75 percent to less than five percent.

Through her efforts, 20 additional acceptable motherboards were produced per month at $5,000 each, resulting in a savings of $1.2 million a year.

She began her career in organic and pharmaceutical chemistry and developed several pharmaceutical products, including an AIDS “cocktail” and five marketed drugs.

Strong currently resides in Huntington Beach, Calif.

NOT A BRAIN SURGEON...

PAMELA K. STRONG C’72
“What are you a rocket scientist?”
Not many people can answer in the affirmative to this rhetorical and generally sarcastic question. But Pamela K. Strong can emphatically say, “Yes!”

Strong is an accomplished and revered expert engineer in nonmetallic materials and processes in the aerospace industry. One of only a few women in her field, she has been lauded throughout her professional career for developing innovative solutions for material problems on aircrafts, rockets, and aerospace and military systems. She is the recipient of The Boeing Company’s Amelia Earhart Woman of Achievement Award and the Society of Automotive Engineers’ Women’s Leadership Award among other industry honors she has received. She is also a Fellow of The Society for the Advancement of Material and Process Engineering (SAMPE), the Society of Women Engineers (SWE), The Royal Australian Chemical Institute (RACI), and The American Institute of Chemistry (AIC).

Since 1987, she has employed her expertise and ingenuity to improve Boeing’s B-1B fleet. During her time at Boeing, she has provided technical and design expertise for the manufacture of liquid and solid rockets for the Delta, Titan, and Space Shuttle programs. Through her expertise and ingenuity, she has helped Boeing save $27 million and its customers $768 million over the last 10 years. Although now assigned to support the B-1B Bomber repairs and upgrades, she continues to act as a consultant to other Boeing divisions on rockets, missiles, and aircraft programs.

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Strong currently resides in Huntington Beach, Calif.
NEW FULL-TIME FACULTY MEMBERS

1. WILLIAM R. LAW, PhD
   Chairperson, Department of Biological Sciences
   Associate Professor, Biology

2. CLAUDIA F. PAVANTA, PhD
   Chairperson, Department of Social Sciences
   Professor, Anthropology and Social Science

3. WILLIAM ASHTON, MS
   Assistant Professor, Pharmaceutical Marketing and Management
   Department of Pharmacy Practice and Pharmacy Administration

4. DANNY B. JENKINS, PhD
   Assistant Professor, Biomedical Writing
   College of Graduate Studies

5. LAURENCE POLI, MBA, PhD
   Associate Professor, Pharmaceutical Business
   College of Graduate Studies

6. LAURA PONTIGGIA, PhD
   Assistant Professor, Statistics
   Department of Mathematics, Physics, and Computer Science

7. ANGELA R. VINTI, PharmD
   Assistant Professor, Clinical Pharmacy
   Department of Pharmacy Practice and Pharmacy Administration

FACULTY PROMOTIONS

1. JOHN CONNORS, PharmD
   Associate Dean, College of Graduate Studies
   Associate Dean, Misher College of Arts and Sciences

2. SUZANNE MURPHY, PhD
   Associate Dean, Department of Pharmacy Practice and Pharmacy Administration

3. ANDREW PETERSON, PharmD
   Chairperson, Department of Pharmacy Practice and Pharmacy Administration

4. SARAH SYNLER, PharmD
   Clinical Professor, Clinical Pharmacy

5. SHAHZA TJANI-HUTT, PhD
   Associate Dean, College of Graduate Studies

6. SUSAN WAINWRIGHT, MS, MPT
   Acting Chairperson, Department of Physical Therapy

Not shown:

MICHELE MULHALL, MS
   Acting Chairperson, Department of Physical Therapy

USP PREPARES FOR A BANNER YEAR

In February, 2006, USP will mark 185 years of educating professionals in the health sciences field. The anniversary presents an opportunity to celebrate how much USP has grown since it was founded in 1821 as the first school of pharmacy in North America. A number of initiatives have been developed, including a 185th anniversary logo developed by Strategic Marketing. Communications to be used on publications, posters, and other materials. A new banner campaign was launched at the beginning of the academic year featuring the new anniversary logo. The new banners will replace the crimson USP banner through December 2006. The number of banners that mark the borders of the USP campus have been doubled to more accurately define the parameters of USP’s campus.

NOBEL PRIZE WINNER VISITS DURING WORLD YEAR OF PHYSICS CELEBRATION

University of the Sciences in Philadelphia is recognizing the international celebration of World Year of Physics 2005 through a series of lectures, activities, and events aimed at enhancing awareness and generating excitement about physics and science. To kick off the event, Norman F. Ramsey, PhD, Higgins Professor of Physics Emeritus at Harvard University and the recipient of the 1989 Nobel Prize for Physics, visited USP on September 22 and presented a lecture, “Contributions of Magnetic Resonance to Other Sciences,” in front of packed audience of students, faculty, and staff. His lecture focused on the applications of magnetic resonance to nuclear structure, molecular structure, NMR, chemistry, biology, medicine, MRI, MMR, etc. Dr. Ramsey, who is also the father of MARGARET KASCHULA, PhD, USP’s associate vice president for academic affairs, spoke with USP students following the lecture.

In addition to Dr. Ramsey, USP will welcome three other distinguished physics professors to make presentations. They are Walter Smith, PhD, associate professor of physics at Haverford College; Sylvester James Gates, Jr, PhD, John S. Toll professor of physics at University of Maryland; and PAUL HALPERN, PhD, professor of physics at USP. For more information, visit www.usp.edu/smc/wwp.shtml.

The United Nations endorsed 2005 as the International Year of Physics, which commemorates the 100th anniversary of Einstein’s “miracle year.” The purpose of the designation is to expose more people to the importance of physics and to inspire a new generation to take an interest in physics, as well as science in general. Countries from all over the world are organizing events to commemorate this important time in the field of physics.

Dr. Norman F. Ramsey is a professor emeritus of physics at Harvard University. He was appointed the Higgins Professor of Physics at Harvard in 1964. After nearly 40 years at Harvard, he “officially” retired in 1986. He received one-half of the Nobel Prize for Physics in 1989 for his development of a technique to induce atoms to shift from one specific energy level to another. Dr. Ramsey shared the award with co-recipients Wolfgang Paul and Hans Georg Dehmelt. Dr. Ramsey’s innovation, called the separated oscillatory fields method, found applications in the precise measurement of time and frequency. He also helped improve techniques for studying atoms, which led to the development of the cesium atomic clock. Practices directly related to Dr. Ramsey’s work have been used to test theories such as relativity and other basic theories governing our universe. In the 1950s, he helped develop the hydrogen maser, a microwave-emitting relative of the laser.

Dr. Ramsey’s contributions have been recognized by many prestigious awards including the Presidential Certificate of Merit (1947), the E. O. Lawrence Award (1960), the Davison-Germer Prize (1974), and the Columbia Award for excellence in science (1980). He received the IEEE Medal of Honor in 1984 for fundamental contributions to very high accuracy time and frequency standards exemplified by the cesium atomic clock and hydrogen maser oscillator.” He is a Fellow of the American Physical Society and a member of the National Academy of Sciences.
**USP ADVENTURE BEGINS AS NEW STUDENTS EXPLORE NEW HORIZONS**

USP welcomed 519 incoming students and more than 700 family members during its annual summer orientation program, “Adventure USP: Explore, Experience, Excel.” A record 90 percent of all incoming students participated in one of three educational and fun-filled sessions held in July.

Students took part in two-day orientation programs that included taking their diagnostic exam in writing, an online College Student Inventory Survey that helps advisors get to know the students, class registration, meeting other students, and working with their peer mentors.

During the two days, students received tips on making the transition to college and learned how to make the most of their academic experience. They also had a chance to visit with their academic dean. As part of the activities, students presented essays on and discussed Mark Haddon’s murder mystery novel, The Curious Incident of the Dog in the Night-Time. As part of USP’s One Big Book Club, a pair of $500 prizes for best essays was awarded to KENNA SHAM (PharmD’11) and ASTRID HENRY PA’09.

Fun and games were a part of the adventure as students engaged in some entertaining activities in the Athletic Recreation Center such as sack races, Limbo and mixed-eating contests, design your own USP t-shirt, volleyball, basketball, and board games.

**RENOWED INTERNATIONAL RESEARCHER SPEAKS AT CONVOCATION**

USP celebrated the new academic year with its third-annual opening convocation on August 26 at the Athletic/Recreation Center. Faculty members welcomed the academic regalia and participated in a procession across campus into the ARC for a special ceremony welcoming new and returning students and faculty to campus. VINAND M. NANTULYA, MD, a renowned international researcher who is serving as a Fellow for Misher College of Arts and Sciences at USP, served as the keynote speaker.

Dr. Nantulya praised the University and welcomed the students to the new academic year, telling them that they are “in a unique position to make a contribution to human development globally.”

“(USP’s) strength in pharmacy and related sciences is well known,” he said. “This strength of USP is an invaluable asset in this era of increasing importance of medicines in society. You have an opportunity of a lifetime to make a difference in the world and change society for the better. Take full advantage of this opportunity.”

As parents in attendance prepared to say goodbye to their sons and daughters, Dr. Nantulya said to them “Fear not, this university has what it will take to turn your children into the kind of individuals you will be proud of.”

Dr. Nantulya is the senior advisor to the executive of The Global Fund to Fight AIDS, Tuberculosis, and Malaria. In this position, he is the executive director’s most senior advisor on public health issues in the developing world and acts as the first representative at global health forums. Previously, he was a senior research scientist in international health at the Center for Population and Development Studies within the Harvard School of Public Health. He worked for six years as corporate director of programs at the African Medical and Research Foundation in Nairobi. While in this position, he was responsible for strategic planning, program monitoring, and evaluation.

His research interests in public health have focused on health equity, communication of health information to communities, and health systems. He participated in the WHO/USAID/Rockefeller Foundation’s Global Health Equity Initiative, leading two studies on health equity issues related to road traffic accidents in a developing country context (Kenya) and adolescent lives and livelihood in a developing country context (Tanzania). Both studies are published in a book titled Challenging Health Inequities: From Ethics to Action, published by Oxford University Press. He has served on several expert committees of the World Health Organization, and he is a member of the executive committee of the International Federation of Tropical Medicine.

**NEW HORIZONS AS NEW STUDENTS EXPLORE**

Thirty-three high school and middle school students from the Philadelphia School District had a chance to become CSI agents over the summer through the federally-funded Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) at USP.

During the four-week program in July, the students conducted chemistry and biology experiments, viewed cells under a microscope, used computer technology to help find information and micrographs for their final report presentations, and extracted DNA from cells while learning the importance of DNA to their science careers, improve their skills, introduce them to a college environment, and challenge them to be all they can be," said Dr. Gerbino.

Dr. Gerbino has been a part of the faculty and administration of USP for more than 30 years. Prior to being named president, he served as dean of the Philadelphia College of Pharmacy (PCP) and vice president for academic affairs. He also returns the academic title of Lineford F. Tice Professor of PCP.

He is a Fellow of the College of Physicians of Philadelphia, the American Pharmacists Association (APhA), Academy of Pharmacy Practice and Management, and the American Society of Consultant Pharmacists (ASCP). Dr. Gerbino continues to serve on editorial and advisory boards of pharmacy, medical, and health care publications and is a consultant on strategic planning, marketing, and new business development to the pharmaceutical and health care industries.

He has served or continues to serve on boards of private and public health care companies and professional and civic organizations. Dr. Gerbino has published and lectured extensively and is an accomplished professional chairman and facilitator. He served as president of APhA in 1990 and as a civilian pharmacy consultant to the Air Force Surgeon General.

Published 12 times a year, PharmaVOICE is expressly written and designed to deliver the views, opinions, and insights of executives who are shaping the direction of the dynamic life-sciences industry. PharmaVOICE provides multiple perspectives on business challenges, trends, and topics. Editorial content sparks dialogue, initiates debate, and opens the lines of communication to facilitate and improve business-to-business relationships. The magazine reaches more than 17,000 readers every month.

**YOUNG STUDENTS “GEARED UP” AT USP SUMMER PROGRAM**

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**THE PATRICIA LEAHY MEMORIAL LECTURE HONORS THE LATE USP PHYSICAL THERAPY PROFESSOR.**

Patricia Leahy was a physical therapy professor who established a scholarship fund before her death to financially assist PT students during clinical education. Professor Leahy believed it was important to enable students to expand their horizons by seeking clinical sites outside of the Philadelphia area. She instructed in the areas of rehabilitation and neuroscience from 1987 to 1995 at USP. She was an active member of APTA and the Neurology Section. She was largely responsible for changing the Neurology Report from a section newsletter to a recognized journal (now the Journal of Neurologic Physical Therapy). She was one of the first three physical therapists to receive specialist certification in neurology and was a member of the Neurologic Specialty Council.

**1821 REMEMBERED DURING ANNUAL MISHER FESTIVAL**

USP presented its Annual Misher Festival October 17–21. The theme of the event, featuring the world premiere of "Back to Our Beginnings: Art, Architecture, and Apothecaries in the 1820s," was "Back to Our Beginnings: Art, Architecture, and Apothecaries in the 1820s" and acknowledged the artistic, cultural, and intellectual world of USP’s first students.

The Misher Festival entertained the campus community through a variety of acts, such as a string quartet performance, a classical guitar concert, and a presentation by MILENA GRIFFITH PharmD’09 and DINA LAYZIS PharmD’09 of what it was like to be in a pharmacy classroom in 1821. The Festival included lectures from guest speakers, including Dr. Roger W. Moss, executive director of the Athenaeum of Philadelphia, who presented a highly illustrated lecture on the architecture of the city in the 1820s and some of the social and intellectual events of the time.

The Misher Festival honors former USP President ALLEN MISHHER PS9, PhD, who made many contributions to USP, including enhancing the school’s general education and expanding the role of the humanities and social sciences in a science-based curriculum. The Misher College of Arts and Sciences is named in Dr. Misher’s honor.

**PROGRAM PREPares HIGH SCHOOL STUDENTS FOR COLLEGE**

Over the summer, 14 high school graduates participated in a program that focused on preparing them for the university experience. Students of the Preparation, Retention, and Enrichment Program (PREP) attended the seven-week residential program following their high school graduation. The students were instructed by USP professors in precollege academic courses in math, biology, English, and chemistry. They also learned topics related to study skills, career development, personal transition to college, and campus resources. Just like college life, they had a chance to experience some fun to reward their hard work. They participated in an ice cream sundae night, video night, and trips to Longwood Gardens and the University of Pennsylvania campus.

They will serve as counselors for the program next year and introduce the new PREP students to college life as well as to Philadelphia’s many exciting cultural attractions.

**USP PARTICIPATES IN BIO 2005**

**BIO 2005—The world’s largest biotechnology industry convention—took place at the Philadelphia Convention Center July 19–22 with 18,730 people from 56 countries attending the four-day event. The last time BIO’s annual convention was in Philadelphia—in 1996—it attracted about 3,701 attendees.**

One of the highlights of the event was the “Welcome Home” reception, an invitation-only affair targeting life sciences company executives who received their training at a Pennsylvania university, medical school, or research institution. USP was one of seven universities selected to develop a list of people to invite to the affair, which was sponsored by USP, Pennsylvania Department of Community & Economic Development. The goal of the reception, attended by Pennsylvania Governor Ed Rendell, was to entice executives from outside the region attending BIO 2005 to consider relocating or expanding their operations to Pennsylvania.

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**“The Welcome Home Reception captured the spirit of the individuals who graduated from Pennsylvania’s research universities,” says Barrett. “USP was pleased and honored to be included in the select group of universities welcoming back their graduates to the Philadelphia region. Many USP graduates have taken their talents and have gone on to found or lead bioscience companies. We believe Pennsylvania universities are among the best in the world.”**

**THE PATRICIA LEAHY LECTURE FOCUSSES ON COGNITION AND PHYSICAL FUNCTION**

The effect cognition has on physical function was explored during USP’s Annual Patricia Leahy Memorial Lecture on September 22. Lisa Roio, PhD, PT, NCS, (right) professor and chair of the Department of Physical Therapy at the School of Health and Rehabilitation Sciences of Indiana University, was this year’s guest speaker. Physical therapy topics included the interaction among attention, memory, executive processes, and dual tasking, as well as the interaction between these processes and functional mobility. Proceeds from the event benefited the Patricia Leahy Scholarship Fund.

**USP BULLETIN: BULLETIN BOARD PAGE 23**

Pennsylvania Governor Edward Rendell (right) visits USP’s booth at the BIO 2005 Convention. Left to right: Preston Moore, associate professor of chemistry and biochemistry, and Mary Kate McGinty, associate vice president for community and government relations, and MARY KATE McGINTY P’84, M’94, USP’s associate vice president for community and government relations, also attended the conference. They attended several press conferences, including a discussion by Senator Arlen Specter on the importance of stem cell research, an update on BioAdvance’s mission to accelerate the growth of the life sciences industry in Southeastern Pennsylvania, and a report from the Milken Institute that accessed the economic impact of the life sciences in the Greater Philadelphia region compared to other metropolitan areas. According to the report, the region ranks first in terms of economic impact from the life sciences.

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BIOLOGY PROFESSOR RECEIVES ADMINISTRATIVE FELLOWSHIP

JOHN PORTER, PhD, professor of biology and the graduate director of cell biology and biotechnology at USP, was named the recipient of the 2005-06 USP Administrative Fellowship. The fellowship is designed to introduce a faculty member to all aspects of administration at the University, with special emphasis on how the different divisions work together to provide overall leadership.

This experience is an opportunity for Dr. Porter to broaden his experiences both administratively and professionally. His responsibilities will include attending administrative meetings, interacting with various departments across the University, developing a major project of interest to him, and participating in ongoing administrative activities.

Dr. Porter came to USP in 1983. During his tenure at the University, he has served as research professor, pharmacognosy, professor of biological sciences, and director of the cell biology and biotechnology program. He has taught courses in cell biology, evolutionary biology, advanced pharmacognosy, and ethnobotany. Currently, his primary laboratory research focuses on medicinal natural products. In addition to his academic responsibilities, he has been webmaster of The American Society of Pharmacognosy since 2003.

Dr. Porter received a PhD in botany from University of Montana and a BS in biology from Pittsburgh (PA) State University.

USP AND APhA PARTNER TO OFFER EDUCATIONAL BENEFIT TO PHARMACIST MEMBERS

The American Pharmaceutical Association (APhA) has partnered with USP to promote USP's MBA in pharmaceutical business program to APhA members as part of a unique educational benefit.

This collaboration offers pharmacist members an opportunity to combine science and business skills to create better products, services, and structures that will improve medication use and enhance patient health. APhA members may enroll in courses in USP's MBA or executive MBA program at a reduced rate of tuition. This 15 percent reduction in tuition for the first 12 credits will also be extended to the distance-learning MBA program as well as the recently launched UK-based executive MBA program.

“USP has a long legacy in the pharmaceutical industry, and APhA is the leading pharmacy association representing pharmacists in all practice settings,” says HAROLD E. GLASS, PhD, director of USP’s graduate program in pharmaceutical business. “We are both interested in furthering the professional qualifications of pharmacists, and I can’t think of two organizations whose interests better complement each other. We are excited about our collaboration with APhA.”

“APhA is excited to partner with USP on this educational benefit, which offers pharmacist members a business-oriented look at the pharmaceutical industry and growing health care sectors,” says JOHN A. GANS, P&G, executive vice president and CEO for APhA.

To learn more about USP’s MBA program, visit apha.org/uspmba, or contact Jeff Goodwin at 215.596.7548 or jgoodwin@aphanet.org.
NEW MEMBERS ELECTED TO USP’S BOARD OF TRUSTEES

TWO NEW MEMBERS were elected and an alumni representative was appointed to serve on the board of trustees of the University of the Sciences in Philadelphia (USP). The responsibilities of USP’s board of trustees include approving the University’s strategic plans and ensuring their consistency with the institution’s mission and goals. The new members are LONNIE COATS, GEORGE HAGER, and JANICE GASKA.

LONNIE COATS

Lonnie Coats is the President and chief operating officer of Eisai, Inc., a U.S. pharmaceutical subsidiary of Eisai Co., Ltd., a research-based human health company that discovers, develops, and markets products in more than 30 countries. Coats started the company in 1996 as the west region sales director. In 1997, Coats became director of managed care, where he led the creation of Eisai’s managed care group. Later that year, he was appointed national sales director, responsible for building a U.S. presence in neurology and primary care and working with partners to maximize the growth of Eisai Inc. brands. In 1999, he was promoted to executive director of sales. He was named vice president of human resources and a member of Eisai Inc.’s executive committee in 2001. In this role, he was instrumental in establishing a five-year vision and corporate values. He also helped lead the effort to create Eisai Medical Research Institute (EMRI) as an independent subsidiary of Eisai Co., Ltd. in 2000. He became vice president of sales and marketing. He assumed his current position the following year. Coats began his career in sales at Pepsi-Cola as a management trainee under completion of the company’s Minority Scholar Program. In 1988, he joined Janssen Pharmaceutical Inc., a division of Johnson & Johnson, as a sales representative. During his eight-year career with Janssen, he held various positions within sales management. He earned a BS in public administration from Oakland University in Michigan. He has been selected to a three-year term as a member-at-large on USP’s board of trustees.

GEORGE HAGER

George Hager is the chairman and chief executive officer of Genesis HealthCare, one of the nation’s largest long-term care and rehabilitation therapy providers. He was previously the company’s executive vice president and chief financial officer, responsible for corporate finance, information services, and reimbursement and risk management. Hager has more than 20 years’ experience in the health care industry including serving as lead partner for KPMG LLP’s health care practice in Philadelphia from 1979 to 1992. He is a certified public accountant and is a member of the board of directors of Adolor Corporation, an Exton, PA-based biopharmaceutical company. In 1996, Hager received the Cain Brothers Award, a competition sponsored by Cain Brothers and Modern Healthcare magazine. He has been named one of the nation’s most outstanding CFOs in the health care industry for demonstrating the greatest creativity, innovation, and discipline in the management of a corporation’s financial affairs. His memberships include the American Institute of Certified Public Accountants (AICPA) and the Pennsylvania Institute of Certified Public Accountants (PICPA). He holds a BA in economics from Dickinson College and an MBA from the Rutgers Graduate School of Management. He has been selected to a three-year term as a member-at-large on USP’s board of trustees.

JANICE GASKA

Dr. Janice Gaska has more than 25 years’ experience in health care, academia, and the pharmaceutical industry. She spent the past 15 years at AstraZeneca LP, where she currently serves as director of promotional regulatory affairs. Her responsibilities include providing regulatory consultation for new concepts/strategies for AstraZeneca business centers and corporate public relations. Prior to this position, she served in roles of increasing responsibility, including manager of medical information group, associate director of medical communications, director of the Medical Knowledge Skill Center, and national scientific business director of CNS and Oncology. Prior to joining AstraZeneca, Dr. Gaska served as a full-time faculty member at USP from 1989 to 1990 and was an associate professor of clinical pharmacy and director of extension services. She has also served as an alumni director at USP since 1991 and as president of USP’s Alumni Association from 2003 to 2005. During her career, she was the continuing education editor for American Druggist magazine and executive director and resident of the Delaware Pharmacist Association. She was also a clinical pharmacist at Thomas Jefferson University Hospital. She is a licensed pharmacist in Pennsylvania, New Jersey, and Delaware.

Dr. Gaska has received numerous honors and awards for her professional efforts, including USP’s Young Alumnus Award, National Association of Retail Druggists Leadership Award, McKesson Leadership Award, Bristol Myers Squibb President’s Award, and the Delaware Pharmacists Society Board of Directors President’s Award. Dr. Gaska completed a residency in hospital pharmacy at Thomas Jefferson University Hospital in Philadelphia. She has been appointed by USP’s Alumni Association to serve a three-year term as alumni representative on USP’s board of trustees.

SYMBOLS

Faculty and staff = – Alumni # = – Current student =

ACADEMIC ADVISING PRESENTATIONS

SUSANNE TRUMP – “Academic Advising for Student Success and Retention” with Jo Hallman and Noel Levitz at the National Conference on Student Recruitment, Marketing, and Retention, in Washington, DC in 2005.

Professional Activity

KATHIE PALIN – completed the requirements for the Graduate Certificate in Academic Advising from Kansas State University in Manhattan, KS. Certificates were awarded in August.

ADVANCED CONCEPTS INSTITUTE

PUBLICATIONS

JOSHUA SPOONER – wrote three book chapters in Andrew Peterson’s new book, Pharmacotherapeutics for Advanced Practice: A Practical Approach:

• “Ophthalmic Disorders” (Chapter 16).
• “Headaches” (Chapter 42), with Eytel Diekrher and Gina Farzin.
• “The Economics of Pharmacotherapeutics” (Chapter 62), with Samir Mistry.

COLLEGE OF GRADUATE STUDIES

Media Activity

RICHARD STEFANACCI

• Radio—“To Your Health with Sheri Panama on July 30.

USP BULLETIN: SCHOLARLY ACTIVITY PAGE 27

SCHOLARLY ACTIVITY

• “Radio—To Your Health with Sheri Panama on July 30.

SYMBOLS

Faculty and staff = – Alumni # = – Current student =

ACADEMIC ADVISING PRESENTATIONS

SUSANNA DODGSON – published three pieces in The Write Stuff, the European Medical Writers Association journal:

• “How to Become a Medical Writers” February 2005.
• “Writing about Cancer Clinical Trials,” May 2005.
• “Guest Authors Are Plagiarists,” July 2005.


“Ethical Dilemmas—You’ve Got Mail” (physician e-mail), Coning for the Ages, 6(6):13, 2005.


COLLEGE OF HEALTH SCIENCES

Grants

MICHELE COHEN & ANNETTE IGALARSH – received travel fellowships to attend the 11th Annual Trainer-Trainers Conference on Teaching Survival Skills and Ethics, June 12–17. The conference is sponsored by the Survival Skills and Ethics Program at the University of Pittsburgh and supported by grants from the National Institute of Mental Health and the National Institute of Neurological Disorders and Stroke.

Poster Presentations

GREGORY THIELMAN

“Training with Trunk Occupation During Reaching for Individuals Post-Stroke” at the APTA II Step Conference in Salt Lake City, UT, on July 19.

PUBLICATIONS


• “Radio—To Your Health with Sheri Panama on July 30.”
MISHER COLLEGE OF ARTS
AND SCIENCES
Poster Presentations
TILMAN BALTMARK,* † Brome Mosaic Virus RNA3, with GCDD1, a tRNA Binding Host Factor from Yeast* at the Seventh International Symposium on Positive Strand RNA Viruses in San Francisco, CA, May 27–June 1, 2004. CHARLES J. SALEY,* † A USP graduate student working on his master’s thesis, was listed as one of the contributing authors.

PRESTON MOORE,* † Molecular Simulations of Octanol/Water Interfaces at the US-Japan Symposium on Folding, Design and Dynamics in Philadelphia, PA, May 2–5.


JAMES J. FIERCE,* †, KINNARI PATEL,* †, ROODHI KHAN,* †, RUCHIR SHAH,* †, JAMES GREENWOOD,* †, ADAM WENDOCUR,* † “The Identification of Bacterial Species using 16S rRNA Microarray Technology” at the 2005 National Meeting of the American Society for Microbiology in Atlanta, GA, June.

Presentations

PHILIP GERMANN,* † “Subtyping Self-Reported Insomnia in Older Adults” and “Effect of Anticipatory Anxiety on Sleep” at the Associated Professional Sleep Societies Conference in Denver, CO, June.

ANNA GEORGE,* † TILMAN BALTMARK,* † “Analysis of an RNA Structural Switch Involved in Replication of Tumip Cinkwe Virus and Compositional Satellite C” at the Saint Joseph’s University 16th Annual Sigma Xi Student Research Symposium on April 8 and the Third Annual USP Scholarly Day on April 21.

MADHU MAHALINGAM,* †, FRED SCHAEFFER,* †, ELISABETH MORLINO,* † “Enhanced Learning through Group Problem Solving” at the Middle Atlantic Regional Meeting in Piscataway, NJ, on May 24.

PRESTON MOORE,* † “Interfacial Characterization of n-octanol and 3-octanol using MD Simulations” at the ACS National Meeting in San Diego, CA, in March.

SRILAKMI MUSUNURI,* †, TILMAN BALTMARK,* † “Enhanced Fluorescent Protein (GFPu) as a Model for Drug Delivery via Macromolecular Conjugates” at the Saint Joseph’s University Sigma Xi Research Symposium on April 8, and the Third Annual USP Scholarly Day on April 21.

Professional Activity
JOSEPH LAMBERT,* † is conducting research at the VA Center on the effects of nicotine on alcohol consumption.

REYNOLD VERRE,* † was elected to the Pennsylvania Humanities Council for a three-year term.

LOIS H. PECK,* † “A Content Area Collaboration Promoting Academic Success” at the Teaching Workshop, Jefferson College of Health Professions, Thomas Jefferson University, in Philadelphia on May 18.

LIA VAS,* † “Dimension of a Class of Baer-8 Rings Defined by a Relaxed Set of Axioms” at the Joint Second Meeting of APIS, DMV, and OPGK, session for Modules and Comodules, Plantz, Germany, June 16–19.

MEHUL VORAH,* † TILMAN BALTMARK,* † “Green Fluorescent Protein (GFPu) as a Model for Drug Delivery via Macromolecular Conjugates” at the Saint Joseph’s University Sigma Xi Research Symposium on March 10, the Saint Joseph’s University 16th Annual Sigma Xi Student Research Symposium on April 8, and the Third Annual USP Scholarly Day on April 21.

Professional Activity
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Reprints


His research advisor was CYLDE OFNER.

PHILADELPHIA COLLEGE OF PHARMACY
Awards
LISA LAWSON,* † received the USP Advisor of the Year Award.

MELANIE OATES,* † received the AACP Teacher of the Year Award.

ANDREW PETERSON,* † received the Patricia Levy Award for Learning Innovation.

Presentations
ADEBOYE ADJARE,* † “Membrane Permeability Related Physicochemical Properties in Drug Discovery” at the faculty of pharmacy at the University of Ibadan, Ibadan, Oyo State, Nigeria, on August 2.


CHAO-CHEN CHEN,* †, graduate student instructor in the pharmaceutics program, successfully defended his dissertation at his final PhD examination on March 25. The title of his dissertation is “The Role of Molecular Weight, Drug Load, and Charge of Gelatin-Methotrexate Conjugates on Growth Inhibition of HLE0 Leukemia Cells.” His research advisor was CYLDE OFNER.


“New Drug Update” at the Christian Pharmacists Fellowship International Annual Meeting in Myrtle Beach, SC, on June 13.

His research advisor was CYLDE OFNER.


His research advisor was CYLDE OFNER.

THOMAS MORLINO,* †, SRILAKMI MUSUNURI,* †, SHANAZ TEJANI-BUTT,†, XILU JIAO,* †, ELENA UMLAND,* †, GRACE EARL,* †, ADEBOYE ADJARE,* †, GREGORIE JONES,* †, BRIAN TIMMERMAN,* † “Membrane Permeability Related Physicochemical Properties in Drug Discovery” at the faculty of pharmacy at the University of Ibadan, Ibadan, Oyo State, Nigeria, on August 2.


DANIEL HUSSAR,* †, KAREN PICCA,* †, graduate student instructor in the pharmaceutics program, successfully defended her dissertation at her final PhD examination on June 20. The title of her dissertation is “The Effect of Drug Load to Extend Methotrexate Release from Gelatin-Methotrexate Conjugates and Conjugated Microparticles.”

His research advisor was CYLDE OFNER.

SHANAZ TEJANI-BUTT,* †, IRENE YAROLAVSKY,* †, MICHAEL COLLETT,* †, XILU JIAO,* †, “Strain Differences in Dopamine (DA2) and DA3) Receptor Densities in Rat Brain” at the 35th Annual Pharmacists Society for Neurosciences Meeting in Washington, DC, November 2005.

Professional Activity
GRACE ERL,† SULTANA POONGA,* †, Daniel Hussar defended his dissertation at his final PhD examination on March 25. The title of his dissertation is “The Role of Molecular Weight, Drug Load, and Charge of Gelatin-Methotrexate Conjugates on Growth Inhibition of HLE0 Leukemia Cells.” His research advisor was CYLDE OFNER.


“The Nonprescription Analgesics,” The Drug Advisor, 41:1–12, August.

XU LIN,* †, WILLIAM FARE,* †, SHANAZ TEJANI-BUTT,* † “Antidepressant Drug Induced Alterations in Central Dopamine Transporter Sites in the Wistar-Kyoto Rat Stria,” Progress in Neuro-Psychopharmacology & Biological Psychiatry, 2005.


ELENA UMLAND,* † “Osteoporosis: An Update for Pharmacists on Assessment and Treatment to Optimize Patient Outcomes,” ACP-E Accredited Continuing Education Program, published in July 2005 by Power-Pak CE.

I HOPE YOU all enjoyed your summer and are gearing up for an exciting new year. There are many changes taking place within the Office of Alumni Relations, first and foremost our address. We are now located at 4100 Chester Avenue, 3rd floor, in the Institutional Advancement Suite. Please drop by and say hello even though we are somewhat off the beaten path. If you don’t get to campus, I hope to see you at one of our upcoming events this year.

Stacy M. Rosemarin P’83
Director of Alumni Relations
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“IF WE WANT OUR ALUMNI TO REMAIN INVOLVED IN THE LIFE OF THE UNIVERSITY, WE NEED TO REMAIN INVOLVED IN, AND RELEVANT TO, THE LIVES OF OUR ALUMNI.”

STACY M. ROSEMARIN P’83
1955

MARTIN BUCHALTER P’55 was honored by the American Institute of Ultrasound in Medicine (AIUM) at a dinner celebrating the AIUM’s 50th anniversary in Orlando, FL. He is currently a senior member of the AIUM and has been active in the society for more than 40 years.

ALAN J. VOGENBERG P’55 received a citation from the Penn-sylvania State House of Representa-tives in recognition of continuing service to his community. He completed 31 years as a member of the Middletown Township Planning Commission in Bucks County, PA, and participated with several different community agencies of Bucks County. Alan was also recognized for his service as an active member and past president of both the Bucks County and the Pennsylvania Pharmacists Associations. He is the former president of Windsor Pharmacy in Levittown, PA, and Alan’s Pharmacy in Bristol, PA. He currently lives in Langhorne, PA.

1956

ARTHUR R. BLISS P’56 recently completed 25 years of employ-ment at Shore Memorial Hospital in Somers Point, NJ. He will now spend winters in Delray Beach, FL, and the rest of the year in Ventnor, NJ.

1962

ROBERT M. VOTTOVICH P’62, PharmD’70 has announced his retirement. His career included senior management positions in the hospital, managed care, and prescription benefit management segments of the pharmaceutical industry. He lives in Jackson, NJ, with his wife of 43 years, Joanne. He would love to get in touch with his former friends and classmates and can be reached at bobvotov@hotmail.com.

1964

JOEL S. STEINBERG B’64, M’s68, Hahnemann University; PhD’73, Medical College of Pennsylvania; MD’76, Temple University, was a panel presenter on “Challenges Facing the Recovering Gauman- Bar Syndrome (GBS) Patient” and moderated a panel discussion about pathogenic and clinical issues of GBS at the 20th annual meeting of the GBS Support Group of the United Kingdom on May 14 at Huntington, Cambridgeshire, Dr. Steenberg practices vascular and interventional medicine at his Philadelphia office, the Circulation Care Center, and local hospitals.

1965

DAVID J. JUSTIN P’65 recently became director of retail phar-macies for Appalachian Regional Healthcare, a group of eight hos-pitals in southeastern Kentucky.

1966

GEORGE E. SHERMAN P’66 (PhD’75, University of Pennsylvania) was the senior advisor for six research papers on Protodexin presented on the 51st National Medical Conference in Moscow, Russia, Pradetown.

1968

E. WILLIAM KEAN P’68 has gone into early retirement after 15 years with Rite Aid. At a retire-ment dinner, Jack Landes, the secre-tary-treasurer of UFCW Local 1179, presented Bill with a proclamation citing his work achievements. Bill also received a commendation from Governor Arnold Schwarzenegger praising his public service, his dedication to his work, and his legacy to his profession.

1981

MARK J. GUSTITIS P’81 and KATHLEEN M. WIEZOREK CB2 (DO’87, Kansas City University of Medicine and Biosciences) were married on May 7 in Erie, PA, where they reside. The bride’s sister CAROLINE WIEZOREK SCHMELZ CB2 (DO’98, University of Pennsylvania) was a member of the wedding party. Mark holds the newly created position of pharmacy computer liaison at Hamot Medical Center in Erie, and Kathleen is in private practice, specializing in OB/GYN maternal fetal medicine. In her free time, she breeds and raises Appaloosa and Paint horses at her horse ranch in Waterford, PA.

1983

SCOTT CURRY P’83 (MBA’85, Drexel University) recently joined Wyeth Pharmaceuticals as a director of global marketing research. He is responsible for Wyeth’s oncology, hematology, and vaccines franchises.

1985

JOHN T. BORIS P’85 (MBA’98, Columbia University) joined the investment banking and securities trading and brokerage firm Bear, Stearns & Co. Inc. as an equity research analyst covering the pharmaceutical sector. John has 20 years of experience in the pharmaceutical industry, including the past eight years as a pharmaceut-ical research analyst on Wall Street. He lives in Maryland, PA.

1993

KIERNAN (SOLBERG) FORGONNI M’93 and her husband Frank recently relocated to Coconut Creek, FL. After working as a Rehabilitation Consultants in Wilmington, DE, for more than ten years, Kirsten obtained a staff physical therapy position at Atlantic Rehabilitation in Lighthouse Point, FL.

1998

LYNN (GRIEVE) DAVIS M’88 and her husband Tom have started a handicapped scuba program for Moss Rehab with a generous grant from the Albert Einstein Society. They reside in Merchantville, NJ.

Jennifer (Kunze) Scalia P’93 and her husband Michael are the proud parents of Michael James, born on March 14. He joins big sister Juliana Rose (18 months). Jennifer is a pharmacist with CVS, and Michael is a product manager at McKesson Corp. The family lives in Washington Township, NJ.

JAY J. SOCHKA P’94 participated in a 51.7-mile run on March 4 to raise awareness and money for the Children’s Miracle Network (CMN) at Geisinger Medical Center. His total running time, excluding rest breaks every 12 miles, was seven hours and 41 minutes. In April, Jay ran 150 miles over three days, starting in his hometown of Moscow, PA, and ending at the steps of the Philadelphia Museum of Art. Again, proceeds raised by the run went to the CMN.

DEBORAH (MATTHEWS) STERN BC91 is a technical service rep-representative for EMD Chemicals, specializing in answering chemo-graphy questions. Her husband MICHAEL STERN BC91 (MBA’02, LaSalle University) is a product manager for EMD Chemicals. They live in Yorkdale, PA.

1999

KIRSTEN (SOLBERG) FORGONNI M’93 and her husband Frank recently relocated to Coconut Creek, FL. After working as a Rehabilitation Consultants in Wilmington, DE, for more than ten years, Kirsten obtained a staff physical therapy position at Atlantic Rehabilitation in Lighthouse Point, FL.

1983

SCOTT CURRY P’83 (MBA’85, Drexel University) recently joined Wyeth Pharmaceuticals as a director of global marketing research. He is responsible for Wyeth’s oncology, hematology, and vaccines franchises.

1989

SCOTT T. BOYLE M’89 (DO’96, Philadelphia College of Osteopathic Medicine) received the KSHP Kappa Epsilon Award. The Unicum is a symbol of excellence, purity, and accomplishment and symbolizes also the best of Kappa Epsilon. It is given to an alumnus that exemplifies excellence and leadership and who has given at least five years of service as an alumnus to Kappa Epsilon.

1991

JOHN J. TROJAN M’91, PharmD’97 has resigned as president of the NJSHP Pharmacy Practitioner Award at the NJSHP annual meeting in New Brunswick, NJ, on April 21.

1995

SEAN J. BURNS P’95 was pro-moted to pharmacy coordinator at York Hospital in January. He was previously a clinical pharma-cist at the same hospital, located in York, PA, for eight years.

2000

LISA A. CLUNE P’95 married Scott Rakowski of Milwaukee, WI, on September 4, 2004 in attendance were ANNEMARIE (BUBEC) MASCARO P95, ERICA (CORLLOP) GRAY P’95, PARGOL JONES P’95, and RENEE K. SNIDER P’95. Lisa is employed by Medco Health, and Scott works for Veri Tradership Service. The couple lives in Henderson, NV.

2004

JENNIFER (BRUNETTI) WILEY P’95 and JOHN R. WILEY P’95 announced the birth of their third son Adam on March 14. He joins big brothers Luke (16 months), and Jacob (5). John is an owner of Wiley’s Pharmacies. Jennifer works part time in the family business at their Millersville location. The family resides in Lancaster, PA.

2005

STEFANIE (FLORY) BARRANS P’96, PharmD’97 has resigned as group director of client services at ApotheCon and accepted a position as a regional medical liai-son in the oncology department at Agen. Her good friend ELIZABETH KENN P’98, PharmD’99 recruited her for the position.

2006

REBECCA (GOTCH) RUSSO M’95 and her husband Chris announced the birth of daughter Isabelle Marie on May 18. Isabelle joins big brother Joey. The family lives in Allentown, PA.

2007

AGELA (ROMANELLI) NACE P’97, PharmD’98 and ROBERT D. NACE P’96 welcomed the birth of daughter Bianca Page on February 10. Bianca joins big sister Olivia. Both Angela and Robert are employed by Express Scripts.

2008

ANGELA (ROMANELLI) NACE P’97, PharmD’98 and ROBERT D. NACE P’96 welcomed the birth of daughter Bianca Page on February 10. Bianca joins big sister Olivia. Both Angela and Robert are employed by Express Scripts.

2009

JOHN C. STANLEY P’06, PharmD’09 announced the birth of daughter Grace Anne on November 8, 2004. She joins big brother Joseph Patrick. The family resides in Mount Cobb, PA.

2010

SHAWN T. HOCK P’98 married Michael de la Pat on October 2, 2004, at St. Joan of Arc church in Hershey, PA. The ceremony was attended by LINDA G. DONOVAN P’97, JOHN P. MARIANO JR., P’95, SALLIE K. YOUNG P’99, PharmD’10, and DEBORAH J. HOLT P’97, PharmD’sh. Shawn is a pharmacist at Hershey Medical Center. Michael is a urology resi-dent at Hershey Medical Center. They live in Hummelstown, PA.

2011

ERIC F. HUSSAR P’98 (MD’02, Temple University) and Terra Lee Sparks were married on March 29, 2003, at the Reid Chapel of Samford University in Birmingham, Alabama. JOHN C. LEYTHAM M’98 served as a groomsmen; ROBERT E. HAVILAND, JR. M’02 and PETER D. HOANG P’98, PharmD’03 were ushers. John Leytham and DEBORAH L. VAN BEEKOM P’00, PharmD’01 pro-vided special music. Eric’s parents DANIEL A. HUSSAR P’92, MD’94 and SUSANNE (FIO) HUSSAR P’92 were in attendance. Eric completed the family practice residency program at Lancaster...
Three Year-End Questions

Perhaps the Most Important Thing About Year-End Giving is to Start Early, Especially if You are Planning to Use Stock or Real Estate.

Erica Spizzirri
Director, Major Gifts

What Are My Tax Obligations This Year?
Many taxpayers consult with their accountants before the end of the year to determine tax liability. Perhaps you’ve done this already or maybe you simply have a good idea where you stand. In any case, we encourage you to take advantage of the tax benefits offered by the government. Please note that the income tax charitable deduction can allow you to give more than you might otherwise be able to give.

Do I Have Appreciated Stock or Real Estate I Could Use to Fund an Income-for-Life Gift Arrangement with USP?
You may find yourself in a situation where you want to give more to USP but cannot afford to decrease your annual income. Consider the USP Gift Annuity program. You can obtain a USP Annuity with a gift of highly appreciated stock and in many cases receive more income than you are currently receiving from the stock. Your annuity payments from USP would continue for the rest of your life. For example, a 75-year-old person currently qualifies for a gift annuity rate of 7.1 percent. A gift of $25,000 would “yield” annual payments of $1,775 and in many cases receive more income than you are currently receiving from the stock. Your annuity payments from USP would continue for the rest of your life.

Start Now
Perhaps the most important thing about year-end giving is to start early, especially if you are planning to use stock or real estate. Life-income gift arrangements and consultations with your professional advisor(s) may also take time. The sooner you begin the process, the less hurried you will feel at year’s end.

Perhaps the most important thing about year-end giving is to start early, especially if you are planning to use stock or real estate.

Erica Spizzirri
Director, Major Gifts

If You Are Planning to Leave a Bequest or Life Income Gift, Do I Need to Consult with My Professional Advisor(s)?
Yes, please consult with your accountant or financial advisor and seek legal advice before making a gift.

How Can I Plan a Life Income Gift if I Don’t Have Appreciated Property?
One way to make a life-income gift if you don’t have appreciated property is to have the beneficiary sell the appreciated property and give the proceeds to USP. This can also be done vice versa. The beneficiary could use the proceeds to purchase appreciated property and give it to USP. This could be a way to recoup some of the tax benefit of the gift.

If I Am Under 85, How Much Do I Need to Give to Receive My USP Gift Annuity?
If you are under 85, the annuity payment rate is determined by your age and the value of the property given. The payment rate is usually between 7.5 and 8 percent. A gift of $10,000 will “yield” annual payments of $750 and in many cases receive more income than you are currently receiving from the stock. Your annuity payments from USP would continue for the rest of your life.

Use the handy response form at left, or call USP’s Office of Institutional Advancement at 1.888.USP.USA. Our staff is available to assist you on a complimentary basis. You can also contact us through our website at www.usp.edu/annualfunds.

Thank you for your support.

Erica Spizzirri
Director, Major Gifts

What if I Don’t Want to Give Any of My Income?
This is often the case. Perhaps you have already given all that you can afford or perhaps you don’t want to give any of your income. In this case, you may want to consider giving one of the cash gifts listed above or giving a gift of a life-income gift arrangement with USP. If you make a gift of appreciated stock or real estate, you may be able to increase your giving. You might even consider moving forward some of next year’s giving into this year so you can utilize the tax benefits this year.

Perhaps the most important thing about year-end giving is to start early, especially if you are planning to use stock or real estate.

Erica Spizzirri
Director, Major Gifts

Teresa is participating in the neurology medical residency program at the Hershey Medical Center. They live in Mt. Joy, PA.
Dec 1 Alumni Networking Night/Alumni Association Board of Directors Meeting, USP Campus
Dec 2 Kingsessing Players Winter Concert, USP Campus
Dec 4 American Society of Health-System Pharmacists Alumni Reception, Las Vegas, NV
Dec 9 Kingsessing Singers and Strings Winter Concert, St. Frances de Sales Church, 4625 Springfield Ave., Philadelphia, PA
Dec 16 Fall Semester Ends, USP Campus
Jan 10 Alumni Dinner—Location TBD
Jan 11 Naples Area Alumni Dinner
Jan 12 Tampa Area Alumni Dinner
Jan 16 Spring Semester Begins, USP Campus
Jan 16 Martin Luther King, Jr. Day Community Service, Location TBA
Jan 17 Celebrating the Life and Legacy of Dr. Martin Luther King, USP Campus
Feb 2 Alumni Networking Night/Alumni Association Board of Directors Meeting, USP Campus
Feb 20 F.R.E.A.K. Week, USP Campus
Feb 23 World Year of Physics 2005 Lecture, Dr. Sylvester James Gates, Jr., University of Maryland’s John S. Toll Professor of Physics and Center for String and Particle Theory Director, USP Campus
Mar TBD Drug Information Association Alumni Reception
Mar 20 American Pharmacists Association Alumni Reception, San Francisco, CA
Mar 22 Los Angeles Area Alumni Dinner
Mar 30 Blood Drive Sponsored by APO, USP Campus
Apr 6 Alumni Networking Night/Alumni Association Board of Directors Meeting, USP Campus

*Alumni Events

To see more events, visit the USP Alumni & Friends website at www.usip.edu/alumnifriends/ or USP’s News and Events page at www.usip.edu/calendar/index.asp.