LEADERS FOR LIFE
A behind-the-scenes look at our brand campaign.
“Rockhurst is where superstars are born. I truly believe that in my heart. That is because they create men and women of faith. They give you strong foundations nobody can shake.”

EDUARDO GARCIA, M.D., ’79
Assistant professor of pathology
Kansas City University of Medicine and Biosciences
THE MAGAZINE OF ROCKHURST UNIVERSITY

DEPARTMENTS

LEADING THE WAY
Eduardo Garcia, M.D., ’79

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FEATURES

SAME STORY. NEW CHAPTER.
Rockhurst University develops a new brand that should feel familiar. Take a look at why we’re Where Leaders Learn.

WHAT MAKES ROCKHURST JESUIT
The election of Pope Francis gave us – and those around us – the opportunity to reflect on our Ignatian roots.

REMEMBERING ST. IGNATIUS
Rockhurst holds its first Ignatian Heritage Week, with more to come.
We Will Have None of That

The Pew Forum on Religion and Public Life recently reported that 46 million people in the United States are religiously unaffiliated. Members of this group indicate “none” when asked for their religious affiliation. One third of the group (16 million) is under the age of 30.

The “nones,” or unaffiliated, are considered to be less religious than the public at large. It’s also reported that they less frequently attend services and attach less importance to formal religion in their lives.

I can attest to the fact that we have “nones” on our campus. However, I don’t consider them any less religious or, for that matter, committed to our core values as a Catholic, Jesuit university. In fact, you will find our “nones,” as well as those who regularly attend the Masses and services on campus, worshipping in what I call the cathedrals of our streets. Our students will provide more than 30,000 service hours each academic year. The service will be provided in shelters, soup kitchens, food pantries, hospitals, nursing homes and schools, just to name a few.

Many of these same, unaffiliated students will give up their spring or holiday breaks to participate in international and domestic service trips. More than a dozen of our recent graduates committed to a year of service with such organizations as the Jesuit Volunteer Corps, Alumni Service Corps and the Peace Corps. I contend, a generation ago, these same students would have entered religious life or a seminary. Today, an aversion to a lifelong commitment coupled with the fact that those entering the work force can expect to change careers five times make the pursuit of a “temporary” vocation in a service corps more attractive.

The pew must be big enough for all of us. The pew is found in our churches and in our streets. St. Ignatius Loyola, founder of the Jesuits and our primary patron, stated that love consists more in deeds than in words. He rooted his message in the gospel of Jesus Christ. He told us that we will be judged by what we do for the least of our brothers and sisters, not by our religious affiliation. Rockhurst must be a place where the pew is big enough for all of us. When we welcome the affiliated and the “nones,” we are for the greater glory of God.
We Asked. You Answered.

One of Rockhurst University’s core values is magis – the idea of always giving more and striving for excellence.

To make sure Rockhurst is doing the best job possible of meeting alumni needs, the University conducted its first Alumni Attitude Survey last fall. We are working to incorporate ideas from the survey into our alumni outreach.

Here are the top areas of importance identified by our alumni:

▶ The value of your Rockhurst degree is important to you. We will continue to feature University accolades, alumni achievements and faculty accomplishments in our electronic and print publications to demonstrate your degree equity.

▶ Career issues are important. We will focus more on career tips, success stories, mentoring and career strategies in RU magazine, alumni e-news and other outreach efforts.

▶ Alumni programming is of interest, but geographical distance and busy schedules are a barrier to getting involved. We will concentrate on using social media and virtual events as a way to engage more alumni in University life.

▶ Rockhurst history and traditions are very important to our alumni. Keep an eye out for new alumni graphics, magazine features and web design that will continue to showcase Rockhurst history and traditions.

We hear you and we are committed to responding to your opinions and ideas. Thanks again to all who participated in the survey.

Want to review the survey results? Visit rockhurst.edu/alumnisurvey.

A Brand New RU

We feel like we’ve gotten to know you a whole lot better over the past year and a half. That’s when we began work on a redesign of the magazine formerly known as Rockhurst.

Armed with information from a readership survey and the Alumni Attitude Survey described in the story above, we set out to deliver a publication to more richly reflect your experience as a Rockhurst University graduate.

The class notes column is wildly popular, so we created an expanded alumni section that allows more room for alumni news and photographs. You enjoy reading about faculty and students, so you will find kudos, profiles and feature stories. You said the Rockhurst University alumni network is a valuable asset as you launch and continue your careers, so we added a career column and bonus stories showcasing the variety of fields where Hawks are found.

Although the majority of you are still interested in receiving a printed version of the magazine, you want to know we’ve done all we can to minimize environmental impact. We’re happy to tell you we have switched to a recycled paper that, compared to products made with 100 percent virgin fiber, saves the equivalent of 47 trees and the energy consumption of one household for a year.

What do you think of the new format? Visit us online at rockhurst.edu/RUmagazine to send a letter to the editor or submit a class note, or see page two for additional contact options.
Management
MBA Among
Nation’s Best

H
arvard. Stanford. Rockhurst University. That’s right, Rockhurst’s Management MBA is in good company. The program was recently ranked No. 21 in the nation by U.S. News & World Report, listed alongside those at universities such as Harvard, Stanford, Duke, Yale and NYU.

“Two years ago, we redesigned our Management MBA to focus on leader formation, high-impact business projects built into the curriculum, and professional development,” said Cheryl McConnell, dean of the Helzberg School of Management.

“While we continue to measure our program quality by the success of our students, we are honored to receive this national recognition based on nominations from our peer, accredited business programs.”

The rankings are largely determined by expert opinions on program excellence and statistical indicators that measure the quality of a university’s faculty, research and students.

New Dean Named

Following a nationwide search, Rockhurst has named Cheryl McConnell dean of the Helzberg School of Management. McConnell has served as the school’s interim dean since January 2012.

OUR $25 MILLION GOAL IS IN REACH

With the support of our alumni and friends, fundraising for the first phase of the new academic building is almost complete as of press time. We’re confident that the challenge set forth by the J.E. and L.E. Mabee Foundation will be met by June 30, providing Rockhurst with the final $500,000 needed to reach our goal of $25 million.

We anticipate breaking ground on this new signature building in the spring of 2014. Look for an update soon on rockhurst.edu.
Artificial Patients Serve Dose of Reality

Thanks to the help of a simulator, Research College of Nursing students are preparing for live patients in a lifelike, nonthreatening environment. The Seelos Center, a new high-tech simulation facility at the college, opened in February thanks to a $1.5 million grant from the “In Thanksgiving to the Blessed Seelos Fund.”

Michael Richards, ’13, was one of the recent graduates who experienced nursing life before and after the opening of the center.

“It’s amazing how real it actually feels,” Richards said about the center. “We have labs that we can work in, but it doesn’t give you the feel of a real hospital. The center looks like a hospital. It has a nurses’ station, it has phones and private rooms. When you are running a scenario it feels like you are actually in the hospital setting.”

The facility houses interactive patient simulators that range from infants to adults. These robotic patients have heartbeats, take breaths, blink and can simulate things like seizures or even child birth.

Research College has also partnered closely with Rockhurst University by using students in the physical therapy department to play the part of live patients, giving the simulations another level of reality.

Richards said running these scenarios during his last semester has given him invaluable experience for his next step, a graduate nurse in the intensive care unit at Research Medical Center.

“Until you have that first experience you don’t know how you are going to react to it,” he said. “With the Seelos Center, you get that first experience that feels real, without risk to yourself or anyone else.”

Professor. Physical Therapist. Voiceover Artist.

There’s more to department chair and professor of physical therapy Brian McKiernan, Ph.D., than meets the eye. Outside of his work at RU, McKiernan has had a 30-year history with voiceover work.

He lends his voice to radio advertisements, serves as the voice of the Bishop Ward High School Cyclones, and is even the man behind Rockhurst’s on-hold phone message.

But there’s one project McKiernan holds especially close to his heart – his work for the Kansas Audio Reader Network, a reading and information service for the blind, visually impaired and print-disabled individuals based at the University of Kansas.

Quick facts

- McKiernan began reading news and feature stories for the station as a KU student in the late 1970s.
- He’s currently recording audio for two nonfiction books, including Start, by Jon Acuff, and It Worked for Me, by Colin Powell.
- The average audio book runs 12-20 hours.
- After 10 years of service to Rockhurst, McKiernan will leave at the end of the summer to pursue full-time voiceover work.

HEARD ON CAMPUS

“Probably the biggest question is the idea that he’s a religious order priest. Religious order priests are different. They bring a different culture and a different understanding of the priesthood to that office.”

— Dennis Coday, ’83, editor of the National Catholic Reporter, speaking on the election of Pope Francis.
For Jose Saenz, ’13, walking across the stage at graduation meant more than anyone will ever know. He hails from the east side of Kansas City in a neighborhood riddled with violence, drugs and gang activity.

“As a young kid, I needed to escape this constantly threatening environment,” said Saenz. “My mom wanted me to be able to defend myself, so I decided to take boxing lessons at the local community center.”

Little did he know how significant a role this place – Whatsoever Community Center – would play in his life.

At age nine, he found himself on a path to boxing success, eventually going pro in 2011.

While his accomplishments in the ring are many, his actions outside the ring are most impressive.

“I also teach boxing to kids at Whatsoever,” he said. “But it’s about more than boxing. It’s about the life lessons boxing offers. It teaches discipline, builds confidence, and proves that hard work drives success.”

Saenz mentors young boxers three to four times per week, often contributing his own money to fund new uniforms, equipment and tournament trips by working at the local QuikTrip.

“The trips are important because they take these kids out of their neighborhood and show them there’s more to life than the negative surroundings they are used to,” he said.

Since he was 12, Saenz’s dream has been to open another community center in his neighborhood.

“I want to change my community,” he said. “I want to help provide a better environment for people to raise their family.”

ALL THE WAY TO DENMARK

Success in the North American competition of the Grundfos Challenge sent a team of Rockhurst students to Denmark for the global competition. Andy Holt, ’13 MBA, called the challenge the “experience of a lifetime.” (From left) Anna Juenemann, ’14, Sarah White, ’13, and Holt. For more, visit rockhurst.edu/grundfos.
Faculty Kudos

Matthew Beverlin, Ph.D., visiting assistant professor of political science, has been named an academic fellow for 2013-14. Beverlin will travel to Israel in June for an intensive course in terrorism studies and how democracies can work to defeat the worldwide terrorist threat.

Mary Haskins, Ph.D., professor of biology, was recognized as this year’s most distinguished scientist during the Missouri Academy of Science’s annual meeting on April 20. Read more from Haskins on page 32.

Jason Arthur, Ph.D., assistant professor of English, is the author of *Violet America: Regional Cosmopolitanism in U.S. Fiction Since the Great Depression*, which recently was published by the University of Iowa Press. The book challenges the current notion of literary regionalism in the United States.

Daniel Stramara Jr., Ph.D., department chair and professor of theology and religious studies, is the author of a recently published book titled *Praying—With the Saints— to God Our Mother*. The book serves as a prayer and meditation guide celebrating the feminine characteristics of God, pairing ancient texts with psalms and biblical passages that tie into each text’s specific message.

For more faculty news, visit rockhurst.edu/facultykudos.

In the City for Good

Rockhurst University, along with many other Jesuit institutions, has remained at the heart of an urban environment to help the disenfranchised. It is with that Ignatian spirit that the Prosperity Center for Financial Opportunity moved from an idea to a plan to a reality.

In June, the center opened its doors to the community. Kourtney Woodbury, director of the center, said she was excited to take on this great and much-needed endeavor.

“A lot of our neighbors were hit hard by the economic downturn,” Woodbury said. “For many of them, the career ladder doesn’t exist. At the center, we will provide them with the necessary education and skillsets to give them options to improve their financial situation.”

The three core services in the center are employment counseling, financial counseling and access to income supports. They are integrated together in a bundled fashion to reinforce one another and provide a multilayered approach to income and wealth building.

The center is a partnership among the University, Kansas City’s Full Employment Council, the United Way of Greater Kansas City, Catholic Charities of Kansas City-St. Joseph and the Local Initiatives Support Corporation.

Inspiration Is Granted

No matter how much professors love their subject matter, there is potential for burnout after several years of teaching similar material. One foundation is trying to change that.

The Don and Pat Morrison Foundation was established to promote excellence in teaching mathematics and philosophy. Each year, the foundation awards grants to college-level mathematics and philosophy instructors who want to take a fresh approach to their field to inspire students to learn. The grants were inspired by Pat Morrison’s love for philosophy classes when she was a Rockhurst student.

This year’s awards were given to Curtis Hancock, Ph.D., professor of philosophy, and Keith Brandt, Ph.D., professor of mathematics.

Hancock’s proposal to the foundation was for the development of a new course on the philosophy of leadership. He stressed the desire for the creation of this course as a result of Rockhurst University’s greater emphasis on development of leaders.

Brandt’s proposal was to develop computer laboratory activities to help students better understand and calculate mathematical concepts in calculus.

Previous awards have aided in the development of a course in the philosophy of technology and a development in a class that explored mathematics through time and culture.
Starting From Scratch

The 2013-14 academic year will bring changes to the Rockhurst University athletic landscape. Most notably, the addition of three new sports: men's and women's lacrosse and women's cross country.

We asked the experts what it takes to start a sports program from scratch.

STEP 1: Find Your Sport

► Analyze trends
“Lacrosse is one of those burgeoning sports where interest has been growing in the high school and collegiate level,” said Gary Burns, director of athletics.

► Explore Student Interest
“Cross Country was already a well-established sport in the Great Lakes Valley Conference and it was something more and more students had been asking about,” Burns said.

► Determine budgets for equipment, facilities, coaches and scholarships.

► Submit proposal to University leadership for approval.

STEP 2: Find Your Coach

► Advertise locally, on national lacrosse and cross country publications and the NCAA website.

► Conduct interviews and tour campus.

► Make your selection:

**Kathy Strecker**  
Women's Cross Country

**Kevin Kelley**  
Men's Lacrosse

**Brianne Duvall**  
Women's Lacrosse

---

Serving On and Off the Court

Service has been an integral component of university athletics.

Carolina Mayorga-Perry, head coach for both the men's and women's tennis teams, said she used to perform community service and is pleased her students are doing the same.

“It helps them keep things in perspective and it keeps them involved in their community while helping them bond as a team,” she said.

For example, her teams have contributed to a variety of causes this past year, including the Color Run in Kansas City, Mo., helping organize a tennis clinic for the Special Olympics, and planting 80 trees in the Kansas City urban core as a part of city’s Planting Blitz city beautification program.

Additionally, the basketball teams have sponsored tournaments to benefit Harvester’s, the women’s basketball team has volunteered at the Rose Brooks Center for victims of domestic violence, and athletes from several teams work with youth sports camps each summer.

(From left) Rodolfo Gauto-Mariotti, '13; Yassir El Ghazi, '13; and John Lazenby, '13.
Life in the Balance

Taylor Skala, ’15

Trying to balance academics and life can be difficult for a pre-med college student. Especially for a pre-med college athlete. Especially for a pre-med college athlete playing two sports a year, like Taylor Skala. Since she came to Rockhurst University, the Chicago sophomore has divided her fall and spring semester with her school work and with her involvement in both soccer and basketball.

During the soccer season, Skala is up before dawn so she can get to the field by 6:25 a.m. to start running sprints. After her morning workout, she gets ready for class before working on her 15-credit-hour semester, then it’s back to practice, then back to the books before it’s lights out and the routine starts all over.

“My life can get pretty hectic,” Skala said. “I live by my computer and phone calendar. I schedule everything. I have to know when I’m going to be at practice, when I need to study, what time I need to be at a meeting for some club. My friends joke with me and ask if they can be penciled in.”

Despite the amount of time she schedules for sports, Skala is doing well in school. She is on the executive board for Chi Alpha Sigma National Collegiate Athlete Honor Society and was named the 2012 Fall Scholar Athlete of the Year.

At least there is Sunday, when Skala has time to relax, take a breath, and volunteer to be a Eucharistic minister or deliver a reading during Mass.

STEP 3: Find Your Players

- Lacrosse
  “I look for two things in lacrosse players: athleticism and intelligence,” Duvall said.
  “I want speed, I want coachability, I want a hungry player. I want a player who loves lacrosse and respects the game,” Kelley said.

- Cross Country
  “I’m looking for successful student-athletes with a good work ethic,” said Strecker.

Begin recruitment in the Kansas City area and expand to larger metropolitan areas like St. Louis, Chicago and Denver.

- Tap into existing connections to find players.

STEP 4: Buy Equipment

- Lacrosse
  Field: roughly the size of a football or soccer field, lacrosse sticks, rubber balls, helmets, face masks, mouth guards and uniforms.

- Cross Country
  Uniforms, light running shoes for terrain running, heart rate monitors and stopwatches.

STEP 5: Start Practicing

STEP 6: Start Playing

For athletics news, visit rockhursthawks.com.
ALAN RUIZ, ’14
Business administration

KELLY RANALLO, ’91
President
Turner Syndrome Society of Kansas City
SAME STORY. NEW CHAPTER.

STORY BY JENNIFER PRICE | PHOTOS BY MARK MCDONALD

Rockhurst University has a long history of helping students recognize their unique gifts of leadership. Our recent brand development and visibility campaign shine a light on these stories.

In the fall of 2012, following more than two years of market research, the University launched a brand visibility campaign boasting the new tagline “Where leaders learn.” These efforts help to raise Rockhurst’s visibility in Kansas City and showcase our Jesuit difference: Rockhurst has been and always will be a learning community built for leaders.

You may be asking yourself, “why is this important to me?” The answer is simple. You are the foundation of our brand. You are a leader.

But don’t take our word for it. Read on to hear from fellow alumni and learn how they’re carrying on the Rockhurst tradition of ethical leadership.

Like the alumni pictured here, you lead others and, with Rockhurst’s Jesuit education in your pocket, infuse magis into all you do.

Continued on page 12

“To me, a Rockhurst education is an all-encompassing experience that expands the intellect of students, while nurturing a culture of service and leadership.”

QUENTIN SAVWOIR, ’13
Political science and communications
Continued from page 11

We know Rockhurst is inspiring. We know it is nationally recognized and that it graduates students who make service a steadfast part of their lives.

We could try and tell the Rockhurst story. But, who are the real storytellers? Hawks, like you.

You take your Jesuit education with you every day in the way you work and interact with others.

“When the time came to refresh the brand, we wanted to reach out to our brand experts – the people who are evidence of the University’s mission,” said Lauren Hannawald, director of marketing, who led campaign efforts along with a team of in-house staff members from the University’s Office of Public Relations and Marketing.

“The campaign demonstrates that Rockhurst graduates go on to become successful, ethical leaders in nearly every industry.”

It didn’t take long to realize that the strength of Rockhurst’s alumni network was another area of focus.

“For this reason, we decided to pair students with alumni working in their field to visually demonstrate the power of a Rockhurst degree,” said Hannawald. “This brings an aspirational dimension to the campaign.”

The public relations and marketing team gathered insights through focus groups and conversations with students, alumni, faculty and staff, to discover what the community considered to be Rockhurst’s differentiating attributes.

“Through this process, the theme of leadership kept bubbling up to the surface,” said Hannawald. “From this, the new tagline was born.”

For alumna Kelly Ranallo, ’91, the new tagline is a perfect fit.

“Rockhurst creates a unique learning environment that inspires you to be your very best,” she said when asked why Rockhurst is a place where leaders learn. “It inspires you and encourages you to look at things from a different perspective. From a perspective that’s bigger than you, and in a way that,

Continued on page 14

MICHAEL COLLINS, ’12 EMBA
President and CEO
Port Authority of Kansas City
“The way I manage my organization, the way that I behave, stems from that same culture that was embedded within me at Rockhurst.”

MIKE NILL, ’86
Executive VP and COO
Cerner Corporation

MARY SCHLETZBAUM, ’13
Global studies and psychology, with minors in biology and economics
over time, transforms your thinking process into that of a visionary.”

Through billboards, radio commercials, print and online advertisements, Rockhurst has renewed its longtime relationship with Kansas City. The campaign coincides with additional marketing milestones to promote the brand, such as the creation of new brand identity guidelines, a redesigned website and brand collateral.

Rockhurst President the Rev. Thomas B. Curran lent his voice to one of the campaign’s radio advertisements, which aired on Kansas City stations.

“This campaign gets to the heart of who we are, what we are about and where you will find us,” said Fr. Curran. “Rockhurst is where leaders learn who they are, what gifts they possess, and how to use their gifts to strengthen our community, region and nation.

“You don’t come to Rockhurst to become a leader. Rather, you arrive at Rockhurst as a leader.”

Experience the campaign by visiting rockhurst.edu/whereleaderslearn.

“To me, leaders come in all forms, from business leaders to community leaders to simply leading by example in all you do. It’s not just about your title, but more about taking action and initiative.”

<table>
<thead>
<tr>
<th>EMILY MAZZONI, ’14</th>
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<tr>
<td>Elementary education, math, Spanish and philosophy</td>
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SHARE YOUR STORY

Help us continue to tell the Rockhurst story. Share your memories of RU, thoughts on leadership and why you think Rockhurst is a place where leaders learn by emailing alumni@rockhurst.edu.
WHERE LEADERS LEARN CAMPAIGN

You can find Rockhurst’s brand campaign all across Kansas City. Efforts include:

- **Billboards** throughout the metro area.
- **Print advertisements** in the *Kansas City Star*, *Kansas City Business Journal*, *INK* magazine, and *The Catholic Key*.
- **Online advertisements** on kansas.city.com and wallstreetjournal.com.
- **Commercials** on Pandora and traditional radio stations.
- Bimonthly **email series** featuring alumni leaders.

Here are a few of the advertisements that ran throughout the campaign.

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**A HIRE POWER YOU CAN RELY ON**

Earn a world-class degree from Rockhurst, and join these leaders in making a global impact from the heart of Kansas City.

Learn about Kansas City’s Jesuit University at rockhurst.edu/wherleaderslearn.

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**WHERE LEADERS LEARN**

Visit rockhurst.edu/wherleaderslearn for more information.

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**It’s not just an MBA. It’s a Helzberg MBA.**

Looking to the best Management MBA in Kansas City? JLJ Wealth & Risk Report recently ranked the Helzberg School of Management MBA 5th in the nation.

Already an experienced professional? Our Executive MBA may be the right fit for you.

Learn more at our info session: rockhurst.edu/mba

To view more, visit rockhurst.edu/wherleaderslearn.
A REFLECTION
ON WHAT MAKES ROCKHURST
JESUIT

STORY BY ESTUARDO GARCIA
MAIN ILLUSTRATION BY JAKE MARSHALL

With a puff of white smoke signifying the election of Pope Francis, the Jesuit order took center stage throughout the world. In Kansas City, reporters turned to Rockhurst University to learn more about the Society of Jesus. It was the perfect opportunity to explain what may seem impossible to do in a 30-second television story – describe what makes Rockhurst University Jesuit.

ASK A JESUIT
When lay people and Jesuits work side by side to continue the Jesuit tradition, they are going back to early Ignatian roots, says the Rev. William Oulvey, S.J., mission office assistant and rector of the Rockhurst Jesuit Community.

“It is evident that everybody owns it now,” Fr. Oulvey said about the mission. “Jesuits are important because of our unique commitment to our goals as members of the Society of Jesus, but so are our lay colleagues. The whole point of this place is the education of young people, with good faith, good morals, solid academics and the perspective to balance these so they can deal with the real world.”

The Rev. John Craig, S.J., chaplain, says he has seen people united through belief in the larger goals of the University.

Continued on page 18
“That’s one thing you get from the very beginning: You don’t have to be Roman Catholic to go along with the mission,” Fr. Craig said. “You don’t have to be Jesuit to go along with the mission. We can work with different points of view because we are all working toward the same thing.”

YOU WILL BE CHALLENGED
The Jesuits did not build a reputation for excellence in academics by letting students slide in the classroom. For the Rev. Mark Kramer, S.J., visiting assistant professor of theology and religious studies, faith issues can be a welcome component of the discussion.

Fr. Kramer says Rockhurst and its Jesuit traditions and culture attract people who aren’t afraid to ask tough questions about the world around them and to make connections between what they know and their faith.

“You will be challenged.”

“Finding God in all things is an important part of the mission, whether you are studying science, psychology, poetry or theology. Somehow what you are doing reflects the glory of God,” Kramer said. “Even if you are studying something seemingly secular, there is this effort to bring in ‘what is the greater truth?’ It’s part of the culture here.”

HISTORY AND TRADITION
Ellen Spake, Ph.D., assistant to the president for mission and ministry, said she has seen the faculty, staff and students honoring the rich history and tradition that Jesuits have built over the centuries by living Jesuit principles and core values in their everyday lives.
“I think one reason people come here and stay is our rich Ignatian Heritage and the way we live the core values with one another,” she said. “When they come, they don’t have the language, but they are drawn to us. We do a good job educating people and helping them put into words those things that they are seeing and feeling and showing them why that is keeping the Ignatian tradition.”

HOW YOU KNOW
From the very first day of freshman year, after meeting your classmates and saying goodbye to mom and dad, you are ushered into the world of using your talents to serve the community. It just snowballs from there. You see the Ignatian spirit in the well-attended evening Masses. You see it in the daily routine of waking up early to train your body to be a better athlete, and in going to class and hitting the books at night to train your mind to be a better student. You do your best to learn your favorite subject then turn around to tutor those who need a little help. You graduate. You continue to lead your community and continue to give of yourself to help make God’s world a better place. That is what makes Rockhurst Jesuit.

A New Pope for a New Age

Just as stunning as the news of Pope Benedict XVI’s resignation was the news that the world had its first Jesuit pontiff. Some of the Jesuits at Rockhurst University shared their thoughts about the election of Pope Francis.

Pope Francis will call us to be more Christ-like, by caring for the poor, being good stewards of the earth and working with all people of good will.
— Rev. William Oulvey, S.J.

Choosing his name after Francis of Assisi was also an interesting first – a Jesuit modeling himself on Francis. When I saw him come out on the loggia for the first time, I was sincerely moved by his humility and his desire to identify with the faithful.
— Rev. Mark Kramer, S.J.

In general, Jesuits aren’t there to be at the top of the Church, but to serve in pastoral or academic ministries. That’s how we’re trained to think. It’s only when others feel that the Jesuits are able to fulfill a role that others aren’t able to do, that’s when we accept leadership positions.
— Rev. Luke Byrne, S.J.
REMEMBERING
ST. IGNAIUS LOYOLA

RU launches its first Ignatian Heritage Week

To celebrate the rich history that was started by St. Ignatius of Loyola when he founded the Society of Jesus, Rockhurst University has started its own tradition: Ignatian Heritage Week.

The week began on March 10, with a student Mass. A full slate of activities followed, including lectures on Ignatius and his teachings, and a mayor's forum for students featuring Sly James, ’80, mayor of Kansas City, Mo.; Joe Reardon, ’90, mayor of the Unified Government of Wyandotte County and Kansas City, Kan.; and Carson Ross, ’77, mayor of Blue Springs, Mo. Additional activities included an interfaith panel where Hawks of different faiths shared how they use Ignatian core values in their everyday lives, a photo contest where people were asked to share photos they thought best reflected Ignatian values, and a where's Iggy mystery game where students were given clues to the location of a life-sized cutout of the saint.

Exciting plans are underway for the next Ignatian Heritage Week, which is scheduled for Sept. 8-14.
HIGHLIGHTS FROM IGNATIAN HERITAGE WEEK
1 Meghan Fessler, ’15, took her contest-winning photo during a service trip to Guatemala. 2 Cailtyn Tilden, ’16, won third place during the Heritage Week’s photo contest. 3 Charli Bultrmann, ’13, and Julianna Harman, ’14, were the first to find Iggy. 4 Carson Ross, ’77, mayor of Blue Springs, Mo.; Joe Reardon, ’90, mayor of the Unified Government of Wyandotte County and Kansas City, Kan.; and Sly James, ’80, mayor of Kansas City, Mo. 5 The mayors pose with the Rev. Thomas C. Curran, president, and students, from left, Anna Juenemann, ’14, Emily Goenderinger, ’13, Tess Hart, ’13, and Quentin Sawvins, ’14, who helped organize the event. 6 Janak Patel, ’16, Raunak Singh, ’16, and Rachel Franklin, ’15, participate in the interfaith panel discussion. 7 Frank Kane, ’14, and Quartney Taylor, ’16, listen to the panel. 8 Franklin was joined by Grant Monnig, ‘14, and Lynsey Riemann, ‘15.
This was the second year for a new Rockhurst tradition — a May crowning ceremony. On May 1, students, faculty and staff gathered around the Mary statue to sing, pray the Rosary and adorn the statue with flowers.
'64
Tom Downs was appointed chairman of the Washington Metro, the regional bus and rail service provider for Washington, D.C.

'Daniel Tobben was honored by Missouri Lawyers Weekly for his work, along with the rest of the defense team, as “Missouri Attorneys Securing the Largest Defense Verdicts in 2012” at the 2013 Missouri Lawyers Awards.

'70
Charlie Haake and his wife, Jeanne, served as presidents for the 39th Annual Snow Ball, which benefits Catholic Charities Foundation of Northeast Kansas. The Snow Ball raised more than $1.8 million and the proceeds will help with programs such as emergency utility and rent assistance, Shalom House and a resource bus.

'74
Richard Bahner was inducted into the Missouri High School Soccer Coaches Association Hall of Fame on Jan. 5. Bahner is head coach at Sacred Heart High School in Sedalia, Mo., and has been on the staff for 26 years.

'79
Glen Gabert, Ph.D., president of Hudson County Community College, has been recognized as an outstanding leader by the Hudson County Chamber of Commerce at the fifth annual Legends Ball held in December 2012.

'80
Patrick R. Finlen, Certified Golf Course Superintendent and director of golf at the Olympic Club in San Francisco, Calif., was elected president of the Golf Course Superintendents Association of America at the association’s annual meeting held in San Diego, Calif., in March.

'82
Roger P. Hadix wrote Baseball in Colorado Springs, published by Arcadia Publishing in May. Hadix writes, “I came to Rockhurst with a passion for local history and discovered I truly enjoy writing, which I discovered from taking those philosophy classes.”

'82 EMBA
Rick Stucy, of Stucy Realty Co., was named business person of the year by the Castle Rock (Colo.) Chamber of Commerce.

'82
Scott Goodman has been named president of Enterprise Bank & Trust. He is responsible for commercial banking in St. Louis, Kansas City and Arizona.

'86
John Payne, the CEO and Founder of Pet Health Innovations LLC, has been named chairman of the board at American Humane Association.

'88, '92 MBA
Rich Shaw has moved to The Hague, Netherlands, to serve as the chief technology officer for Royal Dutch Shell on behalf of AT&T.

Stay Connected
You’re part of the Rockhurst University family. That means you belong to an organization that’s changing the world one leader at a time. Don’t miss out on news meant for you. Go to rockhurst.edu/update and update your information today. Be sure to share your email address to receive the latest University and alumni news.

Connect with Rockhurst University through your favorite social networks.
‘92
Joe McClernon, Ph.D., was appointed director of the new Division on Addiction Research and Translation in the department of psychiatry and behavioral sciences at Duke University Medical Center. Joe, Emily, ’93, and their children live in Durham, N.C.

‘99
Steven Ladd, who along with his brother started the successful handbag and accessory company Steven and William, was featured in a Forbes article on marketing in this economy.

‘00, ’02 MPT
Nick Muchowicz, opened a physical therapy clinic, Active Spine Physical Therapy LLC, in Omaha, Neb.

‘00, ’02 MBA
Zach Doerfler was named the president of the Greater Kansas City Restaurant Association for 2013. He is also the district manager at Treat America Food Services. His wife, Lauren, ’00, works as an acute care nurse practitioner in the emergency department of Research Medical Center.

‘05
Kit (Emerson) Frank and her husband, Jeffrey, welcomed their son, Waylon Charles, Sept. 3, 2012.

Beth Groh has recently purchased Fun Services, a full-service event company that specializes in company picnics, school carnivals, church festivals and casino parties. The company services Nebraska and Iowa.

Lindsey (Hacker) Hayes is the producer of Molly-Bloom Lately, a musical for children ages 5-10 and part of the New York Children’s Theater Festival. Hayes also has a role as mom in the production.

Joshua Nast, D.O., married Krista Maly on June 2, 2012. He started an osteopathic internship in St. Petersburg, Fla., in July 2012 and was elected as chief intern by his peers. He will begin his emergency medicine residency in West Virginia in June 2013. He is also happy to report his sister, Preslee Nast, has transferred and joined the Rockhurst University family.

‘06 MBA
James Stuart has been promoted by the Federal Reserve Bank of Kansas City to assistant vice president for the bank’s Financial Information Repository Project Management Office.

‘06
Laura (Christiansen) Larson and her husband, Ben, welcomed Evan Christian Larson on Oct. 2, 2012. Laura, Ben and Evan live in Omaha, Neb.

‘08, ’10 MBA
Annie Seago married Steve Lehwald on July 14, 2012. Her attendants included Rockhurst alumnae Katie (Mann) Luebbering, ’09; Jess (Mies) Matande, ’09; and Ashley (Shrader) Miller, ’08.

Faculty Memory
“I’ll never forget the impact Dr. Carol Koch has had on my life. When I was trying to figure out how I would afford graduate school, she sat me down and said she was about to speak to me like I was her own daughter. In the end, her words were what helped me follow my heart. I haven’t looked back.” — Carolyn Albrecht, ’13
Q: What did it feel like to win Super Bowl XLVII?
A: The Ravens jumped out to a big lead early in the game, but we were on the edge of our seats from that point on. I had been with the team for about one year when we defeated the New York Giants to win Super Bowl XXXV in 2001, but I appreciated this year's win most because I felt like I had contributed more to the whole process.

Q: What does a Super Bowl win mean for your organization financially?
A: Taking home that trophy has a long-term impact mostly because it raises our brand awareness throughout the world. We increase our fan base which increases profit. In the short term, we see financial impact through things like renewed sponsorships, season ticket holders, and suite holders.

Q: What were some of your responsibilities as VP/CFO during the championship?
A: It was a business trip. I spent a significant amount of time dealing with hotel billing. From players to coaches to team personnel, we took up three hotels and generated a total hotel bill of more than $1 million.

Q: What was it like inside the Superdome when the power went out?
A: A power failure is something you never think would happen during a game of this magnitude. From a competitive standpoint, it was completely frustrating because we had established a nice lead and there was a question to whether or not it was impacting our momentum. But, given the outcome, I have no complaints.

Q: So, did you get a Super Bowl ring?
A: Yes, all full-time employees received a ring. Believe it or not, this is actually my second ring because I also received one from the Ravens' win in 2001.
'08
Ashley Shrader married Jacob Miller on Nov. 24, 2012. She graduated with her Master of Arts in ministry from Creighton University in May 2013.

'09
Felecia Farris, '09, married Capt. Clay Ten Eyck in Santa Fe, N.M., on Sept. 29, 2012. The wedding party included Rockhurst alumnae Marisa (Hamm) Malanowski, '09, and Allison (Rank) Purcell, '08. After a honeymoon cruise through the Panama Canal, the couple resides in New Mexico. Capt. Ten Eyck continues to fly for the U.S. Air Force and Felecia works as the career services coordinator at Clovis Community College.

Laura Cindrich Foote and husband Greg welcomed identical twin boys, Colin Michael and Henry Earl, on April 9. Grandparents of the twins are Mike, '74, and Jeanine, '75, Cindrich.

'11, '12 MBA
Gabe Jones and Sarah Farley, '11, were married Jan. 5 at St. Francis de Sales Oratory in St. Louis, Mo. Gabe works as the program manager for Respect for Life in the Archdiocese of St. Louis.

American Storytellers
It has taken more than three years, but Chris Trani, '03 (left), and J.D. Schuylor have completed work on An American House, a documentary film about Annunciation House, an El Paso, Texas, shelter for undocumented immigrants. The pair screened a 40-minute version of the movie to the Rockhurst Young Alumni in March at the Screenland Theater in Kansas City, Mo. Trani attributes his efforts spent in bringing awareness to the plight of people in Latin America to the time he spent on a service immersion trip. “I don’t think I would be involved in Latin America, I don’t think I would have started going down to the border, if it wasn’t for Rockhurst University. Being with Bro. Glenn Kerfoot, S.J., and Nina Marsh on an alternative spring break changed my life.”
After you leave the Rockhurst University campus, you remain a Hawk for life. Connect with Hawks in your hometown by checking the calendar at www.rockhurst.edu/alumni. No chapter where you live? Contact alumni director Mary Landers at mary.landers@rockhurst.edu about starting one.

50 Years Already?
Jim Rice (left) and Mike Kleinman, along with Ed Vanleeuwen, John Wintrol, Mac Geschwind, Bill Small and Bob Conroy (not pictured), all members of the class of 1963, are getting ready for this year’s Golden Hawks reunion. Reunion events will be part of Family and Alumni Weekend, Sept. 27-28.

St Louis Alumni Reunite for Spring Service Day
St. Louis alumni and their families came together as part of a Spring Service Day, participating in service projects for nonprofit organizations Angels’ Arms and the St. Patrick Center. (From left): Tom Schmidt, ’05, Tom Simon, ’73, Tom Tlapek, Liam Lawler, Erin Lawler, ’00, Owen Lawler, Ted Toczykowski, ’00, Rick Heinrichs, ’83, and Daniel Holmes, ’07.

Welcome, Denver!
Alumni gathered on April 18 to charter the Denver Alumni Chapter with a formal proclamation from the University. (From left): Brian Natale, ’99, Sara Terhune, ’03, Eric Budd, ’04 (president), Chuck Dunlap, ’65, Francie Sullivan, ’84, Melissa Ebene, ’06 and Patrick Seago, ’06, serve as council members.
Right or Wrong?
Pros Challenge Students

As a college student, it can be hard to see past the next exam and into what life in a real workplace environment will be like. The Helzberg School of Management’s recent Leadership and Ethics Day gave students a glimpse into some of the challenges and ethical decisions they may face as future professionals.

Nearly 30 community and business leaders from throughout the nation spoke to business classes on April 9, sharing their experiences on topics such as influencing consumer behavior, sustainable business practices, temptations that lead accountants to cook the books and more.

Most of the speakers were Rockhurst alumni, including Jonathan Dandurand, ’12 MBA, real estate development manager at John Deere.

“Rockhurst provided me with the perfect framework to make ethical decisions,” said Dandurand, who spoke to an international management class. “When I was a student, I don’t think I realized the full extent of how beneficial it was for me to be studying at an institution that infuses values into its curriculum across the board.”

From Dandurand to Jeff Klusman, ’96, co-owner of Planet Sub; to Mary Lewis, ’10 EMBA, sourcing manager, supply chain management at Sprint; each speaker brought unique stories to the classroom.

“It wasn’t just about the sharing of specific decision-making examples,” said Acey Lampe, Ph.D., executive professor of management and co-chair of day-long event. “We want students to think through potential outcomes and repercussions. That way, when the time comes for them to make the tough decisions, they have more confidence to do the right thing.”

“We want students to think through potential outcomes and repercussions.”

— Acey Lampe, Ph.D.
Executive professor of management

UPCOMING EVENTS

**JULY 13**
Cubs and Cardinals - Chicago
Join us for this popular rooftop event at Beyond the Ivy.

**JULY 20**
Rockies and Cubs – Denver
Sit with your Rockhurst friends for Rockies baseball.

**AUG. 10**
River City Rascals – St. Louis
Enjoy a night of minor league baseball in O’Fallon.

**SEPT. 27-28**
Family and Alumni Weekend
Mark your calendar to return to Rockhurst.

RETRO ROCKHURST

1971

Students gather to work at Rockhurst’s computer center. My, how we’ve come a long way.
5 TIPS for Getting Your Foot in the Door

Job hunting? Secure an interview by following these five foundational tips from Kelly Walls, ’10 EMBA, an HR expert with more than 20 years of experience.

1. GET A REFERRAL
Network. Network. Network. It’s often about who you know. LinkedIn and other social media outlets are powerful tools for any professional to use.

2. FOLLOW THE PROCESS
If a company’s process is online, complete it online. Don’t send a hard copy resume as well unless you’re asked to.

3. PROVE YOUR AMBITION
Research the company right away to show you are already invested. There is plenty of information online, which means there is no reason why you shouldn’t be well versed on the company you’re pursuing.

4. POLISH YOUR RESUME—RESULTS MATTER
It’s about more than job titles and scope. What did you accomplish at those jobs? This information matters most to potential employers.

5. ASK QUESTIONS
Asking questions signals intelligence. Have questions prepared based on the research you’ve done on the company.

MEET THE EXPERT

Kelly Walls, senior vice president of human resources at YRC Freight, knows her stuff. She began her career at YRC Freight 25 years ago as a part-time mail clerk, transitioning into human resources after five years and eventually climbing to the top of her department.

As her department’s leader, Walls is responsible for all aspects of human resource functions. She serves the Compensation Committee of the Board of Directors and manages executive compensation for all YRC subsidiaries.

She earned her Bachelor of Arts with an emphasis in human resources from Ottawa University, where she graduated cum laude, and an MBA from the Rockhurst University Executive Fellows program.
From Tragedy to Triumph

Brian Anselmo’s life was cut short in 2008 at the age of 28 after dying in his sleep due to asthma complications. His legacy lives on through the work of his father, Jerry Anselmo, ’67, who created the Brian Anselmo Memorial Foundation.

“Brian believed in the Jesuit tradition of being a man for others,” said Anselmo. “He and I shared that Jesuit bond—mine from my days at St. Louis University High School and Rockhurst University, and his from his time at Rockhurst High School.”

Since its founding in 2009, the foundation has grown significantly and provides support to local children’s charities.

Brian, who graduated from the University of Missouri with a degree in finance, had become an expert in poultry farming prior to his death.

“Because of this, we decided to build an educational exhibit at Deanna Rose showcasing his turkeys and the process of raising them,” said Anselmo. The exhibit, Brian’s Turkey Coop, opened in July 2010.

Since then, the foundation hosts an annual “Dine and Dance with the Stars” event, pairing local leaders with ballroom dancing professionals to perform live. The most recent event raised more than $250,000.

“Brian believed in the Jesuit tradition of being a man for others,” said Anselmo. “He and I shared that Jesuit bond.”

WHERE ARE THEY NOW?

Maureen Walsh Herrmann, ’81, was known for working her magic on the basketball and tennis courts as well as the soccer pitch while she worked on her degree in business communications.

But now, Herrmann works her magic as president of Marian Middle School in St. Louis, where she helps prepare economically disadvantaged girls as they work their way to high schools and eventually college.

“It's a phenomenal school,” Herrmann said about Marian, which currently educates 78 fifth through eighth graders. “What we are trying to do is level the playing field and serve the youth who are living in poverty. We are trying to break down economic barriers and provide a high-quality education for those who can’t afford it.”

She said her time at Rockhurst helped grow her passion for social justice, which has become a driving force for her 25-year career in the nonprofit world.

“It is important that we all reach out to our neighbors and lift up everyone in our community and to see God in the people that we serve,” she said. “It really has been a continuation of what I learned at Rockhurst.”

In 1997, Herrmann was nominated by Gene Hart, former athletics director, into Rockhurst University’s athletics hall of fame. She was the first female athlete to be inducted.
REV. EDWARD K. BURGER, S.J.
The Rev. Edward K. Burger, S.J., former associate professor of history at Rockhurst University, died Sept. 17, 2012, at the age of 73. Fr. Burger was born in Carlinville, Ill., on Feb. 1, 1939. He entered the Society of Jesus on Aug. 1, 1957. He completed his licentiate in philosophy at Saint Louis University and taught at Rockhurst High School before completing his theology studies at Saint Louis University. He was ordained into the priesthood on June 4, 1970. He received a Ph.D. in history from the University of California in Santa Barbara. He was a professor at Saint Louis University from 1975 to 1982 before teaching at Rockhurst University until 2005.

MARTIN MEADE, PH.D.
Martin Meade, Ph.D., former Rockhurst University psychology professor, died April 18, 2013. He was born on Aug. 24, 1931, in Philadelphia to Albert and Sophy Meade. In 1953, Martin graduated from St. Joseph’s University before earning master’s and doctoral degrees in psychology from Fordham University. During his 40-year career, Meade held several faculty and staff positions at different universities, including vice president at Fordham University and psychology professor at Rockhurst University from 1981 to 1995. Martin became an advocate for organ donations after receiving a heart transplant in 1991. He is survived by his wife, Dr. Nancy S. Hawley, five children, seven grandchildren and a great-grandchild.

CHANASAI TIENGTRAKUL, PH.D.
Chanasaï Tiengtrakul, Ph.D., died April 12, 2013. She was born on Oct. 29, 1965, in Bangkok to Chana and Prasai Tiengtrakul. She moved to New York with her parents when she was 11 years old. She received her bachelor’s degree from Columbia University, and her master’s and doctoral degrees in anthropology from Brown University. Before coming to Rockhurst University in 2008, Tiengtrakul taught at Hanover College, Colgate University and Butler College. At Rockhurst, she taught courses in cultural anthropology, colonialism and development, and south Asia peoples and cultures. She was director of the Global Studies program in anthropology, chair of the global students’ advisory committee, chair of the global perspectives and international studies committee and member of the core implementation committee. She is survived by her cousin in Bangkok.
How I Came to Love Spiders

BY MARY HASKINS, PH.D.

Sometimes I wonder how many of us pursue the career we initially envisioned as freshmen in college. My path was derailed by several hairy little critters with eight eyes and the same number of jointed legs. It was an undergraduate research project that lured me into a world where I discovered some of God’s most interesting and beautiful creatures.

Now I know that most of you probably cringe at the sight of them, and many of you have developed the really unfortunate habit of smashing them. However, there are those among us who love spiders, and I want to convince you to join our ranks.

I could start this plea with the simple phrase I use with my students, “They’re one of God’s creatures trying to eke out an existence in this harsh and cruel world.” Imagine a spider hanging out on a Sunday morning feasting on the insect she captured the night before; dreaming of the family she is about to have. Suddenly her life flashes before her tiny eyes as a dirty shoe cuts short her brief and innocent life. Or envision the success of a young male who instinctively knows how to spin his first web, but before he can enjoy the fruits, or should I say insects, of his labor, his carefully crafted home is unrelentingly torn apart.

Still undecided? You should know their venoms are on the brink of providing new and innovative treatments for patients suffering from high blood pressure, epilepsy, and heart failure.

For those of you with an entrepreneurial spirit, spiders, along with their predatory insect cousins, provide worldwide pest control that would otherwise cost more than $100 billion. And if you’re looking for an alternative to high-grade steel, look no further than that cobweb in the corner. Silk is the strongest natural fiber known, and by weight it actually rivals steel.

Now to be completely honest, I must admit that although I do welcome the vast majority of spiders into my humble abode I am guilty of spider profiling. Like many Midwestern homes, mine has an unwanted resident population of brown recluse. To aid me in the process of recluse eradication, I essentially do a reverse capture and release. That’s right, I release the “good” spiders inside my house and cheer them on as they hunt down the uninvited recluse.

Spiders are indeed magnificent creatures, and I hope each of you can find a few minutes to explore their grandeur at websites such as spiderzrule.com. You might not become an arachnophile like me, but perhaps the next time you encounter one of these beautiful creatures you will approach it with awe, or at least allow it to escape unharmed.

Mary Haskins, Ph.D., is professor of biology and active in science education efforts at the K-12 level, often serving as a judge at local science fairs. In addition to her interest in spiders, she does research on the chemical ecology of other arthropods, including blister beetles, ants and mites.
International Service Immersion Trip: San Lucas, Toliman, Guatemala
Friday, March 8, 2013