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– Doreen Ziccardi ’08, Page 2

“I have good memories of Peirce…the instructors were excellent.”

– Albert Cederstrom ’43, Page 4

Reaching Out — Making a Difference

“There is no greater feeling of accomplishment than knowing you are an active part of a worthy endeavor,” said Charles (Chuck) Wright III, Peirce’s Vice President, Institutional Advancement. “Giving back is personally fulfilling and helps to improve the lives of others.”

When he was head of development with Big Brothers/Big Sisters of Southeastern Pennsylvania, Chuck understood the importance of giving back and how being involved can make a big difference.

He brings his relationship-building expertise to Peirce where, as head of the College’s outreach initiatives, he will be responsible for creating, developing and executing Peirce’s development, alumni relations and community relations plans.

“I am here to create a culture of giving,” Chuck said, “by working with individuals, organizations and businesses—especially our alumni. Many alumni feel Peirce had a significant impact on their lives and want to give back, as a volunteer, financially or in some other way.”

The value of institutional advancement for Peirce was one of the key components identified during the recent strategic planning process.

“As Peirce generates exciting new ideas from our planning processes, new resources must be identified to support future educational priorities at our institution,” Chuck said. “While reconnecting with the Philadelphia community, we must also build greater support among alumni and friends of the College.

“My role is to support those activities by developing giving programs, the organization of alumni relations and the identification of ways for Peirce to engage graduates and the community.” As Chuck develops the plan, he said that the reestablishment of the Peirce Alumni Association will be an important part of the foundation. “We will develop a range of services for alumni,” he pointed out. “Included in those initiatives is an online community for alumni, social networking opportunities, links with Peirce Career Development Services, and alumni events where graduates can come to Peirce and network with fellow alumni. Plus, enabling alumni to become engaged in community service projects with which Peirce is involved.”

Chuck Wright III
Vice President, Institutional Advancement
The face of Peirce has always been the people associated with the College: individuals who define what is best about the institution.

Dr. Angelo DiAntonio, who served the College in the 1940s and 1950s as an accounting instructor, is an excellent example of what makes Peirce special. On May 25, 2010, Dr. DiAntonio was recognized for his contributions to Peirce, when he was inducted into the College’s Wall of Fame.

Members of the Peirce community and invited guests gathered at a luncheon on campus to celebrate the induction, which he described as remarkable. “I was overwhelmed…I am still coming down from it,” he said.

The event also introduced the Dr. DiAntonio Accounting Award, a financial award that recognizes the academic achievement of the top accounting student in each year.

The award came about as a result of reunion luncheons for the Classes of ‘48 and ‘50, where a common thread was the fond memories the alumni had of Dr. DiAntonio. Representatives of those reunions asked President Mergiotti if they could honor Dr. DiAntonio, and the award tribute was established.

Dr. DiAntonio joined Peirce in 1947, when he was 22 years old. His students were returning servicemen from World War II. “They were such tremendous students—they all became solid, successful citizens,” he said.

“I would like to ask the alumni to be proud of the school. I was a young man, when I came to Peirce to teach and they gave me an opportunity.”

Dr. DiAntonio joins the 36 other members of the Wall of Fame, whose plaques are displayed at the 1420 Pine Street main entrance of the College.

Networking with a Difference

On May 17, 2010, Peirce celebrated the past, present and future at a very special event.

More than 400 alumni, students, staff and faculty, corporate partners and friends of the College came together—filling an entire city block—to see former classmates, network and take a peek into Peirce’s future. Alumni representation from many decades was terrific: Enos E. Shupp Jr. ’35, was the oldest alum who attended.

Peirce graduate Doreen Ziccardi ’08, said, “Although you leave the school when you graduate, you never really leave because Peirce is always in your heart. The event showed that the College really does care about their students beyond graduation and the networking opportunities let us share advice and rebuild bonds that were built while at Peirce.”

Referring to the development of the College’s strategic plan, presented at the event by President Mergiotti, Joseph Tamney ’70, former member of the Board of Trustees, said, “I left that evening even more excited about the future of Peirce. Jim Mergiotti has rolled out the red carpet and welcomed alumni back to the College…alumni will be pleasantly surprised to see the high energy at events such as this…”

New Alumni Welcomed at 2010 Commencement

On June 14, 2010, the Class of 2010 was welcomed to the graduate body during the College’s 145th Commencement at the Kimmel Center for the Performing Arts in Philadelphia.

Peirce President James J. Mergiotti conferred the degrees on 447 very happy graduates. Patricia Rucker, Senior Vice President, Academic Advancement and Provost, was emcee of the program. This year’s event was particularly notable for the many student-centered “firsts.”

Student award winners were featured in the front row on stage. A student, Raymond DeShields, sang the national anthem, and graduates selected their own theme song. Graduate Gwendolyn McNuckles, the matriarch of three generations of family members graduating that evening, introduced keynote speaker U.S. Representative Chaka Fattah. Holly Frey was the evening’s student speaker.

Renée Byng Branch ’90, Peirce Trustee, inducted the graduates into the Alumni Association.

Several alumni celebrating their 10th, 20th, 30th, 40th, 50th and 60th graduation anniversaries attended a reception that preceded the commencement ceremony.
Lawrence L. Scanlan was elected Chairperson of the Board of Trustees. A former Peirce student, he has been a Peirce board member since 2005. He became Chair of the Finance Audit and Facilities Management Committee and assumed the Board Vice Chairperson position in 2006. He has over 35 years of healthcare management experience including executive and consulting roles with hospitals, health systems and academic medical centers. He is president of Insight Health Partners, LLC, which provides operational improvement and strategic services to the healthcare industry, and is also president of an executive coaching firm.

Katy K. Theroux was elected Vice Chairperson of the Peirce Board. She has been a board member since 2001. She is senior vice president, customer programs and chief human resources officer, for GS1 US and has served for several years as a top human resources executive for Fortune 250 companies. She was recently Chairperson of the Presidential Search Committee for Peirce.

Dr. Al Dinson PMP is currently a principal consultant with MITRE Corporation. He previously held positions at L-3 Communications, Marine Systems, America Online, Inc., Walt Disney World, Raytheon Corporation and General Electric.

Renée Byng Branch ’90 currently serves as director of diversity and inclusive practices for the Council on Foundations, a national association of approximately 2,000 foundation and corporate grant makers. A Peirce graduate, she has over 15 years of senior leadership experience in institutional advancement, diversity and inclusion, government relations and public administration.

Geoffrey R. Haefner CFP has held senior positions with personal financial management institutions including Principal Funds, the Calvert Group, Prudential Securities and MetLife. He is a Certified Financial Planner.

Stephanie Mays Boyd is vice president sales, marketing and convention services for the Pennsylvania Convention Center Authority. She has held a number of positions with the Convention Center during her 14 years there.

Faculty Focus: Sheila Perkins

When Sheila Perkins, Associate Professor, Business Administration, graduated from high school, she received clear advice for the next step in her education. “Peirce College was the first college my parents told me I had to go to,” she said.

As co-owner of a pediatric care and hospital staffing company, in 1996 she decided to return to Peirce to teach as an adjunct professor. When the decision was made to sell the company in 2001, she joined the faculty in a full-time position.

For Professor Perkins, teaching is a passion. “I particularly like being in the classroom. The class sizes really work well for students, and the blending of the generations and age ranges bring very good skills and experiences to the learning situation.”

Professor Perkins recently was named an honorary member of Delta Mu Delta at a Kappa Nu Chapter induction ceremony. She is completing her doctorate in Leadership and Innovation in Education with a focus on generational differences. “Not surprisingly, Peirce was where I got the idea for my dissertation about how generations blend so well in the classroom,” she said.

Did you Know?

Healthcare a HIT

“This is an exciting time for health information management programs and for Peirce,” said Stephanie Donovan, the new Program Manager, Health Information Technology/Health Information Management.

In September 2010, Peirce will roll out an Associate of Science degree in Health Information Technology (HIT), designed for students looking to advance their current position in the healthcare industry or for those seeking a career in the healthcare industry. Classes will be held on campus and online. In addition to HIT, Peirce will also offer a Bachelor of Science in Healthcare Administration this fall.

The health information management sector is growing fast. According to the U.S. Bureau of Labor statistics, positions that rely on HIT skills are among the fastest growing professions which require post-secondary training or an associate degree.

“As part of our new strategic plan for the College, we want to match up with where the job growth forecasts are in this region,” President Mergiotti said. “Our new Health Information Technology program helps us achieve that goal.”

“Bringing programs such as HIT to Peirce makes sense, when you consider the College’s strong foundation in technology and business,” Stephanie added.
A change in studies in 1942 changed the life of Albert Cederstrom '43. Mr. Cederstrom enrolled at Peirce in September 1940. Originally studying for an Accounting degree, in 1942 he changed to Administrative/Secretarial.

“The war (World War II) was catching up to me and I decided I would not be able to complete accounting and become a CPA as planned,” he said. He learned about Naval Intelligence opportunities and applied for a position. That summer it was decided he should change his studies to Administrative/Secretarial.

On December 12, 1942, he was sworn into Naval Intelligence. He completed his studies at Peirce on May 14, 1943. Four days later he received his active duty orders, so that when graduation took place, he was 10,000 miles away in New Caledonia in the Pacific.

“I have good memories of Peirce... the instructors were excellent,” Mr. Cederstrom said.

Toward the end of the war he was personal yeoman to Admiral Halsey and was with the Admiral and his staff aboard the USS Missouri for the official Japanese surrender ceremony. He went to Washington D.C. to be a member of the admiral's staff at the Naval Dept. and took dictation for the admiral's memoirs.

After leaving the Navy, he held positions at the American Society for Testing Materials in Philadelphia and in human resources with Gulf Oil/Chevron in Houston.

Community minded throughout his life, Mr. Cederstrom lives in Berwyn, Pa., and has served on Peirce’s Alumni Board, honors and awards committee. He is a past Chairman of the College's Annual Fund giving campaign.