

Beam Me Up!

Members of the Guerrieri family joined students, faculty, staff and others to help write part of SU history – on a 30-foot, 1,000-pound beam. Hundreds of names were signed to the steel superstructure for the Patricia R. Guerrieri Academic Commons, a much-needed new home for SU's library, Nabb Commons, Research Center for Delmarva History and Culture, and more. Set to open fall 2016, the building will be the epicenter of academic life and a boon to the greater community.



SU President Janet Dudley-Eshbach (center) with benefactors Michael and Marybeth Guerrieri

The Making Of Entrepreneurs

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Campus News

Nurturing the Next Steve Jobs or Arianna Huffington?

SU Awards \$300K to Student and Community Entrepreneurs

Like many successful ventures, Salisbury University's entrepreneurial efforts started small.

Almost three decades ago, the campus, with support from alumnus Richard Bernstein '76, began an annual business plan competition that offered a \$5,000 top award to budding student entrepreneurs.

This May, the City of Salisbury and Wicomico County proclaimed Entrepreneurship Week at SU, with some \$300,000 in funding and other opportunities now up for grabs by students and promising innovators from the mid-Atlantic and beyond.

"The Franklin P. Perdue School of Business is establishing itself as a launching pad for aspiring entrepreneurs," said Dr. Christy Weer, the school's first female dean. "We educate our students to be leaders in the business community while also creating small businesses, boosting economic development and meeting vital workforce needs."



Christy Weer

The 2015 Entrepreneurship Week included:

- Student Entrepreneurship Competitions, offering some \$100,000 in cash and prizes;
- The Ratcliffe Shore Hatchery initiative, funded by the Philip E. and Carole R. Ratcliffe Foundation of Baltimore, providing some \$200,000 annually to jumpstart businesses and create jobs; and
- Auditions for ABC's hit series *Shark Tank*, returning to SU's Perdue Hall for the second year in a row.



Shark Tank winner Aaron Krause (Scrub Daddy) encourages entrepreneurs at SU



Jenna DeLetto and William Burke

The casting call attracted over 200 contestants from as far away as Florida, New Mexico and Michigan who were seeking national exposure for their ideas.

This most recent round of the Ratcliffe Shore Hatchery funded eight Maryland-based startups, representing everything from marina management, to a nightlife app, to environmentally friendly pavers and innovative stadium trash collectors. Winners are mentored by already-successful CEOs on the Shore Hatchery board. This five-year initiative was created with a \$1 million gift in 2013.

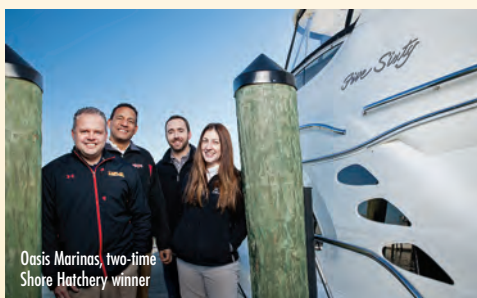
During the Student Entrepreneurship Competitions, the big winner was junior finance major Jenna DeLetto of Long Island, NY, who walked away with more than \$27,000 in cash and services for her 5 POP football training device. The prototype, developed with her grandfather, uses patented technology to signal players when they are carrying a ball without using five key points of pressure.

Other top finishers to advance through the "Invest in My Idea" poster contest and "Gull Cage" were ConnectU for social media marketing; Delmarva Sports Services, a league management franchiser; and Thor, a longboard motor manufacturer.

"Take a step back and look at what the University is offering you with these programs," said judge Kevin Bernstein of LWRC International to the participants. "Your success is showing."



Jim Perdue and other Shore Hatchery judges



Oasis Marinas, two-time Shore Hatchery winner

Bolstering Maryland's economic and small business development efforts, these opportunities provide students and others with real-world experience and guidance from business professionals. Past Bernstein and Ratcliffe winners have established successful ventures ranging from art glass and online fundraising to lead paint detection technology.

SU also supports a Small Business Development Center for the region and a Living Learning Community for student entrepreneurs. This fall, the campus hosts a Young Entrepreneurs Academy for middle and high school students.

"The University has a growing reputation as a center for entrepreneurship," said SU President Janet Dudley-Eshbach. "Every day, we strive to provide our students with the very best academic education and innovative opportunities for experiential learning."

Hail to the Chief

Baltimore's *Daily Record* named SU President Janet Dudley-Eshbach one of its 2015 Influential Marylanders for her contributions in the state.

Dudley-Eshbach also earned the United Way of the Lower Eastern Shore's prestigious Jim Barrett Community Leadership Award, in part for philanthropically inspiring a culture of service at SU.

In addition, she is the recipient of the 2015 William Donald Schaefer Helping People Award for Wicomico County, presented by Maryland's Comptroller.



Dr. Memo Diriker, Dr. Janet Dudley-Eshbach and student Kyle Eskridge

Business Faculty Kudos

Two Perdue School of Business professors earned the University System of Maryland's highest faculty honor: the Regents' Award for Excellence.

William Burke of Information and Decision Sciences was applauded for public service. Called a "visionary," he has "singlehandedly re-energized" SU's entrepreneurship competitions.

Paula Morris of Management and Marketing was lauded for mentoring. Teaching "practical skills for landing employment," she tasks her classes with assisting nonprofits; they have raised awareness – and more than \$130,000 in support.



William Burke



Paula Morris

Far-Flung Fulbrights

Five SU faculty and staff have earned Fulbright honors taking them across four continents. Bolstering connections in Asia, Aaron Basko, assistant vice president for enrollment management, became SU's first Fulbright International Education Administrator. He and just 10 other U.S. higher education officials met with leaders in Japan. Making cross-cultural curricular connections in Africa, Dr. James King of the English Department took area educators to Ghana on SU's first Fulbright-Hays international education grant. Teaching and researching in Europe next spring are Drs. Dean Kotlowski of History and Olivier Roche of Management and Marketing. Kotlowski will be the Fulbright-Botsiber Visiting Professor of Austrian-American Studies at the University of Salzburg in Austria, while Roche will be at the Belarusian State University in Minsk. Dr. Brian Polkinghorn of Conflict Analysis and Dispute Resolution, a past Fulbright scholar to Israel, continues his tenure as a Fulbright Alumni Ambassador, charged with educating others across the U.S. about global exchange.



SU and Wicomico County educators were selected to travel to Ghana.

In addition, over the past year, alumna Emily Lembo '14 taught in South Korea through the English Teaching Assistantship Student Fulbright program, and SU hosted two Fulbright Scholars in Residence from Sri Lanka and Estonia.

“Our ongoing commitment to all components of the Fulbright program – international scholars and students, and U.S. students, scholars and now administrators – honors the original goals of Senator J. William Fulbright and testifies to the importance of international education at SU,” said Dr. Brian Stiegler, assistant provost for international education.

Teaching Teachers

Education students attending SU's latest E. Pauline Riall Lecture heard from Rafe Esquith, an influential teacher and author who, for decades, has helped fifth graders in a poor, immigrant Los Angeles school district achieve notable test scores and college acceptances. For his work, he has been honored by everyone from Oprah, to the President, to the Queen of England.

SU's future teachers also benefit from internships with 33 partners in a nationally recognized Professional Development School (PDS) program. Collaboration with nearby Mardela Middle and High School earned the



National Association of Professional Development Schools' 2015 Exemplary PDS Achievement Award, while ties with neighboring Worcester County were applauded in 2011.

SU is the only non-research university to earn this award for its PDS partnership success at the elementary, middle and high school levels.



Heather Westerfield (center)

The Doctor Is In!

Celebrations were marked by elegant robes, official photos, special medallions, media interviews, family cheers and enthusiastic applause. A first in its 89-year history, SU graduated its inaugural cohort of eight doctoral students, from the Doctor of Nursing Practice program, during Spring Commencement ceremonies.

The Nursing Department also received the largest grant in its history – nearly \$2.1 million – to continue the Eastern Shore Faculty Academy and Mentoring Initiative. It prepares clinical experts, especially men and those from diverse backgrounds, to become nursing faculty.

“SU and our outstanding nursing faculty are committed to offering programs and opportunities that meet the workforce needs of our region and the state,” said President Janet Dudley-Eshbach.

Patent, Postdoc and Prestige

Alumnus Michael Taylor '06 discovered a passion for research as an undergraduate at SU. Since then, he has earned a patent, a postdoctoral position at the renowned University of Cambridge in England and a prestigious fellowship from the European Commission.

The Marie Curie International Incoming Fellowship attracts outside researchers to the European Union. Taylor, an organic chemist, is exploring the development of new chemical reactions that can occur inside living organisms without interfering with biological processes. Such reactions have enabled the development of next-generation cancer therapeutics, he said.

The patent, earned while Taylor was pursuing his Ph.D. at the University of Delaware, was for a collaboration on a new method of PET tumor imaging using radioactive fluorine.

“My experience at SU was critical for me ending up where I am now,” he said. “The opportunity to participate in undergraduate research was key. Once I had the chance to work in a lab, I caught the research bug.”



Fulton Book Club

Do we have a book for you! *Esquire* named English professor Susan McCarty's first short story collection, *Anatomies*, to its 2015 Summer Reading List for her “wry observations” of assorted characters and her



“snark” that “lingers somewhere between Alice Munro and Amy Schumer.”

Other recent publications out of the Fulton School of Liberal Arts include fellow English faculty Elsie Walker's *Understanding Sound Tracks Through Film Theory* (Oxford University Press), the first sustained analysis of its kind; *Sobering Wisdom* (University of Virginia Press), a philosophical exploration of spiritual 12-step addiction recovery, co-edited by Professor Emeritus Jerry Miller; and *Storm in My Heart*, the first English translation of the memoir of anarchist Johann Most's widow, edited by the History Department's Tom Goyens.

Three Communication Arts faculty also contributed book chapters on topics from high school journalism to millennials' blending of advertising and social media.

Staged in Style

After meeting two international students with strong sewing skills and experience in fashion studies from China's Xinhua College, SU costume designer Leslie Yarmo encouraged them to fully design two Victorian-era dresses for the Bobbi Biron Theatre production of *Drood*.

Yuying Wang and Ziyang Yu created elaborate sketches, traveled to New York with Yarmo to select fabric, and constructed the costumes with charm and flair.

Yu's dress for the innocent ingénue Rosa Bud was a pink and white confection. Wang chose very bold colors for the mysterious Princess Puffer. She enjoyed designing for theatre versus fashion because “you have to understand the story behind [each character].”



Ahmad Adib Sha'ar

Insights From Abroad

Dr. Ahmad Adib Sha'ar was faculty and dean of research at Mamoun University in Aleppo, Syria, when rebel forces occupied the campus. His family is among millions of Syrians displaced by such conflict.

Now he is teaching and researching in SU's Mathematics and Computer Science Department thanks to the Institute for International Education's Scholar Rescue Fund.

“We benefit not only from Dr. Sha'ar's star-quality expertise in cryptography, but also from having [his] family here,” said Salisbury civic leader Mitzi Perdue, who sponsored his one-year appointment. “They expand our knowledge of an area that is culturally important.”

Other recent international J-1 visitors to SU include a Brazilian doctoral student exploring forest restoration, a voice professor from China's Anqing Normal University, and Kosovo-born guitarist Vendim Thaqi, the Music Department's first Young Artist in Residence.



Gulls Going Green

SU's planetary commitment is being noticed. Tom Horton, environmental studies faculty, was named an honorary Admiral of the Chesapeake by Maryland's governor for supporting the Chesapeake Bay as an award-winning writer for more than 40 years.

The Nature Generation, a nonprofit in metropolitan Washington, D.C., presented SU with its Sustainable Partner Award for “inspiring youth to care for the planet.” The campus also was again certified as a “People Loving And Nurturing Trees” (PLANT) Community by the Maryland Department of Natural Resources Forest Service.

The University's first student-led Green Fund project involved LED light replacement. It turns out maroon and gold aren't SU's only school colors.



Kelly Ross as Princess Puffer

In addition to teaching and mentoring students, Yarmo, a former designer for *Law & Order: Special Victims Unit*, has continued her own scholarship, recently presenting in Italy on the evolution of color in Jewish dress code.