Dorms coming to Delco?

Penn State Brandywine considering residences

By TIMOTHY LOGUE
tlogue@delcotimes.com
@timothylogue

MIDDLETOWN — Jayln Johnson has enjoyed her time at Penn State Brandywine, but admits the commuter campus sometimes makes her first year of college feel more like her fifth year at Archbishop Prendergast.

“It’s a good school and I like it,” the Yeardley native resident said Thursday between classes. “But when you come for the day and then go home to your parents’ house, it kind of feels like high school. To be here by 8:30, I have to get up at 6 and take two buses. It’s a hassle.”

Armed with two studies, an assortment of data and a lot of anecdotal evidence from students, parents and high school guidance counselors, Penn State officials are laying the groundwork to add student housing to their 90-acre campus on Route 352.

“We’re interested in becoming a residential campus for a number of reasons,” said Sophia Wniesiak, chancellor of the Brandywine campus. “First and foremost, we want to be competitive with other institutions. Of the 63 institutions in the Philadelphia that offer baccalaureate degrees, three do not have residence halls — Penn State Brandywine, Penn State Abington and Pierce College in Philadelphia.

“The reality is the modern day student expects housing as part of the package; to be able to move away from mom and dad and to have that experience.”

On March 15, the Penn State Board of Trustees approved a 4.23 percent hike in the room and board rate for 2013-14 and agreed to use a portion of the revenue raised to further study...
the merits of placing residence halls at Brandywine and the PSU Abington in Montgomery County.

"Approving this increase today does not bind us with moving forward with Brandywine and Abington," said L. Hurley, Penn State associate vice president for auxiliary & business services, told trustees before the vote. "It merely provides the foundation to do so should we choose to in the future.

Of Penn State’s 19 satellite, or commonwealth, campuses, eight offer university operated housing. Abington and Brandywine do not, despite ranking fourth (3,516) and sixth (1,381), respectively in enrollment.

One consulting firm hired by the university to study the issue found that Brandywine and Abington "showed the strongest potential to develop new student housing at this time because they are relatively strong in the typical indicators of success.

"We are very fortunate that the demographics are on our side in southeastern Pennsylvania economically and in terms of college-aged population," said Wisniewska, who announced last week that she would be leaving Penn State for a chancellor position in the University of South Florida system. "Even though Philadelphia has declined a bit, Delaware County is stable, Chester County is on the rise, and Montgomery County is slightly up.

"We have had a couple different external studies conducted that show that there's not only pent up demand for residence halls, but there's strong potential to fill them.

According to one study, adding housing to both Philadelphia area campuses makes sense because there could be a "humanization of students if one campus was to build housing and the other did not.

Penn State representatives have discussed the possibility of dorms at Brandywine with members of the Middletown Township Land Planning Committee—a three-member body developers routinely seek out to solicit feedback on their ideas before formally submitting their plans.

"I've been told the township will be approached in the near future," said Councilman Scott Galloway. "I don't know whether that means a formal plan will be filed or they will come before the land planning committee.

Wisniewska said the university would like to provide housing for about 250 students — down from 400 in previous plan.

In their meetings with Middletown officials, Penn State officials discussed building two four story residence halls in the area behind the John D. Vairo Library, not far from the property lines of homes in the 100 block of West Forge Road.

If the board of trustees decides to move forward, Wisniewska said residents will be consulted before the plan is submitted to the township.

"I think we are in the infancy of the process," she said. "We have not heard formal and final approval from the university and the board of trustees has not voted yes on these residence halls. They have not seen engineering plans. They have not seen cost and budget figures.

"My expectation, based on what we have learned from our attorney, is that we are talking two to three years of township approvals."

Not everyone is on board with the prospect of a 24/7 student presence at Penn State.

"The purpose of a regional campus, as Middletowners who have been around (since its founding) will tell you was to provide a commuter option for Delaware County kids to access Penn State," said Mark Kirchgaesser, vice chairman of township council.

"That is how John Vairo (PSU Brandywine's first director and a longtime Middletown resident) described it back then."

Wisniewska has found no such directives in the PSU archives and said she has located longrange planning documents dating to the founding of the campus more than 45 years ago that include residence halls.

"It went back as far as John Vairo in 1967," she said. "We have found in the archives some sketches and development plans that show the desire for residence halls going that far back."

Stories that appeared in the Chester Times around the time the campus was founded neither mention of student housing, nor strong opposition to the concept.

A front page story from Oct. 8, 1966, however, stated the Penn State Board of Trustees agreed to a few provisions requested by Delaware County commissioners when they approved an "extension" campus for Delaware County.

One provision stated out-of-county registration would be limited to 10 percent of the projected enrollment.

While he does not support residence halls under any circumstances, Kirchgaesser said the location previously discussed "would have the maximum impact on residents."

"I would put it this way, he said. "If they are going to do it, they have to minimize the impact on our residents. There are a lot of people in that area who pay a lot of taxes and a project like this could negatively impact their property values."

"I can't see moving forward with a plan that impacts our township like this."

Councilman Christopher Quinn, whose district includes the campus, said he would oppose any plan that could have a negative impact on
the health, safety and welfare of the township.

"I do not believe that's what the intent of the campus was and I am concerned about changing the character of our community," he said.

"I understand Penn State's position and I am interested to hear what they have to say, but they're not who I represent."

While Galloway said he had never heard the idea of residence halls discussed before Wisniewska arrived on campus in 2005, he wants to hear more before passing judgment.

"We would certainly like the university to flourish in our township and I know they feel like they need this to continue to progress," he said. "Quite frankly, I think the board is pretty divided in their feelings for this. I have no idea what the vote would be, but some support it and some oppose it pretty vigorously.

Galloway said dormitories would be less intrusive if they were located on the south side of Yersley Mill Road and closer to county-owned properties like Fair Acres and the juvenile detention facility. (Penn State would have to acquire additional land to make that happen.)

Quinn had another suggestion.

"Maybe they could cross into Edgmont and use the old Sleighton School property that's not in use," he said.

Wisniewska said the university would prefer to have residence halls in close proximity to the other buildings on the 90-acre campus. "It's certainly the ideal," she said.

Though she wants to see the details, council Chairwoman Lorraine Bradshaw said dorms at Penn State make sense.

"I think that we have to encourage our institutions in the township to be competitive with everybody else," she said. "The university is there as a conditional use, as an educational use, and I think dormitories are part of a college campus.

"There are a lot of people whose kids go to West Chester or Neumann because they want that campus experience without having to go very far. I think it would be beneficial to the university and to the students."

As for location, Bradshaw, an architect, believes they should be near the heart of campus.

"You don't want to shove them back into the woods," she said. "For a campus to work, the dorms have to be integrated with the rest of the campus."

Bradshaw said she has concerns about "quality of life issues" and said Penn State has agreed any residence halls would be "alcohol free."

"I think it could provide an economic boost to the township and help our local businesses and the Granite Run Mall," she said.

Penn State Brandywine officials say 84 percent of students who decline the offer of admission point to the absence of housing as the reason why, as do 70 percent of students who leave the campus within two years.
Penn State Brandywine campus in Middletown.

Penn State Brandywine Chancellor Sophia Wisniewska is shown.
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Seminar will address acting’s business side

Kimberly C. Roberts
Entertainment Reporter

Hollywood actor Clifton Powell will host "Acting: Making It Your Business" marketing seminar on March 16 in Philadelphia. This is an informative seminar advising aspiring and working artists on the fundamentals, challenges and rewards of the entertainment business. According to presenters, the event will focus on self-marketing, branding and the business side of the entertainment industry. The seminar is open to both union and non-union entertainers.

Topics in the four-hour seminar will include:
- Managing Your Career as a Business
- How to Get More Auditions and Bookings
- Distinguishing and Branding Yourself
- How to Obtain Agents and Managers
- Headshot, Resume and Demo Reel Review
- Market and Promote Yourself Effectively
- Creating Superb Marketing Materials
- Checklist Before Moving to Hollywood
- Social Media Marketing

Learn the Secrets to Becoming a Successful Actor

The last 30 minutes of the class will be an open Q&A session. Organizers state that the class is for serious actors who want to learn more about the business of acting.

The seminar will be co-hosted by two native Philadelphians, actresses Tiffany E. Green and Crystal Lee Brown. Green has landed roles in several independent films, shorts and commercials. She offers 10 years of marketing experience and has a BA in business from Peirce College. Brown, a Los Angeles-based actor and producer, has been cast in several independent films, stage plays and commercials. She has a BFA in journalism and public relations from Temple University.

Clifton Powell, an NAACP Image Award-winning actor who was recently in Philadelphia playing Marvin Gaye's father in the tour production "My Brother Marvin," has an extensive list of film credits that includes "Next Friday" and "Friday After Next," in which he played the unforgettable "Pinky," as well as "Menace II Society," "Dead Presidents," "The Gospel," "Street Kings," "First Sunday" and "Ray." On television he has appeared in "Murder She Wrote" "NYPD Blue," "In the House," "Moesha," "Army Wives" and "She's Not Our Sister," among many others.

One of the most familiar faces on stage, screen and television, Powell has a wealth of knowledge to share with aspiring actors, as well as working actors who wish to enhance their careers and book more jobs. His passion for his craft is almost palpable.

"Once you get into theater and the magic of it, and the spectacle of it, it just takes you by storm," said Powell, who is also the director of "My Brother Marvin." "I do a lot of independent stuff. Some of them are good, some of them may not be that good, but I just wanted to be a working actor and just work. I'm like Sam Jackson. I just want to work! We all come out of the same school. We work. That's what we do. We're actors. We make movies, we do plays. We do whatever to keep our craft going."

For more information, contact Tiffany Green at (877) 935-3666 or email MakingItYourBusinessMS@gmail.com. Admission is $65 and the location of the seminar will be disclosed upon registration.

Contact entertainment reporter Kimberly C. Roberts at (215) 893-5753 or at kroberts@phillytrib.com.
Award to Honor
Thomas
O'Connell

Mindful of the vital support received from community leaders and volunteers, Lycoming County United Way (LCUW) annually awards its highest volunteer honor with the presentation of the Douglas C. Dickey Humanitarian Award. The organization’s 2012 Dickey award will be presented to Thomas O’Connell, director of major and planned gifts for the Susquehanna Health Foundation, at the April 9 LCUW annual meeting at the Holiday Inn in Williamsport.

Named in honor of Douglas C. Dickey, a past LCUW president lost in the crash of TWA Flight 800, the award is presented to an individual whose dedication, commitment, and outstanding leadership have made a significant contribution to the welfare of Lycoming County. The award was first presented in 1947 as the Lycoming United Way Award and renamed in 1997 to honor Dickey’s memory and contributions to the local United Way.

O’Connell becomes the 67th honoree so selected over the years.

O’Connell is a CFP member of the Financial Planners Association and serves on the board of the Northern Central PA Estate Planners Association. He has also served on the boards of Williamsport Symphony Orchestra, Williamsport/Lycoming Arts Council, and the Community Arts Center.

O’Connell attended Pierce College and Widener University, is a graduate of Leadership Lycoming and is a Certified Financial Planner. O’Connell and his wife Gloria live in Williamsport and they have two daughters and three grandchildren.

O’Connell will receive the Dickey Award from George Tsunis, founder, chairman, and CEO of Chartwell Hotels, the 2011 LCUW honoree.

Thomas O'Connell
MN School Board Adds Two Members

by Leslie Krowchenko
Correspondent

The Marple Newtown School Board voted unanimously to appoint new members for two of the three open seats.

AJ Baker was named to replace fellow Marple resident Jamie Mariano, while Len Altieri received the nod for the post held by Fred Dewey, both of Newtown Square. Mariano and Dewey each left the board in January for personal reasons.

“We have close to nine again — it was getting lonely up here,” said Vice-President Nancy Galbraith. “I think we are headed in a good direction.”

Baker, a facilities planning and office IT specialist with Verizon, is responsible for designing, allocating and maintaining the company’s facilities throughout the Philadelphia region. He graduated in 1988 from Haverford High School, later earning an AS in business administration with a concentration in business management from Peirce College.

A member of the Marple Zoning Board since 2012, Baker formerly served on the Radnor-Haverford-Marple Sewer Authority. He indicated both positions allowed him to review annual and long-term budget plans and real estate projects including renovations, additions and new construction of private residences and commercial buildings.

Baker and his wife, Julie, are 15-year township residents. The couple has three sons; the oldest attends Paxon Hollow Middle School. The younger boys are enrolled at Devereux CARES, where Baker is involved with the PTO.

In his resume, Baker indicated becoming a member of the school board would allow him “to continue serving my community and provide a unique perspective to the district,” adding he would strive “to utilize my tenure to ensure every student is given an opportunity to maximize their potential.”

A 2008 graduate of Marple Newtown Senior High School, Altieri continued his post-secondary education at West Chester University, earning a BS in political science with a minor in Latin American studies. While in college, he was appointed to the 23-member Board of Governors of the Pennsylvania State System of Higher Education and in a nod to his major, served as campaign coordinator for the re-election of State Senator Dominic Pileggi (R-9).

Altieri works for the bench warrant division of the Delaware County Sheriff’s Office, where he is responsible for controlling warrants issued throughout the court system. In his free time, he is secretary of the Newtown Planning Commission, second vice chairperson and second precinct committee person of the Newtown Republican Party and a member of the Masonic Lodge.

Altieri’s resume cited a number of qualifications for his appointment to the school board, including his strong work ethic, dedication to service, appreciation of complex issues and openness to new ideas.

“I want to thank my new colleagues and appreciate your support,” said Altieri. “I look forward to working with the students, parents, faculty and staff.”

The third slot, created by the departure last month of Dave McGinley, is expected to be filled shortly. The board scheduled a meeting for March 12 to hold interviews for the seat.
Cheryl Altieri (second from right) held the Bible and Leonard Altieri (right) watched as their son, Len (second from left), was sworn as a member of the Marple Newtown School Board. Common Pleas Court Judge Barry Dozor administered the oath.

The Honorable Barry Dozor, Judge of the Court of Common Pleas, administered the oath of office to AJ Baker (center) as a member of the Marple Newtown School Board. Baker’s wife, Julie, held the Bible.
Actor Clifton Powell and Behind The Lenz presents Acting: Making It Your Business Marketing Seminar in Philadelphia

Hollywood actor Clifton Powell will host Behind the Lenz: An Acting Marketing Seminar on March 16, 2013 in Philadelphia, PA. Behind the Lenz is an informative seminar advising aspiring and working artists on the fundamentals, challenges and rewards of the entertainment business. Behind the Lenz will focus on self-marketing, branding, and the business side of the entertainment industry. This seminar is open to both Union and Non-Union entertainers.

Topics in this four-hour seminar will include:
- Managing Your Career As A Business
- How To Get More Auditions And BOOK
- Distinguishing and Branding Yourself
- How To Obtain Agents and Managers
- Headshot, Resume and Demo Reel Review
- Market And Promote Yourself Effectively
- Creating Superb Marketing Materials
- Checklist Before Moving To Hollywood
- Social Media Marketing
- Learn The Secrets To Becoming A Successful Actor...And Much More!

The seminar will be co-hosted by two native Philadelphians, actresses Tiffany E. Green and Crystal Lee Brown. Tiffany has landed roles in several independent films, shorts and commercials. She offers 10 years of Marketing experience and has a BA in Business from Peirce College. Crystal, a Los Angeles based actor and producer, has been cast in several independent films, stage plays and commercials. She has a BFA in Journalism and Public Relations from Temple University.

Clifton Powell, a NAACP Image Award winning actor, has built a great career with over 150 film, television and stage credits. Whether playing opposite Jaime Foxx, in the Oscar nominated film Ray or his memorable performance as “Pinky” in New Line Cinemas’ Next Friday and Friday After Next, Powell has established himself as a dynamic and versatile actor. He has directed and is currently starring in My Brother Marvin, a dramatic stage play that takes you through the events leading up to that final gun shot that ended the life of R&B icon, Marvin Gaye.

For more information contact Tiffany Green at 1-877-935-3666 or email MakingItYourBusinessMS@gmail.com. Admittance is $65.00 USD RSVP NOW.
Harry Marnie to Lead Philadelphia Parade

By Kathy McGee Burns

Good guy, determined, generous, sentimental, tenacious—all words used to describe Harry Marnie. On March 10th, as we Irish Philadelphians are marching down the Parkway, celebrating the 243rd St. Patrick’s Day Parade, Harry will be the man wearing the green and gold sash that says Grand Marshal.

Harry is a true Philadelphian—born and raised in South Philadelphia by Hal and Alice (Quinn) Marnie, and educated at St. Richard’s Parochial School and Bishop Neumann High School.

A great sportsman, he excelled in baseball so well that in 1996, the Neumann Club inducted him into their Baseball Hall of Fame. Upon graduation, he went to Peirce College (1961-63) where he studied Accounting.

Harry signed with the Cincinnati Reds semi-pro team in 1964. There is a saying that the fruit doesn’t fall far from the tree and, in his case, it is so true. His dad, Hal Marnie, played for the Phillies from 1944-47.

Harry is very proud of his dad’s role discarding the Delaware Valley Youth Association. This is an organization for 5 to 14-year-old kids playing baseball and touch football. Now in its 60th year, the motto is “Whichever sport you play, play it hard, play it fair and most of all, HAVE FUN.”

Harry had to leave the Reds after an injury and decided to take the test to become a Philadelphia policeman. He served 25 years with the Task Force Unit and Juvenile Aid Division and retired as a decorated officer.

In 1989, Harry worked for the U.S. Marshal Service where he provided security to the judges and governmental personnel at the Federal Courthouse in Camden. In 1993, he was appointed to the Pennsylvania State Attorney’s Division as a Special Agent working in three units: Consumer Protection, Criminal Investigation and Child Sexual Exploitation.

Currently, Harry is employed with the Fraternal Order of Police, Lodge 5, as co-chair of the Pension Trust Department.

John Mc Nesby, president of the Philadelphia FOP, said that Harry Marnie is one of his most trusted friends, willing to help and the first to step up to the plate. Mc Nesby has known him for 25 years and respects him as part of his team.

Harry has done much for the Irish community. He is a member of the St. Patrick’s Day Observance Association and serves as the treasurer. He was chosen to be in the Parade’s Ring of Honor in 2001. Harry belongs to the AOH Division 1, Montgomery Co. and AOH Division 88, Danny Boyle.

Harry and his vivacious wife, Pat Devine Marnie, have been together for 18 years. They have six children between them and four grandsons. Pat met him at a FOP function, thought he was cute and asked him to dance. He was pretty good! She quickly decided he was a “keeper.”

Pat Marnie, who is also a charmer, decided that it was time for Harry to be grand marshal. She waged a campaign for him with over 200 signatures. Pat says that Harry can be tough, not afraid to ruffle feathers but has been known to cry when he watches The Quiet Man.

I asked Harry what he thought of this great honor. He said he was humbled and honored and wishes his Mom and Dad could see what people think of him.

Congratulation, Harry!

Kathy McGee Burns is past president of the St. Patrick’s Day Observance Association
Trade Show Value

I can’t overstate the value of an industry trade show. Weeks in advance, we’re plotting show floor strategies like generals, looking down the road to what stories we have coming up and sending colleagues on fact-finding missions. How wonderful to have 500 exhibitors at our disposal at The NAFEM Show; talk about efficiency!

I charged Janice Cha with connecting with every smallwares and tabletop purveyor she could find, and now we have a killer database of contacts to hit up for our Smallwares and Tabletop Awards article in November. I gathered info on ice machines, tilt skillets, soft-serve machines and more, all topics coming up for us. Mary Esther Treat, Ideas Well Done, covered the What’s Hot! What’s Cool! pavilion, the happiest spot on earth for editors searching for new product launches.

The literal legwork we put in at trade shows saves us a ton of figurative “leg-work” later.

Ironically, I realize there’s another huge value to trade shows that comes when you’re sitting still. I was manning the booth at the National Restaurant Show last year when Corby Stow of Oil Solutions Group stopped by on a whim. We gabbed, I grabbed his card (oildude@oilsolutionsgroup.com should tell you a bit about his area of expertise), and he became one of our key resources for this, our Oil Issue. Brian Ash, inventor of The Drain Strainer, was another who sought us out at our booth at a show. His elegantly simple solution to food-clogged drains is our App of the Month (Products, p. 53). Mike Sherer, our senior contributing editor, is working on an exclusive for April on the Chipotle model of mass customization from foundation ingredients. While catching up with Abuelo’s Dickie Overstreet and Jimmie Upchurch, it turns out the chain just launched a new taqueria concept that embraces this model—they’re in the article now. And an incredible conversation with Brad Pierce, Restaurant Equipment World (our Young Lion-Dealer winner) about what he’s learned doing business in Dubai tells me we’re going to have great tales to tell when we cover Challenges of Doing Business Abroad in December.

Every trade show, no matter how large or small, provides exceptional opportunities to connect and learn. They’re one of our most valuable resources. If you’re at the NRA Show in May, please come on by.

Beth Lorenzini, Editor-in-Chief
blorenzini@fermag.com