

California University  
**JOURNAL**

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The Natali Student Center renovation and expansion project will give students improved services, activity and meeting spaces, with enhanced state-of-the-art technology. More than 72 percent of students who cast ballots voted in favor of the plan.

## Blumberg Joins 'Pollies' Panel

**D**r. Melanie Blumberg, a professor in Cal U's Department of History and Political Science, will be among the judges for the 2011 Pollie Awards, known as "the Oscars of political advertising."

The American Association of Political Consultants (AAPC) presents the awards annually to recognize the work of political consulting and public affairs professionals. This year's 20th annual Pollie Awards and Conference will be held March 9-11 in Washington, D.C.

The awards recognize excellence in polling, campaign strategy and management, fundraising, new media and public affairs advertising, among other categories. Political consulting is an \$8 billion industry, and judges for the contest "represent the industry's best campaigning experts," according to the AAPC.

"I am honored to be selected as a judge for the 2011 Pollie Awards, as I appreciate the enormous talent of campaign professionals," said Blumberg, who adds that she is looking forward to judging the Student Competition.

"The entries represent some of the best work done by college students, many of whom will be future 'rising stars' in campaign consulting," she said.

"The AAPC conference is a must for industry professionals and those who teach applied politics, because

## Natali Renovation Approved

**L**ast week Cal U students who pay the traditional on-campus fee voted in favor of a referendum on proposed renovations to the Natali Student Center.

The approved proposal is based on results of a 2010 survey, conducted in conjunction with WTW Architects, to assess the needs of Cal U students, staff and faculty.

In that survey, students asked for a larger food court and convenience store, more public lounge space, a coffeehouse and quiet lounge space, improvements to the Vulcan Theatre and sustainable/energy efficient features.

"We have heard our students requests for a state-of-the-art gathering place for resident and commuting students, and with their support, their wishes will be granted," said Lenora Angelone, vice president for student affairs.

"The center will offer improved services, activity and meeting spaces, and will be enhanced with state-of-the-art technology, while still providing student-friendly alcoves for large and small social and scholarly interactions. "

The proposal calls for adding 37,000 square feet to the existing facility and improving building access to accommodate new traffic patterns arising from changes on campus.

The student center will remain open while the renovation and expansion is under way.

"The University's growth has stretched services offered at the student center to their limits and created a vital need for expanded and upgraded facilities," said Larry Sebek, dean for student services.

— Continued on page 2

— Continued on page 2



## Black History Month Continues

Kendrick 'Wyldecard' Dean, a Grammy-nominated composer and record producer, will conduct a music workshop and lecture beginning at 6 p.m. today in the Morgan Hall Learning Resource Center auditorium. See story on page 4.

## Exhibit a Breathtaking Look Into Space

### Planetary portraits on display Friday through April 12

**T**he views of the solar system that one can see while standing here on Earth are often impressive, if not mind-blowing. But from the inner solar system to its outer reaches, the closer and more detailed views of Venus, Mars, Jupiter, Saturn and the other planets that have been achieved during the Space Age show unparalleled beauty and visions difficult to fathom.

This otherworldly view, collected during 40 years of robotic space missions and then processed into breathtaking images, is the subject of the Smithsonian Institution traveling exhibition *Beyond: Visions of Planetary Landscapes*, on display now until April 12 in the Manderino

— Continued on page 3



Christopher Jakela, a history and political science major, looks at prints by Michael Benson of Mare Orientale, a 200-mile-wide impact crater on the moon, from the new SITES exhibit.

# Students Vote to Renovate Natali Center

— Continued from page 1

“We are pleased that the students voted for this referendum. The improvements will give them the quality facility they deserve.”

The referendum and funding plan for the renovations conform to policies set by the Pennsylvania State System of Higher Education, which does not permit tuition dollars to be used for auxiliary facilities such as the student center. Instead, the student center fee will increase by \$67.

Since the California Memorial Union was constructed in 1968, the student center has been the hub of campus activities. With student approval, the building was renovated and expanded in 1992 to accommodate a growing student population, and it became the Natali Student Center.

Dining facilities, formerly in Gallagher Hall, moved to the student center in 1999. The all-you-care-to-eat Gold Rush Dining Room was part of that expansion.

Since 1998, Cal U’s enrollment has grown by more than 3,500 students with no further expansion of the center.

“I voted for it, and I think it’s a good idea to get everybody more room,” said Zach Zigmund, a sophomore accounting major who lives in Residence Hall C. “I eat breakfast, lunch and dinner there, and it’s pretty crowded. I think people will enjoy their dining experience more (in a larger facility).”

Brittany Balaz, a senior mathematics



Cal U students approved a proposal that will add 37,000 square feet to the Natali Student Center, which was last renovated in 1999.

and computer science major, also voted in favor of the renovation. President of the Future Math Teachers Club, she believes an expanded student center will offer more suitable venues for meetings of campus clubs and organizations.

“We hold our meetings and seminars in a classroom in Eberly and would love

to be able to hold them at the student center,” said Blaz, chairman of the 2011 Senior Gift Drive. “I think students will use the student center even more than before.”

Project supporters were looking to the future, Angelone said.

“Our students’ support for the next

phase of renovation to the Natali Student Center provides each with the opportunity to leave a legacy at Cal U,” she said.

“The project represents Cal U for Life to the greatest degree, for without the students’ support, their renovated center would not be possible.”



Guest Director Gary John La Rosa (front) works through a scene with Nick Onesko during a rehearsal of *Twilight of the Golds* in the Blaney Theatre.

## ‘Twilight’ Opens Thursday

The Department of Theatre and Dance opens its 2011 season with *Twilight of the Golds*, directed by artist-in-residence Gary John La Rosa.

Performances of the moving melodrama are set for 8 p.m. Thursday and Friday, and 2 and 8 p.m. Saturday in the Blaney Theatre, in Steele Hall.

La Rosa, a professional director and choreographer, has spent a month helping student actors polish their skills for this challenging show.

A resident of New York City, La Rosa has worked on nearly 200 productions, including off-Broadway and regional theatre, industrial shows, dinner theatre and summer stock. He also coaches performers looking to sharpen their acting and auditioning skills.

*Twilight of the Golds* explores the fictional idea that genetic testing could reveal the sexual orientation of an unborn child. La Rosa said the play, by Jonathan Tolins, appealed to him because it combines comedy and drama and will challenge the student actors.

“This play helps students realize their potential and not

be afraid to experiment and grow as artists,” he said.

“*Twilight of the Golds* is an opportunity to bare your soul.”

This is the first time Cal U has welcomed an artist-in-residence. In addition to casting and directing the play, LaRosa was available for classes during the day. He presented workshops on topics such as auditioning and breaking into the business that were open to all theatre students.

“This has been an invaluable experience for our students, and we are certainly looking forward to our opening performance,” said Dr. Michele Pagen, professor in the Department of Theatre and Dance. “We are very fortunate to have had Gary John here with us. His presence has created a lot of excitement and energy.”

Ticket price for *Twilight of the Golds* is \$12 for adults, \$10 for seniors; students are admitted free with a Cal Card and a \$5 refundable deposit. The production is not suitable for the youngest patrons. For ticket information, or to order tickets (with a credit card) by phone, call the Steele Box Office at 724-938-5943.

## Blumberg on Pollies Panel

— Continued from page 1

this is the best source for learning cutting-edge campaign techniques.”

Blumberg is a professor of political science whose teaching assignments include a course in campaign management. In addition, she is director of the American Democracy Project at Cal U and the adviser for Cal Campaign Consultants, an interdisciplinary group that gives students practical experience in designing and managing political campaigns.

In addition to studying American political parties, congressional elections and mass belief systems, Blumberg is active in Ohio politics and consults on a number of judicial races.

She and her co-authors have published numerous articles on local parties, coordinated campaigns, campaign conduct and civic engagement. Much of her research is published in *The State of the Parties* and *Roads to Congress* series.

Blumberg is the recipient of Cal U’s Faculty Professional Development Merit Award for Research, the Student Government Community Eagle Award, and the President’s Gala Award for Service.

Before joining the faculty at Cal U, she held positions in Ohio at Mount Union College and Kent State University, where she was recognized as the Kent Interhall Council Professor of Distinction and received the College of Arts and Sciences Student Advisory Council Distinguished Teaching Award.



Dr. Melanie Blumberg

## Campus BRIEFS

### Final Day for THIS Applications

Today is the last day for undergraduate students to apply for The Harrisburg Internship Semester (THIS), an internship opportunity sponsored by the Pennsylvania State System of Higher Education.

THIS interns work in the state capital, where they attend seminars and work with legislators, policy-makers and other professionals in various state government offices. Interns can earn 15 credit hours toward a bachelor's degree, consistent with the policies of Cal U and the student's major department.

Students from all majors are encouraged to apply. Eligible students must have a minimum grade-point average of 3.0 and have earned at least 45 credits at the time of application.

All candidates must submit a completed application form; a letter of application; a three- to five-page writing sample; a current resume and transcript; and two letters of recommendation.

For complete information and application forms, contact Dr. Melanie J. Blumberg in the Department of History and Political Science, Room 440, Manderino Library, at 724-938-5720 or blumberg@calu.edu, or visit [www.calu.edu](http://www.calu.edu). Application materials must be on file in Blumberg's office by 4 p.m. today.

### Staff Convocation Tomorrow

President Angelo Armenti, Jr. will host the 2011 Spring Staff Convocation at 2 p.m. Tuesday in the Performance Center.

### Sport Management Conference Set

The second annual Cal U Sport Management Conference will be held Thursday and Friday. This year's theme is "Collaborating, Networking and Building a Future Sport Career."

The conference aims to help students and alumni find jobs or internships, while building partnerships with industry personnel. It is presented by the University's Sport Management program in collaboration with the Cal U Internship Center and Office of Career Services.

Participants represent professional sports teams, sports marketing firms and collegiate athletic conferences.

"This event is a win-win situation for everyone," said Dr. Charles Crowley, assistant professor of Sport Management Studies. "Listening to leaders from the sport management field, combined with networking and interviewing opportunities, will be invaluable to our students, internship providers and employers."

For more information, e-mail [crowley@calu.edu](mailto:crowley@calu.edu).



Andrea Marcolini, a Student Government senator, donates blood with the help of Linda Lambert (left), of the American Red Cross, while Bonnie Kenner, Student Government president, offers support.

## Cal U Wins Red Zone Challenge

Although the Pittsburgh Steelers came up six points short against the Green Bay Packers in the Super Bowl, Cal U prevailed by 11 pints in a football-themed blood drive challenge with Bay Port High School in Green Bay, Wis.

Coordinated through student government, the University's *Cal U for Life* program and administered by the American Red Cross, the Red Zone blood drive was held in the Performance Center from 11 a.m. to 5 p.m. Feb. 4, the last day of classes before Super Bowl Sunday.

Bay Port High School collected 55 pints of blood. Cal U

finished by "scoring" 66 usable pints for the Red Cross.

In all, 97 members of the Cal U community registered to donate. Each potential donor was eligible to win a football autographed by Steelers tight end Heath Miller.

The winner, chosen at random, was Korey Blucas, a sophomore sport management major.

"We had a very good turnout, and the campus community showed great spirit and excitement," said Melissa Dunn, director of student activities and programming.

"Everyone had fun. It was for a good cause, and the Cal U red and black won!"

## SITES Exhibit Looks Into Space

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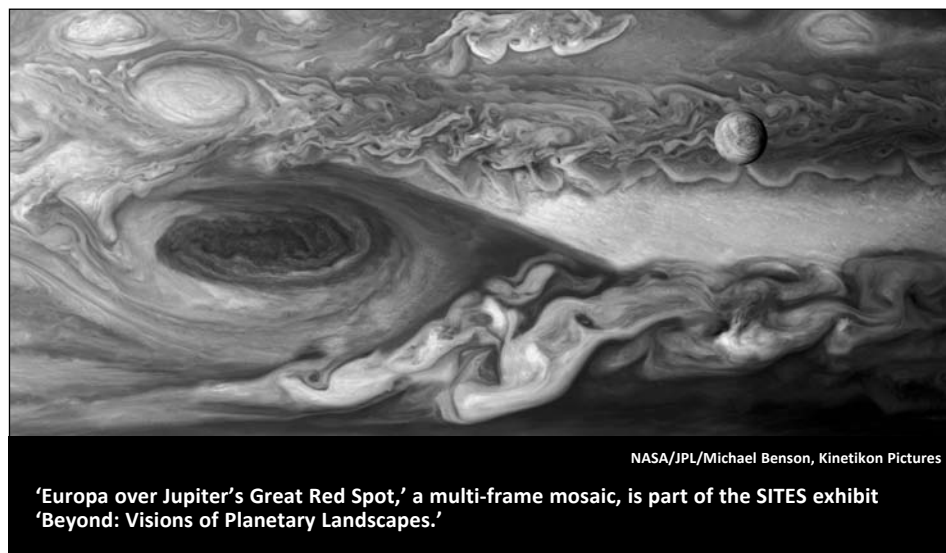
Gallery at California University of Pennsylvania.

The exhibit's astonishing views of the solar system's planets and their moons come primarily from NASA and European Space Agency missions. Artist Michael Benson mines planetary databases for his source material, then pulls together the images to create seamless photographs of unprecedented clarity and realism. Throughout the process, Benson strives to stay true to the natural and breathtaking reality of space.

Benson is a journalist and award-winning filmmaker (*Predictions of Fire*, 1995) whose work has been published in *The New York Times*, *The New Yorker*, *The Atlantic* and *The Washington Post*, among many other publications. Benson's award-winning book *Beyond: Visions of the Interplanetary Probes* (Abrams, 2003) includes a forward by science-fiction writer Arthur C. Clarke. A paperback edition of the book was released in 2008.

"My goal was to locate, digitally process and print some of the most extraordinary sights ever captured," Benson says.

*Beyond* shows that familiar geological formations and the atmospheric



disturbances that take place on Earth also can be found on neighboring planets: the erupting volcanoes of Sicily find their counterpart in the lava eruptions of Jupiter's moon Io; the moon's deep craters are displayed alongside the "cantaloupe" terrain of Neptune's moon Triton; the stormy clouds of Greenland can be seen alongside the "dust devils" of Mars. The show's compositions include rare pictures of the sand dunes on Mars, storms on Neptune and the fiery eruptions of the sun.

*Beyond: Visions of Planetary Landscapes*

was created by Michael Benson and organized for travel by the Smithsonian Institution Traveling Exhibition Service (SITES).

All SITES exhibitions at Cal U are open to the public. Gallery hours are 8 a.m.-4 p.m. Monday; 8 a.m.-8 p.m. Tuesday and Thursday; 8 a.m.-4 p.m. Wednesday; 8 a.m.-noon Friday; 11 a.m.-3 p.m. Saturday; and 2-6 p.m. Sunday. To discuss group tours or field trips, call exhibitions coordinator Walter Czekaj at 724-938-5244 or send e-mail to [czekaj@calu.edu](mailto:czekaj@calu.edu).

## Journal Has New Online Look

The Journal, Cal U's weekly news publication, has undergone a digital makeover.

The online version of the Journal now is easier to read thanks to Issuu, a Web-based digital platform that allows for a realistic, magazine-style viewing of publications. Instead of downloading a PDF file, readers can simply click to flip the pages of the Journal, zoom in and out to read text more easily, and share publications via e-mail and social media networks.

A PDF link remains available for anyone who wishes to download and print a copy of the Journal. Archived editions from previous years still use the PDF format.

Soon the current issues of other University publications, such as the *Cal U Review*, also will be presented using Issuu.

To read the Journal online, click "News" at the top of the Cal U homepage, [www.calu.edu](http://www.calu.edu); look for "Cal U Journal" to see the current edition or to review archived editions from 2011.

# Auction Adds to Penguins Scholarship Fund

Penguins fans scored autographed jerseys and a memorable game-night experience, but Cal U students were the ultimate winners of a recent online auction hosted by the Pittsburgh hockey club.

When bidding closed Feb. 4, nearly \$10,000 had been added to the Pittsburgh Penguins Scholarship at California University of Pennsylvania.

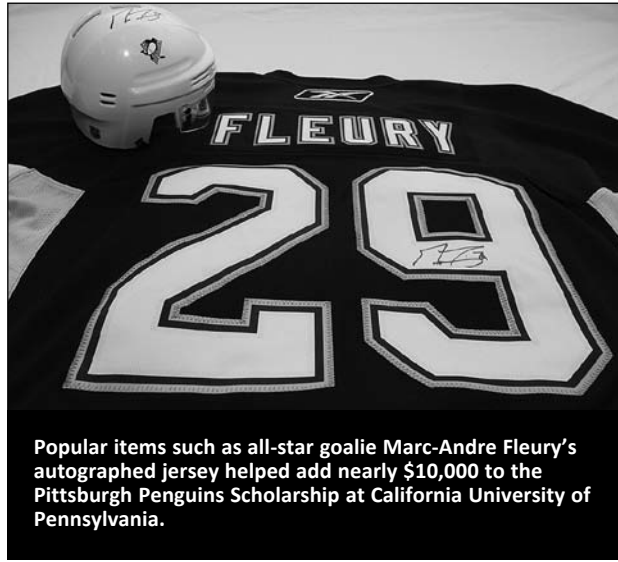
The auction proceeds will boost the scholarship fund over the \$20,000 mark.

Previous auctions netted more than \$11,600 for the fund, which was established in 2009.

"Cal U and its students are to be commended for their commitment to this auction and the scholarship fund," said Mark Turley, director of corporate media sales for the Pittsburgh Penguins.

"It's an honor for the Penguins organization to work with such a great education partner as Cal U for the betterment of its students and to provide these types of opportunities."

Eight packages were on the block in the latest



Popular items such as all-star goalie Marc-Andre Fleury's autographed jersey helped add nearly \$10,000 to the Pittsburgh Penguins Scholarship at California University of Pennsylvania.

fundraiser, including a game-night experience with game tickets for four, dinner in the Lexus Club and a

chance to view warm-ups from the penalty box.

Fans also bid on four all-star packages, two Winter Classic packages and an Iceburgh mascot party for kids. High bidders won items autographed by players Sidney Crosby, Evgeni Malkin, Kris Letang, Marc-Andre Fleury and Jordan Staal.

"The auction results were outstanding," said Craig Butzine, interim vice president for marketing and university relations at Cal U. "The University's partnership with the Penguins has created a number of opportunities for our students, including internships and other resume-building experiences.

"But scholarships remain our students' greatest need, and once again the Penguins have stepped up to help. Their support truly is making a difference."

Cal U is the official education partner of the Pittsburgh Penguins. The Pittsburgh Penguins Scholarship is awarded annually to a student who demonstrates financial need and maintains a grade-point average of 3.0 or higher.

## Hoops Star Smith Nets Academic Honors

Virtually unstoppable on the basketball court, Cal U's Kayla Smith is also a winner in the classroom.

A senior forward on the perennially successful Cal U women's basketball team, Smith recently was named to the Capital One Academic All-District II Third Team.

Members of CoSIDA, the College Sports Information Directors of America, make the selection.

Smith, a three-time PSAC Scholar-Athlete, has earned a bachelor's degree in sport management and is pursuing a master's degree in exercise science from Cal U.

She is one of four women's basketball standouts from the Pennsylvania State Athletic Conference to earn a spot on the three academic all-district teams.

To qualify for the academic all-district honors, student-athletes must maintain a cumulative grade-point average of 3.30 or higher and must have reached sophomore standing in athletics and academics at their institution.

Nominees must have participated in at least 50 percent of the team's games, and each must be a starter or an important reserve player with legitimate athletic credentials.

The district consists of all colleges and universities in Delaware, Maryland, New Jersey, Pennsylvania, West Virginia and the District of Columbia that are not affiliated with NCAA Division I.

On the basketball court, Smith is a four-year star. She is the PSAC's top scorer and second leading rebounder, averaging 19.2 points and 12.8 rebounds per game as of Feb. 15.

She is shooting 57 percent from the floor and has produced 16 double-doubles



Kayla Smith, a forward on the Cal U women's basketball team, has been named to the Capital One Academic All-District II Third Team.

in 21 starts this season.

Also a two-time All-America finalist, Smith ranks third in career scoring with 1,924 career points. The team's career leader in made free throws, with 418, she has 1,186 career rebounds and is closing in on that school record, as well.

## Music, Quiz Show on Tap for Black History Month

Cal U's Black History Month celebration continues with four events this week, including a music workshop by Grammy Award nominee Kendrick "Wyldcard" Dean and a Black History Month Quiz Show

This week's events:

• **Tonight:** Kendrick "Wyldcard" Dean, a Grammy-nominated composer and record producer will present a music workshop and lecture at 6 p.m. in the Morgan Hall Learning Resource Center auditorium. Dean has co-written and produced singles with artists including Toni Braxton, Mary J. Blige, Danity Kean and Destiny's Child.

A native of Miami, Fla., and a former high school history teacher, Dean has contributed to numerous Billboard chart-topping songs including the No. 1 record "Say Goodbye," performed by Chris Brown, and "Last Time," performed by Trey Songz.

Films including *This Christmas*, *Step Up* and Tyler Perry's *Madea Goes to Jail* all feature his work. Dean's television credits include appearances

on MTV's *Making the Band* and BET's *Monica - Still Standing*. His sophisticated musical style encompasses elements of R&B, classical, jazz, gospel, and classic rock.

• **Tuesday:** At 11 a.m. in Vulcan Theatre, the Frederick Douglass Institute Lecture Series presents Dr. Michael J. Brna, director of the Library of Congress of Teaching with Primary Sources program. His lecture title is "*Anna Murray Douglass: the Binding Glue of the Frederick Douglass Legacy*."

• **Wednesday:** AVI, the University's food service provider, offers dining options from a region of Africa at the Gold Rush and Sycamore Bistro.

• **Thursday:** A Black History Quiz Show will be held in the Washington Food Court inside the Natali Student Center. The contest begins at 8 p.m.

All events are free and open to the public. Visitor parking is available in the new Vulcan Garage, off Third Street near the campus entrance. For a complete calendar of events, video clips and more information about the performers and speakers, visit [www.calu.edu](http://www.calu.edu).

## Open Forum With Chancellor Set Tuesday

Students, faculty and staff are invited to attend an open forum with Dr. John C. Cavanaugh, chancellor of the Pennsylvania State System of Higher Education.

The chancellor will address the campus community at 9 a.m. Tuesday in Natali 206-207. His talk is scheduled for 45 minutes.

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Editor

Dr. Lenora Angelone  
Vice President for Student Affairs

Robert Thorn  
Interim Vice President for Administration and Finance

Bruce Wald, Wendy Mackall, Jeff Bender  
Writers

Office of Communication and Public Relations 250 University Avenue California, PA 15419 724-938-4195 wald@calu.edu

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