



**EDINBORO UNIVERSITY**

**O F P E N N S Y L V A N I A**

Office of Public Information and Publications  
Edinboro, PA 16444  
(814) 732-2745 or 2929  
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February 27, 1995

FOR IMMEDIATE RELEASE:

**EDINBORO UNIVERSITY TO HOST WOMEN'S PANEL**

On Wednesday, March 1, Edinboro University's Students for Women's Equality will present a panel discussion in recognition of Women's History Month. Seven professional women will share information about their work and their accomplishments in a discussion at 7:00 p.m. in Doucette Hall room 119.

Scheduled to participate are: Carolyn Rhodes, deputy mayor of Edinboro; Dr. Dale Hunter, professor of biology at Edinboro University; Deputy V. L. Kormanic of the Cambridge Springs Correctional Institute; Suzanne Winterberger, professor of art at Edinboro; Dr. Mary Louise Keller, chairperson of Edinboro's department of nursing; Brenda Franklin, vice president at PNC bank; and Dr. Joyce Berry, professor of physics and volunteer firefighter.

The public is invited to attend. For additional information, contact Dr. Kathy Sotol at 732-2887 or Ann Coleman, 734-5421.

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# Women's group plans discussion

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Students for Women's Equality at Edinboro University will hold a panel discussion Wednesday in recognition of Women's History Month.

Seven professional women will share information about their work and accomplishments at the event, to begin at 7 p.m. in Room 119 of Doucette Hall.

Carolyn Rhodes, deputy mayor of Edinboro; Dr. Dale Hunter, professor of biology at Edinboro University; Deputy V.L. Kormanic of the Cambridge Springs Correctional In-

stitute; Suzanne Winterberger, professor of art at Edinboro; Dr. Mary Louise Keller, chairman of Edinboro's department of nursing; Brenda Franklin, a vice president of PNC Bank; and Dr. Joyce Berry, professor of physics and a volunteer firefighter, are scheduled to participate.

Organizers invite the public to attend and said more information is available by contacting Dr. Kathy Sotol at 732-2887, or Ann Coleman at 734-5421.



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FOR IMMEDIATE RELEASE:

**NEW EDINBORO GRADUATE PROGRAM WILL PREPARE  
FAMILY NURSE PRACTITIONERS**

A new academic offering at Edinboro University of Pennsylvania will prepare students in the Master of Science in Nursing (M.S.N.) degree program as family nurse practitioners, according to an announcement by University President Foster F. Diebold.

Edinboro University has offered a Master of Science in Nursing degree for nearly 20 years, Diebold said, but began revising the program several years ago in recognition of the increasing need for primary care providers in Pennsylvania's rural communities.

The State System of Higher Education Board of Governors approved the program revision in January for Edinboro to prepare students as family nurse practitioners. Edinboro is the first to offer the M.S.N. degree for family nurse practitioners at any of the 14 State System universities.

Edinboro University's M.S.N. – Family Nurse Practitioner program has also been approved by the State Board of Nursing, the State Board of Medicine, and all appropriate University groups, including its Council of Trustees.

"We in the nursing profession recognized five years ago that this was the direction the national health care debate was taking, and we initiated efforts then to prepare nurses to meet the impending changes," said Dr. Harriet Phillips, recently retired chairperson of Edinboro's nursing department.

"The need for nurse practitioners is reflective of the changes that have occurred and are still occurring in the health care delivery system," said Phillips, "and the emphasis in graduate nursing is now on the practitioner role."

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*A member of the State System of Higher Education*

According to Dr. Mary Louise Keller, the current chairperson of Edinboro University's nursing department, the new program will address the problems of the medically underserved population in the predominantly rural areas of northwestern Pennsylvania.

An earlier study by the U.S. Census Bureau and quoted in Edinboro's needs assessment reported that Pennsylvania has the largest rural population in the nation. Forty-two of its 67 counties have more than half of the population living in a rural area, defined in the report as a borough or township with less than 2,500 people.

Erie County, although classified as a Metropolitan Statistical Area, has many rural boroughs and townships, and is bordered by two other primarily rural counties, Crawford and Warren.

The communities surrounding Edinboro University are for the most part rural, Keller said, and have vulnerable populations with primary and preventive health care needs that can be remedied efficiently and cost-effectively by family nurse practitioners functioning autonomously in most situations.

"The family nurse practitioner in the rural health care setting can offer a broad range of services, treating both common chronic illnesses and acute illnesses among the most vulnerable populations, such as the elderly and the very young," Keller said.

"Family nurse practitioners can provide up to 80 percent of the care normally administered by a medical doctor," said Dr. Judith Schilling, of Edinboro's family nurse practitioner faculty and, along with Keller, one of the two doctorally-prepared University nursing faculty who will operate the program. She added that many physicians in the northwestern Pennsylvania area are receptive and supportive of Edinboro University's M.S.N. – Family Nurse Practitioner program.

Schilling said that the new program revision requires 48 credit hours with coursework options in either a full-time or part-time curriculum sequence. A post-master's certificate may also be conferred to students who already possess a master's degree in nursing. Full-time students can complete the 48-hour program over a two-year period. Nurses already possessing an M.S.N. degree can earn a nurse practitioner certificate by completing 33 credits.

"Evening classes will also be offered to accommodate the working registered nurse," said Schilling.

“Our feasibility study showed that there is a student population for the program and support from the health care community,” Schilling said. “Seventeen are already enrolled in the program and another 150 have expressed interest through inquiries.”

Schilling said also that students seeking to enter the program must have a Bachelor of Science in Nursing degree, and that the eventual class size would probably number approximately 20.

Nurse practitioners are classified by the federal government as advanced practice nurses, meaning they can practice in an expanded and often independent role that enables them to meet the primary and preventive health care needs of patients. Legal permission for a nurse to function in this capacity in the Commonwealth of Pennsylvania may be granted to a registered nurse who has completed a state-approved graduate nursing program, such as Edinboro's. Program graduates who successfully complete all graduate-level courses with a B average, a comprehensive examination and a thesis can then be licensed to practice as certified registered nurse practitioners in Pennsylvania. Graduates will also be able to sit for the national certification examination administered by the American Nurses Credentialing Center or the American Academy of Nurse Practitioners.

While the focus of Edinboro's program is the provision of personal health care services for persons of all ages within the context of the rural family and community, graduates may practice in other health care settings as well, Schilling said. “Certified registered nurse practitioners can also find career opportunities in hospital outpatient clinics, HMOs, public health facilities, emergency rooms, schools, and occupational health settings, such as factories.”

Edinboro's program will operate as a pilot project for the State System of Higher Education's new Health Care Education initiative and will serve as a model for other State System universities.

As part of the State System's 1995-96 appropriations request to the Governor and General Assembly, the Board of Governors approved a Health Care Enhancement special purpose appropriations request for \$1 million for the first year of a five-year, \$5 million program.

The System's program is designed to assemble regional consortia to provide more training and education to health care providers across Pennsylvania, with special emphasis on rural areas. Regional nurse practitioner programs will be given priority as new University programs are developed and offered to students.

Collaboration on a consortia basis among Edinboro, Clarion and Slippery Rock universities has been built into Edinboro's program through development of compatible curricula, officials said. Clarion and Slippery Rock are in the process of developing family nurse practitioner programs.

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OF PENNSYLVANIA

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February 27, 1995

FOR IMMEDIATE RELEASE:

**EDINBORO ALUMNUS, STUDENT HONORED AT ERIE ENGINEERS' WEEK**

Since the mid-1960s, the Erie Engineering Societies Council (EESC) – an affiliation of 18 member societies dedicated to furthering technical education and strengthening the engineering, scientific and technical professions – has sponsored an annual Erie Engineers' Week and Industrial Exposition.

EESC societies are encouraged each year to recognize individual members for outstanding achievement. Robert J. Lowther Jr., president and owner of Great Lakes Case & Cabinet Co., Inc., was named the EESC Entrepreneur of the Year at the Council's 32nd Annual Erie Engineers Week Industrial Expo held Feb. 21-23 at the Erie Civic Center. Lowther, a 1977 Edinboro University graduate, was also a finalist for the 1994 Entrepreneur of the Year awards sponsored by the Pittsburgh *Business Times Journal*. Lowther founded Great Lakes Case & Cabinet in 1985 to manufacture enclosures for housing communications equipment. The Edinboro-based company has since become an industry leader, experiencing a 20 percent growth rate in each of the last five years.

Also honored at Erie Engineers' Week was Jonathan Nichols, an Edinboro University sophomore enrolled in the University's cooperative engineering program and one of six Erie area students to receive an EESC Louis W. Balmer Scholarship. Nichols, a Girard native and 1993 graduate of General McLane High School, transferred to Edinboro University after attending Lock Haven University of Pennsylvania. He has been a dean's list student at both State System of Higher Education universities.

The scholarship grants, named in Balmer's honor to recognize his more than 30 years of service to the community and the EESC, are awarded to students recognized and nominated by their schools for their achievements in science, mathematics or engineering curricula.

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*A member of the State System of Higher Education*

Proceeds from the annual Engineers' Week, an event which each year draws some 7,000 people and 100 exhibitors to the Erie Civic Center, make the scholarship awards possible.

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February 21, 1995

FOR IMMEDIATE RELEASE:

### **EDINBORO GRAD CREATES SUCCESSFUL RESEARCH LABORATORY**

When Elizabeth "Libby" Kraftician set foot on the campus of Edinboro University of Pennsylvania in the fall of 1966, she was determined to leave with an education that would prepare herself for success, not just a job.

"I've always felt that the purpose of an education is to prepare yourself for the world," said Kraftician. "I believe that you're destined for unhappiness, unemployment and possibly economic ruin if you see education as merely preparation for a job."

Kraftician must have prepared herself well. Graduating from Edinboro in 1970 with a bachelor's degree in studio arts, Kraftician went on to teach art in elementary schools in Pittsburgh and Wheeling, West Virginia, and then to graduate school to study microbiology and epidemiology. While in graduate school, she turned down a job to join a large research organization and opted to create her own research company in 1980. Since that time, Kraftician's company, Touchstone Research Laboratory, Ltd., has been recognized nationally as one of the most successful and innovative companies in America.

She explains her success as the logical consequence of a sound education. "A good education should teach you to be flexible," she said. "A good education should enable you to step from one paradigm to another, for example, from art to science to business. The key to life is the ability to meld together all of those seemingly diverse facets in order to construct something new, practical and meaningful."

Kraftician's education evidently enabled her to recognize opportunities and how to overcome adversity.

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The late 1970s found Kraftician at Ohio State University. She and a fellow graduate student, Brian E. Joseph, recognized a disturbing national trend as manufacturers throughout America were decimating their research and development staffs. The two science students believed that investment in technology was critical to the nation's economic survival. They started their lab to fill the void left by private industry. "Americans are so inventive, but we often don't believe it. The people in other countries know it and want our technology," she said. "From the moment we met we started talking about the idea for a laboratory."

That day came serendipitously in 1980. They went to the warehouse of a research facility in Columbus, Ohio, looking for a certain piece of equipment to aid in Joseph's graduate research. Instead, they came across an electron microscope that had been dismantled, stripped of its wiring and left for scrap. The refrigerator-sized microscope was essentially a piece of junk. They bought it on the spot for \$101.

Without a clear idea of what they were going to do with it, they rebuilt and rewired the instrument without the help of a schematic diagram.

The microscope was the first piece of equipment for their new company which they founded in 1980 in the unheated basement of a Carmelite monastery in Wheeling. The early years were tough. For much of the 1980s she and Joseph, whom she married in 1985, lived in near poverty while trying to create an industrial research laboratory from their investment of \$101. They took on odd jobs, sold real estate, and renovated old buildings – anything to keep some money coming in. The low point came one day when she had to choose between feeding herself or her dog. "I couldn't tell Moxie why I couldn't feed her, so I fed her," Kraftician said. "I could find other ways of fending for myself." Moxie had dinner; Kraftician got by on popcorn. Still, Kraftician's confidence never wavered.

"I never thought we were going to fail," she explained. "You can't second guess your decisions. Don't look back and think how you are going to bail out – or else you will bail out."

As business slowly picked up, they bought a 100-year-old victorian house with a flooded basement. They remodeled the house themselves, putting their lab in the basement, offices on the first floor and renting out the second and third floors as apartments.

Kraftician and Joseph started Touchstone with one overriding mission: to inject technology into the nation's manufacturing base to boost global competitiveness, quality and new product development.

"Libby runs the company like a hospital for sick companies that turns no one away," said marketing director John Mackay, a former newspaper reporter who came to work with the company in 1989. "Its niche is helping manufacturers who only have \$1,000 to spend and need a solution in five working days."

"The typical return on investment for our clients is approximately 10 or 15 to one," said Mackay. "A metal-plating manufacturer had a problem that Touchstone solved for \$900. It saved the company over \$600,000.

Kraftician and Joseph had a second dream when they started the company – they also wanted to create their own research park. In 1987 they spotted a piece of property along Interstate 70, the busiest east-west interstate in the nation. "We knew there were a lot of people like ourselves who had cottage industries working out of basements who needed a modern facility," said Kraftician. "We optioned the site and contacted Governor Arch Moore. He became interested in the project, because he could see what we were trying to do. He called the local development people and got them involved. All it took was a little bit of money and a lot of faith."

Touchstone moved into a 15,000-square-foot facility in the new Millennium Centre in Triadelphia in December of 1989. For her efforts, she became the first person to be honored by the West Virginia Senate for her contributions to technology.

In 1992 she was nominated to receive a national Women of Enterprise award from the U. S. Small Business Administration and Avon Products. That same year Touchstone was named one of the 500 fastest growing private companies in America by *Inc.* magazine. She and Joseph were featured in the October 1992 issue of *Inc.*, and Touchstone was named to the list again in 1993.

Last year she was featured in articles in *Entrepreneur* and *Nation's Business* magazines, and appeared on the USA Network's "First Business" news program. The company received the Governor's Cup Award from the Southern Growth Policies Board of the Southern Governor's Association. The crowning moment came in February 1994 when Kraftician and her husband were flown to Washington, D.C., to accept the "National Blue Chip Enterprise" award – the top national business honor given by the U.S. Chamber of Commerce.

In the 15 years since its founding, Touchstone has helped thousands of clients with projects ranging from garden tools and automotive parts to advanced composite materials for the aerospace industry and critical materials for the Space Shuttle. An average of two research projects a day are started and completed.

So, how can a research company handle hundreds of projects a year with only 40 employees? Much of it has to do with the kind of people Touchstone hires. "We hired people like ourselves who are practical and mechanically-minded," said Kraftician. "We wanted problem solvers."

Perhaps the most surprising thing about Touchstone's staff is that there are no secretaries. A couple of the technicians answer the telephone, and, since most of the calls concern technology, they are routed directly to one of the scientists or engineers.

Kraftician said her job is to keep the place interesting. "Many of our people work here weekends and evenings, because they enjoy working here. It's like an extended family. Someone in industry asked me, 'How do you get your people to come in on evenings and weekends?' I asked, 'How do you keep your people out?'"

In two years Kraftician expects to have 100 employees. The lab is becoming more involved in international marketing and ventures. The Swiss government is in the process of buying a piece of equipment for which Touchstone will handle the installation and training.

Mackay also sees a bright future for the company. "When John F. Kennedy announced in the early 1960s that the United States would go to the moon, he wasn't sure how we were going to get there. He just knew we were going, and he had the confidence in the people around him and his skills as a leader to get us there," said Mackay. "Libby is the same way. She exudes confidence, and her confidence is contagious."

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# The Intelligencer.

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SATURDAY SEPTEMBER 8, 1990

## *Touchstone Awarded 4 NASA Subcontracts*

Touchstone Research Laboratory in Wheeling has been awarded four National Aeronautics and Space Administration subcontracts totaling more than \$100,000, said Sen. Robert Byrd, D-W.Va.

He said the subcontracts are additions to a \$134,500 NASA subcontract awarded to the company earlier this year for research on materials used in the space shuttle.

"These subcontracts, which were awarded through USBI, a division of United Technologies Corp., add up to almost a quarter of a million dollars and represent important research on materials used in NASA's space shuttle," Byrd said on Friday.

"These awards demonstrate the confidence that NASA and its prime contractors have in West Virginia's high-tech community," he said. "This is one more example of how talented West Virginia companies are contributing to the research and development of some of our most important federal initiatives."

Touchstone officials said the company will perform research on various materials, including paints, plastics, heat shield material, nylon fasteners and lubricants to determine their suitability in the space shuttle program.

"We are proud that Touchstone is performing research on something so important to the American scientific effort as the NASA space shuttle," said Touchstone president and co-

founder Elizabeth Kraftician.

As part of another NASA initiative, Byrd last month dedicated the new NASA Teacher Resource Center at Wheeling Jesuit College. Byrd and Rep. Alan Mollohan, D-W.Va., added \$1.4 million to a federal appropriations bill to establish the center.

## ENTERPRISE

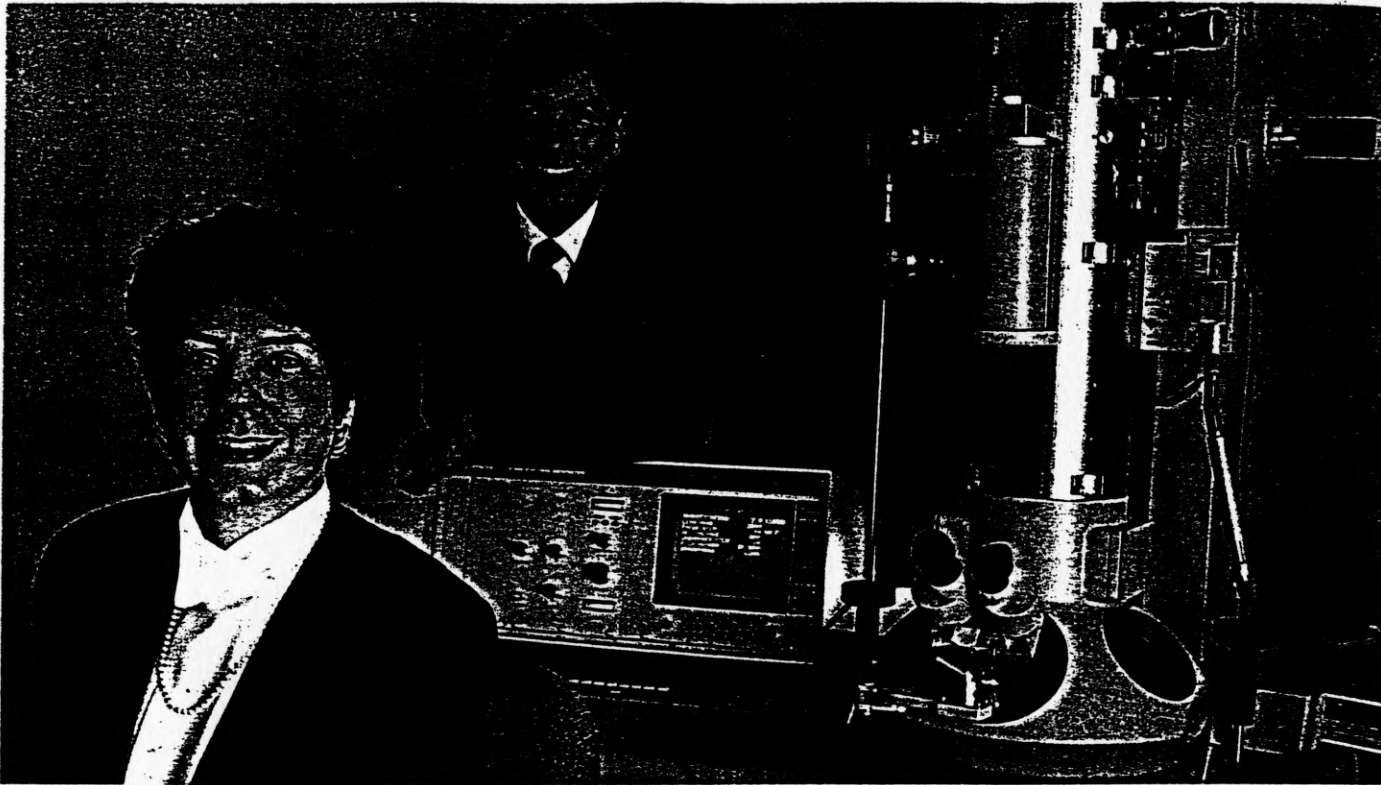


PHOTO: SCOTT GOLDSMITH

projections and budgets. Based on the financial information it put together, the agency negotiated the buyback of Steiner's stock from the \$1.6 million figure down to \$600,000. Annual gross billings have increased from \$11 million at Steiner's death to \$19 million.

Zimmerman, happily remarried, says he has learned from adversity: "When you feel like you can't handle another thing, tell your staff. Let them get involved with helping you. Don't hold on so tight to all your problems that you think you're the only one who can solve them."

### Nurturing R&D At Lower Cost

When they started their research company 14 years ago in the basement of a former monastery in Wheeling, W.Va., with one piece of used scientific equipment, Elizabeth "Libby" Kraftician and Brian E. Joseph had a definite mission in mind. They wanted to create a national company that provided cost-effective research and development services to American manufacturers.

By hewing to that mission, this husband-and-wife team has built Touchstone Research Laboratory, Inc., to more than 35 employees and annual sales of \$2.9 million. And they have done so despite a battle with cancer.

"We started Touchstone because we felt that American industry was losing sight of the importance of developing new technology and applying it . . . to improve products, develop new ones, and maintain a competitive edge," says Kraftician, Touchstone's president.

*The founders of Touchstone Research Laboratory, near Wheeling, W. Va., Libby Kraftician and Brian Joseph coped with cancer while building their business.*

Federal and university laboratories, she and Joseph felt, were not concerned with research that would help American manufacturers solve problems quickly and at affordable cost but instead favored expensive, long-term projects.

"It's not that we don't spend enough money," says Joseph, who points out that the United States has plowed more than \$1 trillion into research since World War II. But he contends that many basic industries—especially small and medium-sized companies—"haven't been touched substantially by this major investment."

Kraftician and Joseph, Touchstone's laboratory director, are proud that for as little as a few hundred or a few thousand dollars, they can help companies overcome difficult technical problems, often in a matter of days.

For example, Touchstone recently solved a costly metal-plating problem for one client for \$900.

And a home-appliance manufacturer paid Touchstone \$20,000 to correct a paint defect and saved more than \$300,000 over six months as a result.

"That bottom line for the manufacturer, his return on that investment, is extremely important for a small company," Kraftician says.

Having been through some lean years, Kraftician and Joseph know firsthand the importance of keeping costs down. Most of their \$10 million worth of scientific equipment was purchased used, and much

of it has been rebuilt by their employees.

For more than five years of Touchstone's early life, the couple say, they were so poor they would have qualified for food stamps.

But the toughest time came five years ago, when Kraftician underwent surgery for advanced ovarian cancer. From her hospital bed, she dictated parts of a National Aeronautics and Space Administration proposal to Joseph as he sat by her side with a computer on his lap. (They won the \$128,000 contract and have continued to do work for NASA.)

Today, Kraftician's health is excellent. But while she was in that hospital bed, she also laid final plans for West Virginia's first advanced-technology park. Now a reality, the park, called The Millennium Centre, is located on Interstate 70 in Triadelphia and houses Touchstone and three other high-technology companies, with more to come.

Kraftician and Joseph optioned the site and persuaded the Ohio Valley Industrial and Business Development Corp. to implement the project. It opened in December 1989, and the couple says it represents exciting new career opportunities for their state's "sons and daughters."

The center's dedication plaque reads: "Dedicated to the children of West Virginia, whose world is shaped by the entrepreneurs of today."

Two of those entrepreneurs are Libby Kraftician and Brian Joseph. NB

# Entrepreneur<sup>®</sup>

The Small Business Authority

January 1994

## West Virginia

The State Of  
Entrepreneurship

BY LEAH INGRAM

January 1994

### From The Basement Up

TRIDELPHIA—When Elizabeth "Libby" Kraftician, 40, and Brian Joseph, 37, were kids, they used to spend hours in their basements work-

ing on science projects. Perhaps it's fitting, then, that they started Touchstone Research Laboratory Ltd. in the unheated basement of a former Carmelite monastery.

Things have heated up quite a bit in the 13 years since. Today, Kraftician and Joseph (president and laboratory director, respectively) spend their time working out scientific problems for clients such as NASA, Westinghouse Research and the U.S. Navy, earning estimated sales of \$2.9 million in 1993.

Joseph's entrepreneurial spirit first surfaced when he was an undergraduate studying biology and physics. "When I got to college, I was amazed by how much knowledge was out there, but how little influence it had on our everyday lives," he says. "Our government spends huge amounts of money on exotic programs like space stations, but almost totally ignores the everyday practical problems that can make or break small businesses."

When Joseph met Kraftician in a college chemistry class, the two realized they shared the same vision. "[In our hometowns], we were both seeing company after company go out of business," says Joseph. "We realized that research labs, the very places that could help keep these [manufacturers] open, were being closed themselves. That's what drove us to start our lab."

In 1980, after finishing their graduate studies, the two started their research lab on a shoestring. To support the business, they got real estate licenses and earned money managing properties part time. They lived with Joseph's parents to save enough money to buy their first piece of equipment—a beat-up electron microscope, the size of three refrigerators, that cost \$101.



When companies closed down in Brian Joseph's and Libby Kraftician's hometowns, they did more than just watch. They started a troubleshooting lab to aid businesses.

It wasn't easy convincing clients that two people fresh out of college with no real-world experience could handle a manufacturing plant's technical problems. The two would go to factories, convince the guards to let them in, and try to meet with the company's top technical person. "Some were polite, others weren't," says Joseph.

One of the first places they convinced was a local steel foundry that had a casting defect it couldn't fix. But Touchstone could. "I think we charged them a few hundred dollars," says Joseph, "but what we saved them was 100 times more valuable than the cost of our services."

"We built our business on word-of-mouth. When we'd solve a problem, the company would usually introduce us to someone else who needed a problem solved."

As the business grew, the pair realized they needed a better location for their office and bought an abandoned, 100-year-old Victorian building in downtown Wheeling. Locating the lab in the basement, they decided to convert the two upper floors into apartments—apartments they convinced the local bank would pay for their mortgage. Never mind that Joseph and Kraftician had never renovated a building before: Their plan worked.

By 1983, Touchstone was big enough to hire two employees, but the partners weren't able to devote themselves to the lab full time until 1986. After that, Touchstone took off like a rocket, and in 1989, the business finally moved out of the basement into a 15,000-square-foot site in an advanced technology park.

Every day holds something new for the 40-person Touchstone team. In the past, projects have ranged from determining why a homeowner's swimming-pool liner was bulging, to figuring out why a manufacturer's computer bolts kept breaking, to testing critical materials used in solid rocket boosters for NASA. Joseph recently testified before a Senate Committee meeting on Commerce, Science and Transportation as an expert on research and development. And the SBA named Joseph and Kraftician West Virginia's "Entrepreneurs of the Year" in 1992. Yes, they've come a long way from that unheated basement.

# The Times Leader

Monday, February 28, 1994

The Voice of Eastern Ohio

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## Touchstone a 'Blue Chip' firm

• Research facility is recognized nationally

By SANDY DICLEMENTE  
Times Leader Staff Writer

**TOUCHSTONE RESEARCH** Laboratory, which began 14 years ago in the basement of a former Carmelite monastery in downtown Wheeling, has grown over the years to become one of the top four small businesses in the United States.

Touchstone, which is now located in the Millenium Centre in Triadelphia, will be named Monday as one of four of "America's Blue Chip Enterprises" at the U.S. Chamber of Commerce's Annual Meeting in Washington D.C.

The laboratory was selected from more than 700 small businesses nationwide to compete for Blue Chip Enterprise Initiative Awards, which are presented by the U.S. Chamber of Commerce and Connecticut Mutual Life Insurance.

The national award names the top small businesses in the country, according to officials, and is known informally as "the Malcolm Baldrige award for small business," according to company President Elizabeth "Libby" Kraftician.

Kraftician owns Touchstone with her husband, Brian Joseph, who serves as laboratory director for the research and development facility.

"We're enormously delighted with ourselves and our company's employees," said Kraftician of the award. "This is the first time that any company in West Virginia has won the National Blue Chip award. This has been very exciting, and we have had a series of delegations coming in here to congratulate us."

Touchstone, in recent years, has won several business awards. However, Kraftician said the Blue Chip award is the biggest award the company has received.

"This even goes beyond being named to the Inc. 500," Kraftician said. In 1992 and 1993, the company was named to the Inc. Magazine list of the 500 fastest-growing private companies in the United States.

Companies winning Blue Chip awards are selected from nominations received from throughout the country.

"I didn't even know we had been nominated until we got a letter from the people who nominated us, Dr. Hazel Crosner and Marvin Sheldon," said Kraftician. "Just being nominated itself was enough of a vote of confidence."

The company was chosen as West Virginia's top designee, over companies in Clarksburg and Morgantown.

See, TOUCHSTONE, Page 6A



T-L Photo/ROBIN STEVENSON

ONE OF Touchstone Research Laboratory's employees checks his research. Such painstaking attention to detail lead the company to its latest honor, as one of four national winners of the Blue Chip Enterprise Award, which is given only to the top small businesses in the country.

Continued from Page 1A

The 51 state nominees then competed for the top four spots. The other designees were from Massachusetts, Iowa and Alabama.

Kraftician said the honor reflects the tremendous support given to the business by the state and community.

"West Virginia is our home," said Kraftician. "Most of the people who go to school here have to leave. We give them a chance to stay here and work at a job that very few people will ever have a chance to do."

Joseph said the company's business clientele list keeps growing.

"There's an African saying that says it takes a village to raise a child," said Joseph. "It takes a community to raise a successful business."

Joseph attributed the award to the 35 employees at Touchstone. "We have the most remarkable staff," he said.

Touchstone completes research and development for small companies and large corporations from throughout the United States.

Touchstone is also a subcontractor for NASA and completes research projects on several components of the space shuttle.

Joseph said the company's major current contract is through NASA and involves researching metal matrix composites.

"They are trying to make a high temperature, stiff, high-strength material that will enable planes to withstand high heat," said Joseph. "With this, they will be able to make planes that can leave an airport and fly to outer space."

Joseph said there is an international race to make the composites.

"Whichever country wins the race will dominate the air," he said.

The current work is a far cry from Touchstone's early days. At that time, Kraftician and Joseph, who had just graduated from graduate school, opened their own business with a rebuilt electron microscope, costing \$101.

Sales last year for the business were \$2.9 million, a growth of 439 percent in three years and 1,093 percent in five years.



FOR MORE THAN A CENTURY

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itself. The *Intelligencer* has stood guard for  
years against predatory interests which would  
the civil rights. The *Intelligencer* was founded  
August 24, 1852.

# The Intelligencer.

VOLUME CXLII NO. 310

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WHEELING, W.VA., TUESDAY, AUGUST 23, 1994

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## Touchstone honored



John Wickline/The Intelligencer

Gov. Gaston Caperton, right, presents one of three 1994 Governor's Cup awards to Brian Joseph and Libby Kraftician, founders of Touchstone Research Laboratory Ltd. of Triadelphia, during a ceremony at West Virginia Independence Hall in Wheeling Monday. The Governor's Cup recognizes a company's innovations and contributions to a community. The Southern Growth Policies Board presents the award. "Throughout its 14-year history, Touch-

stone has demonstrated initiative and an undying commitment to our nation, the state of West Virginia and the area in which it operates," said Caperton. Touchstone won the award in the category for companies with between 21 and 100 employees. Touchstone and two other national winners will be honored at the annual meeting of the Southern Growth Policies on Aug. 30 in Nashville, Tenn.

# Wheeling News-Register

The Valley's  
Leading  
Newspaper  
★ ★ ★ ★

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## Touchstone Wins Governor's Cup Award

West Virginia Gov. Gaston Caperton today announced Touchstone Research Laboratory Ltd. of Triadelphia has won one of three 1994 Governor's Cup awards for innovation and successful efforts to promote the regional economy.

The award is presented by the Southern Growth Policies Board. Caperton made the announcement during a celebration at West Virginia Independence Hall in Wheeling today.

"The Governor's Cup Award is a prestigious honor recognizing a company's innovations and contributions to the community," Caperton said. "Throughout its 14-year history, Touchstone has demonstrated initiative and an undying commitment to our nation, the state of West Virginia and the area in which it operates."

Members of West Virginia's congressional delegation joined in lauding Touchstone, sending letters of congratulation to Caperton.

Sen. Robert Byrd, D-W.Va., wrote, "Touchstone, a word defined as a test for determining genuineness or value, is an appropriate name for this award-winning business.

"Tested many times, Touchstone has over and over again proved to be a valuable asset to West Virginia and to the entire nation. The literal rise of Touchstone from the basement to the frontlines of national high-technology competition is a 'rags to riches' story, from which all West Virginians can draw inspiration," Byrd stated.

Sen. Jay Rockefeller, D-W.Va., stated, "This prestigious award recognizes innovative business practices that not only affect local communities but also the nation. The foresight and wisdom of co-founders Elizabeth Kraftician and Brian Joseph are testimony to their resourcefulness and fierce determination to make a simple dream come true."

Rep. Alan Mollohan, D-W.Va., stated, "This is certainly a great honor for Touchstone, which is rightfully recognized as one of our state's most innovative technology companies. Touchstone has quickly become a leader in the challenging field of manufacturing technology services, and I offer my heart-felt congratulations to all responsible for this success — to company founders Libby Kraftician and Brian Joseph, who stand out as two of West Virginia's finest entrepreneurs, and to Touchstone's outstanding employees."

Touchstone won the Governor's Cup Award in the category for companies with between 21 and 100 employees. Control on Environment Inc. of Bedford, Va., won the award for companies with 20 or fewer employees. Tupperware U.S. Inc. of Hemingway, S.C., won among companies with more than 100 employees.

Contestants are judged on innovative business practices, the economic environment within which they operate, employee and community involvement in company activities, and their effect on local communities.

The three winners will be honored at the annual meeting of the Southern Growth Policies Board in Nashville on Aug. 30. Touchstone was nominated by Dyan Brasington, executive director of the West Virginia Development Office.

"Touchstone is a wonderful example of a very successful business that embodies the 'caring corporation' philosophy," Brasington said. "Touchstone's founders, Libby Kraftician and Brian Joseph, have succeeded by working to create an environment in which others succeed."

Touchstone has helped American manufacturers save millions of dollars each year through applied research and has spearheaded the drive to establish the Millennium Centre, an advanced technology park in Triadelphia. The Millennium Centre's three tenants generate more than \$6 million in annual revenue and employ more than 60 scientists and engineers.

"Touchstone is helping to lead the charge in our state's economic revolution as high-tech companies throughout West Virginia continue to grow, expand and, most important, generate exciting career opportunities for our West Virginia residents," Caperton said.

Founded in a Wheeling basement in 1989, Touchstone has become one of the nation's leading independent manufacturing technology facilities. The firm now has about \$10 million worth of scientific equipment and employs more than 40 people, mostly engineers and scientists.

# Area Lab Takes W. Va. to Space

By DEBBI NEER  
The Intelligencer Staff

The space shuttle is making a new home right here in West Virginia. Part of it at least. And a simulated launching, splashdown and even a mini-Atlantic Ocean are all part of making pieces from the shuttle feel more at home.

Touchstone Research Laboratory, Ltd. has recently been awarded four more subcontracts to test materials used or being considered for the space shuttle.

The additional four subcontracts came after the completion of the first subcontract in February 1990 that also dealt with testing for the shuttle. That document, when complete, weighed more than 30 pounds.

Everett Baker, the senior scientist at Touchstone, said, "These subcontracts are given out by U.S. Boosters Inc., who are contracted directly by NASA. They are given out on a competitive-bid basis.

"But there's more to bidding than just writing up a proposal. Sometimes just getting the bid together takes several months."

The bids consisted of many hours of research, Baker said, because of the materials being tested.

"All of these materials are unique. There are books where you find testing methods and then additional government documents concerning testing," Baker said. "Then we had to decide what equipment was needed to meet all the standards and determine how many man-hours the projects would take. Then we would know how to bid."

After the subcontracts were given to Touchstone the real work began.

The most recent contracts involve temperature tests and environment tests. These tests must simulate conditions which materials on the shuttle would experience on earth, after launch and once in space. Certain testing devices had to be designed by Touchstone so that the most accurate results could be found.

Some tests include high temperature tests and tension strength tests.

"We are working on different tests for different materials," Baker said. "We must perform tests that meet the characteristics and needs of each item. Many of the tests do not fully explain particular usage. Modifications must be made to perform these tests to see how the materials will react in each situation they may encounter."

Items being tested include paints, plastics, heat shield material, nylon fasteners and lubricants.

The facility, which also is involved with problem solving and research for numerous other companies, had its beginning in 1980. Earlier this year the company expanded to the Millennium Centre in Triadelphia.

Baker, whose last job was as the director of research for Picoma in Texas, came out of retirement to take the job at Touchstone and calls himself a "regular old Mountaineer." He said that in high school he was not the typical science student.

"I wasn't what you would call typecast—I was sort of in between," he said. "There was only one student who was like that in my class and today he is an astronomer."

Baker and his co-workers are not what the average person thinks of when they hear the word scientist.

"We're not eggheads. We're just regular guys with families," he said. "We enjoy what we're doing."

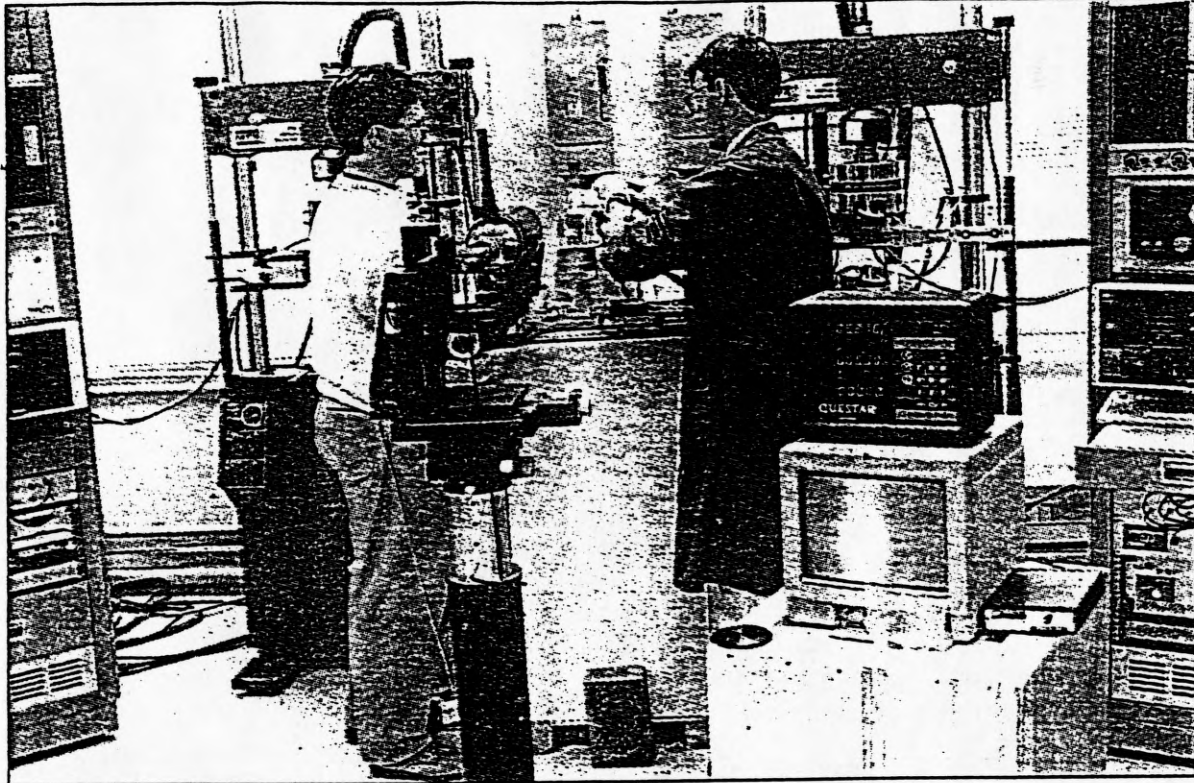
"My wife Norma is glad to have me out of her hair. This job is something that I really enjoy," he said. "I can't see me just hunting and fishing all day. I enjoy this more. It really fits the bill."

Baker added that Touchstone has much to offer the area.

"We're making contributions to the local effort by providing new jobs," he said. "We are also helping to get West Virginia known in the technology area. Before our state wasn't getting too much advertising as a leader in that field. But the subcontracts with NASA and other contractors shows that we have people with knowledge in many different areas working right here."

Baker added that no longer will students interested in science, math or engineering have to leave the state to work for a high-tech company.

"We are working with Wheeling Jesuit College and their NASA Teacher Resource Center. There they are encouraging students to get involved with math, science and engineering. They are teaching them to dream about the future," he said. "Here we are making their dreams come true."



TOM HINDMAN/DAILY MAIL

**METALS TESTING:** Tim Channel and Jeff Moninger perform tests on strands of metal at Touchstone Research Laboratory Ltd.'s facility in Triadelphia. The tests measure the strengths of a certain kinds of metal.

## Firm, co-founder find healthy track

By PHILIP NUSSEL  
DAILY MAIL BUSINESS EDITOR

**T**RIADELPHIA — About four years ago Libby Kraftician was fighting cancer while her company was struggling from the basement of a dreary 100-year-old former monastery in East Wheeling.

Both now have a clean bill of health.

Touchstone Research Laboratory Ltd., co-founded in 1980 by Kraftician and her future husband, Brian Joseph, was ranked among the nation's 500 fastest-growing private companies in the October issue of Inc. magazine.

After landing several lucrative research contracts, Touchstone's 859 percent growth rate over the last five years has offered hope to the state's primitive high-tech segment.

The company employs 33 professionals and staff members. It offers research and development programs to both government agencies and private companies.

"Our mission is to do quality turnaround and to solve problems," Kraftician said. "We bring things in at budget or under budget."

With \$2.3 million in annual revenues, the company continues to grow in its modernistic headquarters off Interstate 70 outside of Wheeling.

John Mackay, Touchstone's head of marketing, said it operates like an industrial emergency room with as many as 40 projects going on in various stages. Profit



**HIGH-TECH JOBS:** Alan Seid analyzes hairlike ceramic fibers at Touchstone's lab. He and about 33 others work at the company, which was ranked among the nation's 500 fastest-growing private firms in a recent issue of Inc. magazine.

# Firm

CONTINUED FROM 1D

margins continue to be tight, somewhere between 1 percent and 5 percent in 1991, according to Inc.'s listing.

Kraftician said the company continues to plow all profits back into the business to buy more equipment. About \$10 million in equipment is already on-site.

"The goal of the company from the start was to put together all the necessary people and equipment to solve virtually any manufacturing problem anywhere in America," Mackay said.

"We're doing pretty well. If we can't solve the problem, we find the solution or equipment elsewhere."

The laboratory is packed with modern electron microscopes, metals testing equipment, corrosion simulators, chemical analysis materials and other sophisticated devices.

A common project at the facility involves testing the strength of metals and fibers by putting the materials in devices that stretch them until they break. The work is particularly valuable to steel companies.

Kraftician, 46, and Joseph, 35, married about five years after they founded the company with nearly all of their 'lives' savings. The two wanted to fill in gaps left behind by corporate cutbacks in research and development.

"We needed to survive some tough moments," she said.

The two went several years without drawing salaries from the company, Kraftician said. They performed a variety of outside work, such as renovating houses, selling real estate and doing odd jobs, to make ends meet.

In 1989, Kraftician underwent surgery for ovarian cancer and doctors gave her a 50-50 chance of surviving. While still recover-

ing in the hospital, Kraftician helped Joseph write a proposal for a key NASA subcontract.

Landing the work proved to be breakthrough in the company's history.

Touchstone has now won work on six projects for NASA and the U.S. Air Force. It tested materials used in the space shuttle program and performed corrosion testing on a new paint-stripping process for aircraft.

Company officials credited Sen. Robert Byrd's efforts to get more West Virginia companies involved with government contracting and subcontracting.

Byrd is obviously well regarded at Touchstone — his picture is on walls all over the place.

The company seems to be weathering the recession because it is not dependent on one client. Its business is a near-even mix of government and private work, but that ratio can change overnight, Kraftician said.

"We can compete successfully in the commercial market and government market," she added.

By operating from Wheeling, the company can tap private sector business throughout the corridor between Pittsburgh and Columbus, officials said. Kraftician said the company improves West Virginia's image.

"We look out the window here and see deer," she said. "It's a nice place to work."

# Wheeling News-Register

Wheeling, W.Va., Tuesday Evening, October 6, 1992

## Local Businesses on Prestigious Inc. 500 List

By MARTELLA WALSH  
News-Register Staff Writer

Two local companies have made the prestigious Inc. 500 list of America's fastest-growing private companies.

Touchstone Research Laboratory Ltd. of Triadelphia and Posi-Clean Corp. of Wheeling made the list which is based on sales growth over the past five years and published by Inc. magazine.

On the 1992 list, Touchstone ranked 347th on the list, and increased sales by 859 percent over the previous five years. Last year, the company achieved sales of \$2.3 million, said John Mackay, Touchstone spokesman.

John Wiater, Posi-Clean spokesman, said Posi-Clean, which ranked 470th on the list, achieved a five-year growth rate of 659 percent and recorded \$2.02 million in sales last year.

Wiater and Mackay addressed a news conference today at the offices of the Wheeling Area Chamber of Commerce. More than 35 civic leaders and elected officials were on hand for the announcement, including Ohio County Commission President Samuel Anthony, Wheeling Mayor Jack Lipphardt and Del. Gil White, R-Ohio.

The annual Inc. list has been published since 1982 and the 1992 list hit newsstands Monday, Mackay said.

Libby Kraftician, co-founder of Touchstone Research, said the

achievements of the high-tech enterprise are due in large measure to a wide array of people and organizations. She cited the Ohio Valley Industrial and Business Development Corp., Software Valley and the chamber of commerce among the consortiums which fostered the business.

Kraftician, who founded the company with her husband, Brian Joseph in 1980, likened the Touchstone story to the determination of President John F. Kennedy in the project of sending men to the moon.

Wiater said Bill and Marianne Blair, co-founders of Posi-Clean, divided responsibilities with Bill Blair the classic inventor and hands-on person, and Marianne Blair accountable for the administrative success.

"We've come a long way from testing coolants in Marianne's oven," Bill Blair said. "This proves there's a future in manufacturing if you're willing to pursue it."

Congratulatory letters to each of the enterprises were sent by Sens. Jay Rockefeller and Robert Byrd, both D-W.Va. Rep. Alan Mollohan, D-W Va., sent a videotape message.

Gov. Gaston Caperton sent spokesman Steven Weir who read congratulatory messages from the governor. Weir said the recognitions, one to a high-tech business and one to a manufacturing concern, underscored the successful strategy of attracting new-

style high-tech and service sector jobs to the region while preserving traditional manufacturing.

The companies will be recognized at the annual Inc. 500 conference slated for Pittsburgh

beginning May 6, according to a letter sent to Blair by George Gendron, editor-in-chief of Inc.



N-R Photo/Scott McCloskey

Businesses co-founded by two Wheeling couples are the only enterprises in the state to make the 1992 Inc. 500 list of fastest-growing companies in America. From left are Touch-

stones Research Laboratory founders Brian Joseph and Elizabeth "Libby" Kraftician and Posi-Clean co-founders Bill and Marianne Blair.

# Wheeling News-Register

Wheeling, W.Va., Friday Evening, Oct. 1, 1993

## Ohio County Firm Captures National Honor

For the second consecutive year, an Ohio County firm has captured a national honor which those involved say is "indicative of the transformation of West Virginia into a hotbed of high-tech activity."

Touchstone Research Laboratory Ltd., located at The Millennium Centre in Triadelphia, has again made the Inc. magazine list of the 500 fastest-growing private companies in America.

Coinciding with that accomplishment, company president and co-founder Elizabeth "Libby" N. Kraftician was named this week as the West Virginia Economic Development Council's Volunteer of the Year for 1993.

The award especially recognizes Kraftician for her efforts to help West Virginia create the economic climate in which it was feasible to have a place like The Millennium Centre developed, officials said.

This year, Touchstone is ranked 238th in the "Inc. 500," based on sales of \$2.9 million and a sales growth rate of a whopping 1,093 percent over the past five years.

In 1992, Touchstone was ranked 347th, with a five-year growth rate of 859 percent.

Since Touchstone is the only West Virginia firm in the "Inc. 500" this year and the only Mountain State company ever to make the list two years in a row, Gov. Gaston Caperton planned to visit The Millennium Center this afternoon to help announce the dual accomplishments for the business and its president.

Fresh out of graduate school, Kraftician and her husband and business partner, Brian E. Joseph, founded Touchstone in 1980 in the basement of Wheeling's former Carmelite monastery with only one piece of scientific equipment, a cannibalized electron microscope they purchased for \$101.

Today, Touchstone has \$10 million of scientific equipment and a staff of 40 who are mostly engineers and scientists and is considered one of the leading applied research laboratories in the United States.

"The company serves as the R&D (research and development) department, chief technology agent and technology 'SWAT' team for hundreds

*Please See Honor, Page 5*



Libby Kraftician

*(Continued From Page One)*

of U.S. manufacturers, whose products range from surgical equipment and automotive parts to Space Shuttle materials and advanced composite materials," a Touchstone spokesman said.

"Since the days when we worked out of an unheated basement room 13 years ago, Touchstone's corporate mission has been to provide American manufacturers with the appropriate technology to help them develop new products and compete in the international marketplace," Kraftician said.

"Touchstone was founded as a strategy to redefine how our nation's technical expertise is harnessed to bolster the strength of our manufacturing base. We felt this relationship, this process by which new technology is injected into the manufacturing environment to solve industrial problems, was key to increasing our nation's competitiveness in the global market," she said.

Joseph, Touchstone's laboratory director, said the company's fast growth "is indicative of our ability to provide very crucial technology services to a broad spectrum of U.S. manufacturers. It is also indicative of the tremendous demand throughout our nation for cost-effective, customer-responsible, manufacturing technology services," Joseph said.

To be eligible for the 1993 "Inc. 500," a company must be independent and privately held. The rankings are based on the percentage increase in sales from 1988 through 1992. Companies also had to show at least \$100,000 in sales for 1988 and had to register a sales increase between 1991 and 1992. The annual "Inc. 500" list is featured in the October issue of Inc. magazine.

State officials said Kraftician's

selection by the economic development council as its 1993 Volunteer of the Year was based on several factors: her activities working with state, local and federal leaders to create The Millennium Centre; her efforts to create a positive image and environment for West Virginia and its high-tech industry; and her efforts to inspire West Virginia's school children to pursue science, math and engineering careers. In a typical year, Kraftician and her staff are in contact with more than 2,000 West Virginia school children via talks about careers in the sciences, science demonstrations and science fair judging.

The Millennium Centre is located at a site that five years ago was merely a weed-strewn field. The research park now is home to three, fast growing, high-tech companies: Touchstone Research Laboratory Ltd; Professional Computer Systems; and American Heuristics Corp. The three companies located at The Millennium Centre have a combined employment of more than 60 people and combined annual revenue of about \$6.4 million. Touchstone has quadrupled its staff from 10 to 40 employees since moving to The Millennium Centre in January 1990.

Caperton said he believes Touchstone's "amazing growth rate" of more than 1,000 percent is an example of the state's expansion of high-tech industry. "The rapid expansion of our state's high-tech companies is a significant development because it emphasizes the importance of preparing West Virginia's sons and daughters for these high-tech jobs of the future," Caperton said.

"Since I took office, our state has installed more than 8,500 computers in West Virginia classrooms. Fast-growing, high-tech companies like Touchstone have demonstrated the wisdom of these educational investments. Our educational focus of producing a highly-technical work force, combined with the rapid growth of our state's high-tech sector, represents the critical supply-and-demand relationship which will strengthen our state for years to come," Caperton said in preparation for today's announcements.



# Software Valley Update™

The newsletter of Appalachia's high technology community

March/April 1991  
Volume 4, Number 2

## Kraftician Honored for High-Tech Contributions to West Virginia

Elizabeth "Libby" Kraftician, president and co-founder of Touchstone Research Laboratory Ltd., was recognized by the West Virginia Senate for her contributions in technology.

The proclamation, approved at the end of the 1990 legislative session, was inspired by Kraftician's role in building Touchstone and in developing The Millennium Centre, West Virginia's first advanced technology research park.



*Photo courtesy of Touchstone Research Laboratory*

*W. Va. Senator Thais Blatnik, D-Ohio, (right) presents an award to Elizabeth Kraftician, president and co-founder of Touchstone Research Laboratory, in recognition for her contributions to the state's high-tech industry.*

The 20-acre research park, located along Interstate 70 in Triadelphia, W.Va., and less than an hour from downtown Pittsburgh, is expected to serve as a magnet for high-tech companies interested in relocating or expanding to the Wheeling area. Touchstone is the anchor tenant of the Centre's first building, a 15,000-square-foot state-of-the-art research facility. The 270,000-square-foot park is expected to accommodate 350 people at full capacity.

"Companies like Touchstone Research Laboratory are breathing new life and a new spirit in the West Virginia economy and this resolution recognizes Libby's contribution to this new spirit," said Sen. Thais Blatnik, D-Ohio County, who delivered the proclamation.

Kraftician said that she and co-founder Brian Joseph decided in 1980 to create Touchstone in response to the growing need to provide cost-effective research and development to American companies.



Dianna Green



Libby Kraftician



Dan Peterson

## Three Named as Members Of WJC Board of Directors

A Wheeling woman is among three new members recently named to the Wheeling Jesuit College Board of Directors.

The three are Elizabeth "Libby" Kraftician, president and co-founder of Touchstone Research Laboratory Ltd. of Triadelphia; Dianna Green, vice president-administrative services for Duquesne Light Co. of Pittsburgh; and Dan Peterson, senior vice president of Martin Marietta Corp.'s Washington, D.C., operations.

Kraftician graduated from Edinboro University and has done graduate work at The Ohio State University and the State University of New York. As president of Touchstone Research Laboratory, she is involved in a range of activities including quality control, project management, development of test methods and personnel management and strategic planning, a college spokesman said.

Recognized in West Virginia and throughout the United States, Kraftician's honors include a 1992 nomination to receive one of five national Women of Enterprise Awards from the U.S. Small Business Administration and Avon Products; membership on President Reagan's Presiden-

tial Task Force for Innovation and Research; and membership on the Small Business Advisory Council of the SBA.

In June, Kraftician and her husband and business partner, Brian Joseph, were selected as West Virginia's Emerging Entrepreneur of the Year. The honor qualifies them for one of five national awards and the National Entrepreneur of the Year Award.

At Duquesne Light, Green is responsible for human resources, purchasing, public affairs and real estate management, the Wheeling Jesuit official said. She joined Duquesne Light in 1988 as general manager of human resources and previously was vice president of personnel for the information products division of Xerox Corp. of Fremont, Calif.

Green was selected by Business Week magazine as one of "50 women to watch" in corporate America and both Dollars & Sense and Ebony named her as one of the country's top 100 black business and professional women. She also is the recipient of the NAACP's outstanding service award.

A graduate of Golden Gate College, Green also holds a master's in

business administration from Golden Gate University. In addition to the Wheeling Jesuit board, she serves on the boards of Point Park College, WQED, The Whale's Tale and the Urban League of Pittsburgh.

Peterson joined Martin Marietta in 1968 at its Orlando Aerospace operation as marketing director. He moved to aerospace headquarters in Washington, D.C., in 1971 as director of marketing and in 1972 was named vice president of aerospace marketing. He has also served as president of Aerospace International, corporate vice president and senior vice president and president for information systems. He was named to his present post in 1989 and is responsible for coordination of congressional liaison and government requirements and supporting analysis.

Born in Golden, Kan., Peterson received his bachelor's and master's degrees from the University of Mexico. He is a member of the Association of the United States Army, the Air Force Association, the National Defense Preparedness Association and the National Security Industrial Association.

"We are pleased to welcome three highly talented and successful people to our board," said the Rev. Thomas Acker, S.J., president of Wheeling Jesuit. "These people are committed to a college that educates future leaders, serves the economically disadvantaged and integrates modern technologies in the liberal arts tradition," he said.



**SENATE AWARD FOR BUSINESS:** *Senator Thais Blatnik, (D-1st District) and a DCCW member and parishoner at St. Michael's, Wheeling, presented the first W.Va. Senate award to Wheeling businesswoman Elizabeth Kraftician, president of Touchstone Research Laboratory Ltd. "Companies like Touchstone Research Laboratory are breathing new life and new spirit into the W.Va. economy and this resolution recognizes Libby's contribution to this new spirit," said Senator Blatnik, Chairman of the Senate Small Business Committee.*



# Software Valley Update™

education - small business - industry - government

March/April 1992

## Kraftician to Receive One of the "Women of Enterprise Awards"

Elizabeth Kraftician, president and co-founder of Touchstone Research Laboratory, Ltd., in Wheeling, W. Va., has been nominated to receive one of five national "Women of Enterprise Awards" presented annually by the U.S. Small Business Administration (SBA) and Avon.

The Women of Enterprise Awards recognizes outstanding women entrepreneurs who have achieved success despite encountering significant personal or economic hardship.

Kraftician has remained at the helm of the fast-growing high-technology company despite overcoming life-threatening cancer in 1989. In fact, Kraftician, her husband, and her business partner, Brian Joseph, wrote a successful proposal to test materials for the NASA Space Shuttle while Kraftician was lying in her hospital bed recuperating from cancer surgery in May 1989.

The successful completion of that original NASA testing program led to a string of projects involving the testing of materials for the Space Shuttle and other aerospace applications for Touchstone.

Kraftician and Joseph founded Touchstone in 1980 in the basement of the former Carmelite Monastery in Wheeling with only one piece of scientific equipment. The company is now considered one of the fastest growing high-technology companies in America. Touchstone provides

industrial problem-solving and research and development services for hundreds of manufacturers throughout the U.S. ranging from steelmakers and automotive suppliers to food manufacturers.

Kraftician was nominated for the award by the SBA in Clarksburg, W. Va.

Marvin Shelton, West Virginia director of the U.S. SBA, said, "Libby Kraftician is a valuable member of the SBA's Small Business Advisory Council. She is to be commended for her business acumen and tenacity. Libby has demonstrated to other women in business, or considering (to start) their own business, that perseverance is very rewarding."

Kraftician said her nomination translates to good news for West Virginia and the Wheeling area. "This nomination to a prestigious national award is an honor in which we can all take pride," she said. "I hope this nomination will continue to add to the positive publicity bestowed on the business climate in the Wheeling area, to the high-technology movement in the Pittsburgh and Wheeling area, and to women in business throughout the nation."

Kraftician was previously honored for her achievements by the West Virginia Senate. In 1990, she became the first person in the history of the State to be recognized by the State Senate for her contributions in technology.

## Touchstone Founder Aims High

### 'Libby' Kraftician Nominated For U.S. Award

By DEBBI NEER  
The Intelligencer Staff

All her life, Elizabeth "Libby" Kraftician has set goals. Even when doctors said there was only a 50 percent chance that she would live, she never stopped reaching for her goal.

Three years ago, Kraftician, the president and co-founder of Touchstone Research Laboratory Ltd., was in a Pittsburgh hospital bed after undergoing an operation for ovarian cancer.

Present in the room was her husband, Brian Joseph, who sat by her bedside as she dictated parts of a NASA proposal—which was later granted to the growing Touchstone company in Wheeling.

Kraftician said that in all aspects of life, choices must be made and she chose to keep trying to obtain her goal.

"In life there are always decisions to be made and I believe that you have to lay out all the options and choose one and give that your best effort," she said. "It's the same with facing a life-threatening disease. You make a choice and stick with it."

"I made the decision to fight and made it long before I was diagnosed. I knew I was ill but I wanted to fight it. I made a decision to do that," Kraftician, 44, said. "If you do that, then at least you are master of your own will."

Her courage and perseverance have earned Kraftician a national nomination for the "Women of Enterprise" award.

The award, given to five women each year by the U.S. Small Business Administration and Avon Products, honors women in business who are outstanding entrepreneurs and have achieved success despite significant hardship.

The nomination, which in itself makes Kraftician "feel like a winner," came after the state SBA sent her story to the national level.

"Beyond the initial excitement of learning that I had received a



Debbi Neer/The Intelligencer

Elizabeth "Libby" Kraftician, co-founder and president of Touchstone Research Laboratory Ltd., recently has been nominated for a national award

that honors top business women who are outstanding and successful despite hardships they've had to face.

nomination, I was just thrilled that the people at the state SBA office in Clarksburg had regard for my (and the company's) efforts," she said. "Businesswise, after (the diagnosis and operation) we pulled ourselves up and moved ourself along. We stuck to our mission and ran our

been a goal for a long time. Her mother, she said, stated that Kraftician has always been working on one project or another since she was 10 years old.

Award winners will be announced in a few months. If she is selected, she will travel to New York City in

with one piece of equipment in a Wheeling basement.

But that "child" may soon have to make room for one more. Talk of adopting a child from the Middle East also is being discussed.

And whatever goal Kraftician sets, she said that it must be one that

**In life there are always decisions to be made and I believe that you have to lay out all the options and choose one and give that your best effort. It's the same with facing a life-threatening disease.**

course.

The lab today is a success with projects for NASA, and working with the nation's newest technology, the dreams of Kraftician and Joseph are coming true.

Kraftician said starting a company that concentrates on projects has

June to receive the honor.

The future looks bright, she said. For the last three years and six exams, Kraftician has had a "clean bill of health."

The company is growing and is still like a child to the husband and wife team that began Touchstone

is obtainable.

"People outside of you will always have their own agenda and you can't accommodate all of them and shouldn't try," she said. "You know yourself best. I have tried to pick my course and will continue to work at the goals I set."

# Kraftician Nominated for Award

Elizabeth "Libby" Kraftician, president and co-founder of Touchstone Research Laboratory Ltd., has been nominated to receive one of five national Women of Enterprise Awards presented annually by the U.S. Small Business Administration and Avon Products.

The Women of Enterprise Awards recognize outstanding women entrepreneurs who have achieved success despite encountering significant personal or economic hardship.

Kraftician has remained at the helm of the fast-growing high-tech company while overcoming life-threatening ovarian cancer in 1989.

She and her husband and business partner, Brian Joseph, wrote a successful proposal to test materials for the NASA space shuttle while Kraftician lay in her hospital bed recuperating from cancer surgery in May 1989.

The successful completion of that original NASA testing program led to a string of projects involving the

testing of materials for the space shuttle and other aerospace applications for Touchstone.

Kraftician and Joseph founded Touchstone in 1980 in the basement of the former Carmelite monastery in Wheeling with one piece of scientific equipment. The company, now located at the Millennium Centre, Triadelphia, is one of the fastest growing high-tech research companies in America. Touchstone provides industrial problem-solving and research and development services for manufacturers throughout the United States.

Kraftician was nominated for the national award by the SBA in Clarksburg.

In 1990, she was the first person in the state to be recognized by the West Virginia Senate for her contributions to technology. Sen. Thais Blatnik, D-Ohio, sponsored the Senate proclamation and endorsed her for Women of Enterprise Awards.



Elizabeth Kraftician

# BUSINESS/FINANCE



Brian E. Joseph, left, and Elizabeth "Libby" Kraftician, co-founders of Touchstone Research Laboratory Ltd. of Triadelphia, are congratulated on their recent awards by Larry Travis, vice president of United National Bank-North in Wheeling.

## Business Efforts May Land Spot on Inc. Magazine Cover

Two Ohio County business owners may end up being featured on the cover of Inc. magazine as the result of a recent award.

Elizabeth "Libby" Kraftician and Brian Joseph, co-founders of Touchstone Research Laboratory Ltd., were selected earlier this month as West Virginia's "Emerging Entrepreneur of the Year." The honor qualifies the two local business owners for one of five national awards and the National Entrepreneur of the Year Award, an honor which includes being featured on the cover of the national magazine.

"I think this is exciting that two local business people are eligible for a national business award and might be featured on the cover of Inc. magazine," said Larry Travis, vice president of United National Bank in Wheeling. "I think this honor, and the success of Touchstone Research Laboratory, is indicative of the strong business climate we have in the Wheeling area," said Travis, who nominated Kraftician and Joseph for the Entrepreneur of the Year award.

The awards program, founded by the professional services firm of Ernst & Young and sponsored by Inc. magazine, Merrill Lynch and The State Journal, was established to

honor business people who are successful entrepreneurs and those who have actively encouraged entrepreneurs. The national awards banquet will be held later this year in Palm Springs, Calif.

Kraftician also was recently nominated to receive one of five national "Women of Enterprise Awards" presented annually by the U.S. Small Business Administration and Avon Products.

Kraftician and Joseph founded Touchstone in 1980 at a time when many major U.S. manufacturers were making massive cutbacks in their research efforts. Touchstone is now considered one of the fastest-growing high-tech research companies in America.

The company provides industrial problem solving services for hundreds of U.S. manufacturers, from Fortune 500 companies to small, start-up businesses. Along with its work in the private sector, the company has also been successful in government contracting and has tested critical materials used by NASA in the space shuttle. Touchstone, which was founded in Wheeling, currently is located in The Millennium Centre, an advanced technology research park in Triadelphia.

# The Times Leader

Sunday, March 22, 1992

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THE VOICE OF EASTERN OHIO



T-L Photo/CHUCK SAUS

**ELIZABETH KRAFTICIAN**, president and co-founder of Touchstones Research Laboratory in Triadelphia, oversees computerized image analysis research being performed by Elm Grove resident

**Steve Boyd**, a NASA-trained metallographer. Kraftician is one of five national recipients of "Women of Enterprise Awards."

## Research lab co-owner in running for national award

By **SANDY DICLEMENTE**  
Times Leader Staff Writer

**WHEELING** — In 1989, doctors at Magee Women's Hospital in Pittsburgh gave Elizabeth "Libby" Kraftician a 50 percent chance of surviving advanced ovarian cancer.

However, Kraftician, co-owner of Touchstone Research Laboratory in Triadelphia, not only recovered from the disease but is nominated to receive one of five national "Women of Enterprise Awards," presented annually by the U.S. Small Business Administration and Avon Products.

The awards recognize outstanding women entrepreneurs who have achieved success despite encountering significant personal or economic hardship.

Touchstone, an independent research laboratory, researches a wide variety of products, including vital components of the space shuttle's solid fuel boosters and metals. The company has had a growth rate of approximately 1,000 percent over the past five years.

However, things weren't always that good.

Kraftician and her husband, Brian Joseph, founded the original Touchstone office in the basement of a former Carmelite monastery in downtown Wheeling right after they finished graduate school at Ohio State University.

The two only had one piece of scientific equipment, Kraftician said, "a scanning electron microscope that had been cannibalized and left for dead" in a Columbus warehouse. They bought it for \$101.

See, LAB, page 9A

## Lab

Continued from page 1A

She said she and Joseph had been thinking about starting an independent research facility, but after finding the microscope, "We thought, in all of our youth and arrogance, that we could run an organization that would have a higher level of creativity and self-determination than major research laboratories."

Since that time, the company has grown to include a staff of 25 technicians and several million dollars worth of scientific equipment.

Kraftician said the major turnaround in the company's life, as well as in her life, came when she contracted cancer. While she was recovering from cancer surgery, she dictated parts of a research proposal to NASA that resulted in the company's receiving numerous contracts through NASA and other federal projects.

"While I was in the hospital, my husband came up every day after working all day and brought his computer and sat there and wrote while I dictated," Kraftician said. "I had tubes strapped everywhere and all I could use was my brain."

The proposal resulted in Touchstone's testing of O-rings, adhesives and tiles used in the space shuttle. Kraftician said the NASA research began after the Challenger accident.

"We do the work on the interfacing material and the metallic parts and on new technology," she explained.

Additionally, Touchstone is a subcontractor in NASA's Space Exploration Initiative to develop technology needed to return to the moon and to land on Mars.

Also while she was recovering from surgery, Kraftician was finalizing plans for the Millennium Center, where Touchstones is the first occupant. The Millennium Center, which opened in 1989, is West Virginia's first advanced technology research park.

Kraftician said her business could be located anywhere in the country and succeed.

"My husband is from Wheeling and I am from Pittsburgh. This is not a walk-in storefront operation, so it really doesn't matter where we are located. We just both had roots here and we liked the lifestyle here," she said.

She attributes much of her personal and professional success to her staff.

"This kind of business attracts 'eagles.' You can put any one of these people on a deserted island, and any one of them would overcome their surroundings."

Kraftician believes research facilities such as Touchstones can help American businesses be more competitive. However, she said, "One problem with the United States is that there is very little venture capital. Nobody will put money into research."

She said in her experience, American industry is moving away from research and development efforts. When she and her husband began their business, she said, "U.S. Steel's research facility in Monroeville, Pa., had just cut back from 1,500 engineers to 150."

Kraftician is optimistic about the future of American businesses.

"We created the mode of management and production part of industries. We wrote the book," she said. "We may have laid it down for a while, but we're picking it back up. I don't think it is too late. It's going to be tough. There is no doubt that we won't get there and lead the market."

If Kraftician wins the national award, it will not be her first major honor. She is the first person in West Virginia to be personally honored by the West Virginia Legislature for her contributions to technology, according to Touchstone's Marketing Director John Mackay. She is also a member of the SBA's Small Business Advisory Council.

However, while she is happy that she is being recognized, Kraftician remains modest about all of the attention.

"I'm a project person and a scholar at heart," she describes herself. "I am a nonstop student."



# Software Valley Business Developments:

## Kraftician and Joseph Win Award

Elizabeth "Libby" Kraftician and Brian E. Joseph, co-founders of Touchstone Research Laboratory, Ltd. are West Virginia's "Emerging Entrepreneur Of The Year" in the Entrepreneur Of The Year program for 1992. They qualify to win one of five National awards and The National Entrepreneur of the Year Award, an honor which includes being on the cover of Inc. magazine. Kraftician also qualifies for one of five "Women of Enterprise" awards. Larry Travis, vice president of the United National Bank in Wheeling (on the right in photo), nominated the two business

owners for the award which was presented to them June 4 in Charleston. "I think this honor, and the success of Touchstone Research Laboratory, is indicative of the strong business climate we have in the Wheeling area," Travis said. The Entrepreneur Of The Year program was founded by Ernst & Young, a professional services firm, Inc. magazine, and West Virginia's periodical The State Journal, to honor business people who are successful entrepreneurs and who have actively encouraged other entrepreneurs. Kraftician

and Joseph founded Touchstone in 1980. Although many major U.S. manufacturers were cutting back in their research efforts at that time, Touchstone persevered and is now considered one of the fastest-growing high-tech research companies in the country. The company provides industrial problem-solving services for hundreds of U.S. manufacturers and their clients include FORTUNE 500 companies as well as small businesses and government agencies like NASA.



## Business Founders Named For Entrepreneur Awards

The founders of two Wheeling area businesses — Bedway Security Agency Inc. and Touchstone Research Laboratory Ltd. — have been selected as finalists for West Virginia's Entrepreneur of the Year awards, according to Larry Travis, vice president of United National Bank in Wheeling.

Art Bedway, founder of Bedway Security Agency Inc. of Wheeling, is a finalist in the Master Entrepreneur of the Year category, said Paul E. Arbogast, managing partner in the Charleston office of Ernst & Young.

Elizabeth "Libby" Kraftician and Brian E. Joseph, co-founders of Touchstone Research Laboratory Ltd. of Triadelphia, are finalists in the Emerging Entrepreneur of the Year category.

"This is truly an honor to have two local businesses as finalists in such a prestigious competition," said Travis, who nominated the two local companies for the regional award. "I think this is indicative of the excellent business climate we have in the Wheeling area.

"From the days that Wheeling was the terminus of the National

Pike along the Ohio River to the 1990s, Wheeling has been an excellent place for people to start and grow their businesses," Travis said. "The fact that two local businesses are finalists for this statewide competition is one more example of the entrepreneurial spirit we have in Wheeling."

The awards program, founded by the professional services firm of Ernst & Young, and sponsored by Inc. Magazine, Merrill Lynch and The State Journal, was established to honor business people who are successful entrepreneurs and those who have actively encouraged entrepreneurs. From the finalists, eight Entrepreneur of the Year recipients will be announced at an awards banquet Thursday in Charleston. These regional award recipients will then be eligible to receive a national award, including the National Entrepreneur of the Year award. These national award recipients will be featured in the December 1992 issue of Inc. Magazine.

Bedway founded his company in 1981 with the help of a \$600 loan, Travis said. Since that time, Bedway Security Agency has grown to be one of the top 200 security companies in the country, with 1992 projected sales of \$13 million, he said.

Kraftician & Joseph founded Touchstone in 1980 in the basement of the former Carmelite monastery in Wheeling with one piece of scientific equipment, according to Travis. "The company is now considered one of the fastest growing high-tech research companies in America and has tested critical materials used in the NASA Space Shuttle. Touchstone provides industrial problem-solving and research and development services for hundreds of manufacturers throughout the United States, ranging from steelmakers and automotive suppliers to food manufacturers," he said.



Art Bedway



Kraftician and Joseph





February 16, 1995

FOR IMMEDIATE RELEASE:

### **EDINBORO HOSTS TEACHING WORKSHOP ON ISLAM AND THE MIDDLE EAST**

Educators and students will have an opportunity to learn about America's fastest growing religion at a workshop on teaching about Islam and the Middle East, Wednesday, March 22, at Edinboro University of Pennsylvania. Geosciences professor Dr. Baher Ghosheh said the goal of the workshop is to provide an accurate view of mainstream Islam in the United States and the world.

"Most Americans don't realize what Islam is all about," said Ghosheh. "The workshop will develop cross-cultural understanding and ease misconceptions about Muslims."

Conducting the day-long workshop will be Audrey Shabbas, from the Middle East Policy Council in Washington, D.C. Among the topics to be covered are the physical and cultural geography of the Middle East, Islamic beliefs and practices, Islam in American, the role of women in Islam, and the factors contributing to the rapid spread of Islam in the United States.

Because the workshop is intended primarily for people involved in education, the extensive materials and handouts, which are being provided free for the participants, are designed to act as teaching aids for their students and groups within their communities.

"Participants will develop a more accurate 'sociotype' of Muslims, Arabs and Middle Easterners to replace the commonly held misconceptions and stereotypes," said Ghosheh. "It is our hope that they will lead the way to better communal – and eventually international – relations."

The workshop will be held from 9 a.m. to 4 p.m. in Van Houten Dining Hall. Anyone wishing to register or obtain further information may call Edinboro University's Institute for Research and Community Services at 814-732-2762 or Dr. Ghosheh at 814-732-2291.

February 14, 1995

FOR IMMEDIATE RELEASE:

**PRESIDENT DIEBOLD RECOGNIZED BY  
INTERNATIONAL MANAGEMENT COUNCIL**

Foster F. Diebold, president of Edinboro University of Pennsylvania, was recently recognized by the International Management Council (IMC) for his contributions to the organization. Diebold addressed the IMC's 60th annual international conference, where he spoke about his mentoring program and the importance of mentoring in both higher education and corporate America.

The IMC is an international management organization with more than 8,000 corporate members worldwide, including such giants such as PepsiCo, Philip Morris USA and FMC. IMC President David Neidert said President Diebold has set an example for other higher education institutions to follow in their fellowships with corporate America.

Mary Lou Adonizio, who served as the conference chairperson, said President Diebold was the first university president ever to address this corporate audience. She said he exemplifies the type of cooperation and bond which should exist between higher education and our country's business leaders. Adonizio currently serves as a member of the National Executive Board of Directors of the IMC.

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Edinboro University President Foster F. Diebold, right, receives a plaque from Mary Lou Adonizio, which recognizes the contributions of Diebold and the University to the International Management Council (IMC). Adonizio is the director of the University's Institute for Research and Community Services and is a member of the National Executive Board of Directors of the IMC. Looking on is Edinboro Provost and Vice President for Academic Affairs, Dr. John Fleischauer.

February 14, 1995

SPECIAL TO THE SPECTATOR:

### **TRAFFIC PATTERNS TO CHANGE ON CAMPUS**

President Foster F. Diebold has accepted several recommendations from the University's Parking and Traffic Control Committee to improve the flow of vehicle traffic in and out of two currently congested parking and roadway areas.

Temporary barriers will be placed at the Scotland Road exits from Rose Hall and Cooper Science Hall. All entry and exit from those two lots will now be restricted to Darrow Road. Parking in the Rose Hall residence lot will be reserved for employees and Rose Hall dormitory residents. The Cooper Hall lot remains reserved for employees. The barriers will block all vehicle passage, but will allow pedestrian traffic to flow freely.

The second change affects the parking area known as the Lakefront Lot. On a trial basis, the lot's southernmost access point on Scotland Road will become an "entrance only," while the northernmost access will become an "exit only." Exits from the lot will be restricted to right turns only. New signage will be posted at both points to reflect the traffic pattern changes.

Campus police and facilities officials say that the changes will be made, weather permitting, prior to spring break.



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February 13, 1995

**FOR IMMEDIATE RELEASE:**

**EDINBORO UNIVERSITY PRESENTS PIANIST JAMES TANNENBAUM**

The Edinboro University of Pennsylvania Concert and Lecture Series will present a piano recital by Cleveland pianist James Tannenbaum on Monday, February 20, at 8:00 p.m. in Memorial Auditorium on the campus of Edinboro University.

This concert will be the first in a series of programs celebrating the University's annual Academic Festival.

Tannenbaum is a member of the piano faculty at the distinguished Cleveland Institute of Music and an artist in residence at the Willoughby School of Fine Arts. He has delighted audiences for more than 25 years with his concert performances and has appeared regularly with some of the finest musicians in the United States.

His first prize awards include the Battle Creek International Competition, the Michigan State University Concerto Competition and the Cleveland Institute Solo Piano and Concerto Competitions. He has appeared with Eleanor Steber, Helen Vanni, Paul Sperry, Mo Sharp and Franklin Cohen and is a regular soloist on the Institute's Wednesday Night Concert Series. He also performs regularly at the Blossom Music Festival.

This concert is free and open to the public. For additional information, please call the Edinboro University Office of Cultural Affairs, 814-732-2518, weekdays.

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February 13, 1995

FOR IMMEDIATE RELEASE:

### **EDUCATION EVENTS HIGHLIGHT ACADEMIC FESTIVAL**

Among the many education topics to be presented at the 12th annual Academic Festival at Edinboro University of Pennsylvania will be those dealing with sexual harassment, teaching experiences in urban schools, and the difficulties faced by middle school students.

Dr. Susan Criswell will present "Hostile Hallways: An Examination of Sexual Harassment in America's Public Schools," Tuesday, February 21, at 9:30 a.m. in 334 Butterfield Hall. "Sexual harassment is considered any unwanted and unwelcome attention," said Criswell. "Most of it is verbal and can occur in almost any situation in school. It can occur between teacher and student, staff and student, or most commonly, student and student."

Criswell said sexual harassment can be devastating because the victim will try to avoid those situations where the harassment occurred. It can cause students to drop out of sports and extracurricular activities. Academic performance, especially in women, may also suffer.

She will discuss the responsibilities of parents, teachers and administrators, and what they can do.

Education professor Kathleen Benson will discuss the changes middle school children go through, February 21, at noon in 200 Butterfield Hall. "The age of the middle school child is very interesting," said Benson. "So many things happen to them at that age. It is a period of brain growth and bone growth. It is an age when self-esteem and leadership abilities develop. But it is also the time when problems such as anorexia and drug abuse can occur."

Benson said the presentation is intended for anyone involved with middle school children, such as parents, teachers and other students.

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Rural university students participating in a seminar in inner-city Philadelphia schools will be the topic of a presentation by Dr. Charles Gallagher, February 22, at 1 p.m. in 336 Butterfield Hall. In May, a dozen Edinboro education students will have the opportunity to participate in a two-week seminar where they will experience what it is like to teach in an urban setting.

Gallagher said the event will help dispell misconceptions about urban life and break down the fear and intimidation rural students might have about even looking at urban schools as a place of employment. "Philadelphia is the fifth largest school district in the country, and more than 90 percent of its school population is considered minority," said Gallagher. "Yet most teachers are white. They like their work and care about their students."

A slide presentation will show the reactions of students from other Pennsylvania universities who participated in the seminar last year.

The Academic Festival is Edinboro University's celebration of people, places and ideas. For more information on the Festival, call the Office of Public Information and Publications at (814) 732-2745.

February 7, 1995

FOR IMMEDIATE RELEASE:

### **EDINBORO'S ACADEMIC FESTIVAL HOSTS BLACK HISTORY MONTH EVENTS**

As part of its observance of Black History Month, Edinboro University of Pennsylvania is offering several events on African-American issues during its Academic Festival, February 19-22.

Lisa Brown, director of intercultural relations for the University, is leading two video presentations for educating black children, especially young black men. The first event, Countering the Conspiracy to Destroy Black Boys, will be held Monday, February 20, at 2 p.m. in 207 University Center. Based on Dr. Jawanza Kunjufu's workshop with teachers and educators, this event discusses methods and strategies for educating young black males in grades K-12. It will also speak to college-age black males.

The second video presentation, Developing Positive Self-Esteem and Discipline in Black Children, will focus on understanding the cultural uniqueness and learning styles of black children. The session, which will be presented Tuesday, February 21, at noon in 207 University Center, will demonstrate methods and strategies for encouraging parents to serve as co-educators with teachers.

Brown said both events will be very useful for anyone who deals with children. The first program is especially helpful for recognizing stereotypes which are projected onto young black children.

She is also hosting a third event, titled Am I Helping or Hindering the Minority Experience? on Wednesday, February 22, at noon in 207 University Center. This will be an informal, roundtable discussion about what it is like to be a minority student in a predominantly

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white institution. "Students will share the things they are encountering and suggest what to do to make things more positive," said Brown.

Another event that touches on African-American issues is Race, Writing and History: Africa and Representation. This symposium by three Edinboro professors will look at how Africa is represented in literature, specifically in Joseph Conrad's *Heart of Darkness*. African nationalism and its discourse in contemporary African literature will also be explored.

The Academic Festival is Edinboro University's annual celebration of people, places and ideas. All events are open to the public. For more information on the Festival, call the Office of Public Information and Publications at (814) 732-2745.

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February 7, 1995

FOR IMMEDIATE RELEASE:

**JANE BRADY NAMED ASSISTANT TO THE VICE PRESIDENT AT EDINBORO**

Jane D. Brady has been named assistant to the Vice President for Student Affairs at Edinboro University of Pennsylvania.

A native of Lyons, New York, Brady earned a bachelor's degree in economics at the University of Rochester and a master's degree in higher education at Syracuse University.

Prior to joining the staff at Edinboro, she served as an admissions/financial aid specialist at Monroe Community College in Rochester, New York. In that position, she received the 1994 Innovation of the Year award for her work on the student affairs staff development committee. She also participated in the National Institute for Leadership Development, a leadership training program for two-year college women administrators.

In her new position, Brady will provide staff assistance to the Vice President for Student Affairs, maintain student affairs policies, coordinate organizational development within the division, and assist division directors.

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February 3, 1995

**FOR IMMEDIATE RELEASE:**

**JUDGE RICHARD NYGAARD TO LECTURE AT EDINBORO UNIVERSITY**

On Thursday, February 16, Richard L. Nygaard, circuit judge for the United States Court of Appeals, will present a lecture at Edinboro University of Pennsylvania. His topic will be "The Myth of Punishment: Is Prison an Appropriate Response to Crime?" The presentation is scheduled at 2:15 p.m. in Butterfield Hall 137.

A native of Thief River Falls, Minnesota, Nygaard received his bachelor's degree in public administration from the University of Southern California in 1969 and his doctorate from the University of Michigan in 1971.

President Ronald Reagan appointed him to the United States Court of Appeals for the Third Circuit in May of 1988. He maintains chambers in Erie and Philadelphia. Prior to his appointment to the U.S. Court of Appeals, he presided for more than seven years as a trial judge in Erie on the Pennsylvania Court of Common Pleas. He was appointed to that position in December of 1980 by Governor Dick Thornburgh. Three years later he was elected to a ten-year term following nomination by both the Republican and Democratic parties.

At the time of his appointment to the Court of Common Pleas, he was an Erie County Councilman for the Sixth District of Erie County.

In May 1993, Nygaard was awarded an honorary doctorate from Edinboro University.

Kappa Omega Rho, the Edinboro University chapter of the National Criminal Justice Honor Society, and the Society of Future Criminal Justice Professionals will participate in this event.

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## Honorary Doctorate



Richard L. Nygaard

The Honorable Richard L. Nygaard is a native of Thief River Falls, Minnesota. He received his B.S. degree in public administration from the University of Southern California in 1969 and his J.D. from the University of Michigan in 1971.

President Ronald Reagan appointed him to the United States Court of Appeals for the Third Circuit in May of 1988. He maintains chambers in Erie and Philadelphia. Prior to his appointment to the U.S. Court of Appeals he presided for more than seven years as a trial judge in Erie on the Pennsylvania Court of Common Pleas. He was appointed to that position in December of 1980 by Governor Dick Thornburgh. Three years later he was elected to a ten-year term following nomination by both the Republican and Democratic parties.

At the time of his appointment to the Court of Common Pleas, he was an Erie County Councilman for the Sixth District of Erie County.

In November 1982, upon U.S. Senator Arlen Specter's request, President Reagan appointed Nygaard as a U.S. delegate to the International Conference on Free Elections, which was co-sponsored by the United States State Department and the American Enterprise Institute. He addressed the conference on the necessity of a free and independent judiciary.

The American Bar Association received a request in 1991 from Romania for assistance in preparing the country for a democracy by developing a constitution and a Bill of Rights and restructuring the judiciary. The International Law Section of the ABA requested that Judge Nygaard act as an advisor to the Constitutional Conference of Romania and make comments on their constitution, judiciary structure and Bill of Rights. Since then he has been a constitutional consultant for the countries of Albania, Lithuania, Ukraine, Russia, Kazakhstan and Azerbaijan in the areas of judicial structure and individual rights. He also developed a "Charter of Rights and Responsibilities" now in use to varying extents in those countries. This Charter is molded from such existing documents as the U.S. Bill of Rights, the United Nations Charter of Human Rights, and the charter of the Organization of American States.

Nygaard has advised each of these nations to establish a free and independent judiciary that will have real powers to enforce the laws and the constitution. He believes it is necessary to create a rule of law that remains constant, regardless of individual political officeholders.

While in Russia he met with members of the GPU, President Boris Yeltsin's party; the chairman of the Russian Supreme Court; and members of the Supreme Soviet.

Nygaard was chosen to receive the degree of *Legum Doctor, Honoris Causa*: Doctor of Laws in recognition of his leadership and advocacy for the public weal, which have had positive and profound effects upon the lives of individuals, institutions, and governments; for his public service as a statesman and jurist; for his long and effective labor on behalf of democracy and a free, independent judiciary; for his many contributions to the development of constitutional democracy in the newly independent nations of eastern Europe; and for his life-long commitment to the cause of justice in the United States and throughout the world.

February 3, 1995

FOR IMMEDIATE RELEASE:

### **EDINBORO'S ACADEMIC FESTIVAL FEATURES WOMEN'S ISSUES**

Edinboro University of Pennsylvania's Academic Festival, February 19-22, traditionally focuses several of its presentations on women's issues. This year's celebration of people, places and ideas features four programs dealing with the topic.

History professor Jerra Jenrette, along with Khalid Said, will present "Whores, Warriors and Saints: A Comparative Look at Christian and Muslim Women in Their Holy Books" on Monday, February 20, at 3 p.m. in 100 Hendricks Hall. Jenrette and Said will examine the mythical and real images of women in the Koran and the Bible, focusing on women's participation in political-economic-social life.

Also on Monday, interpretive readings from an international collection of women's poetry will be performed at 7 p.m. in the University Center. Dr. Kathleen Golden, Cheryl Lossie and Kristen Smart will present "The Other Self: Poetry of Women Throughout the World." These works were chosen because they convey women's shared experiences, growth and understanding.

Philosophy professor Dr. Karen Seubert will discuss "The Rights of Women and Children in a Democratic Society According to John Locke," on Wednesday, February 22, at 11 a.m. in 329 Butterfield Hall. Seubert's lecture will draw on Locke and Pope John Paul II for an examination of issues regarding the rights of women and children. It will look at what those rights are and how they are being addressed in today's society.

The final program on women's issues will be "An Hour of Humor and Drama with Contemporary Women Playwrights: Marsha Norman, Beth Henley and Wendy Wasserstein."

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They are the authors of three Pulitzer Prize-winning plays – *Crimes of the Heart*, *The Heidi Chronicles*, and *Night, Mother*. Cuttings from those plays will be performed in oral interpretation by Golden, Smart, Dr. Heidi Harbers, and Cynthia Niemann on February 22 at 3:30 p.m. in 100 Compton Hall. These plays were chosen by Niemann because they take three very different approaches to portraying issues commonly faced by women.

The Academic Festival covers a wide range of topics including travel, science, music, art, poetry, current events and history, as well as education and student issues. For more information on the Academic Festival, call the Office of Public Information and Publications at (814) 732-2745.

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February 2, 1995

FOR IMMEDIATE RELEASE:

### **CONWAY JOINS FACULTY AT EDINBORO UNIVERSITY**

Dr. Alice E. Conway, RN, recently joined the faculty at Edinboro University of Pennsylvania. A native of Manasquan, New Jersey, Conway has been appointed as an associate professor of nursing in pediatrics at the University.

Conway obtained her bachelor's degree in nursing from Syracuse University and her master's and doctorate in nursing care of children from the University of Pittsburgh. Conway is a certified CPR and first aid instructor for the American Red Cross. She is also a certified emergency responder for the American Red Cross. She is a member of the National Nursing Honorary Society and is a designated university scholar at the University of Pittsburgh.

Prior to accepting the position at Edinboro University, Conway served as the dean of nursing in the Intercollegiate Nursing Program at Samuel Merritt College and Saint Mary's College in Oakland, California. She more recently served as the chairperson in the department of nursing at Gannon University.

Another of Conway's accomplishments is being chairperson and member of the research committee for the National Association of Neonatal Nurses. She was recently asked to serve on the Maternal-Child Advisory Council for the Pennsylvania Department of Health.

Conway lives in Edinboro with her husband, James.

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February 1, 1995

FOR IMMEDIATE RELEASE:

### **NEW 'AFTER HOURS CLUB' OPENS AT EDINBORO UNIVERSITY**

A new and welcome addition to the evening social scene on the Edinboro University of Pennsylvania campus made its debut in January when the new, alcohol-free "After Hours Club" opened in The Kilt, the snack bar area of Edinboro's University Center student union.

The student-run After Hours Club is open every Friday from 9 p.m. to 1 a.m. Admission is free to Edinboro University students and their guests, and non-alcoholic drinks and food are available at nominal prices.

Start-up funding for the After Hours Club was made possible by Edinboro University's ALADIN (Alcohol and Drug Information) Project. The ALADIN Project, subtitled "A Multidisciplinary Program to Reduce Alcohol and Other Drug Use," was developed at Edinboro in 1993 under a major federal grant from the Fund for Improvement of Postsecondary Education (FIPSE).

ALADIN uses a systems approach to develop a university-wide, peer education program that offers students the opportunity to examine their attitudes about drinking, explore their drinking habits, and learn about alcohol's physical, psychological, legal and social effects. Goals are to reduce alcohol and other drug use, as well as "binge" drinking.

The ALADIN Project was recognized by the federal government in 1994 with an award from the U.S. Department of Education's Office of Educational Research and Development.

Entertainment at Edinboro's After Hours Club will vary from week to week, with guest bands and artists, comedy, open mike and karaoke nights, and DJ-run dances.

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The grand opening on January 27 was headlined by local rockers "Donna's Private Doll Collection." Rick and Brian Butler are scheduled to perform on February 10.

"We're very excited about this," said Pam Magerle, ALADIN Project specialist, who coordinated the grand opening. "We've had a lot of input from students on what they want for atmosphere and entertainment, and we're pleased to give them what they've asked for."

On many nights the After Hours Club will be sponsored by specific clubs and organizations recognized by the University. "We really stress that this club will be student run," said Mary Anne Weiner, ALADIN Project coordinator. "The project will provide them with financial and moral support, but students will be the ones who make it work."

For more information, call Edinboro University's ALADIN Project Office, 732-2949.

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**EDINBORO UNIVERSITY**

**O F P E N N S Y L V A N I A**

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February 1, 1995

FOR IMMEDIATE RELEASE:

### **ACADEMIC FESTIVAL TO HIGHLIGHT PENNSYLVANIA AQUARIUM**

Dr. Jerry Covert, Edinboro University of Pennsylvania's dean of Science, Management and Technologies, and director of the proposed Pennsylvania Aquarium, will make an informational presentation on the Aquarium, Tuesday, February 21, as part of the Academic Festival at the University.

The Aquarium is one of many new facilities planned for Erie's bayfront area. In his lecture, which will be held at 4 p.m. in the Porreco Center, classroom 8, and again at 7 p.m., in the University Center, Covert will discuss plans for the Aquarium and its mission.

"The purpose of the Aquarium is threefold," said Covert, "going beyond a narrowly-focused tourist attraction to include educational and research components, with a vision of being a 'life center,' focusing many resources on the broader understanding of freshwater and coastal ecosystems."

Support for the Aquarium is coming from a consortium of educational institutions in western Pennsylvania that Covert is putting together. These include 12 colleges and eight school districts and the Pennsylvania Chapter of the American Fisheries Society. His presentation will be of particular interest to teachers in northwestern Pennsylvania.

One design feature of the Aquarium calls for building an artificial stream that would start high on the side of the Aquarium and meander downward around the building, allowing visitors to view stream conditions from different locations, including directly underneath. Water pumped directly from the bay would supply the stream and return to the bay after completing its course around the Aquarium.

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*A member of the State System of Higher Education*

The designers of the proposed Aquarium – Cambridge Seven Associates – are also the architects for the highly successful Tennessee Aquarium in Chattanooga, as well as aquariums in Baltimore and Osaka, Japan.

Covert's role at present is to continue to add members to the consortium and build public support for the facility. He stresses the positive impact it will have on educational programs at all levels, from kindergarten through graduate school.

“The Aquarium will have broad appeal, from the excitement of preschoolers as they are attracted to the bright colors and gliding movement, to grade school children whose interest and enthusiasm is unmatched at any other time of their life, to the high school or college student working on a science fair or research project, to adults looking for personal development, to the researcher striving to create a better understanding of how and why things occur.”

Critical to making the Pennsylvania Aquarium a reality is securing funding from sources in business and industry. Covert hopes that funding will be available to begin the final design and construction stage later this year.

In addition to a discussion of the Aquarium, Covert will show a videotape, distribute the Aquarium's first newsletter, and announce a conference for colleges and schools which will be held October 7.

For further information on the Academic Festival, call the Edinboro University office of public information and publications at (814) 732-2745.

## **Pennsylvania Aquarium to Include Stream.**

Over the years, it has been observed that lake and bay fish are attracted to the mouths of nearly every stream, creek and rivulet that enters Erie Lake and the Bay. As the waters enter from the smaller tributaries, fish swim against the current and attempt to swim up-stream to the source of the flowing water. This phenomenon has been observed in structures as small as 10 inch storm sewer pipes. The fish have been identified as Steelhead and Salmon.

This concept has acted as a stimulus to the early planning of the construction of the Pennsylvania Aquarium. We are currently studying the feasibility of building an artificial stream that would act as a moat around the aquarium and would provide exciting opportunities to observe fish in their nearly natural environment. (See diagram below) The course of the stream will be varied so that there will be ponds, rapids, deep pools, or shallow concourses. The bottoms can be varied from sand to gravel and rocks. There will be observation points along the course of the stream to include bridges and banks and there may be a possibility to have a view from beneath the stream bed!!

The observations will provide excellent opportunities for learning more about the preferences and capabilities of the native fish.

By building the Aquarium directly on the bay, there will be access to the fish and other aquatic organisms native to that region and if properly designed, it will provide the fish with an alternative that they can choose by swimming upstream to the Aquarium. Water would be pumped from the bay to spill directly into the stream at the 'high end'. As the water flows back to the bay, it provides the currents, and exchange of water throughout the entire length of the stream. Researchers are interested in being able to observe fish under various conditions. For example, they would like to study, in close proximity, the behavior and physiological changes fish and other aquatic animals experience during the winter, when the surface of the ponds are covered with ice, yet the rapids are still free flowing.



## FOUNDING MEMBERS OF THE PENNSYLVANIA AQUARIUM CONSORTIUM

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**LA ROCHE COLLEGE**

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**SLIPPERY ROCK UNIVERSITY\***

**UNIVERSITY OF PITTSBURGH/TITUSVILLE CAMPUS\***

**WESTMINSTER COLLEGE\***

**AMERICAN FISHERIES SOCIETY, PA CHAPTER**

**ERIE CITY SCHOOL DISTRICT**

**FORT LEOEUF SCHOOL DISTRICT**

**GENERAL MC LANE SCHOOL DISTRICT**

**HARBORCREEK SCHOOL DISTRICT**

**MILLCREEK TOWNSHIP SCHOOL DISTRICT**

**PENN CREST SCHOOL DISTRICT**

**UNION CITY SCHOOL DISTRICT**

**WARREN COUNTY SCHOOL DISTRICT**

**\*Currently in the process of signing agreements**



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FOR IMMEDIATE RELEASE:

**EDINBORO RECEIVES \$25,000 GRANT FOR LITERACY PROGRAM**

Edinboro University of Pennsylvania has received a \$25,000 Pennsylvania Literacy Corps grant to fund CHANGES – the College and High School Alliance for New Growth in Elementary Students. The innovative program brings together college, high school and elementary students to improve literacy and promote community service.

The program was the idea of Tacie Tonks, a 23-year-old graduate student who had been a tutor for Edinboro's Student Literacy Corps. Her dream was to create a big-brother, big-sister type of program that would allow college students to act as mentors to high school students, who in turn would be role models and tutors for elementary students in need of help with reading.

Tonks wanted the program not only to improve literacy, but also to show high school and elementary students a positive side of college students. Edinboro elementary education professor Dr. Janet Fleischauer said it allows students to become more aware of the outside world and realize they can make an impact on it. They will take field trips together and participate in art and drama activities. "An important part of the program is building self-confidence in the students," said Fleischauer. She is co-directing the program with Dr. Jean Faieta, associate professor in the department of special education and school psychology.

CHANGES has been in existence for one year and has proved so successful that the University, with encouragement from PennSERVE, is making it into a three-credit service learning course. The grant money is being used this semester to purchase materials and produce the program handbook. Another grant is expected in the fall when the program's tutoring begins.

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That part of the program will likely involve 20 Edinboro University students with high school and high-risk second grade students in the General McLane and Northwestern school districts. They will form 20 "buddy groups," made up of one student from each of the three groups. Fleischauer said college students will benefit by learning leadership skills in community service; high school students will develop supervisory, mentoring and tutoring skills; and elementary students will improve their literacy skills and develop an appreciation for volunteer community service. The program will provide an opportunity for the high school students to fulfill their community service requirements.

Edinboro University Provost and Vice President for Academic Affairs Dr. John Fleischauer said the grant is a significant endorsement of Edinboro's continuing activity in service learning and in adult literacy enhancement. Its Student Literacy Corps program began in 1990 with \$47,000 in federal grant funding. This year's grant is part of \$222,224 in Pennsylvania Literacy Corps grants announced by Pennsylvania's former first lady Ellen Casey to nine university programs. The Pennsylvania Literacy Corps is a program of PennSERVE, the governor's Office of Citizen Services.

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## CHANGES

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pate in the program.

CHANGES not only encourages literacy, it increases awareness. Environmental, disability and discrimination awareness are just three topics the program has tackled. The time spent on disability awareness involved a visit from some of the disabled students at EUP. "The kids learned not to be afraid of people in wheelchairs," Tonks said. "The kids found out that these people are just like everyone else.

There was also a session on drug and alcohol awareness, and recently, the group visited a retirement home here in Edinboro. "It gives the kids an appreciation for the older people in our society," Tonks explained.

Time is also spent on other activities, such as drawing posters and making other crafts. "The kids love the whole program and come all the time," Tonks said.

Right now, Tonks wants to make more people aware of the program, although there has already been some help from the Edinboro community. For example, Brink Ink Screenprinting has donated paints. "Whatever help we've received so far is greatly appreciated," she said.

These days, Tonks is working

anywhere from 20 to 40 hours a week. What awaits this busy young woman after she graduates from the university next fall?

Graduate school and marriage are just two answers. She also hopes to get a job in an institution, where she can continue helping people.

Tonks stresses that the program could not exist without the many people who have helped, including the college and high school volunteers, Fleischauer, Faieta, Rilling and Scaletta.

In this world where too many people look out for themselves and let everyone else stand alone, the person who takes the time from a busy schedule to help someone else is rare. Tacie Tonks is one of those rare people.

Because of her, a program like CHANGES can make a person's life a little brighter.

# CHANGES: A labor of love

By Jim Marasco  
Staff intern

This is the time of year when people feel good about themselves and the world around them. But these feelings of well-being and goodwill aren't meant to be experienced only at Christmas time. They are meant to be felt all year 'round.

That's what CHANGES is all

about.

CHANGES stands for College High School Alliance for New Growth in Elementary Students. The program is designed to encourage literacy and to bring young people of various backgrounds together to interact with each other.

It's working very well. Just ask Tacie Tonks, a 23-year-old psychology major at Edinboro University. She is also a moving force behind the program.

"There are 30 people in the program," she said. "Ten elementary students, 10 high school students and 10 college students." All of the participants are from this area, and they work in "buddy groups" consisting of one student from each of the three age groups. The older students tutor the younger students when it comes to academics, but *everyone* benefits from the interaction.

CHANGES took a long time to evolve. "When I first started here (at EUP), I saw a lot of negative things happening," Tonks explained. "I saw people getting drunk; I saw people getting arrested.

"But I also saw that many college students had a positive influence on the community."

She wanted to begin a Big Brother, Big Sister-type program, but was told she probably couldn't do it.

That didn't stop Tonks from wanting to work with and help others. For a time, she worked as a personal care attendant on the Edinboro campus, assisting disabled students. Later, she became a tutor for the Pennsylvania Literacy Corps. She found she liked it

and mentioned her work to EUP professor Dr. Janet Fleischauer, who said she would soon receive a grant from the PLC to start a program encouraging literacy.

Though Tonks was interested in the literacy program, she hadn't given up on the Big Brother idea; she wanted to combine the two into one plan.

Soon, school was over for the semester, and Tonks went to work at a summer camp. When she returned, she found the grant had come in. That didn't give her much time to get the program rolling, but she managed to do just that. "We put it all together in about three weeks," she said. Fleischauer and Jean Faieta became the advisors for the program.

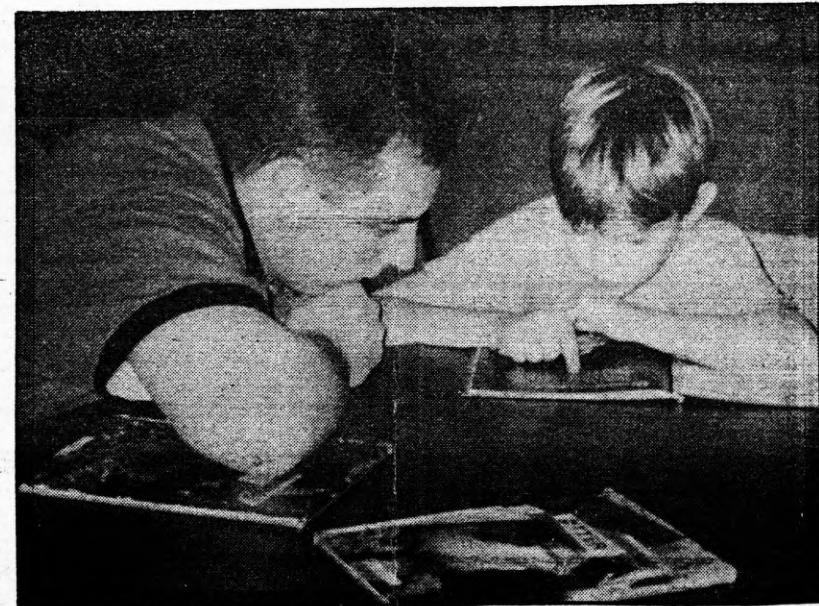
The grant was for one year.

Tonks had the money; now all she needed were participants. The high school and elementary students chosen were ones that could benefit from this type of program. They came from Edinboro Elementary and General McLane High School, and were selected with the help of Edinboro Elementary principal Annette Rilling and Rick Scaletta, assistant principal at General McLane High School.

Choosing the college students was a little different. "Basically, I just hung up signs around campus, hoping enough people would be interested," Tonks said.

She needn't have worried. There was a turnout of 30 interested students. Out of those 30 people, 10 were chosen to partici-

See CHANGES, Page 5A



CHANGES is about friendship as well as literacy. Here, EUP volunteer Bill Kendall helps Edinboro Elementary student Matt McAddo with his homework.