

Muhlenberg

Magazine

SUMMER 2022

Collective Knowledge

The collaborative creation of open educational resources expands possibilities for students and faculty



Roving Reporter

Journalist Barbara Crossette '63 recounts her globetrotting career

Recipe for Success

Alumni entrepreneurs thrive in the food and beverage space

Senior Celebration

The 174th Commencement honored the Class of 2022

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INSIDE BACK COVER

FEATURES



Open Books 32
 The creation and use of free digital textbooks at Muhlenberg allow faculty to customize their course content and students to share their knowledge with scholars around the world.



Roving Reporter 38
 Journalist Barbara Crossette '63 has traveled to at least 88 countries for her work and was the first woman *The New York Times* stationed in India as bureau chief.



Recipe for Success 44
 These five alumni entrepreneurs in the food and beverage space all have to know how to do a little bit of everything—including how to satisfy their customers' or clients' appetites.

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From the Editor



Though my college days are well behind me, I still remember scouring the now-defunct Half.com to try to find used textbooks each semester. I bought new books from the official university bookstore only once, as a first-year student, and I nearly fainted when I computed how many hours I'd need to work in the dining hall to pay off the bill. Muhlenberg is a leader in the growing movement to move away from costly textbooks toward something more affordable—and of better educational value—for students. “Open Books,” page 32, details the rise of open educational resources (OERs) at the College. The creation and use of OERs allow faculty to customize their course content and students to share their knowledge with scholars around the world.

I'll offer a warning about “Recipe for Success” on page 44: Don't read it if you're hungry. The five alumni you'll meet in this article are all entrepreneurs in the food and beverage space, and each of them has a passion for their product that is contagious. It's been weeks since I spoke with Adam Pomerantz '90, the founder/owner of Murray's Bagels and Leo's Bagels in New York City, and I still find myself craving that perfect bagel that just does not seem to exist in the Lehigh Valley.

Also in this issue, we detail the career of journalist Barbara Crossette '63 (“Roving Reporter,” page 38). She was part of the first coeducational class at Muhlenberg and was the first woman *The New York Times* stationed in India as bureau chief, where her coverage won the prestigious George Polk Award. Her work has taken her all over the world—to at least 88 countries, by her count—and she shares how each of her experiences built on those before to create the fascinating, global life she has led.

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Spring Reading

I just received the most recent *Muhlenberg Magazine* (Spring 2022), and I thought it was excellent. As an avid reader who majored in English, I loved the article “Crime and Punishment” [on the Trexler Library book thief]. I am also a teacher, and the article “How Muhlenberg Is Supporting Student Wellbeing” was extremely relevant to me. It also brought back memories of when [now Director of Counseling Services] Tim Silvestri '91 showed me around campus as a freshman.

Tammy Freeman '94

A Counselor's Take

I have come to learn that when an issue of *Muhlenberg Magazine* arrives in the mail, I will need to make some time to absorb the depth and breadth of news and information that is shared—and across so many disciplines! As a school counselor, I am especially attuned to the ways that Muhlenberg is supporting mental health and advocacy, not just by offering counseling services but by intentional practices and programs, including in-depth work and action towards diversity, equity and inclusion.

Amy Yost '87

We Want to Hear From You

If you see a story you like (or don't like), put your thoughts into an email to magazine@muhlenberg.edu. If we publish your letter in a future issue, we'll send you a free Muhlenberg T-shirt.

ONLINE STORIES NOT TO MISS

Check out these features on the Muhlenberg website.

Sharing Memories Through Music

This spring, Will Howitt '23 produced two performances of *Squeeze Her Hand*, a song cycle he wrote to pay tribute to his grandmother who died of complications from COVID-19 in May 2020. Howitt collaborated with faculty, staff and students to bring the song cycle to life. To read about his process and see a video of the performance, visit muhlenberg.edu/squeezeherhand.



Student EMS Group Trains the Campus Community

In the spring semester, Muhlenberg College EMS expanded its reach to provide CPR and first-aid certification training to students, faculty and staff and won an award for distinguished service at a national collegiate EMS conference. To learn about the students powering this organization, visit muhlenberg.edu/MCEMS22.

Sustainability Organization Emphasizes Collaboration

When a group of Muhlenberg students revived enACT, Muhlenberg's Environmental Action Team, part of their mission was to inspire collaboration between campus clubs. In the leadup to Earth Day, enACT partnered with a diverse array of student groups and College offices to put on a series of events, including the annual Earth Day celebration. To find out what the revitalized enACT has been up to, visit muhlenberg.edu/enACT22.





Celebrating the Class of 2022

On Sunday, May 22, more than 500 members of Muhlenberg’s Class of 2022, along with their families, their friends and Muhlenberg faculty, gathered in Allentown’s PPL Center to celebrate the College’s 174th Commencement. The crowd was high-energy, erupting into cheers and shouts as the graduates processed in and as students’ names were called. The festive vibe reflected the challenges that these students, who were sophomores when the pandemic began, overcame to reach this milestone.

Chair of the Board of Trustees Richard C. Crist Jr. ’77 P’05 P’09 presided over the ceremony. Honorary degree recipient Dr. Benjamin Wilfond ’81, an investigator at the Treuman Katz Center for Pediatric Bioethics and a pulmonologist at Seattle Children’s Hospital in Washington, delivered the commencement address.

Wilfond told the Class of 2022 that while he didn’t remember the words of his Commencement speaker, he did remember the words of his first-year advisor: “This is your new beginning. No one has formed an impression of you. No one has expectations of you. You decide what you want to do and who you want to be.”

He shared the other lessons he learned as a student at Muhlenberg that he carried into his career, and he reassured the Class of 2022 that their unconventional college experience helped make them stronger and more resilient.

“Each of you experienced something uniquely challenging during your time here: March 2020. COVID. Your sophomore year. It was a year of unknowns and unexpected detours,” Wilfond said. “Hopefully your experience at Muhlenberg will be a source of strength for whatever life throws at you.”

The two graduates who addressed their classmates were Joel Hark, a neuroscience and psychology double major, and Matthew Merlo, a biology major on the prehealth track in the School of Continuing Studies.

Hark highlighted the phrases “thank you” and “I appreciate you,” and he built into his speech a moment of silence for his classmates to consider the individuals who helped them complete their education and flourish as college students. Hark became emotional — “there’s sweat coming out of my eyes” and “I didn’t cry as much when I practiced,” he joked — as he imagined the people who helped

him on his journey and thanked his peers for the chance to address them.

Merlo spoke of his decision to change careers after 12 years in finance. He returned to Muhlenberg’s School of Continuing Studies to study biology, and he will attend the Temple/St. Luke’s School of Medicine in Bethlehem, where he’s interested in pursuing a primary-care track.

“You may have heard the analogy that life is like a book, and every day you are writing the story of your life,” Merlo said. “My advice is to own your story ... Reflect on your story, and if you don’t like the way your story is going, you have the power to change it.”

Eight members of the Class of 2022 were co-valedictorians: Michael Albdewi, Rachel Bensimhon, Benjamin Chen, Natalie David, Caya Greenspan-Layman, Hallie Hoffman, Adeb Saed and Eliana Schuster. Emily Burns and Adam Marcus received Alumni Association Future Alumni Leader Awards. Erika Bagley, associate professor of psychology, earned the Paul C. Empie ’29 Memorial Award for Excellence in Teaching. Cathy Y. Kim, senior lecturer of education, earned the Christian R. and Mary F. Lindback Foundation Distinguished Teaching Award.

In addition to Wilfond, Karen El-Chaar, the director of the Allentown Department of Parks and Recreation, received an honorary degree.

Muhlenberg College President Kathleen Harring delivered her remarks to the Class of 2022 via video. She, too, spoke of the resilience of the Class of 2022 and how the challenges they faced during their time as students will shape them as they move on to what’s next. She encouraged the graduates to look toward the future with their minds open to possibility and progress.

“As our world and country strive for justice and freedom for all, resist the urge to search for what was. Look for what can be,” Harring said. “Find your community and make your voice heard, not at the expense of others, but in ways that invite questions and expand knowledge. Commit yourself to a life of leadership and service to others. I am proud of each one of you, and I’m excited to see how your presence and accomplishments will change the world outside our campus borders.” —*Meaghan Kita*



Top to bottom, left to right: Graduates process into the PPL Center; Marin Diddams, Gillian Parker and Zach Rabishaw; David Strzeminski points at the crowd; Chair of the Board of Trustees Richard C. Crist Jr. '77 P'05 P'09 congratulates student speaker Joel Hark; Dr. Benjamin Wilfond '81 delivers the Commencement address; Janyiah Rothwell celebrates; graduates (including An Luong, center) during the Commencement ceremony



Two Biology Alumni Are First Authors on Recently Published Papers



PHOTO BY KATE EKANEM '21

In the summer of 2017, Brooke Torjman '19 researched hermit crabs at Friday Harbor Labs in Washington state. Starting in the summer of 2019, Elizabeth Long '21 (above, center) researched freshwater aquatic isopods at Graver Arboretum, about 20 miles from campus. Both of them recently saw the research they conducted as Muhlenberg students published, with their own names in the lead-author position on their respective papers.

“Getting first-author journal publications is an important step in the process of becoming an academic,” says Torjman, who is currently a Ph.D. student at Texas A&M University in the Ecology and Evolutionary Biology Program. “This research was the starting point for me figuring out what I wanted to do career-wise.”

The second author on both papers was Professor of Biology Erika Iyengar, a marine ecologist who also conducts freshwater fieldwork in the Lehigh Valley. She sometimes offers a summer Field Marine Biology course in Maine, but she’s also taken eight students (including Torjman) to Friday Harbor Labs, one of the top marine ecology research stations in the world.

Torjman’s research was published in *The Journal of the Marine Biological Association of the United Kingdom* in January. Long’s research was published in *Hydrobiologia* last October. Both alumni are working on two additional papers, each based on their research in collaboration with Iyengar, that they’re hoping to submit to journals in the future. And, both say their research experiences at Muhlenberg helped them get to where they are today.

Long, who started as a marine science instructor at the Catalina Island Marine Institute in California this January, says that she draws upon the skills she built as a researcher in her current role: “Being a researcher also taught me quite a bit about communicating science to those who do not have as strong of a background in it, which is incredibly important when working with children,” she says. “Researching at Muhlenberg, and working with [Iyengar] in particular, was one of the most transformative things that I did in college.” —MK

Emanuela Kucik Named Inaugural Faculty Fellow for DEI Initiatives



This role recognizes the work beyond the classroom that Assistant Professor of English and Africana Studies and Director of Africana Studies Emanuela Kucik does at the College, including her work to develop campus-wide programming, events and initiatives that support students from a range of underrepresented groups and that address urgent social justice issues.

The Fellowship also honors her work as

advisor of the Black Students Association, her roles as co-founder and co-director of the Graduate School Preparatory Program for Students from Underrepresented Backgrounds, her creation of the College’s first Africana Studies Book Club and her commitment to expanding the reach of Muhlenberg’s Africana Studies Program.

“I am deeply grateful and honored to be named the inaugural Faculty Fellow for Diversity, Equity and Inclusion Initiatives,” Kucik says. “I am particularly excited about partnering with my colleagues to continue to craft events that approach topics of social justice with possibility and hope by emphasizing how we can create and become the changes we need.”

“It is a pleasure to recognize, with this appointment, the strong collaborations that Dr. Kucik has developed at Muhlenberg to move forward shared visions of what it means to celebrate, elevate and bring focus to objectives for diversity, equity, inclusion and belonging at Muhlenberg,” says Provost Laura Furge.

The Provost’s Office created Faculty Fellow positions as administrative leadership development opportunities for faculty. In her role, Kucik will be provided regular mentoring from President Kathleen Haring, Furge and Associate Provost for Faculty and Diversity Initiatives Brooke Vick. —MK

Muhlenberg Hosts First 2022 Pennsylvania U.S. Senate Democratic Debate



An enthusiastic crowd filled the Seegers Union Event Space on the afternoon of Sunday, April 3, for the first 2022 Pennsylvania U.S. Senate Democratic debate. Democratic candidates State Representative Malcolm Kenyatta and U.S. Representative Conor Lamb addressed a variety of issues, answering questions about the challenges of political polarization, their support of unions, the rising costs facing the state's farmers, the impact of opioids, their stance on climate and energy issues as well as the economic and foreign policies they support. The debate organizers were informed on March 31, without explanation, that Pennsylvania Lieutenant Governor John Fetterman would not be attending the debate.

Still, Fetterman would go on to win the primary, which took place on May 17. This fall, he will face the Republican nominee, celebrity doctor Mehmet Oz. The candidates are hoping to fill the open seat vacated by retiring Republican Senator Pat Toomey.

The debate was held in front of a live audience and broadcast by PCN. The debate was co-sponsored by City & State PA, the political podcast *Pennsylvania Kitchen Table Politics* and the Muhlenberg College Institute of Public Opinion as well as by the student organizations Muhlenberg College Democrats and *The Muhlenberg Weekly*.

AJ Henley '24, president of the College Democrats, opened the debate by telling the audience that the war in Ukraine is a powerful reminder that democracy and the ability to cast an educated vote should never be taken for granted.

"The opportunity to gather here today—as candidates face questions and address voters without preconditions—is a fundamental aspect of freedom of expression and a hallmark of our democracy," they added.

A dozen Muhlenberg students volunteered for the debate, acting as guides for the candidates and members of the press, checking tickets and welcoming audience members.

The debate was moderated by Chris Borick, professor of political science and director of the Muhlenberg College Institute of Public Opinion; Jenny DeHuff, City & State PA editor-in-chief; and Ari Mittleman, founder and host of *Pennsylvania Kitchen Table Politics*. Reporters from two dozen national and local media outlets attended the live debate, in some cases live tweeting throughout the event. News about the debate appeared in nearly 90 articles and videos, including some from *The Philadelphia Inquirer*, *Bloomberg News*, *National Journal*, *Politico* and *The Washington Post*. —Kristine Yahna Todaro '84

State Representative Malcolm Kenyatta and U.S. Representative Conor Lamb debate in the Seegers Union Event Space on Sunday, April 3.

Eleven Faculty Members Granted Tenure

These faculty were recently granted tenure and promoted to associate professor by the Board of Trustees on the recommendation of President Kathleen Harring.



Kassandra Hartford (music) helps students investigate how music works and the cultural work music does. Her research examines the influence of transnational exchanges on musical works and music's role in shaping conceptions of identity in the era between the two World Wars. She earned her B.A. from Mount Holyoke College and M.A. and Ph.D. from Stony Brook University.



Frederick Wright Jones (art) encourages students to define their artistic direction, take risks and learn from failure. Jones' multimedia sculptures materialize an effort to define and redefine his placement as an American and global citizen. Jones earned his B.A. from the University of Pennsylvania and M.F.A. from University at Buffalo, the State University of New York.



Daniel Leisawitz (Italian studies) founded and directs the Italian Studies Program. His language courses are based on an online curriculum he co-authored for Muhlenberg students that's free online for any instructor. Leisawitz's areas of research include Italian cinema, Renaissance literature and 20th-century literature and Jewish-Italian culture. He earned his B.A. from Lafayette College, M.A. from the University of Pennsylvania and Ph.D. from Yale University.



Rebecca Lustig (theatre) encourages students to explore their theatre-making processes and discover how design can support storytelling. Her students learn to develop a design from concept to presentation. Lustig's costume design work has appeared across the U.S. Lustig earned her B.A. from the University of California, Santa Cruz and her M.F.A. from the University of California, San Diego.



Kenneth Michniewicz (psychology) has teaching interests that focus on a better understanding of how status and inequality can result in our judgments of other individuals and groups, particularly with a focus on gender and sexual identities as representations of inequality. Michniewicz earned his B.S. from the University of Central Florida and M.A. and Ph.D. from the University of South Florida.



Matthew Moore '04 (theatre) asks students to think about the impact theatrical practice can and does have on ways of thinking and behaving as a society, from the processes we engage to make theatre to the bodies and voices that appear on our stages. Moore studies Greek, Irish and avant-garde theatre and the relationship between theatre and

ecological ways of thinking. He earned his B.A. from Muhlenberg College and Ph.D. from Stanford University.



Elena FitzPatrick Sifford (art) teaches the art history survey as well as courses in the early modern period from a global perspective. Her most recent work investigates the depiction of Africans in the visual culture of colonial Mexico and Peru. She has also collaborated on several projects addressing issues of diversity and inclusion in the field of art history. Sifford earned her B.A. from Oberlin College and Ph.D. from The City University of New York.



Jorge Silveyra (computer science) enjoys introducing students to new and challenging topics in the field and is interested in creating courses that can help non-computer scientists learn computer science concepts. His research predominantly involves computational epidemiology, modeling and simulation and computational immunology. Silveyra earned his B.A. at the Universidad Autónoma del Estado de México and his M.S. and Ph.D. from the University of North Texas.



James Russell (mathematics) believes it is important to focus on both the mathematical foundations of statistical theory and the real-world applicability of statistical analysis. His research focuses on projects that involve developing novel statistical tools to model complex real-world systems. Russell earned his B.A. from the College of the Holy Cross and Ph.D. from Pennsylvania State University.



Sahar Sadeghi (sociology) teaches the sociology of inequality and power, American ethnic diversity, transnational migrant communities, global perspectives on race and racism and sociological theory. Her research is organized around several projects and themes—migration and geopolitics, as well as racialized and politicized belonging. Sadeghi earned her B.A. from the University of California, Davis and M.A. and Ph.D. from Temple University.



Randall Smith (dance) teaches contemporary dance technique with an emphasis on Black vernacular, choreography and composition, intergroup dialogue and other dance theory and practice courses. Smith's research focuses on how the creative and interpersonal dynamic between choreographers and dancer performers is established, maintained and bolstered. Smith earned a B.F.A. in dance performance, B.F.A. in dance choreography and an M.F.A. from the University of California, Irvine. —KYT

Dean Jane Hudak Retires From School of Continuing Studies

PHOTO BY MARCO CALDERON



Jane Hudak, who retired in June as dean of the Muhlenberg College School of Continuing Studies, truly related to her students. After all, she registered for graduate classes at age 33, “with a baby on her hip,” trying to navigate a world that didn’t yet embrace the non-traditional student.

Hudak was a first-generation college student from Bethlehem, where her father was a steelworker. She worked in a local grocery store after high school, and when former classmates turned up with their degrees, she thought, “They’re not any smarter than I am. I can figure this out too.”

At 26, she enrolled in Northampton Community College, where she earned her associate’s degree. She went on to earn her bachelor’s and master’s degrees from Kutztown University. It was there she met the then-dean of students at Muhlenberg College, Rudy Ehrenberg, who was a guest lecturer for one of her graduate courses.

In 1996, Hudak served as an intern for Ehrenberg as part of her student affairs master’s requirement. Ehrenberg introduced Hudak to Samuel Laposata, the then-dean of what was called the Evening College at Muhlenberg. His office was still open at 8 p.m., and the school offered night and weekend classes.

“I thought, ‘Oh my gosh, this is how it’s supposed to be. I want to be a part of this,’” Hudak says.

In 1998, Laposata hired Hudak as an academic advisor, and in 2007, after moving up the ranks, she became dean of the then-Wescoe School, encouraging others like her to pursue their degrees.

“A lot of times, especially with first-generation college students, you don’t know the variety of career paths that are avail-

able. Your world is very small,” she says. “Information [about educational opportunities] is really powerful.”

One of the ways Hudak has made her mark in continuing education is through her work with the Yellow Ribbon Program. The Yellow Ribbon Program, which launched in 2008, partners with colleges like Muhlenberg to provide tuition assistance for veterans under the GI Bill.

She has also prioritized connecting with local employers to create opportunities for her students. As a Lehigh Valley native, Hudak has close ties with the community, and she stays in tune with local workforce needs.

“What are organizations looking for in their employees?” Hudak says, noting that her programming can prepare students for those opportunities. “We also work with [PA] CareerLink, the state’s unemployment office, which provides funding for people to go back to school for degrees that are high-priority in Pennsylvania.”

Hudak’s work hasn’t gone unnoticed, earning praise from her students, her colleagues and College administration.

“Jane has been committed to Muhlenberg and particularly to supporting our adult learners and ensuring that a Muhlenberg College degree is available and accessible to a very diverse student body,” says President Kathleen Harring. “Her kindness and generosity is part of what makes Muhlenberg such a special community.”

Hudak has received the Muhlenberg College Manager of the Year Peer Recognition Award and is an alumni honorary inductee of the TAU Chapter of the Chi Sigma Alpha Student Affairs International Honor Society at Kutztown University. But the honors she’s most proud of, she says, come from her graduating students: the PhT (“Putting Him/Her Through”) Student Recognition Award, which she’s won five times.

“At graduation, students can award someone who’s supported them while they were going to college,” she says. “It’s easy to quit school as an adult; there are so many other priorities. Anybody who [finishes] has a cheerleader, and when a student gives me that award, I am very proud. They felt like I was their cheerleader.”

To people who are considering going back to school for their degrees, Hudak empathizes with the daunting task ahead. But still, she urges them to move forward.

“People say, ‘I’m going to be 40.’ But you’re going to be 40 regardless. Wouldn’t you rather be 40 with a degree?” Hudak says. “It might take a while, but if you don’t stop, you’re going to finish.” —*Heather Mayer Irvine*

What It Means to Belong

Associate Professor of Sociology Sahar Sadeghi drew upon her own experiences as inspiration for research on the Iranian diaspora that will be published as a book this fall.

One of the courses Associate Professor of Sociology Sahar Sadeghi teaches is the senior seminar, in which majors complete research on a topic of their choosing. The field of sociology—which deals with culture, social and structural systems and human relationships—is broad, so Sadeghi provides students a prompt; this year and last, their projects had to be related to the pandemic. She also gives students this advice: “Do something that’s near and dear to your heart. In sociology and anthropology and a lot of other fields, you know more than you think you know. Your interests and experiences are really important.”

At right, Associate Professor of Sociology Sahar Sadeghi teaches Introduction to Sociology during the Spring 2022 semester.



PHOTOS BY MARCO CALDERON

That’s how she’s approached her own research in the emerging field of Iranian diaspora studies. As a Ph.D. student at Temple University, her dissertation was on the experiences of Iranian immigrants in Germany and California. Sadeghi, whose parents are Iranian immigrants, moved from Germany to the Bay Area when she was 12.

“I had an inkling that issues of belonging and social citizenship were just not the same [in the two places],” she says. “Regardless of whether it’s a farce or not, the United States prides itself on being a land of immigrants. It has an active immigration policy and has recruited immigrants to come here. Mostly because of economic reasons, the U.S. has always been an immigrant-receiving nation. Germany is not. They’re a refugee-accepting society.”

To conduct the research, she spent six months in Germany and six months in California, the state where the majority of Iranian immigrants reside, conducting interviews. She learned that national and global political context and policies matter a great deal in a community’s ability to be able to feel like a participating member of a society and that social membership is deeply impacted by both domestic and global events and politics. She published an article based on her dissertation in the *Journal of Ethnic and Migration Studies* in 2015, the fall after she joined Muhlenberg as a visiting professor.

Sadeghi continued the work by returning to Germany to interview some of the same people in the summer of 2016, during the refugee crisis in Europe. She wanted to explore how Germany’s acceptance of 1.2 million refugees from Afghanistan, Syria and Iraq, more than any other European nation, had changed the Iranian immigrants’ experiences and perceptions of belonging.

“Most of them told me, ‘I don’t want these refugees here. We were once accepted. Now these new refugees are coming,’” says Sadeghi, who published this research in the journal *Ethnic and Racial Studies* in the fall of 2018. “The data I

collected in the summer of 2016 was extremely rich. It confirmed what I said in my dissertation and added another layer.”

After the election of Donald Trump, Sadeghi returned to California three times to interview some of the same immigrants she’d interviewed for her dissertation. She asked how the new administration’s policies (such as the “Muslim ban” and additional sanctions against Iran) affected their experiences. Just before conducting her final interviews in 2018, she attended the American Sociological Association conference, where she met an editor from NYU Press who was interested in her research, specifically in the follow-up work.

“Follow-up research and qualitative research is very hard. You’re dealing with humans and their stories. You try to use the same sample, but you have attrition,” says Sadeghi, noting that she was able to re-interview about half of the 64 participants she surveyed for her dissertation. She believed in her research—even continuing it throughout her time as a contingent faculty member without job security—and it will be published as a book, *Radicalizing and Politicizing Iranians*, with NYU Press this fall.

“The one takeaway I have for developing scholars is you have to go with your own instincts,” she says. “Confidence is actually a big part of this.”

It’s a lesson she tries to impart to students, through her role as a mentor for the new Graduate School Preparatory Program for Students from Underrepresented Backgrounds as well as in the classroom. She’s noticed students’ lack of confidence across the board, regardless of their social, educational and financial backgrounds. She sees her role as two-fold: For one, she must educate students about research methods, cultural and structural systems (and their flaws) and other cornerstones of her discipline. Simultaneously, she wants to nurture students’ self-assuredness, as both scholars and agents of social change.

“Students who come to our department, they’re super passionate people. Who wants to constantly



“Do something that’s near and dear to your heart. In sociology and anthropology and a lot of other fields, you know more than you think you know. Your interests and experiences are really important.”

—SAHAR SADEGHI (SOCIOLOGY)

come into the classroom and find out what’s wrong with the world? When they come into the major and minor, they already want to be a force for good,” she says. “By the time they’re in senior seminar, they’ve found their voice. They’re coming into their own. They’ve developed these original ideas. Their writing has gotten better. You feel like, ‘My work here is kind of done.’” —MK

Faculty Granted Status of Full Professor

These faculty were recently promoted to professor by the Board of Trustees on the recommendation of President Kathleen Harring.



Gretchen Gotthard (psychology, neuroscience) focuses her teaching and research on learning, memory and applications to psychological disorders. In her lab, she and her students examine how memories are created and modified in slime mold, rats and humans. Gotthard earned her Ph.D. from Kent State University in behavioral neuroscience, B.S. from the University of North Dakota in psychology and A.A. from Northland Community College.



Eileen McEwan (French) teaches courses that focus on issues of immigration, French language and identity in contemporary France and North America and Francophone women writers of Africa and the Caribbean. Her research focuses on Quebec and New England as well as Francophone sub-Saharan Africa and the Caribbean. She received her Ph.D. from the University of Wisconsin-Madison and M.A. and B.A. from the University of Notre Dame.



Cathy Marie Ouellette (history) is a historian of Latin America and the Caribbean and teaches courses that focus on race, ethnicity and gender. Her research explores the tensions between regional and national identity in contemporary Brazil. An affiliate faculty in international studies, she also teaches courses on feminism, globalization and the Global South. Ouellette earned a Ph.D. and M.A. from Emory University, an M.A. from the University of Pittsburgh and a B.A. from Connecticut College.



Thaddeus Robinson (philosophy) seeks to help students identify and develop their own questions as well as the skills and habits of mind to effectively pursue the answers. His areas of academic interest include 17th- and 18th-century European philosophy, the philosophy of religion broadly construed and applied epistemology and the ethics of information. He received his Ph.D. from Purdue University, M.A. from Northern Illinois University and B.A. from Luther College.



Stefanie Sinno (psychology) teaches courses focused on developmental psychology, interpersonal psychology and community engagement. Her research training and expertise are in the area of social and moral development with a focus on youth social reasoning in everyday contexts. Sinno earned her Ph.D. from the University of Maryland and B.S. from Ursinus College.



Jordanna Sprayberry (biology, neuroscience) is fundamentally interested in how animals work—what drives their behavior, and how their behavior affects evolutionary and ecological relationships. Her research program is organized around the neuro-ethology of pollination. Sprayberry earned her Ph.D. from the University of Washington and B.S. from the University of Rhode Island.



Mark Stein (history) focuses in his teaching not only on the events and peoples of the past but also on the methods that historians use. Stein's emphasis is on the history of the Middle East. His research focus is the social and economic history of the Ottoman Empire, specifically the military frontier between the Ottomans and the Habsburg Empire in Hungary in the 17th century. Stein received his Ph.D. and M.A. from the University of Chicago and B.A. from Northwestern University. —KYT

President Kathleen Harring Joins American Talent Initiative Steering Committee

PHOTO BY MAGGIE J. PHOTOGRAPHY



The American Talent Initiative (ATI) is a nationwide consortium of 128 colleges and universities committed to expanding higher education access for low- and moderate-income students. The goal of ATI member institutions is to attract, enroll and graduate 50,000 additional high-achieving low- and moderate-income students by 2025. Muhlenberg joined ATI in 2018, and President Kathleen Harring was named to its steering committee this April.

“I am excited to work with presidents across the country, from both small colleges and large universities, in order to meet the ATI goals,” Harring says. “It’s a very collaborative partnership. We are working together in order to increase access to top colleges and universities.”

Muhlenberg has made significant progress over the past decade enrolling a diverse student population. In the fall 2011 entering class, just 8.6 percent of first-year students were eligible for Pell grants, which are awarded to undergraduate students who display exceptional financial need. That percentage increased to 21.1 percent of students entering in the fall of 2021. —MK

Why I Study ... the relationship between theatre and ecological ways of thinking Associate Professor of Theatre Matthew Moore '04



My dissertation was about the history of tragedy. The link between tragedy and thinking ecologically begins with consider-

ing the role that theatre has played in bringing humanity to its current state of environmental crisis. While building sets, printing programs and traveling to cities all affect the environment, I’m more interested in the ideological impact of theatre, how it has shaped collective consciousness over the centuries.

Theatre happens in darkened spaces, sealed off from the natural world. It’s a built environment that puts humans at the center of every story, and its mode of meaning-making is primarily speech, a human power. Scholars have made the argument that theatre has aided in

creating and stabilizing the binary of the human and the natural, a lie that helps write the myth of human exceptionalism on this planet.

The first stage of my inquiry is thinking about how theatrical practice has produced an anti-ecological consciousness. The next step is considering how theatre might confront those historical realities and transform its practices. I’m interested in theatre that seeks to dismantle hierarchies that place humans at the center of meaning-making and asks us to arrive at more inclusive and systemic modes of perceiving.

Relatedly, I co-edited a book called *Troubling Traditions: Canonicity, Theatre and Performance in the U.S.* about how the plays that we’ve enshrined as important and our methods of elevating or pushing work aside have perpetuated the exclusion of particular kinds of people and stories. That project is about strategies for imagining a different

way of engaging with, producing and teaching theatre that will create a social reality not governed by the inequalities of past practices.

In *The Three Ecologies*, philosopher Félix Guattari argues that there is a mental ecology in each individual, a social ecology that works between individuals and an ecology that’s about our relationship to the environment, all intertwined. Today we’re facing an environmental crisis, a new spike in racial tensions and a rise in anxiety, depression and suicide. Those three things are not separate. There’s an overarching ideology, which theatre reinforces, that governs our ways of interacting with ourselves, with others and with the world. Theatre needs to confront its complicity in this flawed, anthropocentric ideology and to imagine new models of making visible our relationships to each other and to the nonhuman world that it has historically, perhaps tragically, left out.

Louis Alloro '00
Live Kind, Be Happy: How Simple Science-Based Kindness Practices Can Make You Happier
 Oh Happy Day Publishing, 192 pages



Alloro, a positive psychology scholar practitioner, co-authored this book on the science and practice of kindness with psychotherapist Celeste DiMilla.

Thomas Gorman '91
I Called Her Mary: A Memoir
 Self-published, 270 pages



This memoir, which captures the story of Gorman's mother-in-law's journey from Ireland and her reunion with the daughter she had to give up at 18, had 230 Amazon reviews (for a 4.8-star average) at press time.

Jordana Wright '06
Cannabis for Creatives
 Rocky Nook, 365 pages



This book, which explores the relationship between creativity and cannabis, includes interviews with 32 artists, three of whom (Nelson Ruger '93, Kenton Williams '01 and Bruno Wu '07, who is featured on page 50) are also Muhlenberg alumni.

Creativity in Bloom



PHOTO BY REGINA MILLER/ORIGIN PHOTO

In 2008, Jennie Love '00 quit an unfulfilling marketing job in Philadelphia to enroll in the professional gardener and floral design training programs at nearby Longwood Gardens. During that time, she read Amy Stewart's *Flower Confidential*, which detailed the exploitation of laborers and ecosystems that supported the global floral industry. The book also noted that it was once common for florists to grow their own flowers. That inspired her to start Love 'n Fresh Flowers, a regenerative flower farm and floral design business in Philadelphia. Love has been named one of the top U.S. floral designers by *Martha Stewart Weddings*, and her podcast, *No-Till Flowers*, averages 10,000 downloads per episode, putting it in the top five percent of all podcasts.

Jennie Love '00 at her regenerative flower farm in Philadelphia

Muhlenberg Magazine What does it mean to be a "regenerative" farmer?

Jennie Love '00 Regenerative farming works to heal and replenish rather than deplete. By not tilling the soil, the vast web of life below our feet is allowed to thrive. I also work to support every life at my farm, including birds, insects, amphibians, reptiles and mammals. To do this, I use as many

native plants as possible, farm among the trees rather than removing them, establish diverse hedgerows of shrubs where birds can shelter and let the grass grow tall so it too provides shelter and food. What's wonderful about this approach to farming is that it heals deep wounds on many levels. It echoes the wisdom of Indigenous peoples. The many visitors to my farm often remark on how alive and joyful the space feels. That is the result of farming inside of nature, instead of having an outsider mindset that only sees the farm as an economic enterprise.

MM Your farm will host 20 workshops this year—how does that factor into your business?

JL The floral design training I received was very traditional. I quickly developed my own style and more sustainable techniques. I taught my first floral design workshop in 2010 because I wanted to encourage others to forego the stuffy, rigid rules of traditional floristry and to use seasonal,

locally-grown flowers in an elevated style. Workshops have been the perfect avenue for bringing people onto the farm to learn about how to grow flowers regeneratively and how to arrange them using sustainable techniques.

MM How did you become a podcaster?

JL I was interviewed for another farming podcast in the summer of 2020. After we recorded, the host, Jesse Frost, encouraged me to try it and offered to be the producer of my show's first season. The community that has galvanized around it has been incredible to witness. With climate change causing daily chaos in the lives and livelihoods of farmers, there can be a very real sense of inevitable disaster and hopelessness. The podcast has been an opportunity to bring some hope with concrete action plans for ecosystem regeneration and a sense of connectedness through the sound of my voice and my guests' voices.

Below left, Coral Charm peonies; below right, bouquets for Love 'n Fresh Flowers' weekly subscription members (and Leo the cat, snoozing)



PHOTOS BY JENNIE LOVE '00

Political Science Majors Work for State Campaign

Allentown School Board member Nick Miller ran in the Democratic primary for Pennsylvania State Senate in the redrawn District 14, which includes the city of Allentown, a race he appeared to have narrowly won at press time. At 27, he's a young candidate, and he found young talent at Muhlenberg: Cydney Wilson '23 served as Miller's campaign manager and Zaire Carter '22 served as his political director in the primary.

Typically, college students involved with a campaign might be doing things like phone banking or canvassing, Carter says: "We've both done that work ... but the ability to run a campaign, to have high-level discussions about strategy and then implement it, it's quite an honor to have at this young of an age."

Wilson, a political science and self-designed women's, gender & sexuality studies double major and Africana studies minor, collaborated with Carter and the campaign's communica-

tions director, oversaw interns (including students Katie Conlon '24 and Marissa Scharf '24) and volunteers, planned events and helped brainstorm and execute campaign strategy. Carter, a political science and theatre double major who was also student body president, cultivated language to share the candidate's policy stances and secured endorsements.

"I've learned so much about collaboration and working with others," Wilson says. "There's no way that one single person can win an election. I knew that, but to see it in action is incredibly valuable." —MK



Zaire Carter '22, Nick Miller and Cydney Wilson '23 during the primary campaign

Professor Publishes Open-Source Book on Vidding



PHOTO BY PAUL PEARSON

Professor of English and Film Studies Francesca Coppa's new book, *Vidding: A History*, which chronicles the practice of fans splicing together video and music to create transformative works, is available as a paperback book. However, she acknowledges that print has its limitations.

"I do a lot of my

publication in open-access online journals, particularly when I'm doing stuff with media, because it's very easy to embed images and video," Coppa says. "The opportunity to do film studies work while integrating moving pictures is irresistible."

Vidding is also available as an open-access text online. Coppa says the support she received from Muhlenberg was instrumental in allowing her to publish the book this way.

Vidding is an art form dominated by women, Coppa says, many of them queer and/or people of color. Coppa, who also directs the Women's & Gender Studies Program, likens vidding to tailoring clothes: "Pop culture is kind of off-the-rack," she says. "[Vidders] are like, 'Okay, well, that doesn't really fit me, so I'm going to rip out the seams and change the sleeves and put a collar on it.' You remix something that doesn't quite speak to you."

The ability to embed video isn't the only reason Coppa favors open-access scholarship. She believes that it's better for students and professors to be able to utilize vetted, accurate information that's free and readily available—a position that Muhlenberg as an institution supports as well. (To learn more, see "Open Books," page 32.)

"The idea of walling up knowledge is just antithetical to everything any teacher wants to do, and certainly liberal arts college teachers," she says. "It's so important and so easy to give people access to good-quality scholarship. What you don't want is a world where inaccurate information is free and good information is paywalled. That's how you end up with a society that falls apart." —MK

Outgoing Board of Trustees Chair Reflects on His Tenure

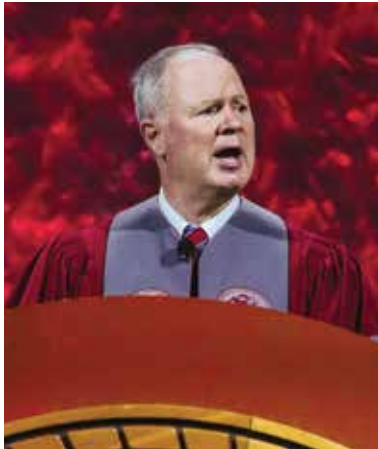


PHOTO BY KRISTI MORRIS

Richard C. Crist Jr. '77 P'05 P'09 stepped down as chair of the Board of Trustees on June 30. His nine-year tenure as chair was eventful: The Muhlenberg Match Campaign, which launched in 2013 and ended in 2017, raised more than \$11 million to support financial aid and educational opportunities like study abroad and student research. The Board of Trustees approved the College's first Diversity Strategic Plan in 2014. Crist

saw the inauguration of two presidents, including current President Kathleen Harring, the first woman to serve in the role. And last year, the College launched Boundless: The Campaign for Muhlenberg, which has raised more than \$80 million so far, and broke ground on the Parkway Boulevard Building, the first new construction on campus since 2005.

While these milestones are important, Crist says, they're not how he reflects on his tenure as chair: "I think of my time as a continuum of helping the leadership of the College navigate the challenging external environment that we have faced and will continue to face in the future. I think of it in terms of relationships, of shared governance, of understanding the important role of the faculty, of the president and the president's leadership team and of the staff of the College," Crist says. "I think of it as this nine-year period where we've faced challenges, we've met them and we continue to look to the future. [Those accomplishments] are a number of really great photographs in the middle of a moving picture."

Crist also led the board through the start of the COVID-19 pandemic. He is proud of how the College adapted, noting that Muhlenberg was well positioned to shift to virtual learning when it was necessary. However, now that it is possible to conduct classes on campus again, he believes the experience has reinforced the value of a residential education and the in-person interactions with peers and faculty a residential education makes possible.

"I have been so grateful for Rich's leadership of the board and his deep partnership with me over the past few years," says President Kathleen Harring. "Rich's strong commitment to and love for the College is unparalleled."

Crist will remain on the board for another year to support the incoming chair. Crist and his wife, Cindy, will continue as co-chairs of the leadership gifts committee for the Boundless campaign. —MK

Dr. Lance R. Bruck '89 P'21 Named New Board of Trustees Chair



Bruck has served as a Muhlenberg trustee since 2011 and has served on numerous board committees, including compensation; building, infrastructure, grounds

and technology; educational policies & faculty affairs; nominations & governance; and audit & compliance. He previously served on the Muhlenberg College Board of Observers from 2006 to 2011 and is a member of the College's Lifetime Giving Society and Henry Melchior Muhlenberg Society.

Bruck is the vice president and chair of obstetrics, gynecology & women's health services at Jersey City Medical Center and oversees administrative, operational, clinical and educational activities related to women's and children's services. He directs Jersey City Medical Center's residency and fellowship programs and also serves as a clinical professor at Rutgers University.

Bruck earned his medical degree from New York Medical College and completed a residency in obstetrics and gynecology at the Albert Einstein College of Medicine, Montefiore Medical Center and Jacobi Medical Center in Bronx, New York. He served as a Galloway Fellow in gynecologic oncology at Memorial Sloan Kettering Cancer Center in New York City. Bruck is a 1989 graduate of Muhlenberg College, where he earned degrees in biology and philosophy.

"I look forward to working with Lance in his new capacity as chair of Muhlenberg College's Board of Trustees. His commitment to our institution and his previous service to the College—both on the board and as a dedicated alumnus and parent—provide us with insights needed to continue advancing the College forward," says President Kathleen Harring. —Bill Keller

Customized Care

Will Osei '10 is a practicing psychologist working to make mental health services more accessible and effective for a diverse range of patients.

Will Osei '10 was in Walmart, trying to talk an 80-pound woman out of buying size 3X underwear, when he realized he needed to pursue his doctorate in psychology.

At the time, he worked as part of an assertive community treatment team in Philadelphia, a team whose purpose was to keep patients with severe mental illness from being hospitalized. Osei had about 20 clients whom he'd help with job hunting, shopping and other day-to-day tasks. One of his clients was "Sarah," a petite woman with a psychotic disorder who often refused to take her medication.

During the aforementioned Walmart incident with Sarah, Osei found himself thinking, "What am I doing? I have a master's degree." Shortly after, he told the team's director he'd be moving on. The director understood, but she also pointed out, "Sarah has not been in the hospital for two years."

"It hit me in that moment: All that relationship-building, all those trips to Walmart, all those times I communicated with [Sarah] and showed her that there was somebody who cared about her, that was what kept her healthy," Osei says. "It wasn't the medication, because she did not take it. Our relationship was enough to keep her out of a psychiatric hospital, and that really stuck with me. That relationship piece, I took with me throughout my career."

Osei, who was a psychology and history double major at Muhlenberg, is now a practicing psychologist as well as the chief of care for Wire Health, a mental health startup. He earned a master's in human development from the University of Pennsylvania, and two years later, he chose the University of Akron for his doctorate because of its strength in multicultural psychology. At Akron, he joined the Promoting Resiliency and Identity Development and Empowerment

research team, which ran an eight-week program centered on racial identity for Black youth in the Cleveland metro area.

"I remember working at a school in Cleveland at the same time Tamir Rice was shot and killed at the playground," Osei says. "We were talking to kids the same age who grew up in the same neighborhoods who were playing with him the week before and also discussing how race affected events like that. I still think deeply about that time and moment, being able to be there for young men after that event."

Osei moved to New York City to complete his internship year at Hofstra University's counseling center. As he was wrapping up, he discovered the world of mental health startups. He worked for a couple after finishing with Hofstra, and for his postdoc experience, he joined Brooklyn Minds, a private practice that's heavily involved in startup culture.

He was with Brooklyn Minds in the summer of 2020 when a tech company approached the practice in need of mental health resources for its Black employees who were struggling after the death of George Floyd. Osei designed programming for the company's Black employees, and the company was so impressed with the result that leaders asked him to do the same for LGBTQ+ and Jewish employees.

"At that time, I was like, 'Oh, wow, I think this could be a company,'" Osei says.

He came up with a concept for a startup focused on providing resources to historically marginalized employees in corporate environments. Last summer, he entered an accelerator for mental health startups, which brought together founders to work alongside each other on the process of seeking funding. That's how he met Wire Health's founders, who saw alignment between Osei's company and their own. They invited him to join forces.



PHOTO BY BROOKE SLEZAK

Wire Health is a mental health insurance product, an option for employers who want to beef up their mental health coverage, Osei says. Covered employees go through an intake appointment that determines the level of care needed (a mental health coach, a therapist or a psychiatrist) and matches the patient to an in-network provider. If that provider isn't a fit, Wire Health finds another. The idea is to improve upon the traditional model, Osei says, which is calling your health insurance company, getting the names of providers who take your insurance, being put on a waitlist and "maybe you get care and maybe you don't."

What differentiates Wire Health from competitors, Osei says, is that it finds providers who are comfortable working with anyone—some mental health startups refuse to work with individuals with more severe mental health issues for liability reasons. Wire Health also ensures it has providers who are familiar with cutting-edge treatments, such as transcranial-magnetic stim-

ulation and ketamine infusions. Osei's role with Wire Health is to help secure a network of diverse providers who have experience dealing with racism, discrimination and other concerns specific to the historically marginalized communities that too often do not receive the mental health support they need—another differentiator for the company.

Wire Health is in the process of getting clients (its biggest yet is an insurer in Wisconsin that covers 80,000 employees) and it hopes to complete its first round of funding by the end of this year. At this point, the biggest challenge is communicating, to investors and clients, how it's different from the multitude of other mental health startups out there.

"There's a lot of buzz in the mental health space right now. It's so needed—there's been such a demand for it during the pandemic," Osei says. "The goal is building mental health care that is going to be both multicultural and extremely effective."—MK

Q&A

10 Questions With ... Carl Oplinger '58

Emeritus professor of biology (retired 2006),
Emmaus, Pennsylvania

3

If you hadn't been a professor, what would you have been?

I was thinking about working in the National Park Service or the U.S. Fish and Wildlife Service until it dawned on me that they would tell me where I would be living and working.

1

Describe what you do in five words or fewer. Keep enjoying family, friends, dog

2

When did you know you wanted to be a professor at a liberal arts college?

During the middle year of my three years as a doctoral student at Cornell University

4

What three songs best describe you?

"That's All"
by Cole Porter
"You're the Top"
by Cole Porter
"P.S. I Love You"
by Johnny Mercer

5

What is your favorite place?

Our almost two-acre backyard woodlot with my wife, Marilee, and our dog chasing squirrels

7

What are you secretly good at?

Remembering the best comic episodes of Monty Python and Mel Brooks

6

What quality in others do you most admire?

Sincerity

8

What historical figure do you most identify with?

Charles Darwin

9

What is your greatest fear?

To get whacked on the back by a huge wave while in shallow water facing toward the shore

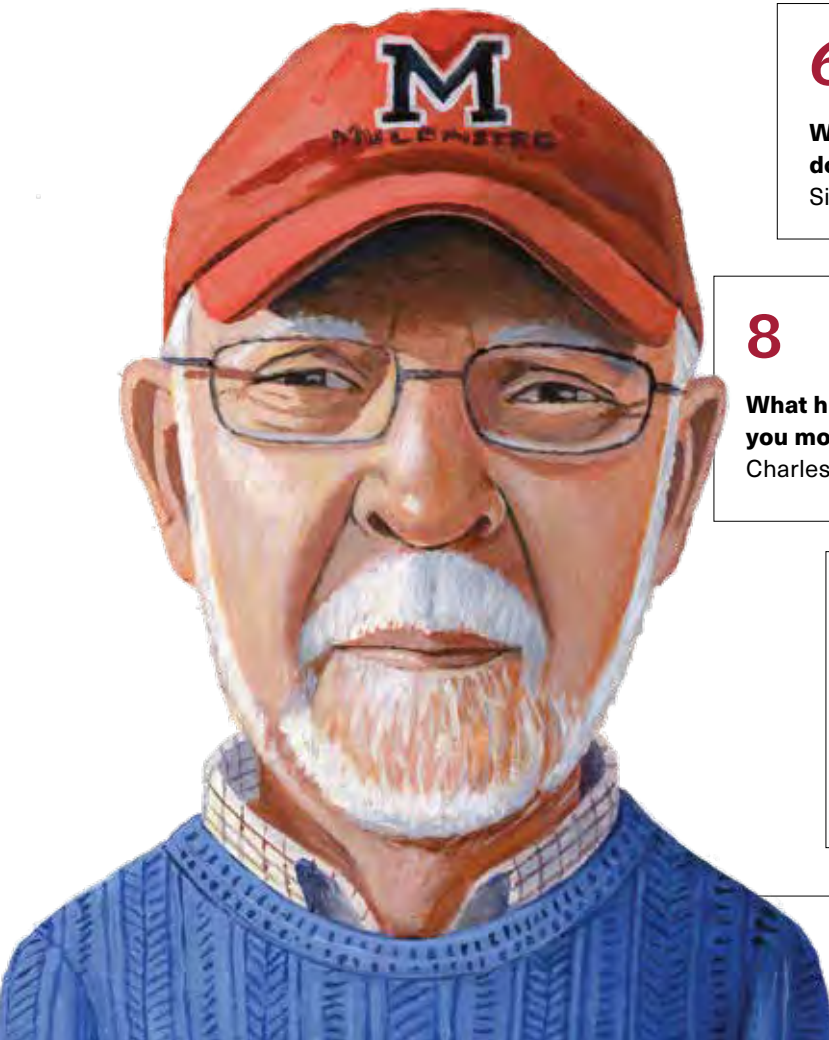
10

What question should we have asked you?

What is your favorite dessert?

What's the answer?

Key lime pie



Muhlenberg in the Media

Muhlenberg's financial aid transparency was featured in *The New York Times*.

The March 18 article, "Colleges Can Avoid Shutting the Door on Financial Aid Knowledge," says that the College stands out for its "ought-to-be-mandatory-reading essay called 'The Real Deal on Financial Aid'" and is "in the vanguard of a movement toward transparency about the price of college and the process for lowering it."

Chris Borick (political science) and the Institute of Public Opinion garnered national visibility.

Media coverage related to Pennsylvania and national politics, a national climate change survey and the April 3 on-campus U.S. Senate Democratic debate (which Borick moderated; learn more on page 7) included articles from Associated Press, *Bloomberg News*, *Reuters*, *The Philadelphia Inquirer*, *The Washington Post* and *USA TODAY* as well as interviews with NPR stations and Philadelphia's NBC10. Borick also co-wrote an editorial published by the Brookings Institution.

Kathleen Bachynski (public health) was interviewed by ABC News.

The piece, "Female athletes are at higher risk for concussion—more research could explain why," ran on dozens of affiliates nationwide.

Kenneth Michniewicz (psychology) discussed gender stereotypes with *Men's Health*.

Michniewicz was interviewed for the article "The Overwhelming, Exhilarating and Kind of Complicated World of Peak Superhero."

Marten Edwards (biology) was interviewed about bugs.

Edwards was featured in *Smithsonian* magazine's article "Invasive Insect Gets a New Name: Spongy Moth" and *GeekWire*'s story "Build a better mosquito trap."

The collaborative project Nursing Clio, co-founded by Jacqueline Antonovich (history), was featured in *The Washington Post*.

The article, "Project connects gender, health and history," noted that the scholarly group blog recently celebrated its 10-year anniversary.

Jeff Pooley (media & communication) was interviewed by the French newspaper *Le Monde*.

The article, "How scientific publishers monitor researchers," dealt with academic research and the race for performance.

Daniel Klem (biology) was interviewed by Germany's *DWNews* and *FOCUS* magazine.

His work on bird-window collisions was also cited on Chicago PBS station WTTW, and he's been a guest on numerous podcasts.

Mohsin Hashim (political science) was interviewed by BBC Brazil for "How Conservative Putin Tries to Become Stalin's 'Heir.'"

The segment ran in 12 more international media outlets. Hashim was also interviewed by local media outlets WFMZ and WLVR-FM regarding the Russian invasion of Ukraine.

Pair of Seniors Wins Programming Competition

Ryan Hebert '22, a computer science major, and Jonah Silverman '22, a mathematics major and statistics minor, won the Consortium for Computing Sciences in Colleges Northeastern Conference's programming contest on April 1. It was the second time a team from Muhlenberg won this competition, which allows the use of Java and C/C++ languages; the first was in 2019. Hebert and Silverman came to the competition via the College's Competitive Programming Team. Associate Professor of Computer Science Jorge Silveyra is the group's advisor, and he's met with the students weekly, even in the summer, even as the pandemic sent students home. The winning teammates are carrying the skills they learned in classes and through the team as they start their careers: Silverman as a bioinformatics scientist at AtlasXomics, a Connecticut-based biotech startup, and Hebert as a software engineer at Relativity, a legal software company based in Chicago.

Senior Theatre & Dance Students Lead Production for Local Children

This spring, Savannah Hastings '22, Arianna Tilley '22 and Abigail Sherman '22 served as the creative team behind *Schoolhouse Rock Live!* at the Allentown Jewish Community Center's (JCC) Stagemakers Theatre Arts Program. It was the JCC's first full-scale production since the start of the pandemic in March 2020. The Stagemaker Program gives Allentown children, ages 4 to 14, a chance to perform onstage in a full-scale musical. It also provides a semester-long professional experience to graduating college theatre artists. Heather Lavin '08, program coordinator at the JCC, says that the children were positively affected by the experience, which she attributes to the Muhlenberg team's work ethic and the department's multidisciplinary approach to theatre and dance.

SPRING SPEAKERS AND EVENTS



PHOTO BY KRISTI MORRIS

Jeff Dolven

Dolven (above) is a poet and a professor of English at Princeton University and author of three books of criticism and a book of poems. He came to campus as part of the annual John D.M. Brown Lecturer series, which is presented by the College's Department of English Literatures & Writing.

Janeria Easley

Redefining Success: Protecting and Prioritizing Your Mental Health in Graduate School and Beyond

Easley, an assistant professor of African American studies and sociology at Emory University, discussed the mental health challenges she experienced as a Black woman and first-generation graduate student at a predominantly white institution.

Forum on Women's Leadership During the COVID-19 Pandemic

The forum included a talk by Barbara Crossette '63 (profiled on page 38), an award-winning writer on foreign policy and international affairs. Then, President Kathleen Haring hosted a discussion with women who have served in leadership positions throughout the pandemic.

Melanie George

The Roots and Fruits of Jazz Dance

Melanie George is a jazz dance artist, scholar and dramaturg whose mission in all her projects is to "deconstruct traditional hierarchies in dance."

George's appearance was supported by the Charles A. and Leona K. Gruber Lectureship in the Arts.

Dr. Mona Hanna-Attisha

Hanna-Attisha is a pediatrician who was instrumental in exposing the Flint water crisis and the author of *What*

the Eyes Don't See: A Story of Crisis, Resistance and Hope in an American City.

Lian Najami

Najami is the first Arab-Israeli Rhodes Scholar, an inclusion advocate and an international public speaker. Najami serves as the youngest executive board member of two Israeli non-governmental organizations promoting intellectual diversity on campuses and creating equal entrepreneurial partnerships between Arab and Jewish co-founders.



PHOTO BY TOM AMICO

Rwanda—Remember, Unite, Renew

This commemoration of the genocide against the Tutsi in Rwanda (above) centered on a presentation by Hyppolite Ntigurirwa, an artist, author, activist and survivor of the genocide. Then, he and Ornella Urutesi Rwanziza '22 discussed their experiences with the legacy of the genocide as Rwandans from different generations.



PHOTO BY MARCO CALDERON

Top Naach Holi Celebration

The student dance group's annual celebration of the festival of colors (above) included Indian snacks, dance team performances and a Top Naach performance highlighting the aspects of a South Asian wedding.

May I Have This Dance Card?

In an era when dances were very formal and structured, etiquette dictated that a woman keep track of which gentleman had requested each dance. Dance cards emerged from Vienna, Austria, and spread across Europe and the United States in the mid-19th century. By the 1930s, their use was largely confined to college dances.

These small booklets, often accompanied by a tiny pencil, also served as keepsakes, including such information as the date and location of the event, the name of the band or orchestra, the names of the organizers and a list of chaperones, typically Muhlenberg faculty and administrators and their wives.

The majority of Muhlenberg's collection dates from the 1940s and mentions significant venues from Allentown's past and present, including the Americus Hotel and Castle Gardens at Dorney Park. Students and their dates danced to some of the biggest acts of the Big Band era, including those led by Bunny Berigan, Tommy Dorsey and Harry James.



PHOTO BY MARCO CALDERON

If you have any items of interest to the Muhlenberg archives, please contact susanfalciani@muhlenberg.edu.

Mule Athletics Highlights



PHOTO BY ATHLETICS STAFF

The **MEN'S LACROSSE** team had one of its best seasons ever in 2022, qualifying for the Centennial Conference playoffs for only the second time (the first since 2008). The Mules finished with a 9-6 record and received votes in the Division III poll the entire season. In addition to leading the CC in fewest goals allowed, the Mules averaged 12.27 goals per game, a school record for a season with at least 10 games ... Two Mules on the **WRESTLING** team—Joey Lamparelli '24 (125 pounds) and Brandon Bowles '25 (149 pounds, pictured above)—qualified for the NCAA Division III Championships in Cedar Rapids, Iowa, with Bowles winning a bout ... Gold medalists for the **TRACK & FIELD** teams at the Centennial Conference Championships were Ben Arehart '22 (high jump indoors), Dylan DeMagistris '24 (discus outdoors), Noel House '24 (javelin outdoors) and John Panny '23 (triple jump outdoors) ... **BASEBALL** player Jonathan Toth '24 tied a school record by hitting 11 home runs.

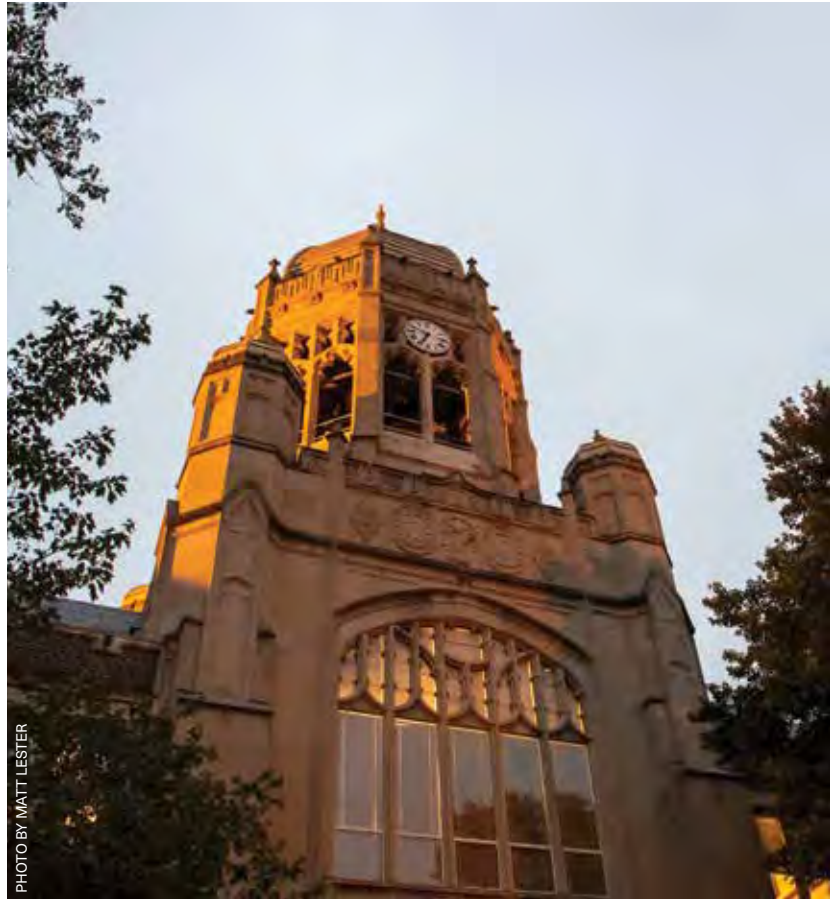


PHOTO BY MATT LESTER

Muhlenberg Participates in Student Success Institute

The American Association of Colleges and Universities (AAC&U) selected 41 colleges and universities, including Muhlenberg, to participate in its 2022 Institute on High-Impact Practices and Student Success, which took place in mid-June. The Institute is designed to strengthen institutional capacity to achieve quality, equity and student engagement goals through the design, implementation and assessment of active teaching and learning practices widely known as “high-impact practices,” or HIPs. Some HIPs at Muhlenberg are graduation requirements including first-year seminars, senior capstone Culminating Undergraduate Experiences (CUEs), integrative learning courses and writing-intensive courses. Many students participate in additional HIPs such as study abroad, research with faculty and community-engaged learning.

Each participating institution sent a team to the Institute to work with leading experts and practitioners on efforts to implement educational change and bring effective practices to scale in a time of limited resources and variations in modes of delivery. The Institute program focused on designing equity-centered HIPs and developing action plans to guide campus-based efforts.

“Being a part of this select group of institutions in the Student Success Institute allowed us to both share the structural frameworks that are working at Muhlenberg for engaging students in HIPs and learn about other approaches,” says Provost Laura Furge. —KYT

New Course Shows How Mathematics Can Factor Into Social Change

Truman L. Koehler '24 Professor in Mathematics Linda McGuire's Mathematics for Social Justice, which launched in the Spring 2022 semester, shows students how math can help them understand and critique public discourse, assess data in the public sphere and pose probing and well-informed questions.

"We want to show them how mathematics can support their efforts to support change," she says.

McGuire knows that the science, technology, engineering and mathematics (STEM) field can be intimidating; 40 percent of interested students switch majors before graduation. She hopes a course designed to show mathematics' real-world uses will draw in students who might not otherwise focus on STEM—and allow those students to apply what they learn to advancing social-justice efforts.

McGuire's students study algorithms and the role they play in everyday living. For example, in predictive policing, computer systems analyze data to determine where to deploy police or to identify people who might be more likely to report or be a victim of a crime. Algorithms may be used during hiring processes

to determine who might get shortlisted for an interview based solely on numbers.

"We look at some basic math and suggest how those algorithms are working under the hood," McGuire says.

The course, she says, shows students the limitations of relying solely upon math in situations that are more complex than the numbers alone would indicate.

Abbey Robuck '24, an international studies major, was hesitant about taking a math course to fulfill the reasoning curricular requirement. But she trusted McGuire and was intrigued by the course.

"I loved the premise of integrating humanities into a math class," she says. "It made the course seem more approachable, and it has allowed me to learn about social justice in a new and different way." —HMI



PHOTO BY RYAN HULVAT



PHOTO BY KRISTI MORRIS

On May 10, the first cohort of students participating in the Graduate School Preparatory Program for Students from Underrepresented Backgrounds (GSPP) gathered to celebrate their accomplishments, including steps along the journey toward grad school such as choosing a field of interest, securing internships and jobs and improving resume/CV-writing skills. The event included special recognition for the program's seniors; here, Aevyn Barnett '22, who will attend Syracuse University for a master's in communication and rhetorical studies, addresses their peers. Next year's cohort will be similar in size to this year's (35 students), with about 25 rising juniors and seniors from the inaugural cohort continuing on. To learn more about the program, visit muhlenberg.edu/GSPP.

Personally Speaking...



PHOTO BY MARCO CALDERON

Raymond Ceres '25

Saylorsburg, Pennsylvania

His goal as a first-year student at Muhlenberg was to get involved ...

"Something I realized when I applied to colleges is I didn't feel like I did enough in high school. I had trouble filling out my Common App. I kept comparing myself to others who did more with their time. Entering college, I wanted to be super involved. I took on every opportunity I could. I was that guy who would sign up for everything at the student activities fair."

... and he may have overdone it, at first.

"Overcommitment has been a big problem for me. I've worked on better time management, and I'm more hesitant to take on new opportunities. Last fall, I would've said yes to anything. I attended a lot of meetings for things I didn't end up wanting to pursue. I was just testing the water. This spring, I was more focused. It went more smoothly even though I had taken on more responsibilities [with the organizations I'm part of]."

He co-coordinates Bow Tie Club, a mentorship group for male-identifying middle school students of color, and participates in America Reads, a literacy program working in Allentown elementary schools.

"During the activities fair, I signed up for these two programs. They both involved going off-campus and helping students, and that was very appealing to me. As a co-coordinator for Bow Tie Club, I helped plan our lessons—we planned out each week what topic we were going to discuss, what activity we would do, what our goals would be. Some of our plans were more involved: One week, we were going to talk about healthy relationships, so we met with [then Associate Director of Prevention Education] Jules Purnell to discuss activity plans and how we'd go about talking to kids about that. We also organized a visit to campus for the students. This spring, through America Reads, I worked with a group of English second-language fourth-grade students. I helped them advance their pronunciation skills. A lot of people look at these activities and they think, 'Do you want to be a teacher?' That's not anything I have in mind, but I enjoy teaching. I enjoy being in that mentor role. I like the opportunity to work with children."

He completed his training to become a writing tutor, starting in the fall.

"Being nominated [to be a writing tutor] and being chosen, it's all about potential. None of us are experts. A big goal of mine entering college was to improve my writing. I never had much confidence in my writing, even though my teachers have given me good grades. The first-year writing course transitions you to a more academic way of thinking. It's not just writing fancy—your ideas come first. A lot of it is about expanding on different points. I definitely feel like I'm growing as a writer by the week. I'll even return to something I wrote in the fall and say, 'I can't believe I wrote that.'"

He's part of the Emerging Leaders Program for students from historically underrepresented and marginalized groups ...

"It's definitely one of the best things I've done at Muhlenberg. All the Emerging Leaders (ELs) want to support one another. You come to campus early with your cohort, and the mentors are sophomores and juniors. It's very easy to meet people through those connections. It's an advantage, entering college with a support system and familiar faces and friends. I was recently selected to be a peer mentor for the incoming class, which I'm very excited about. I'm also on the Emerging Leaders Council, which is a select group of students who discuss and voice the wants of ELs."

... and that has connected him with other campus organizations.

"I'm friends with a lot of the people who organize [Comunidad, an affinity group for Latinx students] because of Emerging Leaders. I go to their meetings to show support. That's a big thing with Emerging Leaders: showing support for others, turning up for events. We're very involved on campus. Just showing up goes a long way."

Gator-Aid

With its trusty mascot along every step of the way, the Muhlenberg softball team won the Centennial Conference championship.



What do you get when you cross an alligator with a pack of Mules? A Centennial Conference (CC) championship.

It might be a stretch to say that the seeds for the Muhlenberg softball team's 2022 title were planted during Halloween in 2018. But at least one important part of the team was hatched then.

To enhance her Steve Irwin costume, all-conference infielder Kristina Qualben '19 bought a stuffed alligator as a prop. Five months later, the team was on its spring break trip to Florida, and several players visited Orlando's Gatorland amusement park.

"The term 'Gatorland' flew around the dugout during the remainder of the trip, in a way to hype each other up and create energy," recalls Qualben. "This was really important, since energy in the dugout often translated to performance on the field. I saw an opportunity to add another fun element into the atmosphere, so when we got back to campus, I brought the stuffed gator to games."

One of the players who visited Gatorland was starting catcher Genna Cicchetti '22, then a first-year student. She quickly earned the nickname "Gator Genna" (Genna with a hard G). When Qualben graduated, it was only natural that she pass the stuffed gator on to Cicchetti.

"We've been bringing him to every game and on the bus for every road trip," says Cicchetti, who kept Gator above her locker when the team wasn't playing. "And he started to become part of our game. We celebrate with him, we run him on the field when we high-five everybody. And when they announce us [for the starting lineup], we all have to have a handshake with Gator."

It took a little time for Gator to start to work his lizardry on the Mules. The team finished with a 19-21 record in 2019 and was off to a good 6-2 start under new Head Coach Sarah Leavenworth in 2020 before the season was shut down. In another shortened campaign, Muhlenberg went 6-12 in 2021.

With a large senior class, and one green mascot, set to return, hopes were high for the 2022 season. The Mules remained optimistic even after taking their lumps in their first four games against Christopher Newport University, who was ranked No. 1 in Division III for most of 2022, and Virginia Wesleyan University, the 2021 Division III national champion.

It got better after those opening games, but the team was still struggling to find itself midway

"I got so lucky with this group of girls. We were always there for each other, on and off the field, and all eight of us [seniors] are going on to do great things."

—GENNA CICHETTI '22

through the season. The Mules were only 8-15, and 1-4 in the CC, after dropping the first game of a doubleheader at Dickinson College, and they couldn't shake the feeling that they were capable of something gator—er, greater.

"The underclassmen were like, 'We are going to do this for our seniors,'" Cicchetti says. "So they rallied hard around us, and we just went on this run where we could not be beat."

Muhlenberg went 9-2 in its last 11 CC games, including an emotionally charged home sweep of archrival Gettysburg College and a Senior Day shutout sweep of Washington College, to earn the second seed in the CC playoffs.

A home win against McDaniel College set up a semifinal matchup with Gettysburg. The Mules fell behind 2-0 but scored single runs in the second, third and fifth innings to take a 3-2 lead in another tense game that almost became too much to bear. When the Mules were at bat, if Cicchetti wasn't due up, she paced the dugout while clutching Gator to her chest to relieve her nervousness and anxiety.

Muhlenberg held on for the 3-2 win to advance to the championship round against top seed Swarthmore College, which had cruised to the regular-season championship with a 15-1 record. Needing to win three games in one day to claim the title, the Garnet got two-thirds of the way there with a 9-6 win against Muhlenberg, forcing a winner-take-all game.

It was another nail-biter. The Mules were two outs away from the championship when Swarthmore scored in the top of the seventh to tie the game at 2-2. The game went into extra innings. Neither team scored in the eighth, and Swarthmore was retired without a run in the top of the ninth.

On the second pitch of the bottom of the ninth, Sarah Karmazyn '22 lined a ball over the fence in center to give the Mules their sixth CC championship, and their first since 2011.

Karmazyn's blast—only the second walkoff home run in program history—set off a raucous celebration at home plate. The postgame festivities, which included taking pictures with Gator, was equal parts joy and relief. It had been a tough, emotional ride to the championship all season.

It had also been a rough week for Gator. During one of the games late in the season, excited Mule players in the dugout started swinging him around by his tail. He got caught on the fence and ripped open one of his arms, so on the bus ride to Swarthmore, utility player Sarah Raab '22 stitched Gator back up. When it's playoff time, even mascots have to persist despite their bumps and bruises.

The Mules were sent to Tufts University for an NCAA regional and had a respectable showing as the third seed, defeating fourth-seeded Cabrini University, 6-0, and losing to nationally ranked Rowan University and eventual regional champ Tufts University. The loss to Rowan brought a bittersweet end to what was ultimately a satisfying season for the eight seniors.

"It's been such a great experience coming here," says Cicchetti, a political science major and sociology minor who plans to attend law school. "I got so lucky with this group of girls. We were always there for each other, on and off the field, and all eight of us [seniors] are going on to do great things."

And with her softball career over, Cicchetti reluctantly let go of her four-year friend. On the bus ride home from Tufts, Cicchetti gave a speech in which she bequeathed Gator to Dara DiMaiolo '24, who, in an odd twist, wears the same number (30) that Qualben did.

"It's hard, but he's in good hands," Cicchetti says. "And I know that he's going to do great things now that the program's shooting upwards. He's going to be their rock next year and they're going to always think about our senior class."

See ya later, alligator.

From left, Gillian Zack '25 hugs Genna Cicchetti '22 after the championship win; Madison Amdur '22 and teammates celebrate; Sarah Karmazyn '22 at bat

PHOTOS BY ATHLETICS STAFF



Migration Risks

The war in Ukraine highlights the need to reform international refugee law.

By Marcia Morgan

June 3 marked 100 days since the Russian invasion of Ukraine. The war has had a devastating impact in this short amount of time. One way to measure a war's violence and disruption is to highlight the number of displaced people. This calculation often emphasizes the number of refugees, people who crossed a national boundary to avoid harm caused by reasons of race, national origin, political belief, religious persecution and membership in a specific social group. (Notably, the legal definition of "refugee," as covered in the UN 1951 Convention on Refugees and its 1967 Protocol, does not include those fleeing ecological disaster.) In the case of Ukraine, there are already more than 7 million refugees.

This figure does not include those internally displaced, the most recent data of which tallies an additional estimated 7 million in Ukraine. The majority of forcibly mobile people from all causes globally are not refugees but are internally displaced. Internally displaced individuals are at risk of starvation, lack of medical care and homelessness caused by conflict and ecological disruption, as well as summary executions, deportations to holding camps and genocide.

Among those forcibly displaced around the globe, refugees have the most resources to flee and are the most educated and well connected. Most news coverage in Western media focuses on refugees seeking relocation in western European Union nations and their northern allies, the United Kingdom, Australia or North America, the collection of nations referred to as the "Global North." Drastically less attention is paid to the worldwide population of internally displaced individuals, most of whom reside and find safe haven in the "Global South."

The international refugee and forced migration predicament calls for urgent reform

of international refugee law. Not only are two-thirds of the world's forced migrants unprotected because they are displaced within national boundaries, but the law itself can cause more harm than good even for those who do qualify as refugees (who apply for refugee status *before* they enter a country) or asylum-seekers (who flee to a country first and apply after). This is because of factors that allow nations to delay granting refugee appeals for safe haven for up to 10 years or more. During this time, refugees and asylum-seekers are punished for having followed international law by being detained indefinitely without adequate information about their future. Additionally, the percentage of approved applications is dismally low, recently averaging 10 to 20 percent of those determined by immigration judges as warranting credible fear (which in the United States in 2021 constituted 73 percent of cases for asylum and refugee status).

Consider also the legal precedent developed to prevent the danger of "in orbit," a concept in international refugee law that indicates the problem of asylum seekers and refugees getting bounced from one nation to the next, each unwilling to commit to serving as a permanent or long-term host. This legal precedent has created a more trenchant problem of tying the application of asylum to the country that is first and most directly accessed from the country of flight, which may not be the right place of relocation for the individual refugee or their family.

This 'solution' binds asylum to a specific and limited conception of place. Not only does this encourage dangerous attempts to reach the desired destination nations along perilous paths, but it strips refugees of their human autonomy and agency by hindering any realization of their aim to relocate where appropriate. "In orbit"



Asylum-seekers are punished for having followed international law by being detained indefinitely without adequate information about their future.

has been replaced by “in limbo,” as the determination procedures it mandates often detain applicants instead of permitting them to reside with family or refugee hosts. This detention can become protracted while their claims, which may never be heard, are awaiting adjudication.

As the United Nations High Commissioner for Refugees (UNHCR), European Council on Refugees and Exiles and the European Parliament have all noted, what is legal in this context is unethical and unfair for both nations and refugees. This unethicity locks refugees into a “sedentarist contract,” a contract that functions from the biased sedentary perspective that people are necessarily tied to one place in their lives. There are compelling arguments in the legal, political and philosophical communities that the current system, which forces refugees who do everything right to be detained for years, is an unethical system all the way down.

In response to this dilemma, the UNHCR has recommended measures that include granting asylum seekers the right to a “suspensive

appeal” (they may remain in the country where they desire to seek asylum while appealing against their transfer to the country they reached first), asking that people be detained only as a last resort and resisting transfers to states that could be dangerous.

Still, the system isn’t working. As noted by the Refugee Community Center at Allentown’s Church of the Mediator, it will be years before the Lehigh Valley receives any refugees from Ukraine, given the increasingly slow process of case decision. Reform of international refugee law is required not only to capture the realities of the 21st century, which include the fact that the large majority of forcibly displaced individuals move within political borders and not beyond them. But even for those who are protected under international refugee law, its intrinsic flaws frequently create prohibitive situations.

Marcia Morgan is an associate professor of philosophy at Muhlenberg.

OPEN BOOKS



The creation and use of free digital textbooks at Muhlenberg allow faculty to customize their course content and students to share their knowledge with scholars around the world.

BY MEGHAN KITA

ILLUSTRATIONS BY MATT ROTA

Assistant Professor of History Tineke D'Haeseleer teaches a course called China's Magical Creatures (and Where to Find Them): "The whole course is set up to be a different kind of history of China, looking at the strange and the weird," D'Haeseleer says. "It's a cultural history. You need a little bit of background on the regular timeline of the dynasties and the emperors, but you're putting all of the strange stuff in the foreground, and no textbook does that."

Right before the Spring 2019 semester, she learned that the College supports the creation of open educational resources (OERs), online materials with openly licensed content that is free for other scholars to use, adapt and share. She decided to build an OER for China's Magical Creatures that semester, with each of her students authoring a different chapter on a topic of their choosing as their final project.

"They got really into it," D'Haeseleer says. "They said, 'I never get to show things to my parents or friends. Now, I have something that doesn't disappear.' This [project] made them create something they could be proud of. Students had to pull out the stops and really make it shine."



“[OERs] allow for students to be co-creators in their educational experience.”

The experience was such a success that she worked with her Korean History students to create an OER for that course as well, and worked with students in both courses in later semesters to create content for a second edition of each OER. She has also used the student-created chapters in her teaching. For example, one that made an impression in Korean History this spring was a chapter Ale Cepeda '23 wrote in Spring 2020 on the civilians' perspective of the Korean War.

“I'm so glad she wrote about that. Usually students come in with a little bit of knowledge about U.S. participation ... but rarely get to think about the human toll,” D'Haeseleer says. “Perhaps the current war in Ukraine made [students] more sensitive to it, but the chapter is a welcome supplement to any dry textbook narration of high politics and military maneuvers.”

The student-coauthor model is just one way Muhlenberg faculty are utilizing OERs. Some are building their own OERs from scratch. Others are utilizing OERs (or parts of them) created by peers at other institutions. Often, OER adoption eliminates the need for students to purchase a costly textbook, but this is not the primary motivator for the College's embrace of OERs, says Provost Laura Furge.

“OERs allow the instructor to bring information on topics to the class in the order and style they would like,” she says. “And, they allow for students to be co-creators in their educational experience. The very first thing in our mission statement is that we want to develop independent critical thinkers. [Students] need to be evaluating what kinds of resources go into an OER, why it's valuable and how to present that information and have others engage with it. OERs embrace all of that.”



FINDING DIGITAL SOLUTIONS

Muhlenberg's digital learning team, which supports faculty in the creation and adoption of OERs, was established in 2014, but it's difficult to pinpoint a moment when OERs came onto the College's radar.

“For many years, faculty in a variety of departments have been concerned about the cost of publishers' textbooks as well as concerned or dissatisfied with the limitations of those textbooks,” says Dean for Digital Learning and Professor of Media & Communication Lora Taub. “Many faculty really have been creative in searching for ways to provide affordable solutions to course materials for students and course materials that meet their teaching and pedagogical needs.”

Sometimes, that means relying on digital resources from Trexler Library, another major partner in the College's OER effort. Other times, it means making PDFs of individual chapters of a textbook available through Canvas (the College's online course management system) in accordance with copyright protections. The third way to achieve these

goals is to utilize openly licensed and freely available educational resources on the web—OERs.

OERs can be built on a variety of platforms. Muhlenberg uses Pressbooks, a Wordpress-based platform that allows for the creation of chapters and the embedding of videos, interactive activities and other multimedia. Content from Pressbooks can also be imported into Canvas so students can find everything they need for a course—their “textbook,” assignments, quizzes and discussion boards—in one place. Most OERs are formatted to work equally well on a computer, phone or tablet, to be printed easily and to be read by accessibility readers. And because OERs are published openly online, users are able to provide reviews, comments and suggestions for revision.

“OERs are peer-reviewed, and they’re peer-reviewed openly. In some ways, they’re subjected to a more rigorous review [than traditional textbooks] because it’s not limited to the one or two reviewers that a publisher selects,” Taub says. “Just because it doesn’t look like the dominant academic publishing model doesn’t mean it’s deficient.”



OERs AT MUHLENBERG

The open licensing of OERs means faculty can pull in bits and pieces of a variety of OERs and edit those pieces as needed to build something appropriate for their courses. If faculty can’t find what they want, the College supports those who wish to produce an OER from scratch.

Associate Professor of Italian Daniel Leisawitz and Lecturer of Italian & French Daniela Viale were the first at Muhlenberg to do so. For years, they’d noticed that their entry-level Italian textbook was getting pricier with each new edition, but they couldn’t find viable alternatives on the market. Five years ago, they decided to take on the challenge of creating their own OER textbook.

OERs often utilize Creative Commons licenses or similar open licenses, which means everything an OER author uses has to be available to be shared. For Leisawitz and Viale, this meant not only writing the text but also traveling to Italy to take their own photographs and partnering with Italian videographers to produce digital audiovisual content. They gave that material to Senior Instructional Design Consultant Tim Clarke and then-Digital Learning Assistant Jarrett Azar '20, who began formatting it in Pressbooks in the summer of 2018. That fall, after a full summer’s worth of work, *Spunti: Italiano Elementare 1* was ready for use in class. (That semester, Leisawitz and Viale created *Spunti: Italiano Elementare 2*, which was first used in the spring of 2019.)

“The student response has been overwhelmingly positive,” says Taub, who estimates that these resources have saved Italian students approximately \$58,000 on textbook costs since they first debuted. “Students



recognize that they're working with a textbook created by their professors and that's exciting. The examples in and the content of the textbooks are highly relevant because the professors have shaped them for Muhlenberg students. Students' input and feedback is helping to inform future revisions of the textbooks."

Since then, Muhlenberg faculty and students, with the help of colleagues on the digital learning team and in Trexler Library, have created complete OERs in philosophy, political science, French and history. (Taub says that other colleagues "have been doing this work very effectively on their own," so this is not a complete list.) While faculty across the disciplines are utilizing OERs to different extents and in different ways, the Department of Languages, Literatures & Cultures is among the leaders in this effort.

"All languages are exploring the use of OERs on some level," says Department Chair and Associate Professor of Spanish Erika M. Sutherland, noting that the success of the *Spunti* products showed Leisawitz and Viale's colleagues what was possible. "Textbooks are not as agile as an OER. They aren't as up to date. They tend to stay away from hot-button issues. These are the things that connect with students."

Visiting Lecturer of German and Women's & Gender Studies Julie Shoultz has been part of a pilot program to use *Grenzenlos Deutsch*, an introductory OER for German language students created by colleagues at other institutions, for the past three years. The first time she used it, Clarke helped her set up the OER and its supplementary activities in Canvas. At the start of each semester, she arranges the material in Canvas to suit her needs and adds in additional activities for her students to complete each week before coming to class. It's a lot of work up front, she says, but the OER's strengths are apparent, especially when she compares it to the textbook she uses for intermediate German students.

"This textbook really falls short on diversity, but the OER is fantastic. It includes the idea that German is not just a bunch of white German people speaking one form of German," she says, noting that the OER is centered on Austria and depicts both native and non-native speakers. "That made me very aware of the shortcomings of the other book [for intermediate students]. I find myself supplementing it more and more with online materials that are all free."

Authors and publishers of any work must choose which information to include and which to omit as well as how to present that information. With a textbook, those decisions are set in stone for at least a few years, until the next edition is printed. OERs allow for instantaneous, ongoing revision to bring in current events and newly discovered knowledge.

The use of OERs also “empowers students to be not just receptacles of information but to think about who controls knowledge generation, who gets to contribute and have a voice and what is important to be talking and thinking about,” Furge says. “It brings the students further alongside their faculty members rather than a top-down approach.”

Taub says the traditional academic publishing model serves as a gatekeeper that often shuts out diverse voices. For example, a 2018 study from the *Journal of Communication* analyzed journal article authors in the field of media studies and found the majority of published authors in mainstream academic journals were white men. The issues Shoultz identified in her intermediate German textbook—namely, its centering of the experiences of white, heteronormative families—are similar to issues that plague traditional textbooks across the disciplines.

“We are, as a department and as a college, looking to decolonize our curriculum and move away from a white, male, European-dominated curriculum,” Sutherland says. “As a college, as we work to make our curriculum more global, more equitable and more diverse, those packaged textbooks have to become a thing of the past.”

“As we work to make our curriculum more global, more equitable and more diverse, those packaged textbooks have to become a thing of the past.”


SUPPORT AND LEADERSHIP

Muhlenberg’s support for OERs takes many forms. The digital learning team, which includes student digital learning assistants, provides workshops to faculty and students interested in adapting existing OERs and/or creating their own.

Digital Learning Assistant Rachel Bensimhon ’22 developed a love for OERs after counseling faculty working on open-access projects: “I help them go about seeing these things from a student’s point of view,” says Bensimhon, who is continuing her work with the digital learning team this summer. “When professors enlist students as collaborators, learning becomes much more active and engaging.”

The College pays for a subscription to Pressbooks and provides grants to support faculty development related to OERs, including for participation in College-run, OER-centric learning communities. Clarke has now designed and led two such learning communities; for the most recent, this spring, he invited faculty to come in with project ideas and then customized the workshops to their needs. Recently, Muhlenberg received \$22,000 from the Pennsylvania Consortium for the Liberal Arts to support the OER initiative. The College is also part of the American Association of Colleges and Universities’ 2021-22 Institute on Open Educational Resources.

To continue leading in this space, Taub hopes that, in the next five years, Muhlenberg is able to provide a number of textbook cost-neutral courses and to “make more visible the creative model that engages students as collaborators in OER creation.”

“Like our other areas of digital learning, it’s not technology for technology’s sake,” Taub says. “It’s another initiative where we are deeply committed to exploring the uses and possibilities of digital learning in service of our larger institutional priorities and goals, particularly around access, affordability, diversity, equity and inclusion.” 



R O V I

R E P O R





Journalist Barbara Crossette '63 has traveled to at least 88 countries for her work and was the first woman *The New York Times* stationed in India as bureau chief, where her reporting won the prestigious George Polk Award.

By Meghan Kita

Photos by Kristi Morris

In 1991, Barbara Crossette '63 was working as a foreign correspondent for *The New York Times* in India. That May, she was invited on the campaign trail with former prime minister Rajiv Gandhi and the member of Parliament for the area he was visiting. She met the group at the airport in the city now known as Chennai and crammed into the back of Gandhi's bulletproof sedan with a reporter from *The Gulf News of Dubai* and an interpreter. Along the 25-mile route to the night's main campaign event, Gandhi stopped a few times to greet well-wishers. Some threw flowers and other gifts into the car's open windows.

It was after 10 p.m. when the group arrived in Sriperumbudur, the village where Gandhi was scheduled to speak. A crowd awaited his arrival. He exited the car and headed toward the open-air stage festooned with bright lights, stopping to chat with people along the way. In her article that appeared in the next day's *Times*, Crossette wrote:



A minute or two later, Rajiv Gandhi was dead, killed by a bomb explosion only yards from this reporter.

The May 22 article was the first in a series Crossette produced for the *Times* about Gandhi's assassination and the aftermath. Her coverage won the George Polk Award, a prestigious journalism honor, for foreign reporting. Other accolades she earned throughout her career include an award for international reporting from InterAction, a coalition of more than 150 international nongovernmental organizations; a Fulbright Award for contributions to international understanding; the Shorenstein Prize, awarded by research centers at Harvard and Stanford Universities, for writings on Asia that enhanced understanding of the region in the West; and a lifetime achievement award from the United Nations Correspondents' Association.

Her career at the *Times* lasted from 1973 to 2002, including foreign correspondent positions in South and Southeast Asia, a year as state department reporter and eight years as UN bureau chief and correspondent. She has taught journalism in the United States and internationally—including to Cambodian journalists covering the Khmer Rouge war crimes



tribunal in 2008—and has authored two *State of World Population* reports for the United Nations Population Fund, a UN agency focused on reproductive and maternal health. She also served as a Muhlenberg trustee from 2008 to 2014.

Today, Crossette continues to write occasionally on international affairs, covering the United Nations, women's rights and international news for *The Nation* and PassBlue.com, a nonprofit media company with more than 15,000 subscribers internationally.

Former Board Chair Richard C. Crist '77 P'05 P'09 recalls a time he tried to get on Crossette's calendar when she was a trustee: "After multiple attempts, Barbara responded apologetically that she had been up against a deadline and needed to focus all of her energy on that assignment. Being naturally curious, I inquired about the project. Barbara responded that she was completing an analysis of a speech by the secretary general of the United Nations," Crist says. "That's Barbara Crossette in a nutshell: connected to the most interesting and important people around the world and not an egotistical bone in her body."



Crossette was born in Philadelphia to an eastern European refugee, her mother, and a father whose persecuted Mennonite ancestors from the Rhineland had settled in Bucks County, Pennsylvania, in the 18th century. She grew up in eastern Pennsylvania and was aware of Muhlenberg because of its proximity and the encouragement of her Lutheran mother. Crossette earned a scholarship to Muhlenberg and came to campus in the fall of 1957 with the first coed class to enter the College.

“It could be pretty nasty. Misogyny was the name of the game. [Some male students] felt the College had been ruined by having women here,” she recalls.

Some women in her class found their male classmates’ heckling and interference so upsetting that they became sick or couldn’t eat. Crossette thinks that perhaps being close to home, which she could visit if the campus climate became too much, helped her succeed at Muhlenberg despite the circumstances.

“I remember on behalf of other people what a terrible time it was,” she says. “It was piggish male behavior, was unacceptable and now would not be tolerated.”

At Muhlenberg, she studied history, with a minor in political science. As a writer and editor for *The Muhlenberg Weekly*, she would go to the print shop in downtown Allentown each week to close the paper. At the *Weekly*, she learned about the entire newspaper process, from idea generation to typesetting, which would go on to serve her well in her career.

After her third year at Muhlenberg, she married an older *Weekly* editor who had graduated and entered the Navy and was stationed in Guam. Crossette joined him, living and teaching in the Western Pacific for two years. She also had her son, Jonathan Crossette '82, while abroad.

She returned to Pennsylvania in 1962 to complete her Muhlenberg degree as a commuter before joining her husband in Colorado, where he was then stationed.

“

IT COULD BE PRETTY NASTY. MISOGYNY WAS THE NAME OF THE GAME. [SOME MALE STUDENTS] FELT THE COLLEGE HAD BEEN RUINED BY HAVING WOMEN HERE.

”

She completed a master’s degree in history, with a focus on British history, at the University of Colorado, Boulder. After separating from her husband, Crossette got a grant to do research in England.

During that time, she spent five years in London writing for an education weekly and three in Birmingham writing for *The Birmingham Post*. England had a large number of immigrants from India and Pakistan, and at that time, racial relations were becoming tense. Her experiences in England contributed to her interest in India, where she would later live and work, and the surrounding region.



In 1973, Crossette returned to the United States to be closer to her parents. She joined the staff of *The New York Times*, first as a staff editor and writer. The newspaper wasn't looking for only journalism graduates at that time—they wanted writers with subject-matter expertise to cover any given beat. For example, writers with a legal degree would cover the law; writers with a medical degree would cover medicine. Crossette's history and political science background, along with her experiences living in England and Guam and traveling around southeast Asia, set her up for a career as a foreign correspondent.

In the early 1980s, she covered the civil wars in Central America, traveling to the region on an as-needed basis and working primarily from New York City. In 1984, she got her first assignment to work full-time abroad, covering 14 countries in Southeast Asia and the Pacific while stationed in Bangkok, Thailand. While she was happy in that position—"Southeast Asia is an easy place to live. The food is good. The people are welcoming," she says—living and working in India was her dream.

She had first traveled to India on a Fulbright teaching fellowship in 1980. She chose India because she thought it would be interesting (and it was a place

where she could lecture in English). She spent six months teaching journalism at Punjab University in northern India, and after that experience, she knew she wanted to live and work in India again.

She got her chance in 1988, when the *Times* stationed her in New Delhi. She was the first woman the newspaper sent there as bureau chief. In addition to India, she covered more than a half-dozen other countries, including Sri Lanka, Pakistan, Bangladesh, Nepal and Bhutan.

The aftermath of the 1991 Gandhi assassination was chaotic: It got out that she was the only Westerner there, and India's Central Bureau of Investigation wanted to interview her. An American diplomat recommended that she should decline and leave the country, for her safety. Ultimately, she decided to stay, and she shared with the authorities her recounting of the assassination from her perspective. She continued to cover the assassination's aftermath for a few months.

When she returned to the United States, she took a few months off from the *Times*. During that period, she traveled to Bhutan and Kathmandu, Nepal, for a book she was working on. The result, *So Close to Heaven: The Vanishing Buddhist Kingdoms of the Himalayas*, was published in 1995.



After her period of leave, Crossette became the newspaper's U.S. Department of State correspondent, a role she left after just one year: "I hated Washington," she says. "It's a very different life as a foreign correspondent. Abroad, you can talk to people and have lunch with contacts. In Washington, I found the doors were often closed."

She then spent a couple years as senior editor of weekend operations at the *Times*, running the paper on the weekend and deciding what would go on the front page. In 1994, she became the UN bureau chief for the *Times*, a position she held until she left the newspaper in 2002.

"Having traveled and worked in so many countries, often where the UN had a presence, I thought the UN headquarters was a good place to try to look at the connections and differences," says Crossette, who took time off during this period to travel for a second book, *The Great Hill Stations of Asia*, which was published in 1998. "I came back to the U.S. with a lot of links to pursue and found a welcome among diplomats who appreciated my knowledge of their home countries and were very helpful."

After the *Times*, Crossette taught journalism at Cambodia's Phnom Penh University for the U.S.-based Independent Journalism Foundation for a few years and was a 2004 International Center for Journalists Knight Fellow in Brazil. She also wrote for the Foreign Policy Association's *Great Decisions* discussion program on world affairs.


Through connections she'd made while at the *Times*, the United Nations Population Fund, a UN agency focused on reproductive and maternal health, asked if she would write a couple of their annual reports. She wrote *How Women Cope in Crisis* for the agency in 2010 and *The World at 7 Billion* in 2011. She traveled the world for these projects, including to Haiti after its 2010 earthquake and to Ethiopia, Uganda and back to India to speak specifically with women there.

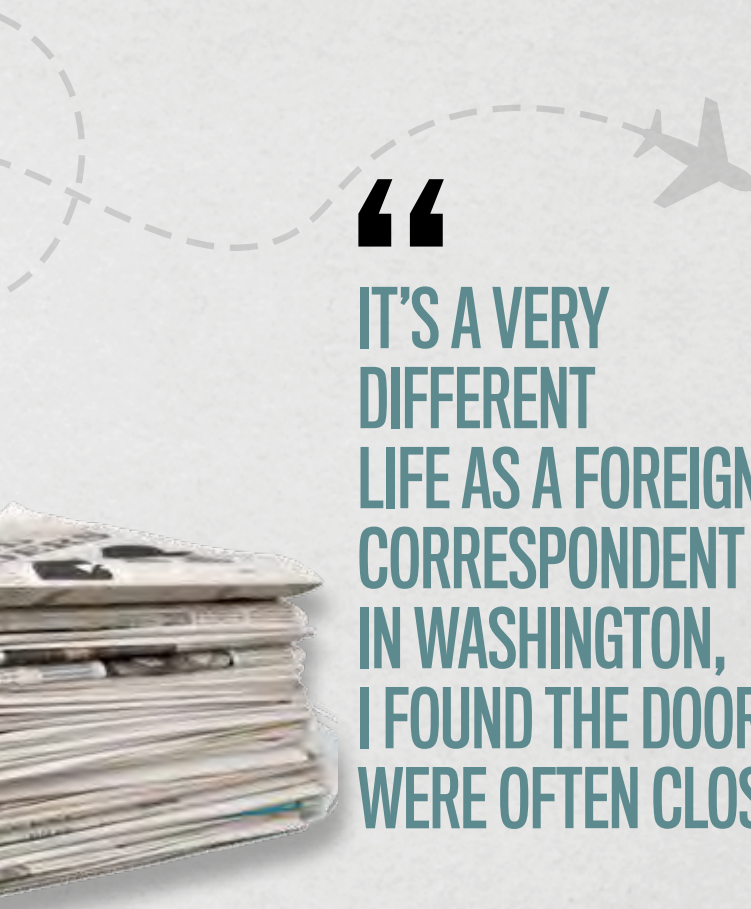
"I could sit for hours with these women. I developed a lot of sympathy for the lives they had to lead," says Crossette, who notes that she heard stories of husbands beating their wives for dinner being too hot or too cold and of husbands killing their wives for using contraception. "The reality of their life is hell ... Americans aren't honest enough about this. Everybody here is interested in 'me' or 'my problems.'"

In 2011, she and a former *Times* colleague founded PassBlue.com, where she has been the senior consulting editor and writer since its inception. In addition to the UN, she covers women's rights and, more recently, she has produced articles related to the Russian war against Ukraine. During the pandemic, she moved out of Manhattan to Bucks County, Pennsylvania: "I don't really miss the city as much as I thought I would," she says. "I've been there, done that."

Crossette has been to a lot of places and done a lot of things: She has reported from at least 88 countries, by her count, including nearly every European country, most of the Latin American countries and obviously, the many countries in Southeast and South Asia where she lived and worked. A friend recently shared with her a list of 60 international cities and asked how many she'd been to. "All of them," Crossette replied.

She sees her life and her career as one experience building on another, starting with her childhood, spending time with friends and family who were foreigners. That childhood led her to Muhlenberg, which led her to Guam, and every step along the way made a later step possible.

"All these things add up in life," Crossette says. "I tell my grandchildren and my son: 'If you see what you can get out of [any] experience, it may come back later to be very useful.'" 



“
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recipe
for
Success

BY MEGHAN KITA





A selling point for a liberal arts education is that it produces well-rounded graduates who are able to think critically, solve problems and wear many hats. This concept is reflected in Muhlenberg's mission statement, which says, in part, "all members of our community are committed to educating the whole person." As these five alumni entrepreneurs can attest, the whole person needs to be engaged and invested in order to launch a successful business. Every small business owner needs to know how to do a little bit of everything: bookkeeping, communications, keeping up with technology, customer service. These alumni, whose businesses are in the food and beverage space, also must be able to satisfy their customers' or clients' appetites. Here's how they do it.



PHOTOS BY BROOKE SLEZAK

adam pomerantz '90

Founder/owner of Murray's Bagels
and Leo's Bagels, New York City

After earning a degree in business administration, Adam Pomerantz '90 worked long hours and earned promotions at Merrill Lynch, becoming a vice president after five years. But, his heart wasn't in it: "I knew that one day I would want to have my own business," he recalls. "What that business was, I had no idea."

On weekends, he'd wait in line with dozens of other people at his tiny neighborhood bagel store. Clearly, this was a successful business, and Pomerantz, "who grew up eating lots of bagels and knowing the difference between a good bagel and a bad bagel," was inspired to open his own shop.

After six years at Merrill Lynch, he quit to pursue his dream. He asked the equipment company he was working with to connect him with someone who knew how to make great bagels. That afternoon, he got a call from a man who owned a shop in New Jersey: "I heard what you want to do," he said. "See you at 11."

He meant 11 that night, so Pomerantz drove to the man's shop and stayed until 6 or 7 a.m., learning how to hand-roll bagels and work the oven. He did that every night for more than a week.

After securing a location in Greenwich Village and setting everything up, Pomerantz had a few weeks before opening to perfect the recipe. He tried several combinations before he created the bagel with the perfect amount of sweetness and the ideal texture.

When Murray's Bagels, named after Pomerantz's father, opened in 1996, it was clear the recipe was a winner. The shop has been extremely popular, earning a place on *Eater's* and *Time Out New York's* best bagels in New York City lists, among others. In 2007, Pomerantz opened Leo's Bagels, named after his wife's great uncle, in the Financial District. The stores have the same bagel recipe and the same menu, but Leo's is much smaller. (That's soon to change—Leo's is almost tripling in size, with renovations expected to be complete by early fall.)

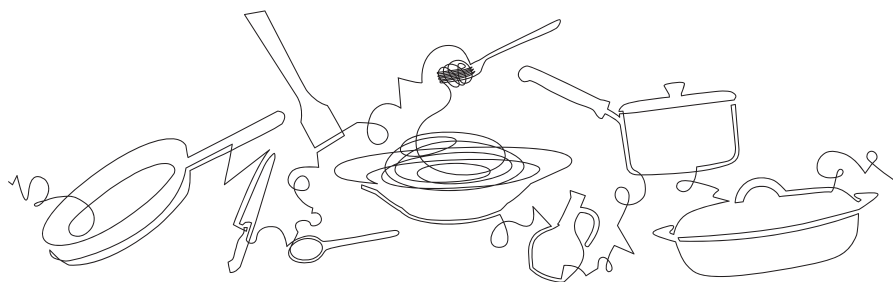
The biggest changes Pomerantz has seen over the years are a demand for "healthier" options and shifts to online ordering, hastened by the arrival of the pandemic. What hasn't changed is what he enjoys about the work: "People walk into a bagel shop with a smile on their face," he says. "They're excited, pointing to the menu boards and talking to their friends. It's really satisfying that they're happy to be at my establishment."



PHOTO BY DIANA DAVIS CREATIVE

abra pappa '97

Founder/owner of Abra Pappa
Nutrition, upstate New York



“

I don't think I've ever been
the kind of person who is
well suited for a deskbound job.
I have to be creating.”

Part of what Abra Pappa '97 does for a living is corporate wellness speaking and consulting. She recently delivered a presentation about how what you eat affects your mental health to a company with more than 800,000 employees.

“Being able to command the presence of a room and take complicated biochemical processes and break them down in a way that's fun and engaging and interesting—I love that work,” says Pappa, who was a theatre major at Muhlenberg and who later earned a master's in human nutrition and functional medicine. “It's something I'm really good at.”

That type of work takes up about 25 to 30 percent of Pappa's time. Sixty to 70 percent of her time is spent working individually with clients as a functional nutritionist. The rest of her time goes to *Abra's Kitchen*, a food blog that attracts more than 1.5 million visitors per year.

When Pappa moved to New York City after graduating, she auditioned by day and worked in restaurants and bars by night, which took a toll on her physically. After seven or eight years, she completed a health coaching program and started cooking for clients with specific health conditions.

She wasn't seeing the changes she hoped to see in those clients: “I was just delivering the goods,” she says. “I wasn't helping the individuals learn how to feed themselves.” That's a big focus of her private nutrition practice, which she launched in 2005. As she built that business, she attended lots of health and wellness fairs in the city, where she networked and began pitching herself as a corporate wellness speaker and consultant. In 2016, she launched *Abra's Kitchen* to share the recipes she developed for her clients with a broader audience.

She hopes to continue growing that site to reach a broader audience and open up more opportunities to speak. This fall, she's also launching a group consulting program to be more accessible to more people. Continuing to diversify her work is what keeps her engaged and interested.

“I don't think I've ever been the kind of person who is well suited for a deskbound job,” she says. “I have to be creating, working on multiple projects. That's when I feel my best.”

Juan Martinez '06

Founder/owner of Martinez Hospitality,
Lehigh Valley, Pennsylvania

Juan Martinez '06 spent much of his childhood in the Dominican Republic, where hospitality is the top industry. He began working in restaurants at age 10, and at home, "My mother showed her love through food," he says. "It was part of my upbringing."

After earning a degree in business administration through the School of Continuing Studies, Martinez entered the banking industry. He knew that one day, he would start his own business, and the business he knew best was restaurants.

In 2010, he and his wife, Melanie, opened the State Cafe and Grill, and in 2011, they launched the first Don Juan Mex Grill, both in Easton. The early years were a struggle, and the couple wasn't sure whether the businesses would survive. However, by 2016, Don Juan was running smoothly enough for Martinez to open another location in Emmaus. Today, there are five locations in the area.

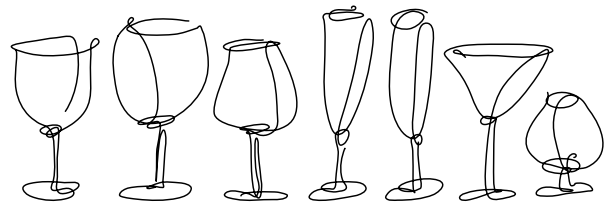
Before the pandemic, the plan had been to expand beyond the Lehigh Valley, but 2020 put the brakes on that idea. While labor shortages continue to be a challenge, conditions have stabilized enough for the Martinezes to launch a new venture. The first location of Melly Mel's Chicken is slated to open this fall in Emmaus, and if that goes well, they will add locations. Once Martinez Hospitality has two strong brands, expansion outside the region will be back on the table.

As the existing restaurants thrive, Martinez most enjoys the opportunity to lead and mentor team members as they grow in their leadership roles. He's also proud to invest in the community through initiatives like scholarship programs: "That right there makes me want to get up every day and do more ... When I was 16, I was that kid who got a little scholarship here and there. It helped me with my education," Martinez says. "I'm a big believer in the power of education and giving back. Money comes and goes, but when you're able to impact others without expecting anything in return, that's a beautiful thing."



PHOTO COURTESY OF MARTINEZ HOSPITALITY

“I’m a big believer in the power of education and giving back. Money comes and goes, but when you’re able to impact others without expecting anything in return, that’s a beautiful thing.”



sarah kauzmann '16

Founder/pastry chef at Pipit's Bakery,
Coopersburg, Pennsylvania

By the end of 2019, she was working part-time for a monthly newspaper in central New Jersey and part-time as a pastry chef at a new cafe. That gig ended when the pandemic hit, and Kauzmann missed it: "COVID came and I thought, 'Why am I waiting [to start my own business]?',” she says. “I have enough experience now to do it.”

In August 2020, Kauzmann began renting a commercial kitchen. She made a few appearances at the Perkasie Farmers Market, and that exposure along with



At a farmer's market this spring, a man bought a "dirty brownie" (a layer of chocolate chip cookies, a layer of Oreos and a layer of brownies) from Sarah Kauzmann '16, the founder of Pipit's Bakery. He told her that he was going to save it to share with his trivia night buddies. Fifteen minutes later he was back: He couldn't wait to try the sweet treat, he ate it all himself and he wanted to buy more for his friends.

"That's incredibly rewarding ... to see that immediate [reaction] of, 'That was so good, I need more,'" Kauzmann says.

Kauzmann, a business administration major and a creative writing minor, grew up baking. She was inspired to start her own business after completing a master's in entrepreneurship, but she wasn't ready right away. Instead, she did marketing internships and spent a year baking at a Perkasie shop. She learned to bake at scale, to make French macarons (now a specialty of hers) and much more.

word-of-mouth marketing helped Pipit's Bakery ("Pipit" is Kauzmann's father's nickname for her) have a strong online-ordering showing for the 2020 holiday season.

Kauzmann spent 2021 as a regular vendor at the Perkasie Farmers Market, and this year, she's added the Bethlehem Farmers Market as well. These in-person experiences are more fun, more profitable and less hassle than online ordering, which she's moving away from this year. She's hoping to add more wholesale clients as well as more clients who hire her to bake for large events in her quest to make this part-time passion into a full-time career.

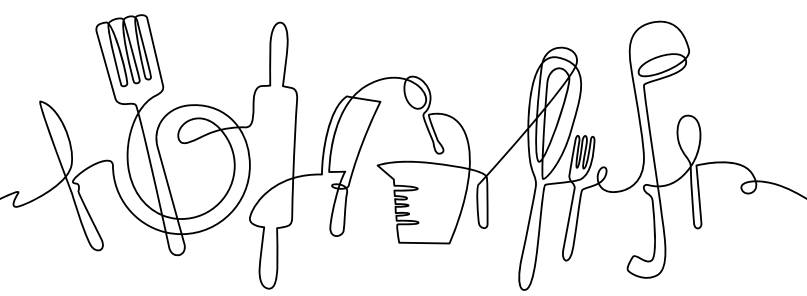
"[My family laughs] every time I say, 'I really want to bake something,' after having just spent 10 hours baking," Kauzmann says. "I just love it. It's fun, rewarding and delicious."



PHOTO BY MATTHEW PALANCA

bruno WU '07

Personal chef, Sarasota, Florida



Bruno Wu '07 grew up eating a variety of cuisines: His parents were born in China and emigrated to Brazil, where Wu lived until he was 10. Then, the family moved to New York's Westchester County, and its proximity to New York City meant a world's worth of restaurants and grocers were just a train ride away. He also grew up cooking: "By the time I was in high school, I was already making Beef Wellingtons and stuff like that for family dinners," says Wu, who was a theatre major at Muhlenberg.

His culinary training, which he completed in 2014 at The International Culinary School at The Art Institute of California, Los Angeles, covered many styles of cooking. Now, as a personal chef, if one of his clients has a menu request, there's a good chance he's made it professionally before.

He worked in a variety of restaurants in L.A. as he was trying to launch his acting career, both in the "front of the house" (as a host, busser, server and manager) and in the kitchen. "I found myself always getting promoted to managerial positions," he recalls, but his passion was for the food. After earning an associate's in culinary arts/chef training, he spent time working in six of the 10 Katsu-Ya Group restaurants in L.A. in a variety of roles.



PHOTO BY BRUNO WU

Wu is now based in Sarasota, Florida, where he relocated with his wife, Rachel Silber Wu '10, in 2020 to be closer to her parents and to get a break from city life after a decade in L.A. He had launched a personal chef business in L.A. in 2017, but he didn't get enough bookings to do it full-time. Sarasota, he says, has "a better-situated demographic and location for that business. A lot of people come down to Sarasota for their yearly vacations ... I can be a bigger fish in a smaller pond."

He launched his business in Florida in the beginning of 2021 and has since tripled or quadrupled his bookings. The bulk of his work is private dinners, where he'll go to a client's home and cook for a group. He also has some clients who have him prepare a week's worth of meals for them to reheat and eat.

He's mostly a one-man show: He responds to inquiries and schedules calls to discuss menus; keeps his own books; and shops for, preps, cooks and serves the food. He'll bring on a server for events with more than 14 or 15 people and a sous chef for events with more than 20. He hasn't had to do much in the way of marketing—word-of-mouth and positive Yelp reviews have kept him plenty busy. There were a couple weeks in April when he was booked every day, night or both. He would like to get to a point where he's booked five to six nights a week for 48 to 49 weeks out of the year—an attainable goal given how much he's already exceeded his expectations for 2022.

"I'm at my best when I'm put under pressure," Wu says. "My days are long, but I get to have a personal connection with my clients, with the people actually eating my food. In a restaurant, I never had that experience. When I was front-of-house, I had more experience with [diners] but I wasn't connected with the food that much. This business is a really neat way for me to be able to share my passion for food with the people enjoying it."

where are they now

Updates on notable alumni entrepreneurs in the food and beverage space



PHOTO BY PAUL PEARSON

When we last covered **Sam Calagione '92** in the Fall 2018 issue (story online at muhlenberg.edu/calagione), the craft brewery he founded, Dogfish Head in Delaware, was the 12th largest in the country. The following year, Dogfish Head merged with the second largest, The Boston Beer Co., in a \$300 million deal. Dogfish Head, which turned 25 in 2020, has recently partnered with brands like Patagonia and *Atlas Obscura* on collaborative beers and launched a line of canned cocktails made with Dogfish Head Distilling Co. spirits.

In the Spring 2020 issue, **Rachel Mansfield '12** discussed her first cookbook, *Just the Good Stuff*, released after years of sharing recipes on her blog and with her social media community (story online at muhlenberg.edu/mansfield). She has since launched a venture capital fund, grt sht ventures, with her husband, Jordan Carpenter '11, focused on better-for-you brands within the food, beverage and family space. Mansfield did a cooking demo on NBC's *TODAY* show in May and continues to grow her platforms, reaching more than 520,000 Instagram followers and amassing millions of monthly page views on her blog.



PHOTO BY AUBRIE PICK

CALLING ALL MINI-MULES

Marti's Kids Club provides a fun, simple way for families with children to stay connected to the College.



Assistant Vice President of Alumni Affairs and Career Services Natalie Hand '78 P'07 has long noticed a trend: Older alumni, as well younger ones without kids, tend to be most engaged with the College. Alumni with children may be too sleep-deprived in the early years or too over-scheduled later on to have much of a relationship with their alma mater. Hand understands—she has three children, now grown, herself.

"These alumni have a lot on their plates," Hand says. "We wanted to find a way to stay connected with them that took into account where they are in their lives. When you have kids at home, you do what they do, so we needed to find a way to reach the kids."

About five years ago, Marti's Kids Club was born. It's free to join and open to children of alumni, faculty, staff and friends of the College. Today, nearly 150 kids are part of the club, including children from 101 alumni families. As members, they receive birthday cards and invitations to join Marti at special events, including the Homecoming Fair during Alumni Weekend and an annual brunch with Marti, usually held in conjunction with the Muhlenberg/Moravian football game.

Over the years, Marti has engaged club members for other holidays as well. For example, for Valentine's Day 2019, children received a card from Marti along with a valentine to color and send back; those were then sent to older alumni, many of whom resided at Luther Crest Retirement Community. This April Fools' Day—or April Mules' Day, as Marti calls it—Marti asked kids to return a postcard with their best joke on it.

Scenes from brunch with Marti in 2019, left to right: William Weizer, son of Elizabeth McConnell Weizer '04, shows some spirit; Kevin Conrad '06, Patty Piotrowski and Sonya Martinez-Hunsicker Conrad '06 with a pack of mini-Mules; brothers Brooks, Harrison and Dalton Kachline, sons of Kristopher '05 and Christa Carlstrand Kachline '05, pose with Marti.

"When [Administrative Assistant for Alumni Affairs] Jackie Sowers came to me with the idea, what she proposed seemed fun and something different that the kids would not be expecting. She took the ball and ran with it," Hand says. "I think what neither she nor I imagined was how many responses we would get—every one of them cuter than the last."

The goal for the club is to expand its offerings and programs to appeal to older students, up to and including those who are beginning their college searches. Hand and her colleagues want to find engaging and age-appropriate ways to introduce Marti's Kids Club members to what Muhlenberg offers, academically and extracurricularly, so they're familiar with the College long before they need to make a decision about their own futures.

"The love of learning and the belief in the power of education is what brought us all to Muhlenberg. In the same way that we are working to expand our Lifelong Learning opportunities to our alumni community, we want to be intentional in reaching out to future generations of learners," Hand says. "It is never too soon to fall in love with Muhlenberg—and what better ambassador for kids than Marti?" —*Meghan Kita*

If you have a mini-Mule who'd like to join Marti's Kids Club, email bergalum@muhlenberg.edu with their name and date of birth.

High Fives

On May 22, Jakob Kidd '22 and Maxx Kronisch '22 received their diplomas along with more than 500 of their peers. What made the day extra special for each was the Muhlenberg tradition in their families.

BY MEGHAN KITA



Maxx Kronisch '22 (center) with brother-in-law Seth Krivchenia '18 and sisters Elianna '18 and Shayna '20



From left, Elizabeth Coblentz Jenny '69, Jakob Kidd '22, Megan Kidd Watson '96 and the Rev. David Kidd '69

Maxx Kronisch '22 is the youngest of five siblings, all of whom are now Muhlenberg alumni. His family, based in Silver Spring, Maryland, learned about Muhlenberg through a cousin, Madeleine Lesser Novack '10. His oldest sibling, Zach '16, was already in college elsewhere when his next oldest sibling, Ben '16, applied to Muhlenberg and was accepted. The whole family went to Through the Red Doors with Ben, and Zach snuck off on his own to get a tour. That fall, Ben started as a first-year student and Zach as a transfer.

Elianna '18 and Shayna '20 came to Muhlenberg next. What attracted each of the siblings, Maxx says, was the College's academic reputation, its friendly atmosphere and the opportunity to work closely with faculty. The large population of Jewish students and the availability of kosher food in the dining hall was also a draw.

Coming in as a first-year student, Maxx says he'd "been visiting Muhlenberg for years and years ... I didn't have that 'new student, new environment, not really sure what's going on' experience." That allowed him to hit the ground running, completing research with Chris Borick, professor of political science (Maxx's major), and Jorge Silveyra, associate professor of computer science (Maxx's minor).

Maxx's sisters attended his Commencement, and the following weekend, Elianna married Seth Krivchenia '18, expanding the size of the Kronisch Muhlenberg family. Next July, Ben will marry Lauren Mazur '19. "There are four other alumni in my immediate family, but technically, I think of it as six of my siblings who graduated," Maxx says.

Jakob Kidd '22, who also celebrated his 22nd birthday on the day of Commencement, is the fifth generation Kidd to graduate from the College—his great-great-grandfather, Elmer Kidd, was part of the Class of 1914.

Jakob remembers performing in recitals in the Center of the Arts as a student of Adjunct Professor of Violin Paul Windt during his childhood. Jakob also attended Windt's recitals on campus.

A Macungie native, Jakob wanted to stay local for college, and the generational appeal plus the scholarships he earned drew him to Muhlenberg.

He decided to pursue a degree in sustainability studies, which became a major in the fall of 2019, because of "how everything has been progressing recently," he says. "I thought, 'The time is now.' Everything's coming to a head. What better time to get into [sustainability] than right now?"

Joining Jakob at his graduation were his grandparents, Elizabeth Coblentz Jenny '69 and the Rev. David Kidd '69, as well as his aunt, Megan Kidd Watson '96, who's married to Christopher Watson '96. (Jakob's great-grandfather, the Rev. Paul Kidd '42, died in 1994.)

"My grandparents being there, it was a bitter-sweet thing," Jakob says. "They graduated from Muhlenberg, they saw their [daughter graduate] and then they saw me graduate. They were pretty excited."

TEAR OFF
THIS
SCHEDULE!



SCHEDULE OF EVENTS

IN-PERSON VIRTUAL HYBRID

FRIDAY, SEPTEMBER 23

- 10 a.m.
ALUMNI GOLF OUTING
Hosted by the Athletics Department
- CLASS OF '72 CAMPUS TOUR**
- 11 a.m.
CLASS OF '72 BRUNCH
- 12:30 p.m.
STATE OF THE COLLEGE ADDRESS
President Kathleen Harring

CLASSES WITHOUT QUIZZES

- 2 p.m.
A BRIEF HISTORY OF CRAFT BEER
Greg Heller-LaBelle,
Entrepreneur-in-Residence
- EPIC MAPS: CARTOGRAPHY
AND THE ITALIAN EPICS OF
DANTE AND ARIOSTO**
Daniel Leisawitz, *Languages,
Literatures & Cultures*
- BETTER UNDER ISHMAEL?
RECONSIDERING ANTISEMITISM
IN ISLAMIC HISTORY**
Liran Yadgar, *Languages,
Literatures & Cultures*

- 3 p.m.
FOR THE LOVE OF PASTA
Daniela Viale, *Languages,
Literatures & Cultures*
- FRAUENPERSPEKTIVEN:
READING THE
MUHLENBERG WOMEN**
Julie Shoults, *Languages, Literatures
& Cultures*; Susan Falciani Maldonado,
Trexler Library; Susannah List,
Class of 2023
- BRUSHING UP ON SPANISH
AT HOME**
Gisela Lebrón, *Languages,
Literatures & Cultures*
- 4 p.m.
**FOOD OF THE GODS: THE
HISTORY AND LEGACY OF
CHOCOLATE**
Mirna Trauger, *Languages,
Literatures & Cultures*
- 2022 MIDTERM
ELECTION PREVIEW**
Chris Borick, *Political Science*
- 6:30 p.m.
SHABBAT DINNER
- 7 p.m.
AN EVENING OF DISTINCTION

SATURDAY, SEPTEMBER 24

- 7:45 a.m.
BIRD WATCHING EXPEDITION
Daniel Klem and Peter Saenger, *Biology*
- 10 a.m.
POLAR BEAR DEDICATION
- PARKWAY BOULEVARD
BUILDING TOUR**
- CAMPUS TOUR**
- 11 a.m. – 12:30 p.m.
**CELEBRATION OF
STUDENT RESEARCH
AND SCHOLARSHIP**
- 12 p.m. – 5 p.m.
ALUMNI TAILGATE
- 12 p.m. – 3 p.m.
HOMECOMING FAIR
- 2 p.m.
FOOTBALL VS. McDANIEL
- 3 p.m.
BUG DISCOVERY WALK
Marten Edwards, *Biology*
- 4 p.m.
CAMPUS TOUR
- 7 p.m. – 11:30 p.m.
LATE NIGHT AT THE RED DOOR

SUNDAY, SEPTEMBER 25

- 10 a.m.
ALUMNI CHAPEL SERVICE
- 10:30 a.m.
HILLEL BAGEL BRUNCH

All times are Eastern and subject to change.



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FRONT COVER

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For full schedule details, updates and registration, visit muhlenberg.edu/alumniweekend.



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**Customized
Care**

Will Osei '10 is a practicing psychologist working to make mental health services more accessible and effective for a diverse range of patients, including through work with startups. Learn about his career on **p. 18**.