The Entrepreneurial Spirit
Making our town, your town” is the slogan for the new College Town Web site, developed by local college students as part of a Williamsport-Lycoming Chamber of Commerce initiative.

The Chamber’s College Town Committee developed the site as part of an ongoing effort to bring together the community and businesses with Williamsport’s three institutions of higher education: Pennsylvania College of Technology, Lycoming College and Newport Business Institute. The site provides an outlet for current and prospective students, parents, local business owners and members of the community to learn more about the city’s “College Town” aspects.

Its features include a calendar of events, an interactive city map and links to local services. Also displayed will be information on alumni of the year, students of the month, students in the community, testimonials, surveys and “student-friendly” businesses.

More information on the students involved in site development and design, including comments on their participation, is available at www.collegetownpa.com.

Mallory N. Cheeks, right, who graduated in May with a degree in business administration-small business and entrepreneurship, and Lycoming College professor Bonita Kolb leave a downtown gallery during a Fall 2004 “downtown familiarity” tour for Williamsport’s college students.
One College Avenue, a quarterly publication of Pennsylvania College of Technology, is dedicated to sharing the educational development, goals and achievements of Penn College students, alumni, faculty and staff with one another and with the greater community.

Issue Editor
Tom Wilson

Contributing Editor
Joseph S. Yoder

Issue Designer
Deborah K. Carter

Digital Production
Larry K. Kauffman

Alumni Notes
Connie Funk

Contributing Photographers
Jennifer A. Cline
Larry K. Kauffman
Tom Wilson
Joseph S. Yoder

Other photos as credited.

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College Information & Community Relations Office
Director
Elaine J. Lambert

News Bureau Manager
Joseph S. Yoder

Supervisor of Design & Publishing
Heidi Mack

Pennsylvania College of Technology became an affiliate of The Pennsylvania State University in 1989. Prior to the affiliation, it was known as Williamsport Area Community College (1965-1989) and Williamsport Technical Institute (1941-1965). Programming was first offered on the campus site in 1914, under the auspices of the local school district.

Today, Penn College is a special mission affiliate of Penn State, committed to applied technology education. More than 6,300 students are enrolled in bachelor-degree, associate-degree and certificates majors, relating to more than 100 different career fields.

President
Pennsylvania College of Technology
Davie Jane Gilmour, Ph.D.

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To submit items for consideration, or to subscribe, contact:
One College Avenue, DIF 30
Pennsylvania College of Technology
One College Avenue
Williamsport, PA 17701-5799
fax 570.321.5537
e-mail onecollegeavenue@pct.edu
Anyone who thinks tomorrow’s business leaders are best chosen with a terse “You’re hired” in a cutthroat boardroom needs to put down the remote control and get off the couch. In the world beyond reality TV – the real world of a classroom at Pennsylvania College of Technology – a new generation of entrepreneurs didn’t wait for affirmation from the boss.

A group of seniors in Anthony L. Nieli’s database management integration class went well beyond creation of a mythical corporation that would have satisfied course requirements. The students drew up a business plan, met with accountants and lawyers, filed articles of incorporation, designed a Web site and registered a Internet address (www.ameritgrads.com), and were on track to launch their own consulting firm after graduation in May.

“I truly believe that, if they continue to pursue their business plan, one day AmerITGrads will be a commonplace name in the IT world,” said Nieli, an associate professor of information technology at Penn College. “At a minimum, each student has now seen a fork in the road of a career path that many never see – the creation of a business.”

With the motto, “Your money . . . Your jobs . . . Your future” and a name chosen from a long list of possibilities, AmerITGrads LLC simultaneously encapsulates patriotism, the earned credibility of a collegiate pedigree and the group’s information-technology base.

The company aims to provide its clients with a ready source of young and enthusiastic student labor: “Why not hire Johnny?” might well be a selling point, one student noted. “He just graduated and he designed your system!” And it aims to reverse the annual outsourcing of thousands of IT jobs to India and China by recruiting students from Penn College and, eventually, from colleges and universities nationwide.

“Given the career climate in IT, with the dual threats of offshore outsourcing and H1B visas (which permit foreign workers to obtain jobs in the United States), I believe that future graduates must be able to compete successfully in this environment,” Nieli said. “I personally feel that the current
of Summit Hill are among eight members of the class still involved with the company.

Showing considerations that bode well for the ethics of their operation, the group is clear to differentiate between the workday participation of the entire class and the after-hours contributions by those who wish to take it further. With a mature sensitivity to the 21st-century workplace, Little said the group holds no grudge “if someone has a job offer and thinks he’ll be a hindrance because he can’t contribute 100 percent. We understand the need for a personal life, we respect the family structure, we know that not everyone is business-oriented.

“No hard feelings,” we’ve told them. ‘If things don’t work out somewhere else, we always have a place for you.’”

Regardless of who’s on and who’s off the corporate flow chart, the trio has high praise for classmates’ participation. Some are more IT-savvy, others more business-bent, but “there has been no lack of cooperation from everyone; people stepping up and saying, ‘I’m pretty good at that’” when it comes to delegating tasks, Baker said.

Such confidence might well be the ace in the hole when it comes to marketing AmerITGrads LLC across the country, even though the fledgling business already is attracting attention from some industry leaders.

“IBM came in and said we are exactly what they’re looking for,” Suzadail noted. “They said, ‘We’re always looking for IT consultants on the East Coast, so give us a call when you guys are real.’” AmerITGrads LLC also hopes to draw the notice of anti-outsourcing advocates, such as CNN’s Lou Dobbs, by spotlighting its potential to supply the market with quality, homegrown talent.

“Continued next page
“Everyone’s looking for a quick gain,” Little said of those who send their jobs into the cheaper overseas labor pool. “They might save a lot of money, but they’re not making a lot of money. From a business point of view, we can keep the jobs – and the money – right here.”

With a wisdom that goes beyond even their combined youthful years, the three realize that “a lot of people have a lot of talk” and that no one will sign on unless AmerITGrads LLC’s delivery matches its hype. To that end, the company hopes to convince investors that it can offer more than foreign competitors: superior customer service and daily monitoring of a client’s needs . . . and the company’s success in meeting them.

“We can’t just give them what they think they want,” Little said. “There’s no room to assume they’ll be satisfied. We never want to hear, ‘We don’t know what’s going on’ from a client.”

That level of responsiveness will require more of the falling-over-from-tiredness intensity that accompanied its creation, but Baker said he and his student colleagues are equal to the task.

“This is not a company where we can merely make ends meet,” he said. “This will require a lot of 2 a.m. mornings, and it either will fail horribly or take off beautifully.” Should it take off as envisioned, the long-term picture includes licensing AmerITGrads LLC’s business plan to other campuses – “to find people just like us and say, ‘Here’s what we did,’” Baker explained.

Replicating the model’s success on a regional level will permit more concentrated quality control, Little added, and recognizes that a job in Williamsport requires a different focus – maybe even a different dialect – than a project somewhere else. That unique management structure, allowing AmerITGrads LLC to spread nationally while maintaining a local flavor, will keep the company from growing so vast as to be unmanageable, Suzadail added.

Despite the lucrative promise of their new venture, the students aren’t so wide-eyed as to quit their day jobs. Grounded by the practical realities of student-loan payments, and the need for health insurance and job security, they all retain backup positions: Little is a Web programmer/analyst at Penn College; Baker works for Inbox 360, a Williamsport-based e-mail marketer whose clients include the Pfizer pharmaceutical giant; and Suzadail has a full-time position with the Liberty Mutual Insurance Co.

Rise or fall, their mentor sees value in the experience alone. “Many students may choose the more widely traveled road, working for an existing enterprise,” added Nieli, characterized as AmerITGrads LLC’s biggest motivating factor and most constant believer. “But at least they all now know what the scenery of the less-traveled road looks like.”
Pennsylvania College of Technology’s Charles F. Kemnitz spent much of summer and fall of 2004 behind his keyboard – even when inspiration waned. His fingers hit the keys around 7 a.m. and didn’t stop until at least 2 p.m. each day. On his least productive days, he wrote around 1,500 words. On a good day, his keyboard clacked out 4,000.

“To write a 200,000-word book is not something you do in your spare time,” Kemnitz explained. Instead, it takes a tremendous amount of discipline. “You don’t write a novel by waiting to be inspired. Inspiration may last a day or two, but the project may last a year. …So you have to go back to the keyboard every day.”

His work, now a 950-page draft for a creative-nonfiction novel, was funded by a $20,000 grant from the National Endowment for the Arts when the organization named him a 2004 Literature Fellow in prose. It is an honor few enjoy. An NEA Literature Fellowship is one of writing’s highest honors, offered once every two years to fewer than 50 people. In 2004, 42 prose writers received the grant. Six received the award for creative nonfiction, and only one, Kemnitz, was from Pennsylvania.

“And I’m coming from Penn College, not from Penn, or Pitt or any of those schools,” Kemnitz said. He is an associate professor of English/technical communication at the college.

The seed for Kemnitz’s novel was planted in his childhood. His father was an oil and uranium prospector, licensed by the Atomic Energy Commission.

The nation had emerged from World War II and a race against Germany to develop nuclear weapons, but, in the early 1950s, the Cold War period of mistrust and rivalry with the former Soviet Union was growing more intense, keeping the arms race alive.

It led the federal government to begin searching for a domestic source for uranium – previously purchased exclusively from Belgian Congo in Africa – to fuel its nuclear weapons. The west slope of the Rocky Mountains contains large deposits of the radioactive metal, much of it on Navajo and Ute Mountain reservations.

The federal government, through the Atomic Energy Commission, licensed prospectors to enter American Indian land to search for the metal. That brought Kemnitz’s family to Cortez, Colo., just four miles from the Ute Mountain reservation. He lived there until he was 12 and his father’s prospecting work took the family to Nevada, and then to Alaska, where Kemnitz graduated from high school. It is Alaska that he calls home, but it is his childhood memories that became the background for his book.

An “eye dazzler” saddle blanket that imitates a 19th-century Navajo serape design was woven by Dorothy Francisco (Four Corners, Ariz.) in 1983.
The prospectors hired Navajo and Ute Mountain to help mine for the element. Not only were the tribe members not paid well, but they also were left uninformed by the federal government about the hazards of uranium mining.

Fifty years later, Kemnitz said, the miners are dying from diseases the government knew they would contract but didn’t tell them about at the time. Kemnitz is a lifelong acquaintance of several men and women now being haunted by the uranium-mining past.

“I grew up with many of my informants. I went to elementary school with them,” he explained.

He has kept in touch with them by going back to visit a few times, and, in the more than four years he spent researching the book, he followed their tales through letters, e-mail and newspaper accounts.

His book deftly weaves their stories with technical research. He said the novel details the “subversive exploitation of the environment and the people in terms of health and environmental hazards.”

Kemnitz began writing about the subject more than a decade ago, while teaching at Oklahoma State University. As he stood in front of his graduate technical-writing class, he explained that technical writing could be creative. The students did not believe him.

To prove his point, Kemnitz wrote a creative-nonfiction essay – before creative nonfiction had become a recognized genre. He sent the essay to a journal, and it was published.

“That started me writing an entire series on my growing up around mining and reservations,” Kemnitz said. “Five years ago, it congealed into the idea that it needed to be a book.”

So he quit working on essays and started writing the book. In the summer of 2002, he wrote his first long section – around 10,500 words. The segment, called “The Fifth Daughter,” tells the story of a woman dying from leukemia caused by radon gases in the uranium mines. It is the piece on which the NEA based Kemnitz’s fellowship, and it was later reworked to become part of his book, “Seep With Yellow Frogs.”

The NEA Literature Fellowship is one of the top three awards in American writing, equaled only by the National Book Award and the Pulitzer Prize. The NEA offers the grants to afford writers the time and means to produce new work. It is a point of distinction for both Kemnitz and Penn College. Still, Kemnitz maintains an air of humility about the award.

“It’s one of those things that, you send it off and forget about it. ... You never really think anything’s going to happen, anyway,” Kemnitz said.

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Chimney Rock, a red sandstone and green shale tower near Towaoc, Colo., center of the Ute Mountain Indian Reservation.

Excerpts From

‘The Fifth Daughter’

(The following are excerpts from Charles F. Kemnitz’s entry to the National Endowment for the Arts, “The Fifth Daughter,” on which the NEA board based his Literature Fellowship. The nonfiction piece later was reworked as part of his novel.)

Alone, Doll pours herself a cup of coffee and fills it with sugar. Then she follows her daughter. As the sun rises above the canyon and drives night’s chill from their home, devils begin to spin and dance around the plaza. She crosses to her loom and kneels beside it, drinking coffee.

Sipapu calls the sheep and they follow her down the arroyo to graze.

Despite her gentleness with Sipapu, Doll is angry. Not for the ruined yarn, but about her illness. She knows it has something to do with the uranium mining on the reservation when she was with Deke Numaker. Na-gun-tu-wip got into her blood, and now it is killing her.

Doll sits back on her heels, places her palms flat against her thighs, tilts her head and follows the sun.

Black ribbons, stains from seasonal run-off, from cloudbursts and melting snow that leap off the rim rock, run down the sandstone cliffs. She crosses her legs and contemplates the blanket. She cannot weave again until her heart calms or she will ruin the design.

Instead, she searches out any imperfection. Her shoulders knot. Doll sways, and follows the threads forward to the time of her death.

After waiting patiently for a few hours, Doll steals back into her hut. The skeins above the stove have dried. The yarn is vibrant. She takes them down, drapes them over her arm, and plods back to her loom. The summer arbor casts checkerboard shadows across the blanket and her face. She hangs the skeins from a twig. An early hummingbird flits around the yellow yarn, seeking nectar. This is the emergence path. Doll begins to weave again.

She resets the loom, straightens the warp threads, tamps tight yesterday’s weft, winds and arranges her shuttles, then throws the first strand that will create a yellow frog in her burial shroud.
But 10 months later, during the last week of classes in 2003, he was contacted by a woman who worked for the NEA. She told Kemnitz he was the only entrant chosen by a unanimous committee decision to receive the fellowship.

“But she probably said that to everyone,” he said, avoiding any appearance of excessive pride.

Kemnitz taught for the Spring 2004 semester and began working full time on his book last summer. Days when motivation ran low were not his only challenge. Kemnitz has a degenerative eye disease called keratoconus, which causes ripples in the cornea.

To help his students understand his visual impairment, he gives them a piece of Saran Wrap, folded three or four times, which they then tape over their eyes for a class period. He said the effect is similar to that of keratoconus. To read his computer screen, Kemnitz wears a magnifying visor.

“It was difficult for me,” he said. But it didn’t stop him from spending eight hours each day in front of the monitor.

In Fall 2004, Penn College granted Kemnitz a sabbatical leave to work on the book. During that time, he freed himself from his home office and returned to Cortez for two weeks to revisit the scenes of his childhood – mining camps and other sites that are now abandoned, but that he remembers. He interviewed his childhood friends. He is thankful to the college for giving him the time to research and write the novel.

He also spent time at the Smithsonian Institution, where he sat in back libraries with access to sealed collections. Librarians delivered books and geology specimens to this desk. “Just like I was a real scholar,” Kemnitz joked. He had similar experiences at the Library of Congress and at the American Museum of Natural History in New York City.

In addition to being named an NEA Literary Fellow, Kemnitz has been published more than 150 times in major literary journals and has received other national writing awards. He has been teaching at Penn College for 12 years.

The slot canyon winds deep into chill shadows. Sometimes the stone walls narrow to the point that she must turn sideways, and even then her breath is squeezed from her chest as she forces her way farther up the mesa. Halfway to the seep with yellow frogs, Doll boosts herself onto a ledge and props one hand against the stone. She bows her head on her arm. Sucks in deep drafts of air. Sweat stings the corners of her eyes. Not from exertion, from the cancer. She feels life draining out of her. It is, amazingly, a cleansing.

She eats another plum to quench her parched throat, then sucks on the stone and swallows her own spit. Above her, clouds tumble down the narrow river of sky like whitewater. Pollen from flowering yucca flows off the mesa top and drifts onto her hair and shoulders. The glittering specks remind her that if she’s caught in a cloudburst, the canyon will fill with flash flood and she’ll drown.

Fifteen minutes later she reaches the canyon’s throat where run-off flows over a natural spillway. The seep is one of those rare, sheltered places in the desert where water that soaked into the earth over millions of years percolates through the porous sandstone and bubbles up slowly, only a few gallons a day, barely enough to balance evaporation for most of the year. It is a shallow pool about thirty feet across, shimmering at the bottom of a sixty-foot well drilled into the heart of the mesa by eons of swirling snow melt and violent summer storms. Its surface reflects the noon sun and is frothed with frog spawn. The little yellow frogs lurk at the water’s edge, silent and waiting, petrified by Doll’s appearance into brilliant rock art, their desperate reproduction interrupted.

“Red Ant Way” is a sand-painting wall hanging woven by Grace Joe (Red Valley, Ariz.) in 1969. Sand-painting designs come from traditional Navajo ceremonial chants. The Red Ant Sing is held to dispel illness caused by consuming anything that has been struck by lightning. The images represent symbolic characters in the Diné bahané — the Navajo creation myth. Four armored toads use weapons and lightning to protect the Emergence Lake at the center of the world. Weavers often substitute personal icons; in “The Fifth Daughter,” Doll weaves her guardians – the yellow frogs found at desert seeps.
Co-Inventor of Caller-ID Technology Belatedly Gets His Due

by Tom Speicher, broadcast productions coordinator

With a wife and 4-year-old son to support, Edward J. McCabe realized his small-business venture would be a big risk. But he knew it was one worth taking.

"You have to take risks if you want rewards," said the Pennsylvania College of Technology electronics instructor. "If you're willing to put the risk in, the reward should be there."

Sure enough, McCabe's efforts with his Mansfield-based communications research and development business reaped rewards. Rewards for major telecommunication companies. Rewards for equipment manufacturers. Rewards for the information-starved U.S. consumer.

For years, rewards for everyone except McCabe.

"You feel as if you've been cheated, exploited," admitted McCabe, a 1967 graduate of Williamsport Area Community College. "You didn't get what you deserved for what you worked for and what you sacrificed in time and money."
Two decades before the sacrifice finally would be rewarded, McCabe’s and his colleague’s time and money at Mex-Tronix Laboratories Corp. generated five patents, including caller ID, the fax “handshake” protocol and the telephone memory dialer.

“We found it was wonderful to come to work every day and sit in your office and come up with ideas and see if you could make them work,” he recalled. “But it didn’t pay the bills, so we then set up an assembly line where we rebuilt telephones. That was the business that supported our fun habits of trying to invent things.”

McCabe developed that habit as a young teenager after his father, Asher, an engineer who taught science and math at the college’s other forerunner, Williamsport Technical Institute, brought home a broken pinball machine.

“I built a science-fair project from it,” smiled McCabe. “I used the parts out of that for a small computer that would do mathematics. By the time I was 15 or 16, I was fixing everybody’s televisions.”

In his “spare time,” McCabe built his own color TV set and additional computers.

“Electronics is logical,” he explained. “It makes sense to me. You do things in a logical order to solve problems, and I like solving problems.”

Logic led McCabe and his business partner, Robert Every, to caller-ID technology soon after opening Mex-Tronix Laboratories in the early 1970s.

“You ought to be able to know who is calling before you pick up the phone,” he noted. “Let’s see if we can find a way to do that. Sure enough, there was a way to do that.”

McCabe figured the interval between rings could be utilized to send and display data.

“The caller-ID system actually includes two patents,” he said. “One portion of it is the interrogation aspect from a telephone, a fax machine or a modem. When called and when the call is answered, a handshaking routine goes on so you know this is a voice call, a modem or a fax. (The handshaking tones are audible for modem and fax connectivity and suppressed for voice communication.) “The second caller-ID patent is the entire system. It’s the interrogation, receiving of the data, storing of the data and displaying it.”

After toiling for a year on a working model and spending approximately $50,000 to patent caller-ID technology, McCabe and Every were starved for cash and luck. Privacy laws, then prohibiting the transmission and display of caller information, prevented them from marketing the innovation.

“Mr. Every and I had to both find other employment in order to put food on the table,” McCabe said. “You didn’t save any money. You just were looking to pay all of your bills.”

Despite the financial hardships, McCabe has fond memories of his three-year stint with Mex-Tronix Laboratories.

“My wife and I would often say that our best times were when we first got married and we were scraping by,” he shared. “You really had to work for what you wanted and watch what you spent.”

continued next page
After Mex-Tronix Laboratories, McCabe spent several years in various leadership roles with a major manufacturer and distributor of electronic components.

“Part of my job was to review electronic manufacturers’ data on a consistent basis, so I was seeing this stuff in front of me every day,” he said.

That “stuff” consisted of products exploiting McCabe’s caller-ID technology. Changes in privacy laws now permitted caller ID, which prompted numerous companies to infringe on McCabe’s patents for their own financial gain.

“With a patent, you’re protected,” he said. “But if you don’t challenge and companies produce it and sell it and you never challenge it, it’s your loss and their gain.”

McCabe’s old business partner, Every, also noticed the technology they devised during the Nixon administration finding its way to store shelves at the end of Ronald Reagan’s second term in office.

“Bob never gave up,” McCabe said. “He’s the man I give the credit to for pursuing this to the point where we finally got some settlements and money out of this.”

When the doors to Mex-Tronix Laboratories closed for the final time in 1974, Every had the foresight to keep the corporation alive on paper. Paying yearly taxes on the business facilitated the litigation initiated by the duo in the late 1980s, just a few years before their patents would enter the public domain and leave them without any legal recourse.

“Bob called me at work one day and said, ‘We have to meet on Saturday. We’re going to be rich,’” recalled McCabe. “I heard this before, but that time, he was right.”

Every discovered a law firm willing to fight on the side of the small-town entrepreneurs against the major telecommunication companies and equipment manufacturers infringing on their patented technology.

Students Learn From Entrepreneur’s Experience

“I tell them, ‘Have faith in yourself and faith in what you’re doing.’”
I became aware of his accomplishments,” noted Tom Gregory, dean of construction and design technologies. “I always knew Ed as a person willing to help when asked.”

First as a part-timer and for the past two years as a temporary full-time instructor, McCabe has helped electronics students meet their educational goals.

“I love the students,” he said. “I receive great satisfaction in seeing the results in students. To see what you start with and what you end up with, there certainly is a big difference.”

According to Gregory, McCabe is a big part of that difference.

“Ed has a sense of what is truly important for students to know and understand as they transition from academics to real experiences,” Gregory said. “He brings his varied background into the classroom as a framework for his teaching, much to his students’ advantage.”

Drawing on his experience as an entrepreneur, McCabe enjoys turning his students loose on group projects toward the end of the academic year. He encourages the students to be creative in developing their own projects.

“I want them to both think and create,” McCabe related. “So far, my favorite project was a traffic-light system that was controlled by the time of day and the number of cars passing through.”

While he doesn’t dwell on his contribution to today’s information-rich society, McCabe does speak about entrepreneurship and patents to help prepare students for their challenging tomorrow.

“I tell them, ‘If you’re really serious about it, go ahead and try it,’” he said. “‘You may end up with not much money. It may be a tough row to hoe. You’re going to work an awful lot of hours, but you can do it. Have faith in yourself and faith in what you’re doing.’”

As dean, Gregory is pleased that the students are exposed to such a firsthand message.

“Most people do not understand how much the qualities of perseverance and self-discipline contribute to the creative process,” he said. “Some serendipity may be involved, of course, but Ed will be the first to say to his students that hard work is the essential ingredient to invention.”

Another key ingredient involves record-keeping.

“If you have an idea and you think it’s worthwhile, get a notepad out and write down the time and date,” advised McCabe. “Of course, keep it all private.

“It’s very important to keep accurate records. When you file for a patent, they want all your engineering notes. All your notes, the dates, the times you did this. Protect everything. You do need to prove when you did it and what time you did it.”

Thanks to his patents and resulting litigation against companies that infringed on his protected work, McCabe could spend his time as a leisurely retiree. But that has no appeal for the man who still works 60 to 70 hours a week crafting updated lesson plans and materials for his students.

“I love this job,” he said. “I would like to teach until I’m ready to be planted in the ground.”

— Tom Speicher
Despite what you may have learned from watching TV, being a nanny does not mean you swoop into a family’s life for a week for an emergency intervention, tell the parents it’s their fault that their kids are spoiled, confine their children to the “naughty corner” and head out in your Super Nanny mobile.

In reality, being a nanny is a full-time job. Being a nanny means being a third parent. As a nanny, Holly Claar, 27, of Hollidaysburg, averages about 55 hours of work each week. Her workday begins around 6:30 a.m. and can last into the night. It’s not uncommon for her to work weekends.

Claar graduated from Pennsylvania College of Technology in 1998 with an associate’s degree in early childhood education. She moved to Colorado Springs, Colo., and began working as a director of a day care. She says she found out there was little money in day care and the job was stressful. Staff turnover kept her in the classroom instead of her office, which led to playing catch-up on the weekends.

So she called a nanny agency.

“I had heard that nannies make good money and it was a more intimate situation,” Claar says, explaining why she changed careers. “I only had to deal with one set of parents and got to have one-on-one time with the kids.”

Claar was hired by Dierdre and Damian Wackerman, the parents of 8-year-old Ethan and 3-year-old Eliana (they are 13 and 9 now). The position, Claar says, was more of a governess role because she taught in addition to providing child care.

“The family was a military family and very strict with timing and scheduling,” she says. “I set up lesson plans in advance directed toward certain subjects. Then, I would sit down and show the parents the curriculum each week, even in the summer. The 3-year-old stayed at home and I taught her what she would have learned in preschool.”

Dierdre Wackerman has only nice things to say about Claar, who was her last nanny out of nine.

“Holly had a huge volume of references. At the interview, she just felt warm. I used to tell people she was my Mary Poppins,” Wackerman says.
Gaddy also says that, depending on the nanny’s education, experience and the number of children she cares for, she should be making between $10 and $15 an hour.

When Claar moved back home to Hollidaysburg, she found that there were no nanny agencies in the Blair County area. But word-of-mouth brought her to Liang and Anthony Bartkowiak of Altoona. The parents are both doctors and needed someone to help with their children. At the time that Claar was hired, they had one child and another on the way. Now, they have three – Mya, 6; Glenn, 3; and Tia, 13 months.

In Claar’s current job, she gets to the house early in the morning, makes the kids breakfast, packs their lunches and gets them ready for school. She spends the day with the baby and often runs errands for the family – they’ve provided her with a vehicle for work.

After school, she picks up Mya and Glenn, drives them to appointments or lessons, and takes them home to work on homework. When both parents are on call, Claar stays at the house overnight and on some weekends.

Claar admits the hours aren’t ideal, but says both the families she’s worked with have been good to her.

“They are really good at backing up the discipline I decide on. They don’t undermine my authority,” she says. “Sometimes, the parents don’t back them up and the kids don’t respect the nanny.”

She says the best part of nannying has been watching the kids grow up and spending time with them.

“Every day is different,” she says. “It’s the same, but there’s something about each day with them that is different.”

She still keeps in touch with the Colorado family she worked for. The Wackermans have come to Hollidaysburg to visit, and, just last year, Claar took a trip to visit them. They already are planning future trips together.

She has gone on vacations with both her families, and, just recently, she spent two weeks in China with Liang Bartkowiak when the couple adopted Tia.

Through her work as a nanny, Claar met Lori Hofer, 29, of Altoona, who is a nanny for Stewart VanHorn and Sarah Schroeder, who are also both doctors. Her charges are Kate, 8; Max, 7; Nora, 5; and Dane, 9 months. Hofer was working in a preschool when the VanHorn family offered her a job as a nanny.

She’s been with them for five years and agrees with Claar that the best part of being a nanny is watching the children grow up.

“When I met them, Kate was 2 1/2 and Max was very little, and Nora and Dane hadn’t been born yet,” she says. “I would like to stay with this family for a while. I’m so close to them. The only reason why I would leave is so I could stay home with my own kids one day.”

“When it’s time for me to have my own children, I may change career paths. I’m single right now and I don’t have kids. Fifty-five hours (a week of working) tends to be a lot, but I have nothing else going on right now,” says Claar.

She says she’s been really lucky with both families because they’ve been wonderful to her.

“They treat me as if this is my career and I’m not just a glorified baby sitter or hired help. Other people aren’t treated as well,” she says.

Defining her position, Claar says, “It’s like being a mom, but you get to go home at night.”

Holly Claar of Hollidaysburg has her hands full watching the Bartkowiak children, Glenn, 3; Tia, 15 months; and Mya, 6, at the family’s Altoona home, where she has been a nanny for three years.
Pennsylvania College of Technology has added to its long history of local economic-development support, joining in the creation of the Williamsport/Lycoming Keystone Innovation Zone in Williamsport’s western end. The Industrial Modernization Center Inc. was awarded $242,900 for operating costs related to the 640-acre zone, which provides access to tax credits and grants, as well as product development and business planning, training and support to eligible businesses in the early stages of development.

The Williamsport/Lycoming KIZ partners Penn College and Lycoming College, along with the City of Williamsport, the IMC and the Williamsport/Lycoming Chamber of Commerce in an effort to encourage business startups, technology transfer, and product and process innovation in diversified manufacturing – with a specific emphasis on plastics and wood industries.

The financial commitment was hand-delivered by Dennis Yablonsky, Pennsylvania’s secretary of community and economic development, who applauded the partnership among higher education, local government and private businesses.

“The solution resides in assets that we have in abundance: colleges, universities, hospitals – what I call the ‘knowledge neighborhood’ – to help reinvigorate struggling companies ... and turn things around at a community level.”

Penn College’s involvement reinforces an institutional philosophy that began with the training of World War I veterans, continued through the Great Depression and into today’s classrooms and operations of the Workforce Development and Continuing Education office.

“Through the KIZ, we offer innovative entrepreneurs the opportunity to avoid a ‘hit or miss’ approach to developing new technologies,” Penn College President Davie Jane Gilmour said. “We stand ready to support this initiative with such specific operations as our Plastics Manufacturing Center and our Factory-Built Housing Resources Center – statewide initiatives that have already proved their ability to support industry partners.”

Gilmour said the college also will integrate the KIZ program into its curriculum development, using business-plan contests and awards as ways to encourage innovation and to solicit from faculty and students the submission of ideas for new products and new industrial processes.

Pennsylvania College of Technology received an “Excellence in Training” award from the Air Conditioning Contractors of America – the nation’s largest trade association for heating, ventilation, air conditioning and refrigeration contracting businesses – marking the first time an educational institution was singled out for the honor.

The Jeff Forker Award for Excellence in Training, named for a longtime industry advocate with a passion for education and certification, was presented in March at ACCA’s 2005 Annual Conference and Indoor Air Expo in Austin, Texas.

“ACCA is pleased to present this year’s Jeff Forker Award for Excellence in Training to Penn College,” said Paul T. Stalknecht, association president and CEO. “The school’s HVAC programs do a phenomenal job of training the future of our industry.” In addition, Penn College students were invited to conduct a workshop at next year’s event (in San Jose, Calif.) on a topic of their choosing.

“This speaks well for all of us that they would think that much of our program,” said Marc E. Bridgens, assistant dean of construction and design technologies, who noted that the award typically goes to someone in the contracting field. He accompanied five students in Penn College’s HVAC technology bachelor-degree major to the conference.
Honda Pact Adds to Options for Automotive Students

Pennsylvania College of Technology automotive students soon will have the unique opportunity to attain an associate’s degree while training for employment at Honda and Acura automobile dealerships.

Penn College has been accepted into Honda’s Professional Automotive Career Training program, which allows students to obtain a two-year degree in automotive technology with an emphasis on those vehicles – and the opportunity to gain real-world experience in prestigious Honda/Acura dealerships.

“Honda is a progressive company, a major U.S. manufacturer making significant inroads into the truck market, and one of the industry leaders in alternative-fuels and hybrid vehicles,” said Colin W. Williamson, dean of transportation technology. “With more than 30 Honda dealers within the normal draw of our automotive programs, this really fills a niche in the mid-Atlantic region.”

Penn College is the first PACT site in Pennsylvania and one of only four east of the Mississippi River; the next closest is New Hampshire Community Technology College in Nashua, N.H.

“We’re excited to be able to include Pennsylvania College of Technology in the PACT program,” said Brian Moore, industry education coordinator for American Honda Motor Co. Inc. “The staff at Penn College are first-class, as are the facilities, and we have every confidence that they will produce excellent technicians for our dealerships.”

PACT – which offers the combined benefits of American Honda, its dealerships and institutions such as Penn College – is a comprehensive training program that prepares students for jobs as dealership service technicians. It also readies them for written exams, vehicle safety inspections and Honda/Acura-specific certification.

In addition to internship opportunities with sponsoring dealerships, Honda provides special tools, a fleet of vehicles on which PACT students receive education, and state-of-the-art instructor training.

The first PACT offerings will be in the Spring 2006 semester, the dean said, with the first internship opportunities arising that following summer. Course work is taught by Automotive Service Excellence-certified instructors, under the stringent guidelines of the National Automotive Technicians Education Foundation.

Students will receive training on vehicles provided by the Honda PACT program.

College Among Partners in National Aviation Program

The National Science Foundation has awarded Pennsylvania College of Technology and four other institutions a two-year grant of $499,950 to establish a National Center for Aircraft Technician Training in support of the aviation industry.

NCATT project headquarters will be at Tarrant County College in Fort Worth, Texas, under the direction of Floyd Curtis, division chair of TCC Aeronautical Training. Tarrant and each of the partner institutions – Penn College, Embry-Riddle Aeronautical University, San Jose State University and Weatherford College – will offer technical expertise, staff and administrative support to accomplish the center’s objectives.

Thomas D. Inman, associate professor of avionics at Penn College, will chair the Web Resources component of the August 2005-July 2007 project.

“In the future, aviation technicians will carry an NCATT certificate of training along with their (airframe and powerplant) license,” Inman explained. “I am glad that Penn College is able to play a large role in this important project.”

Among the objectives of TCC and its partners are an industry-developed-and-recognized certification program for aircraft-electronic technicians and the establishment of national standards (and the curriculum to support them).

“We are extremely excited about the opportunities this project will present to the aviation industry through the support of the National Science Foundation,” Curtis said. “This is the first step in a long-overdue certification of aircraft-electronic technicians. Aircraft electronics is the most dynamic aspect of the aviation industry, with technology advancing almost daily. The highly trained technicians need to be recognized for the knowledge and skills they have acquired.”

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Kimberly L. Bolig, director of Academic Support Services and Act 101, and Henriette K. Evans, Act 101 specialist, presented a workshop, “Commitment to Student Success and Retention Through the Creation of Learning Communities in Summer Bridge Programs,” at the Tri-State Consortium of Opportunity Programs annual conference in Philadelphia during March. In addition, Evans presented a colloquium titled “Tailoring a ‘Project Success’ Class to Create a Learning Community and to Recruit Students for the Act 101 Program” during April’s Pennsylvania Association of Developmental Education annual meeting in Hershey. Evans also was named 2004-05 “Woman of the Year” by the Junior League of Williamsport in recognition of her outstanding service to the league and its volunteer endeavors. She serves as vice president of the Education Council and recently chaired the Communication Committee. She is editor of the Junior League’s monthly publication, The Leaguelet, and was particularly instrumental in the production of its 75th anniversary commemorative issue.

Kevin M. Mix, media specialist, recently completed the Extron Institute School of Audio/Visual Technologies in Philadelphia. The school takes a hands-on approach to topics such as video-system transmission and distribution, system design, system-control solutions and matrix switching. The institute enables technicians in both the educational and business communities to design and implement solutions for today’s electronic classrooms.

Gerald D. “Chip” Baumgardner, associate professor of business administration, presented a paper titled “Spyware: Dealing With an Impediment to Online Education” at the 16th International Conference on College Teaching and Learning in Jacksonville, Fla., in April. Additionally, he was the lead consultant for McGraw-Hill in developing an online course for “Contemporary Management” (Jones and George, fourth edition).

Terry A. Girdon, professor of management and business administration head, was elected as vice chair of the board of commissioners of the International Assembly for Collegiate Business Education at the group’s annual conference in San Antonio, Texas, from April 5-8. The IACBE is one of three business-degree accrediting bodies for colleges and universities in the United States and throughout the world. The fastest-growing business-accrediting body in the world, its membership is anticipated to rise from 180 member institutions to 300 by 2007.

Vinay Bahl, associate professor of sociology, is the author of “What Went Wrong With ‘History From Below’: Reinstating Human Agency as Human Creativity,” a book that was published in April.

Billie A. Coffman, associate professor of early childhood education, was selected by Family Communications Inc., the producers of “Mister Rogers’ Neighborhood,” to train Pennsylvania teachers, child-care providers and parents who work with children with challenging behaviors. The two-day training she received is based on two video series produced by Family Communications Inc. – “What Do You Do With the Mad That You Feel?” and “Challenging Behaviors: Where Do We Begin?”

Hortencia I. Garcia, assistant professor of mathematics, presented a paper at the 29th annual conference of the National Association for Developmental Education, held in Albuquerque, N.M., in March. Her paper, titled “Analyzing mathematics tests: Are we asking the right questions?” applies the Rasch theory to analyze the results of a final examination in intermediate algebra. The Rasch theory is a measurement tool that compares examinees’ ability and test-item difficulty via a single map using log-odds units.

William W. Ma, associate professor of mathematics, wrote research papers that recently were published in two international journals of mathematics: “Two-point distortion theorems for hyperbolically convex functions;” appeared in the 49th volume, Revue Roumaine de Mathématiques Pures et Appliquées (Romanian Journal of Pure and Applied Mathematics); the other paper, “Hyperbolically 1-convex functions;” appeared in the 84th volume of Annales Polonici Mathematici (published by the Institute of Mathematics at the Polish Academy of Sciences). Ma also spoke at the joint meeting of the American Mathematical Society and the Mathematical Association of America from Jan. 5-8 in Atlanta, where he presented “Metric properties of hyperbolic polar coordinates.”

The experiences of Daniel J. Doyle, professor of history, as a Fulbright Scholar in Egypt during the 2003-04 academic year were recounted in the spring/summer issue of The Fulbright Chronicle, the official publication for alumni of the program. Doyle also was featured in a related episode of the “Penn College & You” TV series, and a recap of his travels was published in the Winter 2004-05 issue of this magazine.

Carol J. Kafer’s “Loyal to the ‘Sock’ newsletter recently was featured in Pennsylvania Environmental Digest. Kafer, assistant professor of biology, is president of the Loyalsock Creek Watershed Association. The association’s work also has been featured in this magazine and in a related episode of “Penn College & You,” the college’s monthly public-affairs television series.
Penn College was well-represented in Visual Communications Journal 2004, with articles contributed or edited by four current and former members of the graphic communications faculty. Karen J. Murray, instructor of graphic communications, co-wrote an article titled “Needs Assessment for Graphic Communications Education.” Murray authored the article with Daniel G. Wilson, a former assistant professor of graphic communications at Penn College who now teaches at Illinois State University. Also published in Visual Communications Journal 2004 is an article written by Thomas R. Tyberg (right), assistant professor of graphic communications. The 2004 edition of the journal was edited by Mark Snyder, a former Penn College faculty member who is now an associate professor at Clemson University.


Abdul B. Pathan, professor of economics, spoke in January at the American Economic Association’s annual convention in Philadelphia, sharing his experience teaching Web-based distance-learning courses in economics. In February, he attended the annual conference on “Teaching Economics: Instruction and Classroom Based Research,” hosted by Robert Morris University and McGraw Hill/Irwin Publishing Co. There, he presented a paper, “Assessing Student Learning in Macroeconomics,” that also was published in the conference proceedings.

David S. Richards, associate professor of physics, was nominated by the college’s Council of Deans for two awards at the 16th International Conference on College and Learning in Jacksonville, Fla. Richards was nominated both for integrating computer- and Web-based technology into his classes and for conducting workshops to teach other Penn College faculty members how to incorporate computer-based technology into the traditional classroom setting. He presented a paper at the conference that was published on the conference Web site. Richards also has been nominated for the Ernest L. Boyer International Awards for Excellence in Teaching, Learning and Technology.

SCHOOL OF NATURAL RESOURCES MANAGEMENT

Steven R. Parker, instructor of environmental technology, has been invited to help American Indian communities assess and resolve environmental issues on their land. Parker traveled this summer to work with the Makah Tribe on the tip of Puget Sound in Washington for the Indian Country Environmental Hazard Assessment Project. The project is sponsored by the U.S. Food and Drug Administration. Parker, an instructor of environmental science, serves as a manuscript review referee for the Journal of Women and Minorities in Science and Engineering.

SCHOOL OF TRANSPORTATION TECHNOLOGY

Stephen T. Duna, instructor of collision repair, was recognized by Chief Automotive Systems Training Division with certification as a Master Structural Technician and a Master Collision Estimator – only the eighth person nationwide to attain such double Master certification. Successful completion of all Chief training courses offered is required to achieve double Master status. A total of 136 hours of frame and estimating training in a Chief-approved setting on Chief equipment, including Chief’s computerized measuring system, is required to satisfy the stringent requirements for double Master status.

Leonard R. Filipkowski, associate professor of collision repair, received a Master Certified Technician award from Toyota’s Collision Repair and Refinish Training Program. Master status is achieved after at least five years as a certified technician. Certification is in seven areas of training and work, such as I-CAR training in Collision Repair 3000 and I-CAR Finish Matching.

THE COLLEGE STORE

Matthew P. Branca, director, earned the designation of Certified Collegiate Retailer. This credential, given by the National Association of College Stores, has been earned by fewer than 10 percent of all eligible candidates. To achieve the CCR credential, candidates must have a minimum level of relevant experience and must pass a comprehensive, four-hour examination on the core knowledge and management functions of collegiate retailing.

WORKFORCE DEVELOPMENT AND CONTINUING EDUCATION

Dennis E. Gilbert, director of Workforce Development and Continuing Education, was the keynote speaker at the April 2005 Non-Credit Continuing Education National Conference in Myrtle Beach, S.C. Gilbert, who has been with Penn College since 2000 and has 15 years’ experience managing and developing business in the private sector, presented the program, “Leading Small Staffs to Big Triumphs.”

William R. Van der Meer, director of the Pennsylvania Housing Resource Center, gave a presentation on “Site Preparation and Foundations for Modular Homes” at the Winds of Change National Congress & Expo for Manufactured and Modular Housing in Las Vegas (March 29-31). The program discussed the most crucial components of a properly constructed and installed modular home and outlined builder-vs.-manufacturer responsibilities. He also had a five-page article – “Air Leakage Control: The Devil’s in the Details” – published in the January/February issue of Home Energy Magazine. The article discussed proper air-sealing to avoid moisture problems, high energy bills and dreaded customer callbacks due to drafty new houses.
Irma D. Logan, machining lives in Williamsport. She worked as a machinist at Lycoming Motors, now Lycoming, a Textron company, through World War II, raised two sons (Gary, a 1977 alumnus, and Dennis, who is a part-time instructor at Penn College), then returned to Lycoming and worked as a machinist for another 13 years before retiring.

Donald A. Artman, automotive service technology, lives in Lewistown with his wife, Jean.

Edward R. Rossman, drafting, is retired from AMP Inc. He lives in York with his wife, Lucille.

Joseph Bickel, diesel welding, worked as a shop foreman for a trucking company and retired after 36½ years of employment. He lives in Lock Haven.

Delmar E. “Del” McCormick, construction equipment operator and serviceman, is retired and lives in Montgomery with his wife, Marion.

Cleon E. Snyder, radio and television repair, worked in that field until retirement. He resides in Millersburg.

Paul Q. Burgess, radio and television repair, retired after a long career with IBM. He says he remembers Ramon (Ray) Palmer as an instructor who had a great influence on his education. Burgess and his wife, Mary Ellen, live in Friendsville.

Clair E. Stahl, mechanical drafting, retired from Sprout Waldron Inc., Muncy. He and his wife, Finley, live near Clarkstown.

George W. Gemberling, aviation mechanics, worked for Capital Airlines in Washington, D.C., and took a job with United Airlines in San Francisco when the two airlines merged. He lives in Copperopolis, Calif., with his wife, Gloria.


Robert C. Geiser, graphic arts, was hired in 1963 as assistant foreman for the Veterans Administration’s print shop in Washington, D.C., and retired as foreman of that facility. He resides in Philipsburg.

Jack E. Speedy, electrical construction technology, lives in Carrollton, Ohio, with his wife, Karen. They operate a water-well drilling business.

Charles A. Gemberling, tool design technology, recently retired as a consultant for the Pennsylvania Credit Union League. He was recruited by the league after working for many years as a tool engineer for Ingersoll-Rand. He lives in Shavertown with his wife, Rose.

Larry M. “Pete” High, tool design technology, lives with his wife, Phyllis, in Boalsburg. High is retired after a long career in tool design and engineering.

William H. Larson, diesel technology, retired from Quaker State Oil, where he worked in a variety of positions over his career, including pipeline installer, foreman and supervisor. He and his wife, Kay, live in Duke Center.

David E. McClelland, heavy construction equipment operator/serviceman, retired in May after a long career as an operator. He worked on a long list of projects, including construction of Dulles Airport in Washington, D.C. He and his wife, Nancy, live in clarion.

Richard E. Miller, technical illustration, is retired and lives in Boalsburg with his wife, Polly.

Girvin R. Herr Jr., electrical instrumentation technology, retired as a software-design engineer from Lockheed Martin. He and his wife, Betty, live in Dayton, Nev.

Ronald D. Allison, technical illustration, retired as a senior technical artist for AMP Inc. He participated in a California-to-Georgia bicycle ride (“Wandering Wheels”) in March and April 2004 to raise funds for a church construction project. He and his wife, Shirley, live in Hummelstown.

Barry F. Crawford, practical nursing, continued his education at Harrisburg Area Community College and graduated in 1969 with a degree in police science and administration. He has served as a police officer in Harrisburg, Milton and Lewisburg. Crawford, who resides in Lewisburg, retired from the Lewisburg Police Department due to injuries sustained on duty. He also served as special deputy U.S. Marshal for the Middle District of Pennsylvania, special deputy Union County sheriff, private detective and owner of Union Security and Detective Agency, deputy Union County coroner, and security consultant. He and his wife, Marilyn, live in Lewisburg.

Ronald L. Kuzmovich, graphic arts, spent 30 years in the printing business and enjoyed every minute. He resides in Clarion and is now on his second career as director of elections for Clarion County.

George H. Shaffer Jr., construction carpentry, worked for several construction contractors before starting Shaffer’s Masonry in Sunbury in 2004. Shaffer, who lives in Sunbury, has worked on several major projects at the college since he graduated.

William R. Chaney, welding, is a tree-clearance trimmer for Vegetation Managers Inc. and resides in Allport.

Patrick L. D’Auria, printing (graphic art), is a pressman for Uniontown Newspapers Inc. and resides in Mount Braddock.

Kenneth L. Ritter, graphic arts, is an image technician at DayTimers Inc. Ritter, who lives in Kutztown, is actively involved with Little People of America. He helped organize (and won) a charity golf tournament to raise funds for families and individuals with dwarfism. The 2005 tournament will be the group’s 11th annual event, which usually raises more than $50,000 for the cause.

Lester D. Bashore Sr., carpentry, lives in Bethel and is a forest patrolman for the state Department of Conservation and Natural Resources.

Daniel Phillip Wood III, business management, is a retired service technician from Verizon. He resides in Bloomsburg and is active in the local Zafar Grotto.

Philip A. Thomas, civil engineering, resides in Clarksburg, W.Va., and is chief surveyor for Greenhorse & O’Mara Inc.

Donald Niles, floriculture, continued his education and received a degree in horticulture from West Virginia University and a bachelor-of-arts degree in creative writing from Penn State. He is a certified quality (lead) management systems auditor for Plastek Industries and resides in Erie.
Nicholas A. Walters, toolmaking technology and automated manufacturing, lives in Erie and is a process engineer/toolroom supervisor for Erie Plastics Corp.

Dane J. Hart, service and operation of heavy equipment, is a welder/mechanic for Bear Ridge Machine & Fabrication and resides in Ringtown.

John W. Evankovich Jr., electrical construction, is a journeyman lineman for Central Electric Cooperative Inc. and resides in Karns City.

Pamela L. Wagner, clerical studies, is a secretary at SCS Concrete and resides in Indiana.

David L. Youkin, electrical technology, resides in Linden and is an electrical instructor for Triangle Tech in Sunbury.

Robert J. Todisco, electrical occupations, is a union steward and general foreman for I.B.E.W. Local Union 607, and he lives in Mount Carmel.

Donald P. Cook, electrical technology, received a bachelor of science degree from Philadelphia Biblical University in 1996. He resides in Walnutport and is a network communications analyst for Rodale Inc.

Michael D. Porter, heavy equipment and diesel mechanics, lives in Linden and is employed at Savidge Excavating Inc.

Marilyn Kistner, general studies, received a degree in clinical psychology from Immaculata University in 2001. She is a licensed psychologist at Dauphin County Hospital and resides in Williamsport.

Keith D. Green, architectural technology, is an associate/project architect at Architecture Collaborative. Green resides in Westminster, Md., and is pursuing his architect’s license.

Stacie L. Anderson Bortz, executive secretary, is head secretary/clerk IV for District Justice Court 29-1-01 and lives in Williamsport.

Brenda Joyce Poling, human services, is assistant program director at Sunrise Inc., a group home with 15 clients. Poling, who resides in Miami, has been a missionary to five countries and worked on several human-resource programs.

Darren Weaver, building construction management, is sitework project coordinator/estimator for Kinsley Construction Inc. and resides in Dover.

Matthew W. Miller, building construction technology, is a superintendent on Ondra-Huyett Associates Inc. and resides in Coplay.

Steven J. Smith, building construction management, is project estimator for Horst Construction and resides in Elizabethtown.

Julie Ann Southard, business management, is a baker for Preston’s Colonial Market and lives in Lawrenceville.

Allen Dexter Kunkel, communications, lives in Port Trevorton and is a drug-and-alcohol-treatment specialist for the Pennsylvania Department of Corrections at the Camp Hill prison.

The Rev. Murrell A. Heinemann Jr., industrial maintenance technology, graduated from the Universal Life Church in 2001 with a degree in religion and metaphysics and resides in New Ringgold.

Justin P. Huddleston, graphic design, lives in Macungie and is owner of Lehig and Services Inc., a metal-fabricating and heavy-duty radiator-repair business.

Mark Jones Cuttic, broadcast and mass communications, is a 911 dispatcher for the Schuylkill County Office of Public Safety. He resides in Frackville.

Shelby Marie (Baker) Dubes, radiography, is chief radiologic technologist at InverVision Advanced Medical Imaging. She resides in Lafayette, Ind.

Taya Jean Sundling, business administration, also earned an associate’s degree from Penn College in business management in 1997. In 2003, she received a master’s degree in global technology management from American Intercontinental University. She resides in Woodstock, Ga., and is a business systems analyst for Industrial Developments International.

Amy (Catherine) Caprio, environmental technology, was published in the March 30, March 31, April 4 and April 29 editions of the Federal Register. While at Penn College, she served two internships with the State Department of Environmental Protection’s Bureau of Air Quality. After receiving her associate’s degree, Caprio transferred to Penn State to complete her bachelor’s degree in environmental resource management. In November 2004, she was hired by the U.S. Environmental Protection Agency and is based in its Philadelphia office, working on the state’s air-quality implementation plans.

Noah W. Diehl, construction management technology, is owner/operator of NWD Construction, dealing in residential remodeling and new construction. He lives in Jersey Shore.

Jeffrey Allen Federowicz, mass communications, is pursuing a bachelor’s degree at Penn State University. He lives in Williamsport and Las Vegas and is a freelance newspaper journalist and correspondent.

Keith Stefanik, civil engineering technology, is a transportation engineer II for PB&J and resides in Highland Ranch, Colo.

Marc Calix, applied human services, lives in Plano, Texas, and expects to graduate with his doctorate in 2005 from Parker College Chiropractic.

Brett James Houseknecht, computer-aided drafting, is a draftsman for Clinton Controls Inc. He lives in Lock Haven.

Erin Rashell Neff, HVAC technology, is a chillier assembler for Mokon Industries. She and her husband, Jeremy (welding and fabrication engineering technology, Class of 2001), reside in Lockport, N.Y.

Brian K. Senft, plastics and polymer engineering technology, is a materials examiner and identifier for the U.S. Department of Defense. He lives in Wormleysburg.

Cherelle L. (Smith) Zeigler, early childhood education, is a personal-care aide at Penn Valley Area School District and resides in Bellefonte.

Jason Eckman, computer-aided drafting technology, is pursuing his bachelor’s degree in industrial technology at Millersville University. He is an engineering draftsman in the set and design department for Sight & Sound Theater and resides in Lancaster.

Joseph A. Hauser, manufacturing engineering technology, lives in Latrobe and is shift administrator at Kellogg’s.

Matthew Patrick McMahon, nursing, credits his nursing degrees, paramedic certification and military experience in obtaining his position as director of outpatient services/ emergency room at Mercy Hospital in Wilkes-Barre. McMahon, who resides in Williamsport, has been accepted to Penn State’s graduate nursing program.

Joshua G. Meck, architectural technology, is a civil-survey draftsman for Wilkinson & Associates. He resides in Fleetwood.

Shelby Lynn (Doll) Ilgenfritz, dental hygiene, lives in York and is a hygienist for Dr. Joseph DePasquale.
Real projects are worth 10 times what you find in a textbook.

BY YOUR PUPILS YOU’LL BE TAUGHT

by Tom Wilson, writer/editor

T
here’s no real catch to the
catchphrase for Students in Free
Enterprise, the members of which
wear T-shirts promising to change the
world “one business at a time.” For
“one business” in rural Pennsylvania – actually a number of businesses
under one far-reaching umbrella – the
suggested changes are as welcomed as
they are overdue.

From their offices in Northumberland
County, Ron and Joyce Heimbach own
and operate a variety of enterprises,
including the Ice Plant of Sunbury.

“These two people start at 5 a.m.
and work ‘til they drop,” says Dennis R.
Williams, associate professor of business
administration at Pennsylvania College
of Technology, who advises the SIFE
chapter and put its members in touch
with the Heimbachs. “We wanted to
help them get into the 21st century and
stay alive ‘til they retire.”

The Heimbachs supply convenience
stores and other retail outlets with ice;
their Hawaiian Snow business provides
carnivals, fairs and such with a snow-
cone machine, flavored syrups and a
cotton-candy maker. As if that multi-
tasking menu isn’t enough, they have
run the Kampco self-storage facility
since 1990 and have a truck-accessory
business that has served the continental
United States since the early ’70s.

But “everything is on pad and
paper,” Williams said. “They have
duplicate inventory – 20, 30-year-old
parts – it’s mind-boggling. They have
no idea what they have on hand.”

So his students were tasked with
helping to streamline the process
. . . and to simplify the couple’s
overworked and understaffed lifestyle.
The professor/adviser said the students
found inexpensive software that can
control inventory while it prints bar-
code price labels, showed the co-

owners how they can simultaneously
take orders by phone and e-mail,
obtained Web addresses to help further
the businesses’ online presence, and are
working on a marketing plan.

“Real projects are worth 10 times
what you find in a textbook,” Williams
says. “They’re seeing it all firsthand:
the financial end, the IT (information
technology) end, the legal end. The
knowledge that they’re getting
while they’re here is invaluable, both
to them and to these businesses.”

Founded in 1975, SIFE’s program includes market
economics, entrepreneurship, personal
and financial-success skills, and business
ethics – all of which came into play
during the students’ work with the
Heimbachs. And Williams said the
couple could not have been more open
to the group’s suggestions, even if it
meant a complete reversal of business
as usual.

“They gave us some good ideas
on how to rearrange our store. We
really appreciate their insights,” Joyce
Heimbach said of the suggestions from
Penn College students. “I’ve started to
put our inventory on the computer, and
we’re looking to sell some of our syrups
on the Internet.”

Some of the advice will have to wait
until after the busy season – summer is,
after all, prime time for shaved ice – but
Heimbach said “we plan on using it
quite a bit.”

Assistance to the Heimbachs was
among the projects summarized
by members of Penn College’s SIFE
team when it attended a regional
competition in Philadelphia in April,
orally presenting their annual report to
a panel of corporate executives.

The report consisted of a variety of
accomplishments during the 2004-05
school year, including organization of
a Battle of the Bands in the college’s
Field House and teaching checkbook-
balancing and other financial matters
through innovative board games.

The team was a second runner-
up and was a finalist in the
entrepreneurship individual-topic
competition in its assigned league. The
judges – from companies including
Wells Fargo, Campbell’s Soup,
Pepperidge Farm and Radio Shack – had
nothing but praise for the team’s poise,
presentation and preparation.

“They’re all hard workers,” Williams
says. “I’m very proud of what they
did. Half of the judges wanted to hire
them right there. Our students looked
as professional as any group could
have looked. It has been fun to watch
them, from where they were at the
beginning.”

In addition to the competition, SIFE
members attended a job fair at which
Walgreens, Enterprise Rent-A-Car,
Best Buy, Aflac, 3M and many other
companies were recruiting.

Williams also is the adviser for Penn
College’s Phi Beta Lambda, which did
well in state competition in April and
sent several members to a early-summer
national conference in Orlando, Fla.
PBL is the collegiate version of the
Future Business Leaders of America,
a nonprofit educational association
of students preparing for careers in
business and business-related fields.
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