Bishop Zubik to Keynote Downtown Luncheon

By Bob Woodside

The Most Rev. David A. Zubik, D.D., A’71, GE’82, will be the keynote speaker at the annual Duquesne University Downtown Luncheon on Wednesday, March 25.

Zubik was installed as the 12th bishop of the Roman Catholic Diocese of Pittsburgh on Sept. 28, 2007. He earned his undergraduate degree from Duquesne with honors in 1971 before continuing his studies at St. Mary Seminary in Maryland and being ordained as a priest in 1975. While serving at several Pittsburgh parishes, he pursued graduate studies in Duquesne’s School of Education, earning a master’s degree in administration in 1982.

Subsequently appointed by then-Dupont de Nemours vice president and general counsel Charles J. Dougherty as an auxiliary bishop in 1997. In that position, he served as the diocesan representative on Duquesne University’s board of directors until 2003, when he was named by Pope John Paul II as the 11th bishop of Green Bay, Wis.

In Green Bay, Zubik led vigorous efforts to expand vocations, deepen spiritual wealth and evangelize people of all ages. He responded decisively to address misconduct among clergy, developing strong programs to protect young people from sexual abuse.

A native of Ambridge, Zubik is the fifth native son to lead the Diocese of Pittsburgh, following Bishops J.F. Regis Canevin (for whom Duquesne’s Canevin Hall is named), Hugh C. Boyle, Vincent M. Leonard and Wuerl. He is well known and respected for his deep understanding of the regional community and his warm, engaging pastoral style.

Join Duquesne alumni from throughout the Pittsburgh area to hear Bishop Zubik’s insights on current issues and remembrances from his formative years on our Bluff.

The luncheon returns this year to the David L. Lawrence Convention Center. Registration opens at 11 a.m. with lunch served at noon.

For information about individual reservations and table sponsorships, visit www.MyDuquesne.duq.edu or call 412.396.6209.

AACSB International Reaccreditation

Latest in Series of Business Successes

The Association to Advance Collegiate Schools of Business (AACSB) reaffirmed the accreditation of the A.J. Palumbo School of Business Administration and the John F. Donahue Graduate School of Business through 2012-2013 in January. Less than 5 percent of business schools worldwide have earned this distinguished hallmark of excellence in management education.

"Dean Alan Miciak has moved the school forward in all areas by emphasizing scholarship, promoting excellence and applying the University's Spiritan and Catholic values to business education," said University President Dr. Charles J. Dougherty. "The dean, the faculty and the staff of the school are to be congratulated for their dedication to providing students with critical skills that will allow them to successfully compete in the marketplace." Dougherty added that Miciak's experience as both a dean and faculty member at other academic institutions was key in the school's rapid progress over the last four years.

Founded in 1916, AACSB International is the longest serving, global accrediting body for business schools that offer undergraduate, master’s and doctoral degrees in business and accounting. To maintain accreditation, a business program must undergo a rigorous internal review every five years, demonstrating continued commitment to 21 quality standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, as well continuous improvement and achievement of learning goals in degree programs.

"It takes a great deal of self evaluation and determination to earn and maintain AACSB accreditation," said Jerry Trappnell, chief accreditation officer of AACSB International. "Schools not only must meet specific standards of excellence, but their deans, faculty and staff must make a commitment to ongoing improvement to ensure continued delivery of high-quality education to students."

The School has achieved notable success under Miciak, who was named one of the "100 Most Influential People in Finance" in 2008 by Treasury & Risk Magazine. Achievements include:

• The Donahue Graduate School of Business was listed for the third year in a row in the 2009 edition of The Princeton Review's Best 296 Business Schools.

• Dollars donated to the business school have increased by 137 percent since 2005, and the number of business school donors has increased by 81 percent.

• The MBA program was ranked first in the world in schools of its size and eighth overall by The Aspen Institute for its emphasis on social and environmental issues.

• Duquesne ranked highest in ethical business education—along with Georgetown and Notre Dame—in a recent survey of 183 graduate business schools conducted by the Academy of Management Learning and Education, a well-regarded interdisciplinary management journal.

• The Donahue Graduate School of Business received the prestigious Page Prize for the best United States submission of an environmental sustainability curriculum. The Page Prize, a project of the Moore School of Business at the University of South Carolina, is designed to encourage efforts to expose business students to state-of-the-art environmental sustainability knowledge. (See story on Page 6.)

• The school is among the first 100 endorsers of the Principles for Responsible Management Education, a United Nations-backed initiative promoting environmental stewardship, human rights and fair trade practices in business education.
Carrie Matesevac Collins, Executive Director of Gift Planning and Stewardship ... on Duquesne's new Office of Stewardship

Q: What is the Office of Stewardship?
A: With the blessing of the University administration, the Office of Stewardship was launched on July 1, 2008. By harnessing existing resources, we were able to create this enterprise with no additional budget dollars or personnel. The Office of Stewardship is a collaborative effort led by the Division of University Advancement.

Our staff members are drawn from several critical areas including the Offices of Development and Advance-ment Services, along with the Offices of Financial Aid and Planning and Budget. We coordinate all aspects of donor stewardship, including acceptance and acknowledgement of gifts, appropriate recognition events and publications, and accountability and reporting.

Q: Why is stewardship so important?
A: Donors—especially those who support endowed funds—think of their commitments as more than mere charitable giving. These kinds of major gift commitments are manifestations of someone's deep and heartfelt relationship with the University and its mission. They are significant investments in our students, and like all investors, our benefactors need and deserve detailed information about the returns and results. Just saying “thank you”—while certainly a great start—Isn't enough.

Q: How does the Office of Stewardship provide this information?
A: When we launched last July, we immediately added basic stewardship information to the Office of Development Web site at www.giving.duq.edu. This includes an overview of endowment investing and spending policies, descriptions of the various recognition societies, and—for the first time—a complete honor roll listings of all Duquesne Society members. Beginning this year, the honor roll is published exclusively online rather than in the Duquesne University Magazine.

Our next major effort was to compile a comprehensive annual endowment report—the first one in University history. Every endowed fund benefactor—more than 250 in all—received a booklet explaining details of the University's endowment policies and performance for fiscal 2008, along with personalized information on the balances of their particular endowed funds and the students or programs that benefited. Many of our scholarship donors also received thank-you letters from their student recipients.

The mailing went out in December, but it took months of effort and some amazing teamwork to make it happen. Information about endowed scholarships and other endowed accounts is scattered all over campus—in each of the schools, in the financial aid office, management and business, and in the development office. As we compiled this first report, we developed new procedures and forged working relationships across campus that will simplify the process in future years. I cannot adequately express my gratitude to the many faculty members who answered our call for assistance in preparing these reports. We couldn’t have done it without them! We also established a new Student Thank-You Letter event that gives scholarship recipients a fun and convenient opportunity to write letters expressing their appreciation to donors.

Q: What’s next on your agenda?
A: This spring, we’ll send donors the updated endowment statement, along with a colorful brochure demonstrating the impact of their generosity on campus beneficiaries, including this year’s graduating seniors, endowed chair holders and department heads who benefit from endowed funds. Further down the road, we’re investigating new ways to bring donors together personally with the students and faculty who benefit from their investments.

Q: How can faculty and staff learn more about the Office of Stewardship?
A: We’re always available to answer questions. Just call Cecilia Hughes, our stewardship and gift planning support officer, at 412.396.4279 or email stewardship@duq.edu.

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By Alison Conte

DORI Provides Information Evolution

As information technology evolves at Duquesne, employees are being given an increasing number of opportunities to stay informed. With the advent of the DORI portal, Duquesne employees have a means—and a responsibility—to stay informed by reviewing DORI regularly. If they need channels outside the pre-set arrangement, they are able to add and arrange channels to keep up-to-date.

Most employees already have become accustomed to maintaining, updating and resetting MultiPass credentials without help from the Help Desk. Because MultiPass is now the single password for email, Banner, Blackboard and other resources, we need to practice even greater security-conscious behavior when using it. This will keep our resources—from student grades and employee addresses to financial accounts—protected and confidential. So it goes without saying that you will not:

- Ask someone else to log on and check your email
- Use an administrator's MultiPass login to access and update the budget
- Write your MultiPass password on a sticky note and keep it under the computer keyboard

- Allow students to use your MultiPass to work on office accounts
- Tell anyone your MultiPass over the phone
- Reply to any emails that ask for your password
- If you need an additional email account or access to additional systems, contact the Help Desk to arrange for a secure connection

Keep in mind that the CTS Help Desk will never ask for your password over the phone. If a CTS representative is coming to work on your computer, meet them in person and do not leave your password posted for anyone to see.

Successful Email Switch

Last month, many Duquesne employees converted their email clients to a higher level of security with SSL and MultiPass passwords.

Those of you who have smart phones, Treos or Blackberries must also reset them with your MultiPass if you want them to pull your Duquesne email.

Employees are responsible for maintenance of these devices, even if they are issued by the University. The rapidly increasing numbers and types of these devices make it impossible for CTS or telecommunications to be familiar with how they all work.

These hand-helds and phones are complex devices, and their instructions are often confusing. Be aware that CTS cannot support these systems; if you don't feel capable of maintaining them, settle for simpler devices.

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Q A & Answers

DU Publications Win PRSA Awards

Three marketing and communications campaigns produced by the Duquesne University Office of Public Affairs received Awards of Merit at the Public Relations Society of America’s 2009 Renaissance Awards dinner. The event, held on Jan. 22, drew more than 150 entries representing many of the finest communications projects and public relations programs produced in Western Pennsylvania during 2008.

The winning campaigns at Duquesne were:

- Freshman Orientation - Internal Communications
- National Handgun Symposium - Public Affairs
- Global Health Symposium - Public Service.

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President Speaks at Catholic College Meeting

President Charles Dougherty recently discussed "Fundraising During a Recession" as part of a panel at the annual meeting of the Association of Catholic Colleges and Universities in Washington, D.C.

His comments were carried by the Catholic News Service and he was quoted in articles in the Boston Pilot, the archdiocese’s newspaper; the Rochester (NY) Catholic Courier; the St. Louis Review and the Georgia Bulletin, Atlanta’s diocesan paper.

Dougherty shared a message of hope with administrators from other Catholic institutions. “The economy is bad, everyone is tightening their belts and the natural instinct is to say, ‘Wait until everyone’s financial situation gets stronger before asking for money.’ But we’re on our way to having our best fundraising year ever. We just had to change the way we do our fundraising.”
Success in Motion: Thousands Congregate at Power Center

By Rose Ravasio

The anticipation was palpable in January 2008 as campus eagerly awaited the opening of the new Power Center, Duquesne's 130,000-square-foot multipurpose facility. A year later, the University community has officially deemed the Power Center a success.

The largest construction project at Duquesne in more than a decade, the Power Center houses a student and employee recreation center, multipurpose classrooms and studios, a spacious conference center with a ballroom, kitchen and balcony. At the Forbes Avenue street level are popular retail services, including Barnes & Noble at Duquesne, The Red Ring restaurant, Jamba Juice Bar and the Marketplace.

“The Power (Recreation) Center is a state-of-the-art facility that provides great recreational opportunities for faculty, staff and students,” said Dr. Greg Frazer, dean of the Rangos School of Health Sciences, who regularly plays racquetball and basketball at the center. “It provides an excellent array of programs and services for all its constituents, and it allows the Duquesne community to develop a health-conscious culture.”

Director of Recreation Dan McCarthy said the Power Center has been averaging 1,600 daily visitors. The Power Recreation Center, which comprises about 80,000 square feet on floors 2, 3 and 4 of the Center features basketball/volleyball courts, a walking track, weights and cardio equipment as well as intramural sports, club sports, fitness, wellness programs and special events. “The feedback has been positive and delightful,” said McCarthy. “The place is spotless, the staff are friendly and courteous, and we are open seven days per week.”

The Power Recreation Center helped Connie Gartland, a designer in public affairs, to keep her 2008 New Year’s resolution to get healthier and be more fit. “I have enjoyed the variety of classes offered and have made new campus friends while working out,” explained Gartland. “By changing my diet and sticking to a daily workout, I was able to drop 25 pounds and lower my cholesterol 22 percent in six months. The opening of the Power Center made it easier for me to stick to my commitment. Daily workouts have become a way of life for me now.”

The Power Center Ballroom has been utilized for various campus events as well as outside conferences and alumni wedding receptions. “Duquesne University Alumni and the Greater Pittsburgh Business Community alike are beginning to recognize the Ballroom as a premier Downtown venue, due to its location and services offered,” said Karen White, events coordinator for the ballroom.

White also said that The Red Ring has become a well-known favorite. “It has become a popular destination for both the Pittsburgh and Duquesne communities,” said White. “Its close proximity to Mellon Arena makes it the perfect pre- and post-game and concert pit stop. Dukes basketball fans are also regulars before and after games at the Palumbo Center.”

The campus bookstore is also enjoying serving both Duquesne’s campus and the surrounding neighborhoods. It’s 18,000-square-feet of space is more than three times larger than the old location the Union. “We are doing a fair amount of business with surrounding neighborhoods. It’s close proximity to Mellon Arena makes it the perfect pre- and post-game and concert pit stop. Dukes basketball fans are also regulars before and after games at the Palumbo Center.”

The campus bookstore is also enjoying serving both Duquesne’s campus and the surrounding neighborhoods. It’s 18,000-square-feet of space is more than three times larger than the old location the Union. “We are doing a fair amount of business with the community. People who visit are very impressed,” said John Kachur, store manager of the two-story Barnes & Noble at Duquesne. “Everyone loves the spaciousness of the new store and the ability to get a coffee in our café and enjoy the many more books and magazines than we carried before.”

The Power Center is part of the first phase of Duquesne University’s redevelopment on Forbes Avenue.

Duquesne Celebrates Black History Month

In recognition of Black History Month, the Black Student Union, Office of Multicultural Affairs, Office of Greek Life, Center for Spiritan Studies and New Beginnings Ministry are co-sponsoring events that highlight the talents, struggles and contributions of African-Americans.

Among the featured programs for faculty and staff is a Founders Week presentation on Thursday, Feb. 5, by Notre Dame Assistant Professor Rev. Paul V. Kollman, C.S.C., on the Spiritan evangelization of slaves in eastern Africa. Duquesne will also host Shika T'amaa, a celebration of Swahili culture featuring song and dance performances by local elementary and middle school students on Wednesday, Feb. 18 and the 6th Annual New Beginnings Ministry Gospel Explosion on Sunday, Feb. 22.

Details of these and other Black History Month events can be found at www.oma.duq.edu. All of the activities are free and open to members of the Duquesne community. Faculty and staff are encouraged to attend as their schedule permits.

Inauguration of President Barack Obama

Duquesne students, faculty and staff gathered at several venues around campus to watch and celebrate the historic inauguration of Barack Obama on Jan. 22. The Office of Multicultural Affairs and the Multicultural Programming Advisory Council hosted a special luncheon in the Duquesne Room that included a mock champagne toast and an open mike forum for reflections.
Learning About Love Through Generations

By Emily Goossen

Who taught you about love? How do you learn what is important in a relationship? Research conducted by Duquesne University Assistant Professor Naomi Bell O’Neil confirms that young adults learn a lot about relationships and love from their grandparents.

By comparing results from 74 grandchild-grandparent matched pairs, O’Neil discovered three primary findings. In two types of love styles—Eros love, often defined as passion in a relationship; and Storge love, defined as friendship in a relationship—a pattern emerged. The love styles of grandparents were self-reported, grandparents reported teaching this love style to the grandchildren who acknowledged learning this from their grandparents, and grandchildren then possessed the same love style.

O’Neil also found that grandparents teach about love, whether it’s intentional or unintentional. In fact, grandchildren reported higher incidences of learning than grandparents reported teaching. The theory is that grandchildren pick up on actions, behaviors and attitudes more than the grandparents even realize that they’re projecting.

Lastly, the results indicated that in the matched pairs of grandparent and grandchild, correlations were common. If the grandparents experienced a passionate relationship, so did the grandchildren. The grandparents’ teaching practices predicted the love attitudes of the grandchild.

“If grandparents socialize their grandchildren about love and marriage with two types of learning approaches: communication through advice-giving, story-telling and verbal expressions of affection, and observation of both positive and negative behaviors,” said O’Neil, who teaches in the Department of Communication and Rhetorical Studies. “Direct associations between grandchildren’s and grandparents’ reports of socialization practices and teaching about love and marriage were prominent in the study.”

O’Neil spent years at a church volunteer teaching young couples about marriage and relationships. Her background in counseling psychology and her interest in interpersonal communication and relationships sparked the idea for this research. She questioned whether college-aged adults would acknowledge the influence that their relationship with their grandparents had on their own love styles.

“I went into this research project blind,” O’Neil said. “I really had no idea if young adults would acknowledge their grandparents teaching them about love and marriage.”

In 2005, she conducted a pilot study (see box below) with 166 young adults, asking them what their grandparents’ interactions taught them about love. She found that “telling stories, providing direct instructions and giving advice combined to demonstrate just how imperative it is for grandparents to talk to their grandchildren about love.”

The most difficult challenge with this research, according to O’Neil, was keeping personal bias out of the final report. “Some of the participants reported negative behaviors, which suggested that grandchildren learned what not to do in love and marriage,” said O’Neil. “I had to remember that not all love stories are positive and objectively analyze all behaviors, including the negative ones.”

O’Neil and her husband, Tom, are parents of three and are grandparents of five.

Associate Law Dean Appointed

By Rose Ravasio

Nancy D. Perkins has been appointed Associate Dean for Academic Affairs at the Duquesne University School of Law.

A professor in Duquesne’s School of Law since 1993, Perkins has taught courses in property, environmental law, environmental justice, Pennsylvania administrative law and administrative process, as well as advanced legal research and writing. She has served as vice chair of the Sustainable Pennsylvania Program for the Pennsylvania Consortium for Interdisciplinary Environmental Policy and as a member of the Executive Council of the Environmental Law Section of the Allegheny County Bar Association.

“It is an honor to have the opportunity to serve the law school in this important administrative capacity,” Perkins said. “I look forward to working with interim Dean Gormley, the faculty, students and the University administration to further the mission and goals of the law school.”

Perkins has authored numerous articles for law reviews and journals nationwide, and co-authored a report submitted to the Pennsylvania Department of Environmental Protection by the Sustainable Pennsylvania Program of the Pennsylvania Consortium for Interdisciplinary Environmental Policy. She has served Duquesne law students in various roles, including as advisor to the Duquesne Law Review, coach of the National Environmental Law Moot Court Team, faculty advisor to the Duquesne Law School Environmental Law Society, and as advisor to the Women’s Law Association and the Student Bar Association.

Prior to coming to Duquesne, Perkins taught at Nova Southeastern University’s Shepard Broad Law Center. She also has practiced law with firms in Fort Lauderdale, Florida.

A member of the Florida Bar Association and the Association of American Law Schools, Perkins is a member of Phi Beta Kappa. She received her J.D. from Nova Southeastern University’s Shepard Broad Law Center and her B.A. from Mount Holyoke College with high honors.

Career Literacy for the Advancement of All Youth

In the Spotlight focuses on centers and clinics operating from campus and shares information about their accomplishments.

What: Career Literacy for the Advancement of All Youth (CLAAY) is a project of Duquesne University’s Center for Competitive Workforce Development.

The program kicked off in the fall of 2003 with the goal of impacting the regional economy by providing high school youth in the invisible middle—those students who excel at school, but need a helping hand—with career information, activities and guidance to help prepare them to realize their future career goals.

Director/Staff: CLAAY is headed by Nina Lynch, who has spent her career helping to educate the area’s youth. She is supported by a staff that coordinates events and mentoring programs.

Services: CLAAY provides both career mentoring and tutoring to its students. The program uses trained adult mentors to help students overcome the barriers to job readiness and employs trained tutors to help students become proficient in basic academic skills and addressing current homework and classroom needs. Mentoring and tutoring take place during the school year and are guided by a CLAAY representative. CLAAY also provides career shadowing days, unique career events and recognition receptions for outstanding students.

Notable/Quotable: Since its inception, the program has grown to serve 325 students in 19 schools throughout the region. In just five years, CLAAY has proven to have had a tangible impact on the students it serves. In the 2007/2008 school year, 85 percent of graduating CLAAY seniors matriculated in post-secondary institutions, 10 percent into the workforce and 3 percent moved forward into the military.

Contact Information: Room 727, Fisher Hall, 412.396.1676, www.ccwd.duq.edu/claay
A Walk Down Memory Lane: University Archives Offers a Rich and Storied Account of Duquesne’s History

By Randy Cole

Take a trip to Gumberg Library and you might find buried treasure—artifacts such as letters from JFK, RFK and J. Edgar Hoover, not to mention notes from the Nuremberg Trials.

In the recesses of the library, tucked away in a corner of the first floor, the history of Duquesne University—and some pretty cool old stuff—has its home. Take one look in the windows of the room marked “University Archives,” and it may seem rather hum-drum: boxes of old documents, rows of filing cabinets, old sorority and fraternity composite photographs stacked in the corner. But, open a few of the boxes, read a few of the letters in the filing cabinet and look at a few of the photos of flappers from the ‘20s and the bad ’80s haircuts to find an expression of Duquesne University’s unique personality through its archives’ special collections.

The special collections include, the personal writings and letters of The Honorable Michael A. Musmanno. These papers include materials from his time as a defense attorney in the infamous 1921 Sacco and Vanzetti murder trial, as well as his time as a judge in the Nuremberg Trials. The collection also includes papers related to his campaigns to outlaw the Communist Party.

A former justice of the Pennsylvania Supreme Court, congressman and author, Musmanno’s circle of influence was great, both in and outside of Pittsburgh. In fact, a close examination of the roughly half-dozen filing cabinets that contain the collection will reveal letters and handwritten notes from the likes of John Kennedy, Robert Kennedy, Lyndon Johnson, J. Edgar Hoover and English actor Boris Karloff. The collection was donated to Duquesne because of a family tie to the University and Musmanno’s impact on Pittsburgh.

Beyond the special collections, lies a rich resource for all things Duquesne. “The archives contains documents that tell the story of the Holy Ghost Fathers and how their vision of service grew a great university,” Laverna Saunders, University librarian, said.

According to Tom White, University archivist, a nearly exhaustive history of Duquesne University can be found here. “We have every Duquesne Duke dating back to the first publication in 1898—even before it was formally called the Duke.”

The old Dukes and its predecessors, the Duquesne Monthly and the Holy Ghost Bulletin, prove a valuable resource when it comes both to University history and personal sentiment. Recently, Duquesne collaborated with the Pittsburgh Catholic to preserve the Duke digitally as a way of making the Catholic history of western Pennsylvania more accessible online.

White and his staff regularly field requests from family members of alumni who are looking for old pictures of relatives. Recently, a young Irish man in his 20s visiting Pennsylvania stopped at the archives, explaining that his grandfather was a student at Duquesne in the 1950s. After a lengthy search, White and his staff were able to send the man away with a memento of his grandfather—a picture of him in his Duquesne baseball uniform and an accompanying article.

“At least half of our requests are from people looking for something about their relatives,” White said.

Stories like this are common, and while the Duke and its predecessors, date back to the late 1890s, they’re certainly not the oldest artifacts of Duquesne housed in the archives. White removed from a locked storage closet tuition ledgers from the early years of Duquesne, when it was common for the priests to waive tuition when a student couldn’t pay. In fact, in faded pencil, one will notice “waived, financial hardship” next to many names—a testament to the Spiritan mission that Duquesne holds to so strongly.

Older still, and perhaps the oldest relic of Duquesne, are the minutes from the first board meetings in the late 1870s. The minutes record seminal conversations regarding how the school would be set up and who would be responsible for teaching which courses.

For those interested in the athletics history of Duquesne, the archives house many sports artifacts, including old uniforms, pictures and films, which include football programs such as PirateFest being a good way for a team to boost its ticket sales during an economic recession.

Duquesne Professor Dedicated To Nigerians with HIV/AIDS

The Tribune-Review featured an article on Jan. 25 about pharmaceuticals professor Dr. Moji Christianah Adeyeye and her many efforts to help her home country of Nigeria deal with the HIV/AIDS epidemic.

Steelers Super Bowl Good For Pittsburgh Businesses

Associate Marketing Professor Dr. Audrey Guskey was interviewed in a Jan. 26 story on ThePittsburghchannel.com about the impact that the Steeler’s Super Bowl bid will have on the economy.

Swissvale Woman Helps Those Who Help Others in Africa

On Jan. 29 The Tribune-Review featured an article about Dr. Lisa Lopez Levers, an associate professor in the School of Education’s counseling, psychology and special education department, about the work she has done to train, educate and counsel those in Africa who serve the continent’s traumatized, needy and disabled.

Gift-Card Hype: A Bad Holiday Bet?

TMC.net featured a story on Dec. 22 about how gift cards are expected to be a $25 billion business this holiday season—even with a decline in overall holiday sales and national retailers were going bankrupt or shutting down. Associate Marketing Professor Dr. Audrey Guskey was quoted. The article also appeared in Timesonline.com.

No Place Like Home

On Dec. 23, Minnesota Public Radio featured a program about how the majority of U.S.-born adults have not lived outside their birth state, and are venturing out to other states at the lowest rate since 1948. Dr. Michael Irwin, a professor of sociology at Duquesne, was a guest on this show.

Restructure Washington While Fixing the Economy

The Wall Street Journal featured an opinion piece on Dec. 26 written by Dr. Antony Davies, associate professor of economics about the federal government making governance a monopoly industry.

Beleaguered Stores Hope Discounts Lure Buyers

On Dec. 27, The Tribune-Review quoted Dr. Audrey Guskey, associate marketing professor, about the growing decrease in retail sales numbers. She was quoted in a similar article about the decreasing economy in the Jan. 7 Tribune-Review.

Alcoa’s 13,500 Layoffs Could Taint Pittsburgh’s Corp. Image

Political Science Professor Kent Moors was interviewed on WTAE-TV on Jan. 7 in a story about Alcoa’s job cuts and the decrease in the aluminum market. He was interviewed on the same topic by KYG radio.

Emptying Anchors Challenge Century III Mall

The Tribune-Review reported on Jan. 10 that Century III Mall owner Simon Property Group Inc. said it’s working to find new tenants. Associate Marketing Professor Dr. Audrey Guskey was quoted.

Ripples of Rolling Economy Lapping at College

Paul-James Cukanna, executive director for admissions at Duquesne University, was quoted in a Jan. 11 article in the Post-Gazette in an article about the economy’s effect on colleges.

International Oil Market

On Jan. 14, KCAL-TV (Los Angeles) interviewed Dr. Kent Moors, a professor at Duquesne University in the Political Science Department and Graduate Center for Social and Public Policy, on the international oil market. A similar interview was conducted by WINK-TV (Fort Myers, FL).

Heinz Cutting Pickle From Ketchup Label

The Tribune-Review announced in a Jan. 17 article that H.J. Heinz Co. is replacing the pickles on its iconic ketchup label with a larger-sized, vine-ripened tomato. Associate Marketing Professor Dr. Audrey Guskey was interviewed.

Around Town: Documenting America’s True Splendor

The Post-Gazette featured a story on Jan. 20 about Jim Vota, a professor in the Department of Journalism and Multimedia Arts, and his friend who ride their bikes on a trip along America’s back roads and trails until they reached the Pacific Ocean. At the same time, Nick Sinagra, a fellow instructor at Duquesne who uses a wheelchair took a more direct route in a van with his family, partly to show that his muscular dystrophy needn’t limit his experiences.

Annual PirateFest Begins Today

On Jan. 23, The Tribune-Review quoted Steve Greenberg, executive in residence for sports marketing at Duquesne, about...
It’s Love at First Smell, Says Woodley

By Karen Ferrick-Roman

Meeting that special someone may involve more than a great smile, a fun personality and an interesting conversation. In February, the month of hearts, Duquesne biologist and researcher Dr. Sarah Woodley discusses ways that humans choose their mates.

If what she’s finding in her research holds true to humans, the decision could be determined, literally, by a nose. Often, “it’s love at first smell” in the animal world, said Woodley—and it may be the same with us. An energetic researcher with a very wry sense of humor, Woodley examines pheromones, chemical triggers that can draw one butterfly to another from more than six miles away. But Woodley’s main subject of study is not as ethereal as butterflies. She focuses on salamanders, vertebrates that operate primarily by their sense of smell and are small, simple and easy to observe. For instance, during breeding season, males develop glands under their chins specifically to appeal to the female’s sense of smell. They rub the pheromone-containing gland over the nostrils of the ladies to speed up the courting ritual.

“It increases her receptivity, and she moves faster,” said Woodley, an assistant professor in the Bayer School of Natural and Environmental Sciences, who also has studied pheromone triggers in ferrets and mice.

The American Association for the Advancement of Science has invited Woodley to discuss the implications of pheromones for people during a Valentine’s Day session at its annual meeting in Chicago. One of five presenters chosen nationwide for the panel examining the Science of Kissing, Woodley will address Pheromones and Human Mate Choice.

She starts the discussion with the disclaimer that it’s unknown if humans transmit pheromones in kissing, but it’s conceivable, based on findings in other species. Puberty ignites hormones involved with human sexuality, including pheromone-production glands tucked into our armpits. (The hair actually contributes to the formation of pheromones, though we tame the process with deodorants and antiperspirants.) It’s also suspected that the chemical triggers are not used exclusively by humans.

New Program Certifies Business and Personal Coaches

By Rose Ravasio

Duquesne University is now offering Pennsylvania’s only ICF-affiliated professional certification program for business and personal coaches.

Offered by the School of Leadership and Professional Advancement through a combination of four weekends, teleconferencing and online coursework, the program targets those seeking to become professional business and personal coaches within their organizations or as a private practice. In addition, it is designed for current coaches who seek certification or re-certification as well as human resource and organizational development professionals seeking an enhanced skill set in coaching.

Affiliated with the International Coach Federation (ICF), the new professional coach certification program provides students with the opportunity to earn Associate Certified Coach (ACC) or Professional Certified Coach (PCC) certification as defined by the ICF, the largest worldwide resource for business and personal coaches.

“As a professional coach, you can specialize in an area of expertise such as executive coaching, nonprofit, small business and many other areas,” said Donna Billings, a professional certified coach and director of Duquesne’s new program. “The profession is appealing to managers who want better skills in their current corporate positions and we’re seeing a great number of retirees who, instead of actually retiring are rewiring their careers as professional coaches once they leave their primary careers.”

Early response to the program has been favorable. “We’ve had interest from individuals who want to set up their own practices as well as senior managers who want to use coaching as a leadership development tool,” said Dr. Dorothy Bassett, dean of the School of Leadership and Professional Advancement.

Applications for the session beginning on April 17 are now being accepted. A bachelor’s degree is required. For additional details and application, call 412.396.5600 or visit www.leadership.duq.edu/coach. Interested individuals are encouraged to apply early, as space is limited.

MBA Sustainability Receives Inaugural Page Prize

By Rose Ravasio

Duquesne’s MBA Sustainability program has been awarded the inaugural Page Prize for the best United States submission of an Environmental Sustainability Curriculum.

Launched in the fall of 2008, the Alfred N. and Lynn Manos Page Prize for Sustainability Issues in Business Curriculum Page Prize was established through the Moore School of Business at the University of South Carolina. The Page Prize is designed to encourage efforts to expose business students to state-of-the-art environmental sustainability knowledge and to demonstrate the Moore School’s commitment to promoting sustainability in business education.

“We felt that our program was a good fit with the Page Prize criteria, and, although the award is a new one, the Moore School of Business at the University of South Carolina is a prestigious and well-known school,” said Dr. Robert Stoutfleth, the Murrin Chair of Global Competitiveness in the John F. Donahue Graduate School of Business. “Sustainability is a global issue and the development of this award reinforces the growing importance of this topic and the need to further develop pedagogy. As part of the award, the Moore School of Business will include Duquesne’s winning submission in an international database of high-quality teaching and curricular materials related to environmental sustainability and organizations.

“The database will provide business educators around the world with compelling materials and course and curricular designs promoting greater understanding of this critical issue,” wrote Dr. Hildy J. Teegen, dean of the Moore School, in the letter announcing Duquesne’s honor.

According to Stoutfleth, the winning program was developed by a sub-committee of faculty who served on the Graduate Curriculum Committee. “To expand beyond our traditional evening MBA program into the full-time program arena, the faculty team was charged with creating a ‘destination-quality’ MBA experience for daytime students,” explained Stoutfleth. “Applying learning from extensive benchmarking of top-ranked MBA programs in the world, from primary and secondary research with prospective employers, and from research with contemporary MBA applicants, the sub-committee drew on the University’s Spiritan mission and faculty expertise in ethics, supply chain and leadership to develop a program that combined all the rigor of an internationally accredited MBA curriculum with best practices in sustainability, an emerging global business imperative.”

In praising Duquesne’s MBA Sustainability program, Teegen added that the curriculum integrates sustainability across all business disciplines, accounting, finance, marketing, operation, information technology, and economics.

“The program provides a unique approach that combines rigorous coursework in the standard business subjects with core courses in sustainable theories and models, cross-functional case studies, and service-learning consulting projects. Accredited by AACSB International, and scoring high rankings from the Aspen Institute, your comprehensive model will be beneficial to other educators who are developing sustainable curricula and courses at their institutions,” wrote Teegen.

The MBA Sustainability is an accelerated, one-year master of business administration degree program offered by the internationally accredited Donahue Graduate School of Business. It is one of the few MBA programs anywhere to incorporate sustainability into its curriculum fundamentally and thoroughly.
Center for the Study of Catholic Social Thought to Present to March Lectures

By Randy Cole

As part of its continuous mission to support world and global concerns, the Center for the Study of Catholic Social Thought, now in its second year, will host two lectures next month addressing the genocide and the rights of refugees.

Jerry Fowler, president of the Save Darfur Coalition, will present "How to Stop Genocide and Bring 2.7 Million Refugees Home" on Wednesday, March 11, from 3 to 6 p.m. in Duquesne’s Power Center Ballroom. Co-sponsored by the Pittsburgh Darfur emergency Coalition, the event is free and open to the public.

Fowler is recognized as an authority on the problem of responding to genocide and related crimes against humanity. Prior to joining the Coalition, Fowler served as the founding director of the U.S. Holocaust Memorial Museum’s Committee on Conscience.

On Thursday, March 26, the center will host this year’s Monsignor Charles Owen Rice Lecture Series. Funded through the McGinley Endowment, the lecture, Refugee Rights and the Transnational Good: Global Challenges and Catholic Social Teaching, will be presented by Dr. David Hollenbach, S.J., university chair in human rights and international studies at Boston College.

Free and open to the public, the lecture will take place in the Duquesne Room from 4 to 5:30 p.m.

More than 50 million people in the world today have been driven from their homes by war, oppression, environmental change and other circumstances, causing hunger and disrupting economies and families. Hollenbach will address issues of defining basic human rights and will explore ways in which the world can and should respond in light of justice and with a mind towards the common good of all people.

Both lectures will feature introductory video presentations and photo galleries. For more information, visit www.duq.edu/cst or call 412.396.4504.

Kissing continued from Page 6

found in saliva and emitted through the skin—which means that kissing could be more than a sign of affection; it could be a way to provide chemical information that we innately seek.

In the past, doctors diagnosed some diseases by smelling patients’ breath; halitosis itself may be an indicator of health problems. “So it’s possible that kissing indicates the health of the other person, which could make them more or less attractive,” Woodley suggested.

Pheromone glands also might be in the face, which could explain why we turn our faces toward each other when kissing, Woodley said. Despite conventional wisdom a la Caution, a kiss may not be just a kiss. “Kissing could really be used to evaluate a prospective partner and a romantic relationship,” said Woodley. “We are able to sense the smell and taste of a person, which triggers an emotional response and could contribute to the assessment of whether someone is compatible in the romantic sense.”

That prompts another question: If we produce pheromones, how do we detect them? Most vertebrates have several olfactory systems, a main olfactory system that handles common smells and a vomeronasal organ that senses pheromones. Humans and the great apes have lost this accessory olfactory system, though our main olfactory system can also detect pheromones. It’s suspected that, in the absence of the vomeronasal organ, the human sense of sight evolved more keenly.

“In humans, the expression is love at first sight,” Woodley says. “We’re complex, but any contribution pheromones might make could be important at a critical juncture.”

For Woodley, this theory gives rise to another question. “What’s the purpose of hugging? Maybe we’re inhaling pheromones that way,” she said.

“Anything is possible.”

Duquesne’s Community Service Ranked Among Nation’s Best

By Karen Ferrick-Roman

For the third consecutive year, Duquesne University has been recognized by the top levels of the federal government for its commitment to community involvement.

On Feb. 9, the Corporation for National and Community Service announced that Duquesne was named to the President’s Higher Education Community Service Honor Roll.

Duquesne’s selection, based upon an application completed by the Duquesne University Volunteers (DUV) office, included information about the more than 218,250 hours that University students donated to community causes in efforts sponsored by a variety of campus organizations. Alia Pustorino-Clevenger, DUV coordinator, reported that 3,800 students provided at least 20 hours of community service per semester.

“Service is a founding principle at Duquesne and a tradition that keeps giving,” said Pustorino-Clevenger. “To me, having Duquesne receive this honor demonstrates our commitment to how we live our mission as a Spiritan institution. It gives our community efforts included the Brashear Association Holiday Food and Toy Drive, Books for Africa, KICSS—Keep it Clean South Side, cross-cultural immersion experiences and Scholars in Service to Pennsylvania (now known as Community Engagement Scholars). This year’s honor roll’s special focus was school completion and mentoring of disadvantaged youth. Duquesne’s projects in that realm included DUV Tutoring, Project for Academic Coaching through Tutoring and Career Literacy for the Advancement of All Youth.

History Forum Speaker Discusses Confederate Flag

From its genesis as a regimental battle flag to later infamy as an emblem of white supremacy, the Confederate flag has proven to be an enduring, yet factious, symbol.

In his speech The Confederate Battle Flag: The History and Meanings of a Controversial Symbol, historian and author Dr. John M. Coski will explain how the flag grew to be so laden with meaning for various groups of Americans. Coski, the historian and library director of the Museum of the Confederacy in Richmond, Va., is the author of the book The Confederate Battle Flag: America’s Most Embattled Emblem, published by Harvard University Press in 2005.

This presentation, which is the latest in the History Department’s annual History Forum lectures, will take place Thursday, March 19 at 7 p.m. in the Duquesne Room. It is free and open to the public. A reception follows. For more information, call 412.396.6470.

Archives continued from Page 5

Games dating back to 1926.

The films, as well as fragile papers, are protected by the archives’ hydrothermograph. Designed to keep the temperature and humidity steady and controlled at 68 degrees Fahrenheit and 40 percent relative humidity, this device is part of a closed ventilation system specific to the archives’ rooms.

In a structure that used to be a parking garage, controlling the environment can be tricky.

With old desks and sorority composite photos juxtaposed against a state-of-the-art system to control the environment, the archives offers a thorough history of the University and an informative, entertaining look at Duquesne’s past.

Research requests may be made by telephone or email. The University welcomes donations that document Duquesne’s history.

For more information about the University Archives and hours, contact White at 412.396.4870 or email white@duq.edu.

Find It in the Archives

Biggest: a libaire-sized model of the campus, 1961

Oldest: a page from a Medieval Psalter written in late Carolingian minuscule, 1175

A.D. pottery and plaster fragments from Pompeii and Herculaneum, circa 79 A.D.

Pottery and ceramic fragments from the cave and church of St. Thecla, 50-90 A.D.

Smallest: various Duquesne rings, pins

Most common donation: University publications and mailings, such as old letters

Most unique: The Judge Michael A. Musmanno Collection includes letters from the Sacco and Vanzetti trial, original trial documents from the Nuremburg and the Adolf Eichmann trials, interviews with survivors from Hitler’s bunker in 1945, and anti-Communist materials from the late 1940s and early 1950s.

Most quirky: a life-sized cardboard cutout of Judge Musmanno that “campaigned” for re-election while Musmanno was deployed in Europe during World War II. The cutout defeated its live opponent.
Make-A-Wish Brings Dream to Life For Smith Family

By Karen Ferrick-Roman

It looked like ordinary mail, but the envelope contained a child’s dream.

Adam Smith Jr., son of Duquesne Facilities Management employee Adam Smith, celebrated his seventh birthday at Disney World, thanks to the Make-A-Wish Foundation in Pittsburgh.

“I opened the envelope up thinking it was a rejection,” said Adam Sr., 23-year employee of Duquesne, a maintenance mechanic who works on the steam pipes and tunnels under campus.

Instead, Adam Sr. and Jr., older brother Mikal, 16; and mother GeAnita packed their bags for a Disney World trip from Jan. 9-15.

“Needless to say, this is the best news we’ve had in a long time,” Adam Sr. said.

The Make-A-Wish is known for providing the Fairy Godmother touch for children with disabilities, like Adam Jr., Smith said.

At birth, Adam Jr. suffered a stroke, and the Smiths have handled an ongoing variety of medical issues since then, including seizures, asthma, residual weakness, and speech and developmental problems. These issues, combined with a potentially fatal peanut allergy and other dietary restrictions, have led the Smith family to school their younger son in their Hill District home.

Every day, Smith said, Adam Jr. wakes up and decides which super hero he will be—not just which super hero he will watch on TV, but which particular character he will dress and act like for that day. Spider-man is a top favorite, along with Batman, Captain America and Wolverine.

Seeing the giant, silent characters in the Disney parks, though, initially overwhelmed Adam.

“The thing we weren’t counting on is he loves character 3 or 4 inches tall on a TV screen,” Smith said, “not 7-foot tall characters, in your face, who don’t speak in your room, who don’t speak in your face, who don’t speak TV screen,” Smith said, “not 7-foot tall characters, in your face, who don’t speak TV screen,” Smith said, “not 7-foot tall characters, in your face, who don’t speak.

But at the chance to meet a talking Spider-man character, as well as Captain America and X-men heroes Cyclops, Wolverine, Storm and Rogue, Adam Jr. was beside himself.

“He didn’t know what to do. He couldn’t even form words at that point,” Smith said.

Then Adam hit his groove on the 3-D Spider-man ride in the Marvel Comic Book area. “The 3-D Spiderman even eclipsed meeting the heroes for him,” said his father.

Because that area was Adam Jr.’s favorite, it was his father’s favorite too.

“That gave him a charge, and just to see that made me happy. We’ve never seen our son so happy.”

The rest of the family enjoyed picking their favorite fun times. Mikal made good use of the opportunity to order as many pizzas as he wanted, any time of the day. GeAnita reveled in the Disney parks, though, initially overwhelmed Adam.

“My son stares at the computer and

Adam Smith Sr. and his family made memories of a lifetime.

As for Adam, “He won’t calm down 70 degrees to 9, from a fairy tale to regular lives—and heads filled with memories.”

“My son stares at the computer and looks at the photo gallery over and over,” said Smith, who took more than 900 photos during the trip.

As for Adam, “He won’t calm down for months,” Smith said. “He won’t forget that, ever.”

Century Club Nominations Due March 3

For information, contact Julie Shepard, director of alumni relations, 412.396.5894, shepardj@duq.edu.

DU Community Calendar

February & March 2009

Friday, Feb. 20
Opera Workshop:
Baroque Opera Night
Guero Guchev, director
8 p.m./PNC Recital Hall $10 suggested donation

Sunday, Feb. 22
Duquesne University Wind Symphony and Symphony Band
Robert C. Cameron, conductor
8 p.m./Power Center, Ballroom $10 suggested donation

Monday, Feb. 23
Pittsburgh Symphony Orchestra
Bass Section Recital Series
Micah Howard, double bass
Paul Silver, viola
Alaine Fink, piano
8 p.m./PNC Recital Hall $10 suggested donation

Tuesday, Feb. 24
University Reception
Hosted by Steve Schillo,
V.P. of Management and Business
Power Center Ballroom 4-6 p.m.

Monday, March 9
Duquesne University Jazz Ensemble
Jimmy Heath, saxophone
Mike Tomaro, director
7 p.m./Manchester Craftsmen’s Guild $10 suggested donation

Monday, March 9
Pittsburgh Symphony Orchestra
Bass Section Recital Series
Peter Guild, double bass
Alaine Fink, piano
8:00 p.m./PNC Recital Hall $10 suggested donation

Wednesday, March 11
Faculty Recital
Randolph Kelly, viola
8 p.m./PNC Recital Hall $10 suggested donation

Saturday, March 14
In Memoriam
Voices of Spirit
Duquesne University Symphony Orchestra
Christine Jordanoff, conductor
Sidney Harth, music director laureate
6 p.m./Epiphany Church

Tuesday, March 17
University Reception
V.P. for Student Life
Power Center Ballroom 4-6 p.m.

Calendar Notice: Please submit information for the March/April DU Community Calendar by 3 p.m. Fri, Feb. 27. Please include event title, name and title of speaker(s), date, time(s) and location(s). Send information to mccues@duq.edu.