A Look at Leadership in the Jesuit Tradition
Rockhurst President the Rev. Edward Kinerk, S.J., blesses the congregation at the Mass of the Holy Spirit, held on the campus quadrangle Sept. 6. Rockhurst joins other Jesuit universities and high schools in opening the academic year with the Mass.
Rockhurst encourages its students to discover and develop their gifts of leadership. The University itself also has a rich tradition of leaders. The cover of this issue of Rockhurst magazine salutes the men at the top — Rockhurst presidents.

Totally Tied

As a former student of Dr. Moran’s, I enjoyed seeing the photograph of him with his children published in the Spring/Summer issue of Rockhurst magazine. I believe, however, that my husband, Dennis Kellerman, ’73, can claim a few more ties to the University. Dennis is one of eight brothers who graduated from Rockhurst: Larry, ’69; Bob, ’70; Dennis, ’73; Pat, ’75; Steve, ’77; Brian, ’81; Tim, ’83; and Sean, ’85. Pat is married to Jo Ellen Apsley, ’75, and two of their three children currently attend Rockhurst: Seanna, ’02, and Lauren, ’03. Steve’s son Randy, ’03, also is a student. Dennis married me, Elaine Meyer Kellerman, ’80. My uncle, John Hill, ’42, was a physics professor at Rockhurst for many, many years. So, in answer to the question, “How many ties do you have to Rockhurst?,” Dennis’ answer would be 14!

Sincerely,
Elaine Kellerman, ’80

Rockhurst Rises in the U.S. News Rankings

Rockhurst rose two notches to be named No. 13 in the Midwest Universities Master’s category in U.S. News & World Report’s 2002 rankings. The rankings are based on academic reputation and statistics such as graduation and retention rates, faculty resources, student selectivity and class sizes.

“This offers an independent confirmation that our efforts to consistently improve the quality of our academic offerings and service to students have been successful,” said the Rev. Edward Kinerk, S.J., president of Rockhurst University.

Thanks for Your Feedback

A big thanks goes to the randomly selected Rockhurst magazine readers who took time earlier this year to respond to a survey requesting feedback about the publication. The results helped us develop the story list for this issue.

The majority of the respondents, who were not asked to include their name, characterized themselves as Rockhurst alumni who had received undergraduate degrees, live in the Kansas City area and are not highly involved with Rockhurst. Most said their primary source of news about the University is Rockhurst magazine.

The overwhelming majority of respondents either agreed or strongly agreed with the statement, “I find Rockhurst magazine visually appealing.” They also agreed or strongly agreed that the magazine reflects well on the University.

The survey revealed the majority of readers enjoy the feature articles, class notes, alumni news and profiles, and the general news section, Rockhurst Report. Respondents said they would like to read more about faculty, Rockhurst news, students, new academic programs, and mission and values.

In this issue you’ll find a new column that features a short faculty profile, an article on leadership in the Jesuit tradition, an introduction to Rockhurst’s newest chemistry faculty member, a news brief about a new master of education program and a look at this year’s freshman class.

As always, we hope to hear from you about how well the magazine is meeting your needs and interests.

Send your comments to:
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Not only does the Helzberg School of Management have a new name, it also has a new interim dean.

John R. Darling, Ph.D., will head the school until the search committee finds a permanent dean.

Darling replaces Earl Walker, Ph.D., who accepted a position as dean of business administration and the Robert A. Jolley Chairholder at the Citadel in Charleston, S.C.

Darling has an extensive background in educational administration, including serving as president of Pittsburg State University, chancellor of Louisiana State University in Shreveport, provost and vice president for academic affairs at Mississippi State and vice president for academic affairs and research at Texas Tech University. He also has held management positions with J.C. Penney and Business Research Associates, and provided consulting for AT&T, Citibank, Delta Airlines, Ford, Holiday Inn and Texas Instruments, as well as numerous foreign organizations.

During the past year, Darling has served as distinguished visiting professor in the Helzberg School of Management. His areas of scholarly expertise include international business, international trade and managerial leadership. He is widely recognized as an expert in strategic international marketing and decision making.

He holds a Ph.D. in marketing from the University of Illinois at Urbana-Champaign, and master's and bachelor's degrees in commerce and business administration from the University of Alabama at Tuscaloosa.

In honor of a recent gift to the University from Barnett and Shirley Helzberg, the School of Management was renamed the Helzberg School of Management. The formal renaming took place at an Oct. 17 dedication ceremony.

Barnett Helzberg, who retired in 1995 as chairman of Helzberg Diamond Shops Inc., has served as adjunct professor in the School of Management for 10 years, teaching courses in management and entrepreneurship. Shirley Helzberg is a co-chair of Rockhurst’s capital campaign, “Excellence in the City.” Both have been long-time friends of the University, sharing a special connection with past president the Rev. Thomas Savage, S.J.

“We are enormously proud to have the Helzberg name associated with the Rockhurst School of Management,” said Rockhurst President the Rev. Edward Kinerk.

“‘The Helzberg name is synonymous with business ethics, entrepreneurship and community leadership, which are qualities we seek to instill in our graduates. This association will help strengthen our School of Management’s image as one of the premier schools in the Midwest.’”

Barnett and Shirley Helzberg

Rockhurst Names Interim Dean
Many Kansas Citians acknowledge a racial divide in their city, even today. A tangible symbol of it for some — Troost Avenue — runs right along the front of the Rockhurst campus. So what did Whitney Terrell, writer-in-residence for the Rockhurst School of Professional Studies, do to incite discussion? He wrote a novel about it.

The Huntsman, on shelves nationwide, is set in modern time. It is the story of Booker Short, a young black man bitter about his past. He is introduced into white, upper-class society through a relationship with an older, affluent white man — Mercury Chapman. When a high-society white woman Short romanced is killed, he is suspected and the city begins talking.

The book’s overarching theme of voluntary segregation is introduced, Terrell said, to prompt readers to ask why so many of our country’s cities foster racially separate communities even though laws against discrimination have been on the books for years.

“It’s historical. In Kansas City, we’ve always had a racial dividing line and we haven’t gotten over it yet. Because of that, there is distrust and therefore a lack of community,” said Terrell.

Terrell, born and raised in Kansas City, has been at Rockhurst since the fall of 1996 teaching English and organizing literary readings and workshops on writing. Currently at work on his next novel, Terrell hopes that his book simply raises more discussion. Talking about our differences and living through them together is something he strongly advocates.

“Whites and blacks don’t share the little details of life together … that’s something I wish would happen more in this country.”

Meet the Faculty

Paul Scott, Ph.D., assistant professor of psychology

How long have you taught at Rockhurst?
Four years. I began in the fall of 1997.

What is your favorite class to teach?
My favorite is developmental psychology. In this course we learn how and why people change, and that has always captivated me. I also enjoy teaching statistics, because learning how to use statistics provides a means for giving some order to an infinitely complex world.

What role do you find psychology plays in how you personally communicate?
I think psychology is a reasonable, self-critiquing method for understanding yourself and others. It helps me to understand people, but it isn’t as if I use it to try to figure them out.

What is your favorite aspect of Rockhurst?
I interviewed with half a dozen schools before I came here, and the thing I remember thinking is that I could really work with these students. They seemed appropriately mature, professional and eager to learn, but still in need of direction. I still find this to be true. I also have a lot of appreciation for my colleagues and the rest of the faculty.

What is the best advice you can give to a student?
Always be willing to appreciate what you’re learning. Even if you don’t like it, be reflective and question why.

Professor Recovering After Accident

Frank Smist, Ph.D., professor and chairman of political science, is recovering at home from an accident that happened in August, shortly before the beginning of the fall semester. Smist was crossing Troost Avenue, in front of the University, when a car struck him.

Smist is pre-law adviser and director of the Global Studies Program. He has led many study trips for alumni, students and friends of the University to China, Russia and the Middle East.

Cards and letters can be sent to Frank Smist, Ph.D., c/o Public Relations and Marketing, Rockhurst University, 1100 Rockhurst Road, Kansas City, MO, 64110.
Professorship Aims to Attract Women to Chemistry

Clare Boothe Luce — who fashioned a lengthy career that included a number of professional disciplines — was born in 1903, a time when many doors were closed to women. Through her legacy, Rockhurst hopes to inspire more female students to major in chemistry.

As the result of a grant totaling more than $365,000 from the Henry Luce Foundation, Rockhurst has awarded Mary Ann Lee, Ph.D., the Clare Boothe Luce Professorship in chemistry.

Through her estate, Luce established the professorship program to encourage women to enter, study, graduate and teach in science, engineering and mathematics. Lee is currently the only female tenure-track chemistry member at Rockhurst and, as such, realizes her potential to become a role model for students.

"It's good for both women and men to see female Ph.D.s in chemistry," Lee said. "If you only see males in certain roles, you tend to think that's who should be doing those things."

Lee graduated from Rockhurst in 1995 and earned her Ph.D. in analytical chemistry in 1999 from the University of Kansas. She later was a postdoctoral fellow at the KU Med Center.

This fall, Lee began teaching general chemistry and instrumental analysis at Rockhurst. The professorship will allow her to devote summers to research.

Lee says she hopes to provide the same kind of mentoring to young women that she received throughout her educational career, including that of Reva Servoss, Ph.D., professor emeritus of chemistry at Rockhurst. Lee says that with a school the size of Rockhurst, the impact on students can be greater because of the emphasis on helping to develop each student's potential.

"Here you have classes of 15 to 30 students in a general chemistry class," Lee said. "That's not the way it is at a big school. Students have more opportunities to realize their goals at a smaller school."

Lee's research is focused on using specialized technology to gain more insight into how diseases of the retina progress. She plans for two students to assist her each summer as recipients of dean's research fellowships.

Rockhurst Offers New Master of Education

The American Council on Education recently issued a report that emphasized the impending national shortage of teachers and estimated the need to educate 2.5 million teachers over the next 10 years. Rockhurst is helping to address this problem by introducing a master of education program, which began accepting students this fall.

The M.Ed. program, which is structured around a core curriculum that emphasizes five key areas pertaining to the work of teachers, offers two tracks. The first prepares students to become certified to teach business, English, French, mathematics, social science or unified science at the secondary level. The second track provides an emphasis in literacy studies. This track is designed for certified teachers who are seeking a deeper understanding of the cornerstone of all teaching.

"We want to offer working professionals a degree option that accommodates their schedules, but doesn't sacrifice the high academic standards that characterize a Jesuit education," said Timothy Glander, Ph.D., associate professor and chair of the Department of Education. The new program aims to more fully integrate teacher education activities with other units and departments on campus, which also is consistent with the Jesuit educational philosophy.

Applications are accepted throughout the year and students are able to enter the program in the fall, spring or summer semesters. Classes are held during evening hours and some distance learning opportunities will become available.
A stunned Rockhurst campus joined the rest of the nation Sept. 11 in grieving for the lives lost in the terrorist attacks on our country. Students, faculty and staff organized several activities to offer support in response to the tragedy:

- Campus Ministry held two special prayer services to remember the victims, their families, our nation’s leaders and relief personnel. The Rev. Edward Kinerk, S.J., led both services, which focused on the mantra, “Lead us from hate to love, from violence to peace.” The first service, arranged just hours after the attack, included excerpts from the Qur’an and the Bible, a reading of the poem “Let There be Light,” by Frances W. Davis, and the singing of “Let There be Peace on Earth.” The second service, on Sept. 18, included a reading of words by Mahatma Gandhi and closed with the singing of “America the Beautiful.”

- Student Development staff members were available for students who needed spiritual or emotional support. The Counseling Center sent out an informational e-mail to faculty and staff discussing the variety of emotional reactions to expect from students and how the Rockhurst community could be supportive to them and one another.

- A record number of students donated blood at a blood drive sponsored by Residence Life, Community Blood Center and Student Senate. The Sept. 18 drive collected 65 donations, including 38 from first-time donors.

- Members of the Rockhurst community sent words of support in letters, cards and banners to Jesuit parishes, high schools, colleges and universities in New York and Washington, D.C.

- Student organizations collected donations for the American Red Cross.

- The Office of Multicultural Affairs met with all international students to discuss safety concerns.

- Director of Campus Ministry Maureen Henderson wrote an essay titled “Lead Us From Hate to Love, From Violence to Peace” to help the Rockhurst community cope with the variety of emotions prompted by the violence.

Whether you want to increase your knowledge or share your knowledge, you have a valuable resource at your service — the Rockhurst Office of Lifelong Learning. Launched last year under the aegis of the College of Arts and Sciences, the office is the primary vehicle for the University’s efforts to enhance personal and professional continuing education for alumni and the community at large. A sampling of courses offered this fall includes Computerized Grant Seeking, Silversmithing, classes in foreign language proficiency and a science/math/technology series for teachers featuring timely topics such as the Human Genome Project.

The office’s mission is to be flexible and responsive to the evolving needs and interests of the community. Its offerings can be for credit or noncredit and may vary in time from an evening presentation to a weekend or weeklong workshop, to a regular course that meets intermittently throughout a semester. Sessions could be held on campus, at a work site, at the Rockhurst south campus or on the Web.

“We’re looking to expand even further the range of courses we offer,” said Mary Jo Coughlin, director of Lifelong Learning. “To do this, we’d like to call on Rockhurst alumni to let us know what educational needs they’ve identified in their workplaces. Also, we want to draw on the wealth of talents and knowledge our alumni have by inviting them to call us with ideas for workshops they’re interested in presenting.”

For more information, contact the Office of Lifelong Learning at (816) 501-4164. For a current schedule of course offerings, visit www.rockhurst.edu, and click into Centers/Special Programs, or e-mail lifelonglearning@rockhurst.edu.
Can questions of science impinge on theology? What models have philosophers used to explain the relationship between science and religion? Is evolution thought to be a threat to religion?

These are only a few of the topics students are discussing this semester in "Religion and Science," taught by Brendan Sweetman, Ph.D., associate professor of philosophy.

Through an international competition, Sweetman was awarded a grant for the course from the Center for Theology and the Natural Sciences, an international nonprofit organization affiliated with the Graduate Theological Union in Berkeley, Calif. The center promotes the creative interaction between theology and the natural sciences through research, teaching and public service. Money for the center's awards comes from a grant by the John Templeton Foundation.

One of the primary goals of the course, Sweetman said, is to help students become informed thinkers about the variety of issues surrounding religion and science. “The Jesuit educational tradition calls for students to be informed so they can discuss these issues intelligently.”

Guest lecturers from the departments of biology, physics, and theology and religious studies have contributed to classroom discussions.

In addition to the Rockhurst grant, the center awarded 99 grants to universities across the United States and throughout the world. The grant also will fund additional efforts to promote the discussion of science and religion on campus.

Students Explore Religion and Science Topics

May 17, 1954, was a big day for Rockhurst. Several dignitaries, including Gen. Carlos Romulo, Filipino diplomat and author, were on hand for the groundbreaking of Massman Hall and the second annual Rockhurst Day. During his lengthy career, Romulo served as secretary of foreign affairs for the Philippines, ambassador to the United States and president of the United Nations General Assembly. (From left: Rockhurst President the Rev. Maurice Van Ackeren, S.J., Carlos Romulo and Mrs. Romulo)
That 12 Rockhurst faculty and staff traveled to El Paso, Texas, and Juarez, Mexico, last May is not the story. That millions of people are living in poverty on substandard wages in sight of the richest nation in the world is. It is the story of struggle and suffering of the poor on the U.S./Mexico border, where two worlds and cultures collide. And it is the story of Rockhurst graduate Ruben Garcia, '69, who founded Annunciation House in El Paso, Texas, 30 years ago to lend a modicum of healing and hospitality to the "illegal aliens" and unwanted poor. In the intervening years, Garcia's original "hospitality house" has grown to encompass four different shelters for the dispossessed on both sides of the border.

As one of the 28 Jesuit colleges and universities across the country, Rockhurst University has taken seriously the recent mandate of the Rev. Hans Kolvenbach, S.J., superior general of the Society of Jesus, to "educate the whole person in solidarity with the real world." The University's regents have made it a priority to fund trips such as the one to El Paso and Juarez for the purpose of tackling the harder issues facing the world and the Church today. For the 12 Rockhurst faculty and staff who met with economic and political refugees and toured facilities maintained by the Immigration and Naturalization Service, experiencing the inequality of life on the U.S./Mexico border was only the beginning.

"Those who participated in this trip returned to Rockhurst with many ideas for integrating issues of social justice into campus life," said University President the Rev. Edward Kinerk, S.J. "They will be excellent mentors for our students who will also make similar trips."

Faculty, Staff Witness Life on the Border

Class of 2005 Breaks the Mold

For the first time in Rockhurst's history, the male/female ratio is exactly 50 percent among freshmen. Here are some other facts:

- Total freshmen: 296
- Males/females: 50/50
- Ethnicity: 16% minority
- Religious preference: 72% Catholic
- 28% other
- Home States: Missouri, Kansas, Nebraska, Oklahoma, Iowa, Colorado, Illinois, Wyoming, Texas, Georgia, Indiana, Wisconsin
- Home Countries: USA, Cameroon, France, Japan, India

The Finucane Service Project, held the Sunday before classes started, gave freshmen a chance to get acquainted.
New Women's Basketball Coach Looks Forward to Success

When the opportunity to coach basketball full time at Rockhurst became available, Rebecca Morrissey faced having to choose between her passion for coaching and her devotion to teaching.

"I always wanted to do one or the other full time," she said. "There's not enough time to do both as well as you'd like to. I love coaching. That's my calling."

Morrissey is new to Rockhurst but not to coaching, and certainly not to the sport of basketball. She has a lifetime worth of experience balancing sports and educational responsibilities.

For 18 years, Morrissey has been teaching and coaching at the high school level in Leavenworth, Kan., and Spearville, Kan. She says she was a teacher first, and that sports was a natural avenue for her to pursue.

"Academics was always first in my household," she said.

Hawks Volleyball Sees Stellar Start

To say the Rockhurst volleyball team's season ended in an unfulfilling fashion last year would be an understatement. The Lady Hawks compiled a 38-1 record and finished 18th in the nation last year. Nevertheless, they were not invited to participate in post-season play. The bitter taste left in their mouths seems to have been lost as the Lady Hawks have ripped through the 2001 season.

Rockhurst consistently has maintained a spot in the top 20 during 2001 and has compiled an impressive early-season record. Tremendous experience in the starting lineup is responsible.

"We are deeper than last year's 38-1 team," said coach Tracy Rietzke. "We have upper-class leadership and some good new players."

Included in the team success have been personal accolades. Sophomore outside hitter Jessica Shepler, a Kansas City, Kan., native, garnered the nod as the Division II volleyball player of the week Sept. 2-8.

"We are deeper than last year's 38-1 team," said coach Tracy Rietzke. "We have upper-class leadership and some good new players."

Much of the Lady Hawks' success can be attributed to the leadership of senior setter Kara Brown. The setter, comparable to the quarterback in football or the point guard in basketball, is the floor leader. Brown, a four-year starter, is an All-American candidate.

"There is no doubt in my mind that Kara is an exceptional setter," said Rietzke. "A key for any team."

Ashley Rawie, a senior who transferred from Johnson County Community College last season, is providing the offensive spark the Lady Hawks need. She is among the team leaders in kills and hitting percentage.

The prospects for the rest of 2001 seem bright. The Lady Hawks hope to solidify a spot in the NCAA Division II post-season tournament, as they have two out of the last three seasons.
Freshmen Add Depth to Hawks Soccer

A total turnaround from season to season in sports is not incredibly common. That is what makes the Lady Hawks’ performance this year so impressive. Last year’s team finished a disappointing season at 8-11 while this year’s squad has been dominating opponents, including a 9-0 win against Augustana College (S.D.) Sept. 16.

“Physically we can run with anybody,” said assistant coach Rob Cummings. “We just need to come out ready to play at all times.”

The improvement from last year has been dramatic. Through seven games Rockhurst had cashed in 17 goals. Last year’s team had only 20 all season.

Team newcomers have provided the boost needed to become a winning squad. Freshman Michelle Smith has contributed a team-leading seven goals. Freshmen Molly Wiman and Kelly Abbot also have added scoring punch.

“We have recruited good players and our other young players have matured a lot,” said Cummings. “We are a much more closely knit team than before.”

This is the third year at Rockhurst for Cummings and head coach Greg Herdlick. By far, it has the makings to be their most successful.

“Each year since we have been here we have gotten more players to fit our scheme,” said Cummings. “This is our second recruiting class and that is why it is stronger than last year’s.”

The Lady Hawks’ counterparts, the Rockhurst men, have not experienced quite as much success. They are, however, developing a sound foundation for the future.

The Rockhurst lineup is laden with freshmen. Freshmen forwards Tommy Becks and Darren Rahe have been mainstays in the starting lineup along with defenders Brian Chastain and Corey Schulte. Rahe has booted four goals and Becks has three, good for first and second on the team. A freshman, Adrian Winnubst, has been forced to do the goalkeeping for the Hawks because of a season-ending injury to senior Luke Denney.

“We are playing a load of freshmen,” said coach Tony Tocco. “The players are starting to know each other and play together. They’re starting to make the transition to college soccer.”

The Lady Hawks showed a strong start with an early season win over Northeastern State University (Okla.).

Christopher Ulrich, ‘05 (left), is one of several freshmen shaping Hawks soccer this season.
In football there is the quarterback. Basketball has the point guard. Senior Kara Brown's role for the Rockhurst volleyball team is comparable to both of these. She is the setter for the Lady Hawks. Her job is to direct traffic on the court and lead her team to victory.

Brown has been starting since her freshman year. It was a difficult challenge for her to step in as a freshman and be expected to be the floor leader. “It is a lot easier to direct things on the floor now that I am older,” says Brown. “I am much more comfortable now because of what I have been through and experienced with the team. It took me until the beginning of my sophomore year before I really felt comfortable with my position.”

The Lady Hawks performance in Brown's last three years has been tremendous. She has led her team to a 121-5 record and a spot in the regional playoffs two out of the last three years.

Brown hails from Jacksonville, Ill., a small town outside Springfield. She chose Rockhurst, not quite knowing what to expect. “I just heard what people told me,” said Brown. “I heard it had a good academic reputation and I knew it had a good volleyball program. I had no idea when I came in that I would have a chance to start as a freshman though. The setter position was up for grabs when I came in.”

Brown garnered an important award last year from Coach Tracy Rietzke and assistant Roger Hauver. She was given the hustle award by the staff.

“The thing I will most remember about my time at Rockhurst will be the relationships I have made,” said Brown. “I have built friendships with teachers and teammates that I wouldn't have had without sports.”

On Sept. 11 Rockhurst traveled to Illinois to face Lewis University. The game was very significant for Brown because it was played in Jacksonville at her high school gymnasium.

“It was fun to have all the people there watching,” said Brown. “It felt weird to be playing there with a different team. It was nice to have all the support, but I was a little nervous because I hadn’t played in front of my hometown for four years.”

Brown, a math and education double major, is a stellar student. She balances volleyball with a 3.4 GPA. She hopes to teach and coach in the future.

“My schedule is much more structured during volleyball,” said Brown. “I have to stay organized to get things done. My teachers have been very helpful in working with me. It is tough, but if you stay on top, it is fine.”

Brown's goal for her team this year should be achievable considering their past dominance.

“I would just like to end on a good note,” said Brown, “whether we make the playoffs or just play hard as a team and, of course, have fun.”
LEADERSHIP IN THE JESUIT TRADITION
Stories of his charisma, his ability to say and do the right thing, are legendary. There’s the time he went to a prospective donor’s home to ask for a gift to Rockhurst, ended up at the wrong house, yet left with a check anyway. The fact that the University flourished, rather than foundered, as he oversaw its transition to a coeducational institution is itself a testament to his leadership ability. His initiative in taking the Rockhurst mission beyond the campus borders earned him the Mr. Kansas City award from the Chamber of Commerce.

Many Rockhurst alumni, respected business leaders and admirable Jesuit priests come to mind when I think about a role model of Jesuit leadership. But one goes to the top of my list — the Rev. Maurice Van Ackeren, S.J., past president and chancellor of Rockhurst. I was fortunate to have had the benefit of Fr. Van’s direction and counsel when I was a student at Rockhurst, as an alumnus, and later as a faculty member and administrator. Fr. Van was the epitome of leadership for others. In my opinion, and that of many alumni and civic leaders, he was the prime example of an Ignatian leader.

Fr. Van could interact well with anyone. He was always in attendance at memorial services for the important and the important in his estimation, which included everyone he ever met. He was active in civic groups. He was visible. He was available to business people. The startup of the Executive Fellows MBA was easy due to his influence in the community. He had the right values. He was open to all. He was a humble leader who hobnobbed with important decision-makers in the city, but he would also spend time with those in great spiritual, emotional and physical need. He did what he did for others — not for himself. He was always involved in leadership activities. He knew how to coalesce people around important issues and he was asked to play that role many times in Kansas City. He knew how to bring people together. He did things for the right reasons — because they were the right things to do. His values were always right. He was easy to admire.

In the 16th century, Ignatius of Loyola had a clear mission for the schools he and his disciples would found: To form leaders who would carry forth into their personal and professional lives a mission of service to others. Ignatius wrote to an associate: "The Society hopes by means of its ministry of education to pour into the social order capable leaders in numbers large enough to leaven it effectively for good."

Leadership Defined

Leadership has many definitions. But, recurring themes emerge. John Gardner, a noted leadership author, states that goal setting and motivating are the two key tasks at the heart of leadership. Maximilien Francois Robespierre credits leaders with two important characteristics. First, leaders are going somewhere; second, they are able to persuade other people to go with them. According to Orway Tead, leadership is the activity of influencing people to cooperate toward some goal they come to find desirable and that motivates them over the long haul.

Gardner identifies important tasks of leadership: envisioning goals, affirming and regenerating values, motivating, achieving workable unity, building trust, explaining, serving as a symbol,
representing the group, renewing and — even at times — managing. Management and leadership should not be confused with each other. They are different activities, but they overlap at times. Management generally is defined as the planning, organizing, staffing, directing and controlling of an organization or activity.

When Gardner includes management as a task of leadership, he focuses on those aspects of leadership that describe higher-level managing with which leaders sometimes need to be involved. They include planning and priority setting, keeping the system functioning, organization and institution building, agenda setting and decision making, and exercising political judgment. Leadership is concerned with vision and motivation, while management is concerned with organizing and implementing. Both activities are important, and successful leaders attract good managers and implementers through development of a shared vision.

In the Helzberg School of Management, we defer argument about the “right” definition and use the following as a general guide to our actions: Leadership is the ability of an individual or team to knowledgeably envision an appropriate goal and influence others to achieve it in a responsible manner. We also use processes and activities that aid in development of leadership capacity in our students. A few of the most noted are action learning, mentoring and coaching, feedback and self-awareness, and exposure to senior leaders and strategic discussion.

The Helzberg School of Management is proud to be part of Rockhurst University and the Jesuit leadership heritage and culture. The Jesuit leadership-development process has a distinguished history of developing leaders of competence and conscience. Peter Drucker, a noted author on leadership and management, listed the founding of the Jesuit order as one of the top 100 events shaping modern organizations and society. Drucker says the Jesuit philosophy of action and reflection and the resulting focus on performance and results that this produced explains why the Jesuit order dominated Europe within 30 years of its founding.

SET IN STONE

The importance of the Rockhurst University motto is underlined by its inscription on the new campus bell tower, erected in 2000. The motto reads: Learning, Leadership and Service in the Jesuit Tradition.

Rockhurst University President the Rev. Edward Kinerk, S.J., employs the four steps of Ignatius’ Spiritual Exercises to explain why developing “leaders for others” is a hallmark of Jesuit education.

(Clockwise, from top left) Legendary Green Bay Packers coach Vince Lombardi, a 1937 graduate of Fordham University, said leaders are made, not born. Jesuit leaders at Rockhurst have included past presidents the Rev. Maurice Van Ackeren, S.J., and the Rev. Thomas Savage, S.J. The tradition continues with President the Rev. Edward Kinerk, S.J., shown with Nigel Encalada, ’01.

Photo courtesy of James Biever.
Becoming A Leader

If you're interested in honing your leadership skills, Rockhurst has a number of resources to get you started. Here are a few:

- **Center for Leadership.** Established last year as part of the School of Management, the center offers as its core program a seminar titled “Leadership Values and Creating a Positive Culture.” Call (816) 501-3546, or visit www.rockhurst.edu and click into Centers/Special Programs.
- **National Seminars Group.** This wholly owned subsidiary of Rockhurst provides a variety of seminars throughout the country on leadership-related topics. In addition, the Rockhurst Leadership Forum section of the NSG Web site posts helpful articles for managers. Visit www.nsg.com.
- **Information Technology Leadership Program.** This not-for-credit program seeks to improve managerial leadership of technology. Executives and managers learn how to leverage technology for growth. Call (816) 501-3546 or visit www.rockhurst.edu and click into Centers/Special Programs.
- **Information Systems and Knowledge Management.** This new academic program is offered as a track within the MBA program, or a concentration within the undergraduate business administration program. It seeks to prepare leaders for the complexities of applying information systems and knowledge management to more fundamental managerial strategies. For more information, call (816) 501-4084.

To paraphrase the four steps:

1) We all have gifts and talents. We first come to recognize that we have them and that they are gifts. We did not earn them.

2) We must take responsibility for our gifts and talents. We must recognize, too, that we have a responsibility to develop them.

3) We must recognize that these talents and gifts are not just for us. We have an obligation to share our gifts and talents, as in service to others.

4) The sharing of our talents is itself a gift. Using our gifts and talents for others becomes not only an act of generosity but a further benefit to ourselves.

Making a Leader

Vince Lombardi, noted Green Bay Packers coach, said that leaders are not born, they are made. And they are made through hard work. In this regard, Fr. Kinerk points to his experience as provincial for the Jesuit order in St. Louis. As provincial, he had the responsibility of helping each priest, on a one-to-one basis, develop his full potential. This one-on-one mentoring is a hallmark of Jesuit education, and is practiced at Rockhurst University. Faculty and staff are expected to address each student as a unique individual with special gifts, to help each student develop his or her full potential, and to recognize the responsibility to be a leader for others.

There are many other important aspects to developing leaders. When the Center for Leadership in the School of Management was formally introduced Sept. 29, 2000, the program included a presentation from Col. Scott Snook of West Point. Snook talked about the leadership-development process at his institution, where it is separated into three parts: knowledge (know), skill development (do) and leadership development (be). Snook said West Point believes it does a very good job with knowledge and skill, but the real challenge is the transformation to leadership (be). For this, they create many experiences, including feedback and one-on-one mentoring, and they include reflective time for the students.

Rockhurst recognizes that knowledge is important, but so is reflective action. We engage our students in activities throughout their time with us, and we ask them to reflect on these actions. Service projects, sports, art, theater, team-based learning, honors society activities, case studies, visits to the community, feedback and assessment are just a small part of the reflective action learning in which we engage our students.

Contrary to Vince Lombardi’s philosophy, not even hard work will make everyone a leader. But situations, values and atmospheres create an environment where individuals have the opportunity to reach their full leadership potential. Creation of this environment is a hallmark of Jesuit education. We encourage our students to become leaders — not only to enrich their own lives, but also to inspire others.

Thomas Lyon, Ph.D.
The Influence of Television on...
In April 1945, a reluctant Harry Truman galloped through the basement of the U.S. Capitol building on his way to the Cabinet Room where he was to be sworn in as the 33rd president of the United States. In stunned stoicism, he opened the door to the room to see Franklin Roosevelt's Cabinet look back at him in silence. Truman stepped forward, placed his left hand on the Bible and raised his right. After repeating the oath of office, Truman raised the Bible firmly to his lips and kissed its cover as if withdrawing all of its inspiration.

Despite being captured on film for newsreel, few of the general public witnessed the event. What a beautiful display of passion and commitment they missed. What an awesome task Truman faced. If only the newsreel footage could have been seen in real time so his communication advisers and political consultants could have capitalized on and spun the image of Truman reaching deep inside himself to accept the magnitude of his task.

Communication advisers? Consultants? Spin?
Not in Harry Truman's day. Later, during his 1948 campaign, estimates suggested there were only about 150,000 television sets operating in the United States. Truman delivered his nomination acceptance speech hours from prime time, at 2:15 a.m., in a hot, smoky Philadelphia convention center. Television was not a factor in how Truman led the country and tried to convince it to elect him. Now, television and the image of leadership it presents are among the primary concerns of American political figures, most notably presidents.

Television is, in terms of a communication channel, still a very new medium. Television originated during the lifetime of many of our country's citizens. Television continues to adapt to changing technology and to push the envelope of content. Programs of the '60s were unlike those of the '50s, programs of the '70s unlike those of the '60s and, certainly, contemporary television is unlike anything we've seen before. To suggest that the power of television has peaked in any way is to ignore its enormous influence (and potential). In short, we are still experimenting with how television affects people on Presidential Leadership
and what they’ll put up with. Television has woven itself into the fabric of American life. It has affected, and, in some cases, fouled almost all aspects of American life. Across academic disciplines, the study of presidential leadership is one of those issues that television has altered dramatically. How has television forced presidents to lead in the era of the Fourth Estate?

What is Leadership?

The study of leadership has undergone considerable transformation in the past 50 years. Early theories suggested that leaders were born, not made. Researchers conducted studies to indicate that leadership characteristics came naturally to some, but not to others. Leaders who were fit, had symmetrical facial features, had strong voices and who were attractive were often thought to make the best leaders. Indeed, charisma, a trait later acknowledged as perhaps the key attribute of leaders, became a fully developed theory of leadership.

Subsequent theories of leadership offered some hope to those who may not have had strong physical features or easily identifiable leadership traits. Style and situational approaches proposed that if one had a means for getting a job done and could influence people in positive ways, then one could lead. Still other theories proclaimed leaders must have a vision and the skill and means to articulate that vision to others. Regardless of the theoretical perspective, few considered television, or other media, a variable of leadership. Now, television has introduced enough static to distort leadership on a fundamental level.

Creating the Image

Presidents and their communication staffs (that is, speechwriters and image-producers) have grown more television savvy over the years. In the years prior to the television explosion, Roosevelt and Truman advisers scoffed at the idea that they had a role in shaping the image of presidential leadership. Clark Clifford, a close Truman adviser and speechwriter, said that being...
identified publicly with the title of speechwriter would be inappropriate — Truman’s own style and his policies should speak for themselves. Clifford was Truman’s “Legal Counsel.” In those days, since speeches were scarcely televised, close advisers grappled with issues such as whether a State of the Union Address should be presented orally or written and hand-delivered to Congress, an option still available to the president. In the current era of television, such a choice is a laughable issue.

In the middle 20th century, few presidents dealt in any way with television media. Truman’s 1949 inaugural was the first televised and the medium, arguably, didn’t really reveal itself as a major force until 1960. Some scholars argue that the famous Kennedy/Nixon debate of 1960 was the beginning of a more complete understanding of the power of television. Nixon, who was recovering from an illness, appeared somewhat pale and unshaven. He apparently could not compete well in a debate with Kennedy, who looked sharp and is reported to have used makeup. Radio listeners, however, considered the outcome of the debate a draw at a minimum and probably favoring Nixon if either. The debate does indicate that viewers indeed were drawn to physical traits of leaders highlighted by television.

In some cases, experts go beyond highlighting traits to actually creating them. In 1988, 5-foot-8 inch Michael Dukakis strolled out for one of his presidential debates with George Bush and stepped up to a lectern that was some seven inches shorter than the much taller Bush’s. Also, to create an image of leadership equal to Bush’s, Dukakis’ communication team arranged for him to stand on a platform that raised him even higher. Surely, his advisers must have thought, we cannot afford to allow television to punish us for a diminutive candidate. Ironically, the necessity of leaders to deal with the media, often resulting in simple unwillingness or failure for lack of skill, only feeds the media’s desire to identify leaders as lacking leadership. That is, presidents may be handicapped by the same medium they reject as superfluous to leadership. Jimmy Carter once said, after leaving office, that there was no greater “pain in the neck” for him than having to deal with his speechwriters and, implicitly, other communication staff. His interest in crafting a message that television favored was always secondary to its content. Unfortunately, his television performances and his messages rarely were received positively — Carter had virtually the lowest public approval ratings of any president in the last 70 years.

Good Times, Bad Times

Good leadership usually demands clarity of vision — both in theory and as it is expressed to followers. Visionary leadership is corrupted by television, however, as it encourages vagueness by reducing position statements to sound bites. Some sound bites are constructed strategically to allow a president to take several positions at once to, thus, appeal to many audiences. Consider the phrases “take to a new level,” “move in a new direction” or “enact legislation that benefits all Americans” to endorse a policy. Or the ubiquitous “paradigm shift” that we all must make. Other more specific bites, penned by speechwriters, reduce vision to memorable quips, such as Reagan’s Panama Canal summary “we built it, we paid for it, it’s ours,” George Bush’s “no new taxes,” Clinton’s “bridge to the 21st century,” while candidates spontaneously
delivered their own as well (Who could forget Lloyd Bentsen’s “Senator, you are no Jack Kennedy” crack to Dan Quayle in 1988?).

In the past 25 years, presidents and their communication staffs have made it a priority to capitalize on television, particularly through public address. Although reluctantly, Carter was among the first presidents to hire a staff whose charge it was to concern themselves primarily with the media. He brought in a film director from Hollywood to manipulate his image and enhance his leadership. Such a position is now widely accepted and promoted. Though his speechwriters would construct speeches completely, Carter would scratch out revisions on the margins. On an archived draft of one speech he wrote “make me sound more presidential here” and other staff memoranda encourage the president to be “hard hitting” to show leadership qualities.

Peggy Noonan, speechwriter for Presidents Reagan and George Bush, wrote in her book What I Saw at the Revolution that for the first year in office all she really saw of Reagan was his foot. Her job was not to know the president but speak with his voice and collaborate on leadership. President Reagan also drew from his acting experience in front of the camera to become the “great communicator.” Bill Clinton showed how a president, despite being caught in lies by television, could turn the tables and use the well-crafted speech transcended party lines to underscore shared values and ignite the passions of a unified country. On that night, television became the single-most significant reflector of leadership; its presence was crucial to the early stages of American healing. Millions watched from home, taverns and restaurants. A National Hockey League game between the New York Rangers and Philadelphia Flyers was suspended after two periods when fans demanded to watch the president’s address on the arena’s video screen. Television became the channel through which leader led follower, and served as the test for the president’s ability to rise to the occasion. He passed the test. In the clarity of the moment, television was an essential channel for a message that forced the president to strip away rhetorical debris and use his language to lead others.

Television will take us places we have yet to foresee and affect presidential leadership in ways we cannot yet articulate. Its impact on the outcome of the 2000 presidential election has called for legislation to restrict its freedom to shape voters’ perceptions in the future. Despite the notion that leadership is under siege from television, fundamental leadership principles may never change. Character. Commitment. Service. Courage. These principles can be spun in only one direction. ☯

Peter Bicak, Ph.D.
Portraits of LEADERSHIP

What art reveals about leaders of the past

Our view of leadership today has been fashioned over several millennia of recorded history. In a single trip to an art museum — and today we will take a quick tour through Kansas City’s Nelson-Atkins Museum of Art — we can witness the changing face of leadership through these centuries. Why? Because art of the past centuries once had the role that the media and the Internet today have — it communicated between leaders and their followers. In our trip through the art gallery today, we’ll discover that leadership, like art, no longer plays the same role that it once did.

Historically, communities needed a leader to protect them. Often such protection meant leading the community into battle against other communities. A leader had to find some way to appeal to the community to follow into battle and, possibly, to death. But what cause could motivate anyone to follow a leader to death? In our Executive Fellows Program, when we asked the students, who themselves are leaders in their organizations, what might motivate people to give up their lives, they listed religion (or a place in the afterlife), the family, the community, the nation, independence, various ideologies, their image (or legacy), land and possessions.

Through art, leaders would legitimize their roles by showing they understood and could protect these core values. In works of art, leaders would have themselves represented with the symbols and style embodying the core values with which a community identified.

As we begin our tour of the gallery, we enter a corridor with Egyptian statuary. As we walk, there seems to be no change in the symbols or style over 2,000 years in the official art of Egypt. Why such little change? The pharaoh was a god and the artists made the work the same for thousands of years to ensure the continuation of his leadership for all eternity. The Egyptian leaders legitimized themselves by paying strict homage to their ancestors by using the same symbols and styles that their ancestors had used. By respecting their ancestors in the

By Michael Tansey, Ph.D.*
Professor of Economics
same way over the millennia, they were instructing their followers to do the same for them after they had died. In that way they could be preserved for the afterlife.

If you look closely at the Egyptian statues, you can find the religious symbols, portrayal of the family, celebration of the community, commitment to the land, and preservation of possessions (particularly the ultimate possession of one's own ka (body) in the form of a mummy) — the core values for which an Egyptian would go into battle and die.

Even the Greeks copied the Egyptians. But by the fifth century B.C., the Greek statues suddenly become quite different, and this difference becomes the basis of Rome and the Western tradition. Look at the statue of the Roman emperor Hadrian (Figure 1), which you’ll encounter as you leave the Nelson’s Egyptian collection. In all of our alumni gallery tours, the participants notice how much more “real” the Greek statues are than those of the Egyptians. The Greeks and Romans are no longer looking to their ancestors for their style, but to nature itself. They have been plying the waters of the Mediterranean Sea to discover and appreciate the gods, symbols and styles of many different cultures and are not quite so certain about their own. In fact, they discover that each individual can choose different philosophies of life, and they author the early philosophies of the cynics, the sophists, the stoics and the Epicureans, which we still learn about at Rockhurst today.

As there are different philosophies, there are different styles of leadership. The statue of Hadrian certainly communicates leadership. The Medusa on his chest is a Greek goddess with hair made up of snakes and she will destroy the enemy. The Romans did not generally wear beards, but Hadrian wears a beard in reference to the Greeks who did — another way of legitimizing his leadership. The piercing gaze shows fear of no one and no circumstance of war. In this statue, the leader communicates legitimacy to lead through strength of body, fear, ability to command and the power to vanquish.

Look at the senator in Figure 2. How is this view of leadership different from that of the Hadrian statue? Most of the alumni groups that have taken the Nelson tour recognize that this statue communicates age and the wisdom that comes with age. While such a senator might not lead men to their deaths in battle, he might be the one in a democracy or the Roman Republic to convince others that the battle is necessary. Here we have the leader of the people. Leadership occurs through communal agreement. He doesn’t command people. He convinces them. Every wizened line of the statue communicates the battles of persuasion that he has endured.
We walk all the way to the opposite (southern) side of the Nelson gallery to see how much we owe to the Greeks and Romans. In Figure 3 we see the statue of Louis XIV — one of the greatest French kings (but one who lost a lot of battles and put his nation into heavy debt fighting them) — and in Figure 4, Benjamin Franklin. How do the styles of leadership in these two statues compare to the styles communicated by Hadrian and the Roman senator? Louis XIV leads in the style of Hadrian. He even has the same Roman armor (and sandals), has the same piercing look of command, and the Medusa is even represented in the statue. Except, now the Medusa is on the shield over which the horse is stepping. Louis the XIV vanquishes the Medusa, the feared non-Christian symbol. But Louis XIV also legitimizes himself through the symbols of fleur-de-lis, which reminds a viewer of his royal blood connection to the French Monarchy.

And good old Ben Franklin is wearing a Roman toga, just like the Roman senator. His statue communicates his democratic leadership and legitimizes him by connecting him to Roman traditions. He legitimizes himself on the basis of his merit in persuading people.

But do these models of leadership still apply today? Today we still argue about different styles of leadership the Greeks and Romans identified. Many corporations find themselves seeking a more participatory leader after firing a tyrant, only to replace their incompetent participatory leader with a new tyrant. But the modern leaders may not be learning much from historical examples of leadership.

Modern leaders don’t often have to ask people to give up their lives. Perhaps they can’t motivate people by appealing to their core values. Just ask yourself which of the core values you can use in an interview to determine if you will hire someone. Can you use religion (or place in the afterlife), family situation, community, patriotism, ideology, image (or gender or race) or wealth and possessions? Modern leaders can’t explicitly or legally use any of these criteria in hiring, firing, retiring, promoting or motivating people.

Or can they? As you walk through the museum, think about how leaders communicate with their followers today — through the Internet, the print media and television. How well do these media replace art in connecting people to core values? Or do these modern, efficient means of communication tend to eliminate references to core values? As you walk through the galleries, try to recall a case of failed leadership and think about the way the failed leader communicated about core values. Were those values actually communicated? Now think about your own leadership roles in family or community. Can you create just one way to connect your leadership with the core values of someone whom you wish to lead? Now look again at the statues of Hadrian, the Roman senator, Louis XIV and Ben Franklin. How inspired and creative the sculptors were who communicated leadership through their art.

* This tour of the Nelson-Atkins Museum of Art was developed with Sherry Best, director of the Greenlease Gallery, although the errors in this work are all mine.

Michael Tansey, Ph.D.
During spring break of Molly Turner’s junior year at Rockhurst University, when many of her fellow students were packing for a week of fun in the sun, she was preparing for a volunteer service trip to Guatemala. She says the week she spent in Carrizal exposed her to social injustices of which many college students are unaware. It also fueled her desire to apply for a full-time volunteer program after college instead of immediately jumping into the job market.

After careful thought and deliberation, Turner, ’00, applied to become a member of the Jesuit Volunteer Corps, the largest Catholic lay volunteer program in the country. She was accepted into JVC: Southwest and placed in Santa Rosa, Calif., as a family adviser at the Catholic Charities Family Support Center.

“I shared in struggles not only of homelessness, but also in the issues of unemployment, alcohol and drug addictions, and child abuse,” says Turner. “Most devastating of all, I witnessed the cyclical nature of homelessness and realized that many of our clients had grown up in and out of shelters their entire lives. Working closely with these people showed me every social ill that exists.”

Turner switched jobs in November, when she found a marketing/intake coordinator position at Friends House, a Quaker-based retirement community. She found her niche recruiting new clients for the Adult Day Health Program, a program for low-income seniors and developmentally delayed younger adults.

“Once I became a part of this program, I remembered how much I’d always loved being around older people,” says Turner. “These clients have taught me that pain is a part of life — it’s how you deal with it that defines you as a person.”

Since 1956 more than 7,000 members of JVC have committed themselves to working with the poor, centering themselves for one year on the four values of community, simple living, social justice and spirituality.

Turner lived in a house with four others that was adjacent to two homeless shelters, where noise and light at odd hours became a daily reality.

“JVC has taught me that social justice is often terrible, tedious and unglamorous work that is underfunded, misunderstood and even controversial,” she says.

In the last few weeks of her program, Turner took a 16-mile hike up Half Dome of Yosemite, which left her with black and blue toenails as daily reminders of the pain she endured to experience the natural beauty at the top of the peak. Turner considers this hike the perfect culmination to her JVC year.

“Some of the injustices I saw right here in the United States are just as cruel as those that I felt in Guatemala,” she says. “But it was the exposure to this ugliness that spawned my desire to act for change. Those people I met this year who are working for social change every day are the beauty that I will hold onto forever from my year as a volunteer.”

Seven outstanding Rockhurst alumni have joined the Alumni Board. The new members include two ’80s graduates, Tom Franke, ’81, account executive for DST Systems Inc., and Chris Kopecky, ’88, president of the Kopecky Law Office.

The remaining five, who graduated in the ’90s, include Phil Keegan, ’97, senior process analyst for Sprint Inc.; Mark Long, ’95, marketing representative for Zimmer Companies; Carmen Lopez Palacio, ’98, development manager for the Guadalupe Center; Angie Stoner, ’95, director of youth development for the American Girl Scouts; and Marilyn Webb, ’90, support specialist for Honeywell FM & T-Kansas City Division.
Hawks of All Ages Return for Homecoming

Rockhurst was blessed with a beautiful fall week and weekend for Homecoming 2001, held Oct. 14-20. Homecoming week kicked off with a Sunday evening Mass, and activities continued throughout the week, including special events for the graduates of the class of 1951, the Golden Hawks; the dedication of the Helzberg School of Management; a student carnival; and a pep rally.

The Homecoming game was held Saturday, Oct. 20, when the men’s soccer team played a nail biter against Park University. The game went into double overtime, eventually ending in a tie with a final score of 2-2. Senior Fernando Bernardo and junior Kurt Truba both scored for the Hawks.

Before and during the game, alumni, faculty, staff and upperclassmen gathered in the social activities hall for camaraderie and reminiscing. A mini-carnival, complete with an inflatable outdoor playground and obstacle course, added to the day’s festive atmosphere. After the game, the Student Alumni Association gave campus tours, and Mass was celebrated in Mabee Chapel.

“Homecoming, which has long been a tradition at Rockhurst, welcomed home alumni and friends,” said Stacie Cronberg, director of alumni and constituent relations. “It was a time to celebrate the past and experience the Rockhurst of today.”

Weekend Rocks for Alumni of All Ages

Rockhurst Weekend - Rockin’ Around the Clock, held June 29-July 1, 2001, was a unique opportunity for alumni, parents and friends of the University to relive their college days. Participants stayed in the residence halls and took short courses, and the weekend included a special tour followed by dinner at the Nelson-Atkins Museum of Art.

“It was like a mini-vacation — and such a great value,” said Marilyn Webb, ’90. “I am already looking forward to next year.”

The wide variety of events attracted alumni who spanned several generations.

“I was so amazed at the variety of alumni who attended,” said Jenn Dell’Orco, ’94. “It was fun to talk to someone who graduated 25 years before I did.”

Virtually Hassle-Free RU Shopping

Want to get a head start on your holiday shopping? Check out the new Alumni Store on the University Web site, www.rockhurst.edu, under “Alumni and Friends” for a great selection of Rockhurst gear, from T-shirts to golf balls to baseball caps. This online-only store gives you the perfect way to show your Rockhurst pride.

Alumni Board member Reggie Thorpe, ’71, developed the online store when he saw a need for a convenient way for alumni and students to purchase Rockhurst merchandise and apparel. The store accepts Visa, MasterCard and American Express, and items will be shipped by UPS Ground.

Danny O’Neill, ’93, XMBA, tries his culinary skills at a Rockhurst Weekend cooking demonstration.
Rockhurst University has embarked on a $50 million fund-raising campaign to support scholarships, faculty and student development programs, and campus improvements. More than $30 million already has been raised for the Excellence in the City campaign. Campaign co-chairs are Shirley Helzberg, R. Crosby Kemper III and Thomas A. McDonnell. Major goals of the Excellence in the City Campaign include:

**Endowed Scholarships** $11.5 million
Endowed scholarships ensure that deserving, talented students are able to choose Rockhurst. In addition, minority scholarships are critical to the University’s ability to attract and retain a diverse student body.

**Faculty Development** $6 million
Teaching is at the core of the Jesuit mission. Four endowed chairs will be established to expand Rockhurst’s resources and opportunities in the disciplines of biology, urban education, entrepreneurship and multicultural studies/communication sciences and disorders.

**Unrestricted Funds** $5 million
Unrestricted funds help close the gap between the cost of operating high-quality educational programs and actual tuition income. In addition, these funds help Rockhurst develop new programs, pay for annual operating expenses and maintenance of facilities, support faculty development initiatives, and provide scholarships and financial aid.

**Student Development** $2 million
To ensure that Rockhurst continues to address the physical, emotional and spiritual needs of its students, funding is needed to continue and expand student service trips, health and wellness programs, and the campus ministry program.

**Community Center** $1.5 million
In an effort to better address community needs, services offered through the Center will include a McGruff Safe House, a community meeting room and a literacy center. In addition, the positions of community relations officer and an assistant will be created.

**Thomas More Center for the Study of Catholic Thought and Culture** $1 million
The center will advance the study of and dialogue about the rich intellectual and cultural tradition of the Roman Catholic Church. An endowment will support the center’s activities, such as community workshops and academic conferences.

**Endowment for the Center for Arts and Letters** $500,000
The Center for Arts and Letters is an affiliation of 15 cultural organizations at Rockhurst that includes such popular attractions as the Greenlease Gallery and Visiting Scholar Lecture Series. An endowment will permanently establish this valuable resource and inspiration for the community.

**Sedgwick Hall Renovation** $8.2 million
The oldest building on Rockhurst’s campus now houses the Mabee Theater and classrooms for the College of Arts and Sciences. The goal is to modernize the entire building and make repairs to ensure the building’s structural integrity.

**Conway Hall Renovation** $6.5 million
Renovation of Conway Hall, which houses the School of Management, will include an upgrade of computer services, technological improvements such as satellite and video conferencing capabilities, remodeling of faculty offices, a new Executive Fellows MBA suite, and a new home for the Small Business Development Center.

**Loyola Park Complex** $5.5 million
The 16-acre complex will include a baseball stadium, tennis courts, and walking and jogging paths. The park will provide more recreational opportunities, create a safer, more attractive residential setting, and enhance neighborhood connections.

**Soccer Stadium** $1.85 million
A new stadium will consist of an expanded soccer field, new grandstand complete with press box, ticket booths and concession sales area, and locker and training room facilities.

**Alumni House** $450,000
The Alumni House, a renovated house complete with meeting rooms and displayed artifacts, will become a Rockhurst landmark. It will be a vehicle to instill pride and a sense of tradition among its graduates and within Kansas City. In addition, a maintenance endowment will guarantee proper upkeep of the house.

Log on to the University’s Web site and click on “The Campaign for Rockhurst University” for campaign updates and to see ways to contribute. For more information or to make your gift to Rockhurst’s campaign for the future, contact the Office of Institutional Advancement, (816) 501-4551.
Imagine contributing $10,000 to Rockhurst that is actually transformed into a $60,000 gift. Sound far-fetched? It is entirely possible if you are a Rockhurst graduate working for DST Systems Inc.

Now, because of a special project spearheaded by DST employees Lisa Fielden, ’01, and Jeff Peakes, ’82, employees of DST who make a direct contribution or pledge to Rockhurst’s capital campaign, “Excellence in the City,” have the opportunity to have their gift matched in several different ways.

The first match is through the generosity of Rockhurst Trustees Tom McCullough, ’64, executive vice president and chief operating officer of DST, and Tom McDonnell, ’66, president and chief executive officer of DST. They have offered to match dollar-for-dollar the total contributions made by Rockhurst alumni who are DST employees.

DST also will match individual contributions to a maximum of $10,000 per year, and will double-match the contributions of DST officers. Rockhurst has arranged for the amount also to be matched through a challenge grant from the J.E. and L.E. Mabee Foundation for renovation of Conway Hall.

Fielden and Peakes say they are excited about the potential amount DST employees can raise for Rockhurst.

Gala Guests Enjoy Dining, Dancing

The sixth annual Rockhurst Gala was held Saturday, Oct. 27, at the Westin Crown Center Century Ballroom. More than 600 guests attended the black-tie event, which raised funds for scholarships and student services. Altogether, the Rockhurst galas have raised more than $1 million for the University.

“The gala was an important occasion to celebrate, and the dedication of our volunteers made it an incredible night for all,” said Paula De La Espriella, director of special events.

A welcome from Larry Moore, the master of ceremonies, opened the evening. Guests enjoyed a cocktail hour and dinner, followed by remarks from Rockhurst President the Rev. Edward Kinerk, S.J. The evening continued with dancing and music by Galaxy.

Henry and Marie Frigon, along with honorary chairs Byron and Jeanne Thompson, chaired the event.
Scholarship Recipient Learns Value of Helping Others

A few years ago, Jarrod Waterford balanced his high school studies with his job serving pretzels in a small bakery. While he dreamed of going to college, his limited means of getting there weighed heavily on his mind.

The Angels Assistance Program came to his aid. With the help of his high school counselor and Kevin McGreevy, the program's founder, Waterford was accepted into the special scholarship program that provided the financial resources he needed for college. He is now a senior computer science major at Rockhurst and assistant manager in the Asset Protection department of Sears.

As the first one in his family to go to college, he was excited to hear of his acceptance into the program.

“I was amazed,” he says. “I was skeptical at first and thought, ‘What's the catch here?’”

He looked for a catch but couldn't find one. Recipients are asked only to maintain good grades, keep in contact with their sponsors and to return the favor by helping someone else later in life.

“It has made a huge difference. Without the program, I don't know if I would have made it this far. I mean I'm a senior at Rockhurst, a very prestigious school.”

The Angels Assistance program began in 1993 when McGreevy decided to help a friend's son pay for college. Since then, 30 students have received more than $290,000 in financial aid contributions. Recipients are nominated by high school counselors and principals, then interviewed and selected by their level of dedication and potential. The program is unique in that recipients meet and keep in touch with the people who contribute the money.

“T here are lots of students on this campus who are going to school because of the generosity of these donors,” says McGreevy. “And Jarrod has a tremendous work ethic. I think he'll be absolutely successful because he will outwork the competition.”

Waterford, who graduates in December 2002, is considering a career in computer programming. Although he may not have his specific career path pinned down yet, he is focused on one objective.

“My primary goal is to keep my promise,” he says. “I want to be in a situation where I can help someone else to go to college.”

Joseph McGee, ’41, believes so strongly in the importance of listening that he created an endowment at Rockhurst to fund activities that promote better listening, communication and learning.

“T he McGee Chair in Interpersonal Communication and Listening. The first chairholder is Weslynn Martin, professor of communication, who has developed and directed the programs made possible by the endowment from the Joseph and Anne McGee family.

Through the funding, Martin initiated an instructional development program designed for faculty to enhance teaching and learning. The program's workshops, seminars, summer institutes and consulting services are used to help faculty discover ways to better involve students in their own learning.

Joseph McGee, a trustee emeritus of Rockhurst, attended the University before joining the U.S. Army during World War II. He served as president of the Old American Insurance Company for 32 years. In 1991, he was named the Rockhurst College Alumnus of the Year for Outstanding Service.

Endowed Chair Promotes Better Communication

Joseph and Anne McGee with the Rev. Edward Kinerk, S.J.

Joseph and Anne McGee, '41, believes so strongly in the importance of listening that he created an endowment at Rockhurst to fund activities that promote better listening, communication and learning.
Added Technology Would Boost Chemistry Program

The Rockhurst Division of Natural, Applied and Quantitative Sciences is working to expand its technological capabilities to provide more advanced hands-on training to students.

James Chapman, Ph.D., chair of the chemistry department, says most of the department's high-tech collection and visualization equipment is used primarily by upper-level chemistry students.

"We are looking to integrate more technology, not only at the junior and senior levels, but in the freshman laboratories," he says. "We need to get freshmen and sophomores more involved in the technological aspect of science. It might spark an interest in these students and they would become more involved in the sciences."

The chemistry department has two pending grants to the National Science Foundation for the purchase of an FT-NMR and computer-controlled spectrometers. The addition of this equipment will lessen the class time spent on equipment maintenance and troubleshooting and increase the more valuable time spent interpreting the data.

Grants may cover some of the needs on the department's equipment wish list of more than $200,000, but additional money will be needed to make up the difference, said Robin H arris, vice president for institutional advancement.

"A gift toward purchase of research equipment could be a way for our alumni — especially those with an interest in science — to have a direct impact on students that lasts for years," says H arris. "We hear repeatedly from our science students that one of the main benefits of attending Rockhurst is the opportunity they have as undergraduates to participate in hands-on research."

For more information, call the Office of Institutional Advancement at (816) 501-4551.

Buy a Brick, Pave the Future

You may never see your name in lights, but you still have a chance to see it etched in stone when you purchase a brick for the "Generations Walkway" surrounding the Rockhurst fountain and bell tower.

More than 550 bricks already have been purchased by alumni, parents, students, faculty, staff and friends of the University. For $100, a 4" x 8" brick can be engraved with two lines, 20 characters per line, with your name or the names of your loved ones.

For more information, call Stacie Cronberg, director of alumni and constituent relations, at (816) 501-4025 or (800) 756-ALUM (2576), or e-mail stacie.cronberg@rockhurst.edu.

Robin (Strachan), '94 & Alan Harris, '90
Alumni Notes

'58  Frank Janner was elected to the board of directors of John Knox Village, Lee’s Summit, Mo., for a three-year term.

'68  Larry A. Rues, M.D., has been named board chair of the Missouri Academy of Family Physicians. Rues is director of Goppert Family Care Center and Family Practice Residency at Baptist Medical Center.

'70  John Holtz, former Children’s Mercy Hospital executive, has been named executive vice president and chief operating officer at St. Paul Medical Center in Dallas.

'71  Terrence W. Dunn was honored by the Greater Kansas City Alumni Association of Sigma Alpha Epsilon with its annual Honor Man Award. Dunn, president and CEO of J.E. Dunn Construction Co. and Dunn Industries Inc., was recognized for his lifetime accomplishments.

'72  Robert E. (Bob) Spielberger has joined the corporate communications department at Farmland Industries as communications director.

'73  Michael Bowen, a trial lawyer practicing in Milwaukee, Wis., has authored numerous mysteries and nonfiction works, including the recently released mystery Screencam, published by Poisoned Pen Press.

'76  Jake Schloegel, president of Schloegel Contracting Co., and his firm have been recognized by Remodeling Magazine as one of the top 50 remodeling companies in the country.

Alumni Notes

Michelle Salvato Moriarty completed a Ph.D. in school psychology at the University of Kansas. The degree was conferred Aug. 1, 2001.

Richard E. Donahue II and his firm, Shroer Manufacturing Co., were honored by the Kansas City Chamber of Commerce as one of the Top 10 Small Businesses for 2001. Shroer is a manufacturer of animal care and control equipment in Kansas City, Kan.

Hector Baretto Jr. was confirmed by the Senate on July 25, 2001, as the administrator of the Small Business Administration.

Jan H. Salge, PT, ATC, CSCS, has opened a private practice, Melbourne Physical Therapy Specialists. His wife, Maribeth, gave the keynote address at the California Multiple Sclerosis Association’s annual meeting.

John Shaw accepted a position at Teva Neuroscience as a product manager in marketing for the drug Copaxone, used to treat multiple sclerosis. He and his wife, Rose, and their two children, Caroline, 3, and Jack, 1, live in Overland Park, Kan. Rose works for Sprint PCS in business development.

Van W. Beer passed the final exam of the Chartered Financial Analyst (CFA) program and is awaiting confirmation of the CFA designation.

William F. Hess has joined the Commerce Trust Co. for Commerce Bank as a vice president, focusing on business development for personal trust services.

F. Joseph McClernon received a Ph.D. in clinical psychology from Southern Illinois University-Carbondale on Aug. 4, 2001. McClernon has accepted a two-year postdoctoral fellowship in the Nicotine Research Program at Duke University Medical Center in Durham, N.C.
Alumni Notes

Lisa Ducommun McGrath completed a Ph.D. in clinical psychology and passed the state boards to become a licensed clinical psychologist. McGrath currently serves as the district psychologist for the Ferguson-Florissant School District in North St. Louis County.

Amy Sullivan Ruffini is a risk analyst with Lockton Companies, an insurance brokerage firm based in Kansas City, Mo. She and husband Alec Ruffini, '94, were married in July 1994, and their daughter, Alexandra Mae, was born Sept. 3, 1999. Alec is a service adviser with Jay Wolfe Honda.

Gabrielle Smith has been promoted to marketing and community relations manager at FirstGuard Health Plan. Smith is responsible for helping to develop and implement FirstGuard's marketing plan, sponsorship activities and community outreach efforts. She has been with the company since 1998.


Jeanie Vieth married Christopher Hall on Dec. 9, 2000. The maid of honor was Mary Ellen Vieth, '00, and Juli Manfrede, '95, was a bridesmaid.


Chris Goforth (M BA) married Alicia Wright on April 21, 2001.

Steve Wunderlich and Ellen Helmsing were married June 23, 2001. The couple resides in St. Louis, Mo.


Jessica Schroeder has joined the national staff of American Humanics as associate for national alliance services. American Humanics is a nonprofit organization devoted to preparing college students for professional careers in nonprofit organizations.

Lara Wikeria and Kristi Reese were honored as the 2001 Outstanding Beginning Teachers at the Missouri Association of Colleges for Teacher Education in Jefferson City, Mo., on April 5, 2001.

David Emley Jr. has been promoted to assistant vice president of regional banking for Commerce Bank. He is responsible for business development and client relationship management.

Ann Michelle Cook and Eric Matthew Fry were joined in marriage on June 23, 2001, at St. Bernadette’s Church.

Births

Janet Lamb Maruco and husband, Phil, announce the birth of their first child, Benjamin Philip, born April 5, 2001.


Kurt Schoen and his wife are the proud parents of twins, Kate and Jack, born June 1, 2001.

Margaret Brose-Wilke and her husband, Tim, announce the birth of their first child, Connor Louis, born March 21, 2001.

Births


'94  Anne Burke Flynn and her husband welcomed the birth of twin girls, Kari and Shannon, born April 15, 2001. The couple also has a son, Jack, 3.

Hope Meyers Mazzeo and husband, Andy, announce the birth of their first child, Clare Elizabeth, born Nov. 25, 2000.

Jennifer Hinck McCaslin and husband, Rod, celebrated the birth of son Nathan Thomas, born July 20, 2000.

Aaron Oge, D.D.S., and his wife, Colleen, announce the birth of their son, Vincent James, born June 25, 2000. Vincent has a brother, Thomas Glennon, 2. The family resides in Shrewsbury, Mo., and Aaron has a dental practice, Spring Valley Dental, in O'Fallon, Ill.

'95  Randy Smith and wife, Kassandra, announce the birth of their daughter Erin Irena on Jan. 28, 2001.

In Memoriam

John B. Tumino ('32) – May 21, 2001
Phillip Oliver ('36) – April 29, 2001
Charles Lee Rogers ('38) – March 15, 2001
Emery R. Calovich, M.D. ('43) – June 26, 2001
Eugene Kurash ('43) – May 14, 2001
Hubert F. “Bud” Glaze ('52) – July 25, 2001
John Anthony Van Quaethem, ('60) – June 29, 2001
Gerald F. Hagan ('63) – May 8, 2001
William E. Franke ('66) – July 16, 2001
Phillip Joseph Wittek ('67) – Aug. 1, 2001
Robert Joseph Arvin ('69) – March 24, 2001
Robert C. Downing II ('69) – May 9, 2001
Sheri Robyn Stephens ('89) – June 4, 2001

Please Write

Name________________________________________
Year of graduation _________
Address ______________________________________
City/state/ZIP ________________________________
Daytime phone (_____)________________________
Evening phone (_____)________________________
E-mail address ________________________________
Is this new address?  ☐ Yes  ☐ No  

Do you have business or personal news (marriage, birth) you would like us to include in the next issue of Rockhurst magazine?

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Please complete and mail to: Rockhurst University, Office of Alumni Relations, 1100 Rockhurst Road, Kansas City, Mo 64110-2561 or e-mail stacie.cronberg@rockhurst.edu.
In loving memory of
Virginia Pollack Greenlease
Nov. 8, 1909 – Sept. 24, 2001

Mrs. Greenlease’s legacy will live into the future at Rockhurst as a result of plans she and her husband established.

Foundress of the Missouri Province of the Society of Jesus
Rockhurst College
Honorary Degree Recipient (Doctor of Humanities), 1983
Trustee Emerita
Former Rockhurst Regent
Major Benefactor:
Greenlease Library,
Greenlease Gallery,
Rockhurst High School
Member, Heritage Society
Honorary Member,
Alpha Sigma Nu

To join the Heritage Society, contact
Jim Millard at (816) 501-4581 or james.millard@rockhurst.edu; or
Thomas J. Audley at (816) 501-4551 or thomas.audley@rockhurst.edu.
<table>
<thead>
<tr>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12</td>
<td>24</td>
<td>5</td>
</tr>
<tr>
<td>Ceremony of Lessons &amp; Carols</td>
<td>Black Alumni Clothing Drive</td>
<td>Alumni Spiritual Retreat</td>
<td>Honorary Directors Luncheon</td>
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<tr>
<td>15</td>
<td>26</td>
<td>23</td>
<td>12</td>
</tr>
<tr>
<td>Commencement</td>
<td>St. Louis Alumni Event: SLU vs. Marquette ESPN Game</td>
<td></td>
<td>Great Books Seminar</td>
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The vapor trail left by an airplane turning around created a halo over the Rockhurst campus Sept. 11, a chilling portent that eclipsed the beauty of a late-summer day.

Learning, Leadership and Service in the Jesuit Tradition

ROCKHURST
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Please send address changes to alumni@rockhurst.edu or to the alumni office.