

inside bona's

May 12, 2005

St. Bonaventure University

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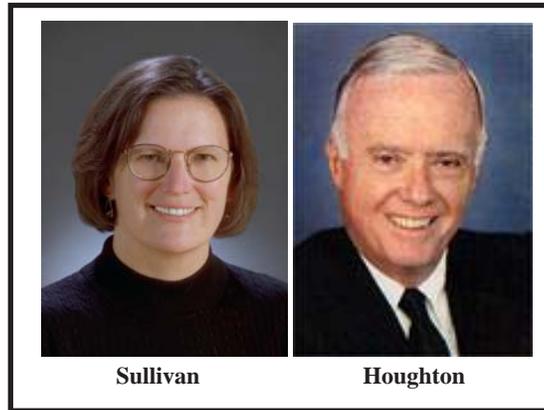
Sullivan to keynote 2005 Commencement

Dr. Kathryn Sullivan, first woman to walk in space and a shuttle astronaut, will give the keynote address and receive an honorary doctor of science degree at St. Bonaventure University's 145th Commencement Exercises, slated for 10:30 a.m. Sunday in the Reilly Center Arena.

Receiving an honorary doctorate of letters during the ceremonies will be recently retired U.S. Rep. Amory Houghton, who had served since 1987 in the House of Representatives.

Approximately 429 undergraduates and 268 graduate students are expected to receive degrees during the ceremonies.

Commencement Weekend will include a Candlelight Ceremony at 8:45



p.m. Friday on the steps of Plassmann Hall. The Baccalaureate Mass will be celebrated at 4:30 p.m. Saturday in the Reilly Center Arena, where Commencement will also be held at 10:30 a.m. Sunday.

A list of remaining Commencement week activities follows.

Today, there will be a softball/kickball tournament from 1 to 3 p.m. with a chicken barbecue on the front lawn of Francis Hall. This will be followed by a Senior/Faculty Reception from 5 to 6:30 p.m. on the front lawn of the Hickey Dining Hall. At 6:30 p.m., a Senior Banquet and slide show will be held in the Hickey Dining Hall followed by the nightly Senior Social featuring the Square Pegs in concert in the Rathskeller.

At 8:45 p.m. **Friday**, the 10th annual Candlelight Ceremony will be held on the steps of Plassmann Hall. The rain site is the San Damiano Room, Francis Hall.

See Commencement, page 2 ...

AAF students win Best Marketing Presentation at national competition

For the first time ever, St. Bonaventure's chapter of the American Advertising Federation (AAF) garnered the top award for Best Marketing Communications Presentation at the National Student Advertising Competition held April 28-30 in New York City.

More than 30 of SBU's journalism and marketing students worked together as The Stalwart Group, St. Bonaventure's marketing communications "agency," to craft a national communications plan for YAHOO! The Stalwart Group spent five months developing a \$10 million national communications strategy, targeting the youth audience between the ages of 13 and 17.

"We relied on the individual marketing and communications talents of The Stalwart Group to succeed in this year's competition," said senior Brian Collins, president of the St. Bonaventure chapter of the American Advertising Federation. "We shared an honest sense of teamwork and collegiality throughout the year," continued Collins.

The Stalwart Group designed a communications campaign by operating as a full-service marketing communications agency with individuals divided into various teams. Students worked as market researchers, strategic development analysts, creative designers, public relations and broadcast experts, budget

See AAF Award, page 2 ...

Journey Project highlighted in national magazine

By Jason B. Schultz '06

St. Bonaventure's Journey Project is featured in a story in St. Anthony Messenger, a nationally distributed Catholic publication.

The article was about Lilly Endowment, Inc., which provides grants to schools with religious backgrounds for the development of "Programs for the Theological Exploration of Vocation." These programs encourage students to consider work in the church and community, both during and after their

See Journey Project, page 3 ...

"Commencement" continued ...

This will be followed by the first night of the Senior/Family Social from 9:30 p.m. to midnight in Hickey Dining Hall and Rathskeller, with an Eagles cover band performing.

On **Saturday** from 10 to 11:30 a.m. is the ROTC Commissioning Ceremony in the Rigas Family Theater in The Regina A. Quick Center for the Arts, with a reception to follow. At 4:30 p.m., Baccalaureate Mass will be celebrated in the Reilly Center Arena. The second and last night of the Senior/Family Social to be held in Hickey Dining Hall and Rathskeller will begin at 9:30 p.m. and end at midnight.

On **Sunday** from 8 to 10 a.m., there will be a continental breakfast at \$3 a person in the Hickey Dining Hall. The Reilly Center Arena will open for guests at 8:30 a.m. Commencement will begin at 10:30 a.m. and will be followed by a champagne reception on the lawn. Rain site for the toast is Hickey Dining Hall.

Information about Commencement Weekend may be accessed on www.sbu.edu by selecting "Registrar's Office" in the "Campus" drop-down menu, and selecting "Commencement 2005" in the sidebar menu.

Student inducted into Pi Mu Epsilon

Lindsey Besch, a senior mathematics major from Boston, N.Y., was inducted into the New York Omega Chapter of Pi Mu Epsilon. Besch is graduating with honors and plans to attend graduate school in the fall.

Pi Mu Epsilon is the National Honorary Mathematics Society, founded at Syracuse University in 1914 and now has chapters in every state in the nation.

Its principal aim is to promote scholarly activity in mathematics among students in academic institutions. The New York Omega Chapter at St. Bonaventure was chartered in 1978 and assists the department of mathematics in arranging special activities such as speakers, programs and problem solving sessions.

Tenth Candlelight Ceremony continues new but beloved tradition for seniors

By Jason B. Schultz '06

The University's Class of 2005 will observe the 10th annual Candlelight Ceremony at 8:45 p.m. Friday at the steps of Plassmann Hall.

Fr. Dominic V. Monti, O.F.M., a 1967 graduate, professor of theology and chair of the department of theology, will lead the opening procession. Sr. Margaret Carney, O.S.F., University president, will give the welcome, while Eugene O'Connor, a 1979 alumnus and president of the National Alumni Board, will give opening remarks.

Along with Fr. Dominic, three alumni will assist with the lighting of the candles. They include Robert S. DeFazio, '01, director of campus recreation, intramurals and club sports; Ryan Hoffnagle, '00, assistant director of admissions; and Dr. Stephen M. Horan, '89, professor of finance.

Senior class president Ronald Overs will deliver the closing remarks, and Fr. Dominic will conclude the ceremony with the benediction.

The alternate site in case of rain is the San Damiano Room in Francis Hall.

"AAF Award" continued ...

analysts, media planners, presentation team coordinators, copywriters and editors.

When the members of The Stalwart Group finished presenting their communications plan, they enjoyed sustained applause from students, advertising judges, YAHOO! executives and the many marketing communications recruiters gathered in Marriott Hotel Financial Center in New York City last weekend. "In all my years of working with the competition, I have never seen such unbridled enthusiasm and support of a campaign from the audience and the judges. This reception clearly established the St. Bonaventure team as marketing communications experts in a very competitive advertising environment," said Br. Basil Valente, O.F.M., lecturer in the School of Journalism and Mass Communication and a faculty adviser to The Stalwart Group. "It's a privilege to work with these talented students. I'm so proud of them," said Valente.

"The greatest aspect of AAF is that it's real," said senior Christopher Heck, presentation team leader. "The 31 of us gave everything we had to this campaign," continued Heck. "It prepared me for the advertising world more than any college activity ever could and gave me an experience unmatched by any other college course. ... I have never felt a sensation like that before in my life,

and all I could keep thinking was, 'We did it. We set a precedent for St. Bonaventure.'"

Awed by the expertise and community spirit engendered by the students during the competition, Dr. Michael Russell, associate professor of marketing and another faculty adviser to The Stalwart Group, remarked that he remained impressed with the way the disciplines of marketing and communications are "married" by the students in The Stalwart Group. "I have never been so thrilled with the quality of the presentation and the depth of the communications plans book," remarked Russell. "This is a great accomplishment from our students."

Lee Coppola, dean of the Russell J. Jandoli School of Journalism and Mass Communication, noted the group's communications plan remained a big hit with the judges throughout their presentation and during the question-and-answer session afterwards. One of the executives from YAHOO!, serving as a competition judge, complimented The Stalwart Group by saying, "You swayed me."

"What better compliment can one receive from a judge?" said Coppola. In the end, St. Bonaventure ranked higher or tied with 18 other schools including Georgetown, Penn State, Temple, Loyola, Duquesne and Marist, some important goliaths in the marketing communications arena.

Campus Events

Calendar

Baccalaureate Mass to honor service

Nine members of the Class of 2005 will be recognized for their post-Commencement volunteer service plans including the Franciscan Volunteer Ministry, the Franciscan Friars and the Good Shepherd Volunteers during the University's Baccalaureate Mass at 4:30 p.m. Saturday in the Reilly Center Arena.

"We are proud of all of our graduating seniors who are heading into careers of serving their sisters and brothers, and we are particularly grateful to these nine who are offering to serve the Church as volunteers," said Robert M. Donius, vice president for University Ministries.

Six of the nine seniors plan to enter the Franciscan Volunteer Ministry, which involves a year of service to the poor in Anderson, S.C., Philadelphia or Wilmington, Del., where their placements may be in a soup kitchen, shelter, women's center, thrift store, food pantry, inner-city parish, prison or elementary school.

Planning to enter the Franciscan Volunteer Ministry are Sean Cullinane, a philosophy major from Beltsville, Md.; Deborah Holihan, a history major from Fairport, N.Y.; Patrick Keenan, a political science major from Olean, N.Y.; Jamie L. Ryder, a sociology major from Schenectady, N.Y.; Melissa Weise, an elementary education/special education major from Spencerport, N.Y.; and Renee Willey, a biology major from Attica, N.Y.

Daniel Horan, a theology major from Utica, N.Y.; and Andrew Kneller, a theology major from Chadwicks, N.Y., both plan to enter the Franciscan friars of Holy Name Province, one of the University's founding provinces. Friars choose to live a simple lifestyle, in community, of prayer and service to the Church and the world, modeled on the life of St. Francis of Assisi.

Margaret Morris, a theology major from Lynn, Mass., plans to join the Good Shepherd Volunteers, a service association of women and men that exists to express the gospel values of the Good Shepherd in today's world through exploration of

simple living, working toward social justice, the development of community bonds and attentiveness to the spirit.

Senior class vice president John Kuhn, an accounting/finance major from Erie, Pa., will give a welcome. Fr. Gregory P. Jakubowicz, assistant professor of accounting, will be the presider and homilist, with all friar-priest faculty and administrators as concelebrants.

Senior class officers Ronald Overs III, president and a management sciences major from Clarence, N.Y., Jaime Schember, secretary and a marketing major from Erie, Pa., and Christopher Zimmer, treasurer and a finance major from Fredonia, N.Y., will serve as candle and cross bearers.

Lisa Barnard, a journalism/mass communication major from Endicott, N.Y., will give the first reading and Frank A. Prue, a sociology major from Chittenango, N.Y., will give the second reading. General intercessions will be led by Nicole Severino, a journalism/mass communication major from Boonton, N.J. The gifts will be presented by Ian McBride, a marketing major from Rochester, N.Y.; Bradley Owens, an accounting major from Cincinnati, Ohio; Weise and Willey.

"Journey Project" continued ...

time in school. St. Bonaventure was one of three Franciscan universities receiving grants from the Lilly Endowment.

St. Bonaventure used this money to create the Journey Project. This is a program designed to create opportunities for student vocation discovery, the exploration of ministry careers and changing campus culture.

The project provides students with retreats, discussion groups, service trips and internships in local parishes. Two Bonaventure students, Andrew Kneller and Rachel Faber, described their experiences in the program, and how it encouraged them to consider careers that enable them to integrate their work and faith.

"Vocation is a real buzzword around here," Kneller said. "It's a really positive

Candlelight Ceremony

8:45 p.m. Friday, Plassmann Hall steps (Seniors, pick up a gift from the Alumni Association between 8-8:40 p.m. in the Reilly Center).

Baccalaureate Mass

4:30 p.m. Saturday
Reilly Center Arena

145th Commencement Ceremony

10:30 a.m. Sunday
Reilly Center Arena

Summer Hours Begin

8 a.m. to 4:30 p.m.
Monday, May 16
continuing through Aug. 19

SBU Family Picnic

Friday, June 24
See you there!

Fall Semester Begins

Monday, Aug. 29

thing. On this campus, there's a strong sense that there's more to life than getting a job."

Michael Williams, interim director of the Journey Project, commented on the results of the project. "Rachel and Andrew are a glimpse into all of the good things happening at St. Bonaventure through the Journey Project," Williams said. So many students are giving serious consideration to issues of faith and how it connects with their plans for the future. I'm glad that the Journey Project is a part of a strong move toward an overall ethos of faith, service and intellectual growth at St. Bonaventure."

The article is featured in the May issue of St. Anthony Messenger magazine, which has provided its more than 350,000 readers with information on events, people and news in the Catholic Church since 1893. To view the article online, link to: <http://www.americancatholic.org/Messenger/May2005/Feature2.asp>

News makers

Dr. Carl J. Case, associate professor of management science had a paper titled "Introducing the Vision Model of Virtual Networking" published in the Business Research Yearbook. The manuscript was co-written with Dr. Brian Larson of Widener University and Dr. Richard Silkoff of Eastern Connecticut State University.

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Dr. Michael Chiariello, dean of Clare College and professor of philosophy, has been invited to present a lecture to the National Heart, Lungs, and Blood Institute Summer Minority Research Program, sponsored by the Department of Pediatrics at Children's Hospital and SUNY at Buffalo Medical School. Chiariello has presented at six previous sessions of this program. The topic of this year's lecture is "The Moral Dilemmas of Physicians in Research and Practice."

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Dr. Charles Gannon, associate professor of English and a Fulbright Senior Specialist, has been awarded a second Fulbright grant, to the Czech Republic in fall 2005. He previously received one for a partnership with the University of Dundee, Scotland, in 2004.

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Peter M. Ghiloni, associate University minister and director of liturgy and music, was the keynote speaker at the 16th Annual Diocesan Music Convocation for the Buffalo Diocese. The event took place at Christ the King Seminary on March 12. The topic was "Church Music in the 21st Century, A Journey of Faith, Past, Present, Future." Ghiloni also preached a three-day parish mission May 1-3 at St. Killian's Parish in Harford, Wis.

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Jessica Kawski, a 2001 graduate, is currently being featured in "The Anthonian" magazine in an article that discusses her life-changing experience at St. Bonaventure through her involvement with University Ministries and particularly, Fr. Dan Hurley, O.F.M., through whom she received the sacraments, Mt. Irenaeus and the Franciscan Center for Social Concern.

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Chris Mackowski, assistant professor of journalism and mass communication, was

honored by the Theatre Association of New York State (TANYS) with a Merit Award for Outstanding Achievement in Acting for his recent performance in "Tradition," a one-man play presented April 1-3 by Bradford Little Theatre. TANYS separates its Merit Awards into three categories, Outstanding, Excellent and Meritorious. "Outstanding" is issued when the production is of a superlative quality rarely witnessed by the adjudicator.

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Dr. John Mulryan, Board of Trustees Professor of English, attended and participated in the Northeast Milton Seminar (an elected group), which met April 23-24 at Rutgers University. He also chaired a session on Milton and the Middle Ages, which met concurrently with the International Medieval Conference held May 4-8 at Western Michigan University. His article: "Satan's Headache: The Perils and Pains of Giving Birth to a Bad Idea," has just been published in *Milton Quarterly*.

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Dr. Philip Payne, assistant professor of history, has been selected to participate in this summer's "Interpreting the History of Recent and Controversial Events" seminar at Harvard University.

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Dr. Ronald E. Zwierlein, director of athletics, was appointed May 3 to the Lifetime Achievement Award committee of the National Association of Collegiate Directors of Athletics (NACDA) - Division I AAA Athletic Director Association (ADA). This committee is charged with recognizing individuals for the longtime commitment and contributions to intercollegiate athletics. Zwierlein served on this committee in the mid- to late 1990s and has been actively involved with NACDA since 1978, when he was director of intercollegiate athletics at John Carroll University.



ST. BONAVENTURE
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Valuing Knowledge, Integrity, Community

The next issue of *Inside Bona's* is slated for Thursday, May 19. To submit items, please e-mail to inside-bonas@sbu.edu by noon Tuesday, May 17. Questions may be directed to Suzanne Wilcox English, director of media relations, 216 Francis Hall, at ext. 2376 or senglish@sbu.edu.

New business honor society established at SBU

By Christina Santandrea '06

St. Bonaventure University students were inducted into the Beta Gamma Sigma National Honor Society for business administration during the inaugural induction ceremony April 26.

Twenty-seven undergraduates and 13 graduate students were inducted into this honor society, which is new to the University. The chapter installation was led by Dr. Abderrahman Robana, professor of finance from Alfred University. The induction of students into the society was conducted by University president Sr. Margaret Carney, O.S.F., S.T.D., Dr. Frank E. "Skip" Saal, provost and vice president for Academic Affairs, Dr. Michael Fischer, dean of the School of Business, and Dr. Zahid Khairullah, professor of management sciences and adviser.

Beta Gamma Sigma is a national honor society in business and management programs accredited by the Association to Advance Collegiate Schools of Business (AACSB International). Election to a lifetime membership in Beta Gamma Sigma is the highest honor a business student can receive in an undergraduate or a master's program at an AACSB-accredited institution.

Graduate students inducted were Matthew Auteritano, Pamela L. DeHaven, Shelly L. Freyn, Sadhna Gupta, Nancy A. Hammond, David W. Lulas, Craig P. Mychajluk, Kevin A. Purdy, Sean P. Quinn, Nicole M. Schalk, Lawrence C. Shattenberg, Laura L. Spaulding and Laurie B. Stone.

Undergraduates inducted were Michelle E. Andhor, Adam S. Babcock, Joelle M. Brunetto, Julie A. Case, Timothy M. Crawford, Anthony M. DiMario, Kimberly K. Dodson, John E. Downing, Christopher D. Ekimoff, Janet L. Glogouski, Daniel H. Hill, Carrie B. Jackling, Colleen Kane, Sheree M. Kellogg, Michael W. Matt, Erika B. Mattoon, Sarah M. McCue, Gregory T. Moss, Courtney L. Nelson, Abby A. Niver, Katherine C. Nowak, Samuel R. Orlando, Jane E. H. Paskuly, Bridget L. Ricketts, Daniel R. Streicher and Christopher A. Zimmer.