Pay It Forward For Peirce

Generations of alumni are united in the appreciation they feel for the professional and personal benefits they gained from their Peirce education. Many choose to show their gratitude and "pay it forward" by giving back to Peirce. Our alumni often engage with fellow graduates, interact with current and future students, and donate resources in hopes of helping others achieve their educational goals.

Here are three examples of how our alumni are serving fellow members of the Peirce community:

Barry James '07
Barry James has impeccable Peirce radar: he is always mindful of opportunities to move the College forward in people's minds. He strikes up a conversation with a college student at another institution who is considering their future educational options, and they soon become a possible transfer candidate with the Admissions Office. He is aware that his employer, OSIsoft LLC, needs colleagues to learn new IT programming skills, so he facilitates discussions within the company that lead to a ten-week on-site class led by Peirce Professor Brian Finnegan.

Barry acknowledges the role that Peirce has played in his own professional development as one of the biggest reasons Peirce has stayed in his sights: "Peirce helped me get my first two jobs out of school after I got my associates degree in the '80s. I have been able to do a lot with my education and that's why I keep coming back."

Kimberly Latona '05
It's Saturday morning in South Philadelphia, and Kimberly Latona '05 is representing Peirce at a college fair not far from her home. Kimberly, co-chair of the Alumni Association's Admissions Committee, is connecting easily with the teenagers who stop by, but she really comes into her own with a mother who visits the Peirce table to pick up information with her child.

As an active volunteer for Career Development Services' (CDS) programs, Barry also keeps an eye out for jobs within his company that could be filled by Peirce people. He knows his fellow grads can be equally effective advocates in identifying opportunities for Peirce alumni and students: "Get out to schools, talk to people. It's all about networking and helping each other out."

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It turns out that the parent has her own unrealized educational dreams, confiding to Kimberly that while she always wanted to be a lawyer, she lacks an undergraduate degree. Kimberly seizes the opportunity to talk not only about Peirce’s legal studies program, but to share the story of her own non-traditional journey to a degree.

Kimberly is a powerful presence at College Fairs because of her empathy toward individuals who are trying to figure out how to juggle family, work, and school like she did. Because other alumni have gone through this process, Kimberly thinks they have a valuable perspective to share that could help potential students understand they can graduate from college, too. She firmly believes she has to give back to Peirce and to the community, and she enjoys the process: “Once you start with Peirce, you never want to leave.”

Bill Kirkwood ’71
Throughout a 40-year career in managing employee benefits, Bill Kirkwood ’71 used his financial expertise and dedication to serve tens of thousands of families in the Delaware Valley. Bill has employed those same talents in his many years of volunteer involvement with Peirce, as both a longtime donor and member of the Alumni Association Scholarship Committee.

Bill is passionate about having students complete their degrees and sees the scholarship program as an important way to help people finish what they start. He has worked with his fellow committee members to ensure meaningful amounts of money are being awarded to those who demonstrate their commitment to their education. As the first in his own family to attend college, Bill takes great satisfaction in helping current students succeed: “I don’t know this person, but they have earned the scholarship, and we see that they get it.”

Bill encourages his fellow grads to stay involved, particularly those individuals who received a scholarship to help complete their education. He recognizes that there are many competing interests for people’s time and money, but notes his efforts on behalf of Peirce are thoughtfully planned: “You have to put your priorities in order, pick a few, and then give what you can.”

If you would like to join Bill, Barry, and Kimberly in paying it forward through service as a volunteer or donor, contact the Office of Institutional Advancement at 215.670.9323, email alumni@peirce.edu, or visit www.peirce.edu/alumni.

President’s Note
Maintaining affordable tuition rates has been a primary focus of the College since its founding in 1865. Today, Peirce continues to have one of the lowest prices of any private college or university in the region. While maintaining high quality standards for instruction and service, the College possesses a strong culture of expense management and fiscal responsibility.

Even with comparatively low tuition rates and the availability of grants and loans funded by federal and state government, many Peirce students require substantial financial assistance to fulfill their educational goals of attaining a college degree. In fiscal year 2011-12 alone, the College expects to provide $2.4 million of institutionally funded aid, in the forms of both scholarships and discounts. That’s more than 10% of its annual operating budget. Fortunately, nearly 1,200 students will benefit from this investment, representing over 41% of the current student body.

Our students are typically the first in their families to complete college. After graduation, many of them serve as role models for future generations to earn college degrees. Hence, our investment in their education provides not only an immediate return but has a multiplier effect in spawning additional college graduates in subsequent years. This ultimately creates a stronger workforce and promotes economic development in the region. It is truly transformational.

We are extremely grateful to all who support making a Peirce education accessible to existing and prospective students. Whether you give of your time talking about Peirce with a potential student, participate as a donor at any level in the Peirce College Annual Fund, or inform Career Development Services about employment opportunities in your workplace, please accept our sincere appreciation. Your commitment to the College makes a significant difference in the lives of our students and their families as well as on the region at large.
ALUMNI ASSOCIATION BOARD ELECTION BALLOT

Select up to 10 nominees for a two-year term on the Peirce College Alumni Association Board. Cast your vote by completing this ballot and mailing it to the Office of Institutional Advancement, Peirce College, 1420 Pine Street, Philadelphia, PA 19102 by 5 PM on Friday, April 6, 2012. You may also fax this ballot to 215.670.9084 or vote online at www.peirce.edu/alumni.

Select up to 10 (place an x in the box for each candidate you select):

☐ Jovanna Acchione Bevilacqua '81
☐ Natalia Gamarra '06
☐ Raymond L. Palzer '52
☐ Jo-Ann Williams '04
☐ Gregory Y. Broomer '03
☐ Anthony Gracey '03
☐ Dorothy (Dottie) Forvour '63
☐ Raymond Kerstetter '75
☐ Joseph Tamney '70
☐ Steve Wurtz '08

Your Name: ___________________________ Class Year: ___________________________
Phone Number: ______________________ Email Address: ___________________________

Alumni Association Board Elections

Elections are being held for two-year terms on the Alumni Association Board. Up to 10 positions on the Board will be filled through this election, with terms starting in July 2012.

Vote for up to 10 of the following candidates online at the Peirce alumni website at www.peirce.edu/alumni (under the welcome tab) or by mailing the ballot on this page by April 6. Please contact the Office of Institutional Advancement if you have any questions: 215.670.9323 or alumni@peirce.edu.

Jovanna Acchione Bevilacqua '81
Jovanna is the current Vice President of the Alumni Association Board. She is a member of Pi Sigma Alpha. Jovanna is the owner of Fabio & Danny’s Station Café in Wayne, Pa.

Gregory Y. Broomer '03
Greg is a current member of the Board, and serves as co-chair of the Admissions Committee. He is a member of Chi Alpha Epsilon.

Dorothy (Dottie) Forvour '63
Dottie is the current Secretary of the Alumni Association Board. A former Alumni Association Board President and the founder of Alpha Beta Sigma at Peirce, Dottie is retired and lives in Morrisville, Pa.

Natalia Gamarra '06
Natalia is a current member of the Alumni Association Board, and has recently co-chaired the Outreach Committee. Natalia is a member of the Chi Alpha Epsilon. She is an international tourism sales manager with the Philadelphia Convention & Visitors Bureau in Philadelphia.

Anthony Gracey '03
Anthony is a member of the Paralegal Advisory Board and was co-founder of the Paralegal Student Association at Peirce. He is a member of Phi Theta Kappa and Chi Alpha Epsilon. Anthony is a paralegal specialist with the Department of Defense in Washington, DC.

Raymond Kerstetter '75
Ray formerly served as a member of the Alumni Association Board. He is a member of Sigma Gamma Omega. Ray is the owner of Luray Belmont Co. in Philadelphia.

Raymond L. Palzer '52
Ray is a current member of the Alumni Association Board, and chairs the Nominations Committee. He is past President of the Alumni Association, a member of Sigma Gamma Omega, the namesake of the student academic leadership awards, and former alumni director of Peirce. Ray lives in a retirement community in Bensalem, Pa., where he is president of the Wood River Village Residents Association.

Joseph Tamney '70
Joe is a current member of the Board, and has recently co-chaired the Outreach Committee. A former President of the Alumni Association, Joe is a member of Theta Delta Epsilon. He is CEO of Boyd Tamney Cross, a marketing communications firm based in Wayne, Pa.

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**Alumni Association Board Elections**  
*(continued from page 3)*

Reginald S. Waller, Jr. ’04  
Reggie is a current member of the Alumni Association Board, and co-chairs the Career Committee. Reggie is a project lead with the Global Financial Infrastructure project management team in the Financial Division for Vanguard in Malvern, Pa.

Jo-Ann Williams ’04  
Jo-Ann is a current member of the Alumni Association Board, and serves as co-chair of the Career Committee. She is a member of the College’s Paralegal Advisory Board. She is Administrative Supervisor for the US Court of Appeals in Philadelphia.

Steve Wurtz ’08  
Steve Wurtz is the current President of the Peirce College Alumni Association. He was a member of the College’s Strategic Planning Steering Committee. He is a member of Delta Mu Delta. Steve is a network specialist for Quest Diagnostics in Collegeville, Pa.

**Good News!**

Do you have updates to share with your fellow grads, like a recent promotion, another degree, a happy addition to your family? We will start sharing “Good News!” about our alumni in the next Peirce Perspectives and on the Peirce College Alumni Association Facebook page.

Submit your items by email to alumni@peirce.edu, post it on Facebook www.facebook.com/peircealumni, or send a note to the Office of Institutional Advancement at 1420 Pine Street, Philadelphia, Pa. 19102. Please note that space will not permit us to use all submissions in Peirce Perspectives, but we will happily share your good news online.

**The Peirce Edge: Continuing Education**

Peirce’s non-credit program initiatives include workshops for individuals and corporate training for organizations. In March 2012, we will present the Peirce College Continuing Education Series in Technology. These one and two-hour technology workshops for non-technical people will address topics such as Smartphone apps, home networks and security, and Microsoft Office applications. In early summer, Peirce will offer the Continuing Education Series in Paralegal Studies, two-hour workshops designed specifically for paralegal professionals.

Complete workshop information with program descriptions, delivery dates, pricing, and registration can be found on our website at www.peirce.edu/edge. To learn more, contact Carol Walton, Program Manager, Business Development at 215.670.9056 or cawalton@peirce.edu.

“Correction: In the Fall newsletter, Therese Jacob Gallagher ’74 had her name incorrectly noted in the 2011 Honor Roll of Donors. We apologize for the error and thank her for her generosity.”

**Faculty Focus: Michael Schirmer**

Professor Michael Schirmer was recently named Faculty Chair of the Business Division at Peirce College. He will provide leadership, management and oversight for the entire division, which includes degree programs in Accounting, Human Resource Management, and Business Administration. The Business Administration program includes a number of concentrations, including business law, entrepreneurship, business management, small business management, marketing, and professional studies.

His specialty in Entrepreneurship and Small Business Management has made Professor Schirmer a valuable member of the Peirce business faculty since 2011. Professor Schirmer is also a doctoral candidate in business administration at Wilmington University.

Prior to coming to Peirce College, Professor Schirmer acquired over 25 years of experience in positions of increasing responsibility, across a wide variety of environments.

His specialty in Entrepreneurship and Small Business Management has made Professor Schirmer a valuable member of the Peirce business faculty since 2011. Professor Schirmer is also a doctoral candidate in business administration at Wilmington University.

Engineering and high-tech manufacturing; corporate training and development; building construction; workforce development; transportation systems; and university and public agency program management are several areas in which Professor Schirmer has previously worked. He also has been involved in entrepreneurial ventures involving advertising equipment.

Professor Schirmer notes that “I am humbled and honored for the opportunity to come on board as a faculty member of an institution which has a long history... Everybody has a stake in the success of Peirce College. Even what some might consider the smallest idea, the smallest incremental improvement, could be leveraged and played out into a great benefit for all of us down the road.”
Snyder Receives Honorary Degree

Peirce College recently conferred a Doctorate of Humane Letters on J. Linford Snyder, Class of 1933. This is the highest form of recognition the College bestows, and was given in light of his professional accomplishments and his impact on Peirce’s community of learners over eight decades. President James J. Mergiotti, joined by Trustee Peter Caputo, presented the degree to Dr. Snyder in a ceremony attended by family and close friends at the Heidelberg United Church of Christ.

Dr. Snyder’s devotion to Peirce is legendary: his extraordinary generosity over the years has resulted in hundreds of students being able to achieve their educational goals. He was the first recipient of the Pride of Peirce Award, received the Peirce Trustee Award for distinguished service, and was an inaugural inductee to the College’s Wall of Fame. The courtyard at Peirce is also named in his honor.

A resident of Hatfield, Pa., Dr. Snyder was employed by Nationwide Insurance for 70 years, and recently retired as the longest serving agent in the company’s history. He has been an active participant in community affairs and a member of the Heidelberg United Church of Christ for over 80 years.

New Leadership for College Trustees

Katy Theroux was elected Board Chairman of Peirce College at the Trustees’ annual meeting in November. Ms. Theroux is Senior Vice President, Customer Engagement and Human Resources, for GS1 US, a standards and solutions organization with more than 200,000 members. She is based at the organization’s headquarters in Lawrenceville, New Jersey and was appointed to the Peirce Board in 2001.

“I am thrilled to be Board Chairman. It is an honor to help move Peirce College forward. While we face the same challenges as other institutions of higher education, I believe Peirce’s size and business focus allows us to quickly respond to the fast-paced changes in the marketplace,” Ms. Theroux said.

At the same meeting, alumnus William H. Morgan ’87 was elected Vice Chairman of the Board. Mr. Morgan joined the Peirce board in 2009 and is Senior Vice President of Global Human Resources for NASDAQ OMX. Two new trustees were also elected: Lisa Curran, Marketing Manager at The Vanguard Group, and Kathryn McCluskey, Associate in the healthcare practice group of White and Williams LLP.

Open House for High School Seniors

Peirce College is inviting high school seniors to an open house on Saturday, March 24, at 11:00 AM to promote a new bachelor’s degree program that enables these busy, young students to fit college into their already demanding schedules.

The Cohort Program is a structured day program in Business Administration that will provide full-time education for students who have other life commitments and responsibilities. Students would attend classes two or three mornings per week from Monday to Thursday depending on which courses they’re taking.

The Open House will guide potential students through the admissions process, providing information about financing their education, obtaining scholarships, and accessing career related opportunities.

The $50 application fee will be waived for those who attend and apply. RSVP at www.peirce.edu/hsopenhouse or 888.467.3472 ext 9000.
Give to the Peirce College Annual Fund

Our commitment to the success of our students is ensured with your generous gift to the Annual Fund. Any size donation is welcome and will help our students achieve.

For more information, call the Office of Institutional Advancement at 215.670.9323 or visit www.peirce.edu/alumni.

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Calendar of Events

The Peirce College Alumni Association invites you to join with your fellow alumni at the following events. Visit the Events tab on the alumni website at www.peirce.edu/alumni for more details, and to register for these and additional programs. Contact the Office of Institutional Advancement at 215.670.9323 or alumni@peirce.edu with any questions.

Saturday, March 24, 2012
High School Admissions Open House
51-52 College Hall
11:00 AM

Thursday, March 29, 2012
How to Land the Job: A Panel Discussion with Area Employers
51-52 College Hall
5:30 to 8:00 PM

Wednesday, April 11, 2012
Women in Leadership Panel
51-52 College Hall
5:30 to 8:00 PM

Sunday, April 22, 2012
Philadelphia Alumni Brunch
Tashan, 777 South Broad Street
11:00 AM, $20 per person

Sunday, April 29, 2012
Bucks County Alumni Brunch
Bensalem Country Club,
2000 Brown Avenue, Bensalem, PA
12:00 PM, $20 per person

Saturday, May 5, 2012
Career Day
College Hall
8:00 AM to 4:00 PM

Friday, June 22, 2012
Alumni Happy Hour and Dessert Reception
Fabio & Danny’s Station Café,
135 N. Wayne Ave., Wayne, PA
7:00 to 9:00 PM

IN THE KNOW

Alumni Connect is Peirce’s new e-newsletter to keep you up-to-date on special events, career workshops, and campus news between issues of Perspectives. Stay informed - send your email address to the Office of Institutional Advancement at alumni@peirce.edu to get the latest news.