

# Peirce

The alumni newsletter  
from Peirce College®

## PERSPECTIVES

ISSUE 3, OCTOBER 2008

In this issue...

Message from the President • BCC Paralegal Studies Program •  
Faculty Focus: James Tobin • Career Development Services • One Graduate's  
Perspective: Philip A. Clemens • Peirce Family Connections:  
Lisa and John Yomtov Jr. • and more...

### Dear Peirce Alumni:

My deepest thanks and appreciation are extended to all those who have so ably supported Peirce College during the 18 years of my presidency. As graduates, you have played an especially important role in our success by contributing significant time and resources in furthering our vital mission.

Due in large part to the generosity of our dedicated alumni, the College's fundraising efforts have reached unprecedented levels. Over \$7 million in gifts and grants have been received during the past three years alone. This record level of revenue, coupled with a very efficient approach to managing development expenses, has allowed us to directly route over 93 percent of gifts and grants to student benefits. In other words, 93 cents of every dollar raised went to programming and only seven cents to administrative costs. This has translated to a significantly enhanced student learning environment, through state-of-the-art renovations to our Center City campus, improvements in online education and substantial increases in student scholarships.

Effective fiscal management and your support have been major keys to Peirce maintaining one of the lowest private college tuition rates in the Philadelphia region and the nation. Most notably, Peirce's strong financial position permits the College to sustain itself through these currently challenging economic times and remain poised for future growth and expansion.

Consistent with our historical mission, the College continues to be a premier provider of high-quality degree programs tied to workforce and economic development. Thanks to your commitment, Peirce is able to maximize learning opportunities for students and employers in the 21st century. On behalf of the entire college community, please accept our best wishes and gratitude for continuing to make Peirce such a stellar, relevant institution.

Sincerely,

*Arthur J. Lendo*

**Arthur J. Lendo, Ph.D.**  
President & Chief Executive Officer  
Professor of Management

"As graduates, you have played an especially important role in our success..."

— **Dr. Arthur J. Lendo,**  
Page 1

"Peirce gave me a foundation necessary to really grasp the concept of business."

— **Philip A. Clemens '70,**  
Page 4



Since 1865

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*Arthur J. Lendo, Ph.D.*





Peirce College launched its ABA-approved Paralegal Studies bachelor's degree completion program at Burlington County College (BCC) with a strong inaugural class in September. Prior to the September start, to raise awareness of the program, Peirce hosted a professional development event entitled "Raising the Bar: A Professional Networking Reception and Panel Discussion for Current and Aspiring Paralegals" at BCC's Mount Laurel campus.



*Assistant Dean Miller presents at Peirce's Paralegal Studies networking reception at Burlington County College in July.*

Current students, paralegal professionals, Peirce alumni, faculty and staff heard from the following panelists:

- Dawn Moskalow, paralegal, Parker McCay P.A., Marlton, N.J. — former president of South Jersey Paralegal Association spoke about industry changes.
- Rebecca Watson '03, paralegal, Marks, O'Neill, O'Brien & Courtney,

P.C., Pennsauken, N.J. — discussed the increasing necessity of a bachelor's degree in the profession.

- Doreen Ziccardi '08, administrative assistant to Michael R. Nelson, Esq., Nelson Levine de Luca & Horst, LLC, Blue Bell, Pa. — shared her experience of attending Peirce to advance her career.
- Cynthia Gentile, Assistant Professor, Legal Studies, explained the Peirce Paralegal program's course content and structure.

Edwin B. Miller, J.D., Professor and Assistant Dean, Legal Studies, applauded the "wonderful speakers," noting that the panel offered great perspective and input about the evolving role of the paralegal and the linkage between higher education and career advancement. "The event allowed students, as well as those working in the industry, to stay abreast of changes in the paralegal profession," he said.

Peirce alumna Rebecca Watson was especially pleased to be part of the event and regards the Peirce program at BCC as an advantage to local students who may not have the time to get to Philadelphia for classes after work. Ms. Watson's participation was also a way to give back: "As an alumna, I like to help students coming up. I have pride in my profession, and I like to pass that pride along to students." She believes that events like this have an added benefit: "It's a way to stay connected to Peirce!"

and Barbara M. Wetzler, former Dean of the College. They were honored for their outstanding contributions to the College.

With the induction of the 2008 awardees, there are 36 members of the Wall of Fame, which was first introduced in 1990. Their plaques are displayed at the 1420 Pine Street main entrance of the College.

## Campus Renovations Take Shape

Peirce College completed its latest phase of renovations to its Main Campus this fall. These include the second, third and fourth floor classrooms and office spaces.

The new classrooms feature wireless Internet access, computer-equipped podiums and touch-screen projectors, as well as several security provisions, including distress buttons and a public address system that has been installed throughout the campus. In addition, faculty members will enjoy new "hoteling" space on the second floor, outfitted with resources to aid instructors when they are on campus.

"The renovations are designed to enhance the Peirce educational experience," said Vito Chimenti, Manager, Auxiliary Services, "the changes will benefit students and faculty alike."

Part of a series of major capital improvements, this recent phase was preceded by significant enhancements in the Vera D. Bruestle '34 Student Enrollment Center and Thomas J. Foga '52 Lobby, among other locations.

*To arrange a guided tour of Peirce's newly renovated spaces, call the Alumni Hotline at 215-670-9037.*



*Renovated classroom, College Hall*

## College Inducts Four into Wall of Fame

Members of the Peirce community and invited guests gathered on campus to celebrate the induction of four special individuals into the College's Wall of Fame on Oct. 23.

The 2008 inductees are the late William M. Moore, retired Vice President, Academic Affairs and Student Development; Thomas Rambert, retired Supervisor of Security; James "Jim" Tobin, Professor, Business Administration;

## Faculty Focus: James Tobin



James “Jim” Tobin, Professor, Business Administration, joined Peirce nearly 45 years ago as an American

*James Tobin*

History instructor. He played an integral role in transitioning the College from a junior college to a four-year degree-granting institution.

During his time at Peirce, Professor Tobin has held a variety of positions, such as director and chair of several programs including Business Administration. He notes a strong interest in teaching about American government and entrepreneurship. An entrepreneur himself, having previously owned a bed and breakfast and renovated houses, Professor Tobin brings a great deal of real-world experience to his introductory and advanced Entrepreneurship classes.

Professor Tobin is also proud to have been part of Peirce’s rich history. Having witnessed the evolution of the College throughout his employment, he credits President Lendo with the many positive changes that have taken place.

In addition, Professor Tobin enjoys staying connected with his students, even after they have completed their studies. Former students often call the American government enthusiast, “especially at this time of year, to talk about the election.”

## Peirce Helps Further Alumni Careers

In its mission to support graduates as well as students in furthering their careers, the Career Development Services Department will launch a variety of valuable activities at Peirce this fall. Located on 2R of Alumni Hall, the department offers:

### **DISCOVER — Peirce’s Online Career and Educational Planning Survey**

*Discover your career-related interests, work values and skills; explore occupations and career paths; and map out your career goals and action plans*

### **One-on-One Career Counseling**

*Review resumes and cover letters, prepare for interviews and discuss career search options with knowledgeable counselors*

### **Career-related Workshops**

*Gain resume and cover letter writing techniques, interviewing skills, tips for a successful job search and more at these informative events*

### **ResumeXchange — Peirce’s Online Job Search and Resume Network**

*Post a resume where employers list part-time and full-time job opportunities*

*In addition, the department offers current students the opportunity to receive college credit for relevant work experience through the College’s Cooperative Education Program (Co-op).*



*Audrey Cooper*

At the helm of the department is Audrey Cooper, Facilitator, Career Development Services and Cooperative Education. Having managed Peirce’s Corporate College and Institutional Partnerships initiatives for nearly seven years, Ms. Cooper has developed a strong understanding of workforce development.

“In my previous roles with the College, I have come to understand the needs of employers and the type of job candidates they seek,” she said. “I’m excited to help alumni and students leverage their education from Peirce and successfully compete for the best jobs.”

To learn more about the department, or to schedule an appointment with a career counselor, call 888.GO.PEIRCE, ext. 9202, or email cds@peirce.edu.



## Did you Know?

- According to the Pennsylvania Department of Education, Peirce College was **#1** in the Commonwealth of Pennsylvania in awarding bachelor’s degrees in Business Administration to African American women for 2006-07.
- In the 1890s, former presidents **Benjamin Harrison**, **Grover Cleveland** and **Theodore Roosevelt**, along with industrialist **Andrew Carnegie**, served as keynote speakers at Peirce College commencements.
- Peirce College is acclimating new students to the Peirce learning environment through use of **DyKnow** software, a new interactive teaching tool that, when coupled with the College’s supply of tablet PCs, enables students to take notes, respond to in-class surveys and more, electronically.

# One Graduate's Perspective



**Philip A. Clemens '70**

*Philip A. Clemens '70 is chair and CEO of Clemens Family Corporation, a privately-held business with a diverse portfolio that includes Hatfield Quality Meats and seven other companies.*

In 1967, as a grandson of his company's founder, Philip A. Clemens had a choice about higher education: he could go to college or continue his employment in the family business. He chose both.

Working 60 hours a week while attending Peirce College, Mr. Clemens recalls that "sleep was optional" as he commuted to Philadelphia for classes during a day that began at 3 a.m. and ended at 11 p.m. Mr.

Clemens remembers Peirce's then-President, Thomas

May Peirce III, advising incoming freshmen about the College's rigorous two-and-half-year Accounting program. Mr. Clemens was very proud to graduate from the high-caliber program.

As a Peirce graduate, Mr. Clemens had several job offers and he "did an unusual thing — I interviewed for the family business." His interest in the newly emerging world of computers had been sparked by Drew Lewis (later U.S. Secretary of Transportation) who spoke at Peirce in 1969 about how computers would change business. Mr. Clemens's new job at Hatfield Quality Meats was to start its first data processing department and he headed back to school for additional training in programming.

Through the years, in assignments in information technology, human resources and executive management, he appreciated his education: "Peirce gave me a foundation necessary to really grasp the concept of business. Peirce didn't just put the theory out there; we learned about practical applications."

In addition to his corporate duties, Mr. Clemens is chair of the board of Lancaster Bible College, a college lecturer and speaks nationally and internationally about family businesses.

## Peirce Family Connections: Lisa and John Yomtov Jr.



*Mother and son duo, Lisa (right) and John Yomtov Jr. (left), graduated together in June.*

Lisa Yomtov '08 began her Business Administration studies in a Peirce cluster at the Father Judge High School location. As a GlaxoSmithKline employee, Ms. Yomtov found that many of her coworkers had also pursued Peirce degrees. While "a little hesitant at first," she decided to try an online course for the flexibility it afforded her.

Meanwhile, John Yomtov Jr. '08 became interested in pursuing an information technology degree and transferring from a regional community college. Ms. Yomtov arranged a meeting with the College's Admissions Department and he enrolled with Peirce on the spot.

At first, Ms. Yomtov would drop her son off at Peirce's campus on her way to work. Later, he finished his degree with online courses. He notes that Peirce improved his "mental toughness," adding, "I never pushed myself as much as I did at Peirce."

As for Ms. Yomtov: "My degree helped me...and three weeks after I finished, I got a promotion!"

*Make a Peirce Connection: call 888.GO.PEIRCE, ext. 9000, to make a referral and receive a \$100 Barnes&Noble gift card and special-edition T-shirt.*

## Take a look at Peirce!

Call the Alumni Hotline at 215-670-9037 to arrange a guided tour of the renovated Peirce campus at 1420 Pine Street in Philadelphia. We look forward to seeing you.

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**WHAT PEIRCE PERSPECTIVES CAN YOU SHARE WITH US?  
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