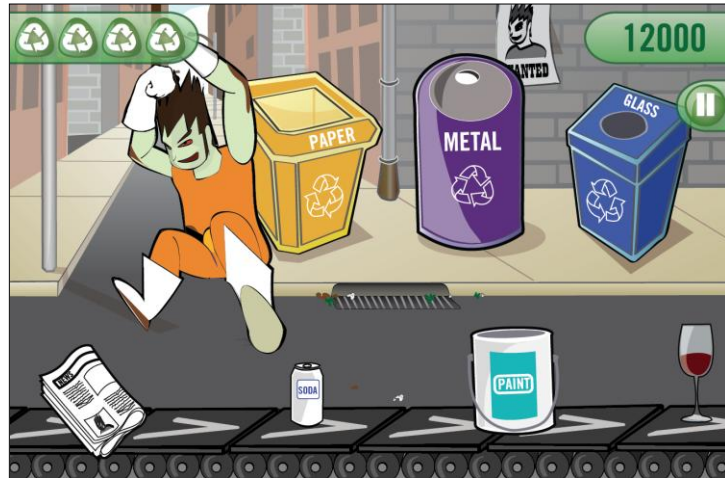


Save the World One App at a Time

The Software Productization Center (SPC) at Millersville University has recently collaborated with startup company Runoff Studios. SPC's newest client initiative involves creating an environmentally focused, educational game application for kids and tweens.

The founder of Runoff Studios, along with University students and professors from the computer science, art and design

and business departments at Millersville worked together to create an educational game application for Apple's iPhone, iPod Touch and iPad. The game, "Face the Waste" is designed to be engaging and fun while simultaneously teaching players about recycling.



"Face the Waste" is envisioned as the first in a series of environmentally focused, educational games. Runoff Studios founder and Chief Creative Officer Jacob Walker has strong beliefs regarding the importance of making a positive impact for future generations. Walker said, "The reason I started Runoff Studios is because I wanted to help people better understand the environment around them, and not only that, I want to help people preserve it for future generations."

He is trained in 3D animation, and the visual aspects of educational games strike him as the best way to engage the next generation in environmental issues. Working with the SPC has given him an opportunity to turn his ideas into reality.

While the SPC offers entrepreneurs the often game-changing opportunity to develop a software concept into a marketable product, the businesses are not the only beneficiaries of the process. The SPC program also provides Millersville University students invaluable experience as they work with the businesses throughout the process of developing a software product. Matthew Pape, a senior computer science student who has been involved with Runoff Studios since the beginning of the collaboration with the SPC, says "Working with Runoff Studios has opened my eyes to a whole new side of software development. Programming for the mobile environment was quite a challenge, but it has surely paid off in the form of a truly fun and thought-provoking game. All the pieces we've learned in class finally fit together. [This project] has given me the confidence to enter the workforce knowing what to expect, and the knowledge that I am capable of excelling."

The SPC at Millersville University was formed with a three-year infrastructure grant from the Pennsylvania State System of Higher Education (PASSHE) that began in January 2008. The term "software productization" refers to the process of turning a rudimentary software concept or early prototype into a marketable product. The mission of the SPC is to assist regional entrepreneurs with developing all aspects of their software product from market

research to software prototype to branding and physical packaging. The SPC is a cross-disciplinary effort that involves faculty and students from computer science, graphic design, business/marketing and communication/public relations.

The faculty steering committee of Dr. Stephanie Elzer, Nancy Mata and Dr. Patrick McCaskey has mentored more than 20 students as they have worked with four different companies including WorkXPress, Cruzstar, MRG Power Labs and now Runoff Studios. Early reports from the first two participating companies attribute more than \$100,000 in sales, \$100,000 in cost savings and \$80,000 in new financing opportunities to their collaboration with the SPC.

Elzer, director of the SPC and associate professor of computer science at Millersville University, marvels: “While I believed that we had a good model in the SPC, to see it benefiting people on so many levels is truly amazing. From the Millersville students who gain terrific hands-on learning experiences working on SPC projects, to the regional businesses who walk away from collaborations with solid business deliverables, to the faculty members who benefit from tangible curriculum material and ideas to take into their classrooms – everyone involved is being positively impacted.”

Lancaster Regional Medical Center Presents Gift to Nursing



From left to right: Jerry Eckert, Millersville; Tami Lee, Chief Nursing Officer at LRMC; Bob Moore, Chief Executive Officer of LRMC; Dr. Barbara Zimmerman, Millersville and Dr. Robert T. Smith, Millersville

Lancaster Regional Medical Center (LRMC) recently presented a gift in the amount of \$50,000 to the Millersville University Department of Nursing. This gift was made as a part of the Soar to Greatness campaign.

“LRMC is really excited that an important priority for the campaign is the healthcare field, with a strong focus on making improvements for the students in the area of

nursing,” said Bob Moore, CEO. “We are honored to be able to make an investment in the future of nursing in Lancaster County.”

The Millersville University Department of Nursing offers both RN to BSN and MSN programs. The MSN program has been a rapidly growing program, providing options in either family nurse practitioner or nurse educator. The increased enrollment in both options of the MSN are related to the need for family providers in a changing healthcare reform, as well as an increased need for nurse educators at all levels of nursing education.

This significant support enables the students within the program to advance their studies through research, access to improved equipment, scholarships and expanded resource materials. This philanthropy enables the Department of Nursing to prepare BSN nurses, family nurse practitioners and nurse educators for the new healthcare models of the 21st century.

Millersville Community Parade Names Grand Marshal

The Millersville Community Parade Committee has named David W. Patterson, community leader and local businessman, as the 2010 grand marshal of this year’s event. The committee reviewed more than 25 nominations. Grand marshals are selected every year based on their significant contributions to the Millersville community.



Patterson has been involved in numerous civic and church groups including the Rotary Club, Vision 2020 and Wheatland Chorale. He is currently president of the Millersville Business Association and on the executive committee of Millersville’s 250 anniversary. Patterson has been the manager of Wiley’s Pharmacy in Millersville since 2002 and holds a degree from the University of the Sciences in Philadelphia.

Patterson has had a lifelong affinity for parades. As a child, he marched with his grandfather and father in the percussion section of the Southern York County Band. Patterson does not hesitate when he earnestly says that his favorite thing about Millersville is the small town community. One of the best ways to experience that small town is a parade. Patterson says, “Nothing brings a community together better than a parade!”

Patterson will lead the two-mile, award-winning parade that attracts more than 5,000 spectators. The theme for the parade on Saturday, October 23, is “Wild, Wild West.” It coincides with Millersville University’s Homecoming weekend. According to parade chairman Steven DiGuissepe, “This is one of the best and most eclectic parades in the

county – and maybe even the biggest!” The parade starts at 9 a.m. at Penn Manor High School and ends at approximately 11:30 a.m. past the Student Memorial Center (S. George Street) on Millersville University’s campus.

The parade attracts more than 2,000 participants annually with approximately 150 entries ranging from 15 bands and dance troops to antique vehicles and more than 70 live animals. For more information about the parade, visit the website at www.parade.millersville.edu.

3rd Annual Leadership Awards at Millersville

The 3rd annual Distinguished Civic Leadership Awards, hosted by Millersville University’s Civic & Community Engagement & Research Project (CCERP), will be held Thursday, November 18, at 8 p.m. Malaak Compton-Rock, activist and philanthropist, will be the keynote speaker for this year’s event.



Compton-Rock will discuss her new book, “If It Takes a Village, Build One: How I Found Meaning Through a Life of Service and 100+ Ways You Can Too,” which is about renewing the inner spirit, finding a balance in life, raising giving children in a global world and successfully blending a family and a professional life. Compton-Rock, wife of comedian/actor Chris Rock, is the mother of two daughters, an author and an accomplished professional who left her career behind to help those less fortunate than herself.

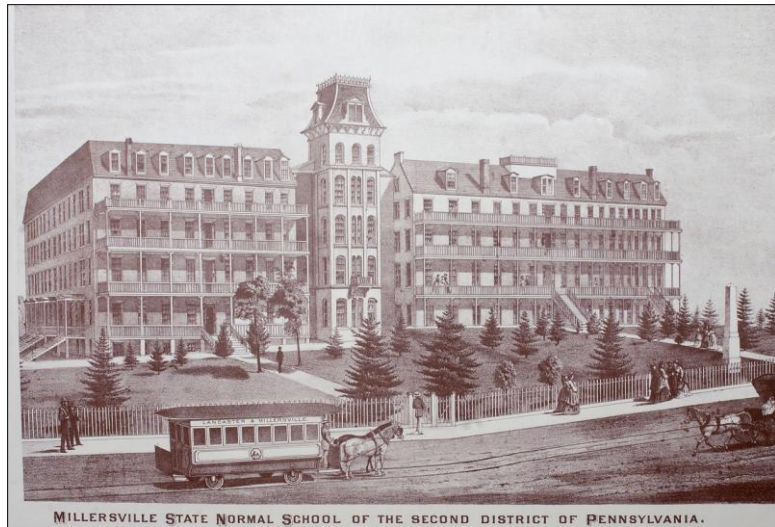
The Distinguished Civic Leadership Awards, which will be held on Millersville’s campus in Lehr room, Gordinier Hall, will begin at 5:30 p.m. with a dinner reception and awards ceremony followed by the keynote address. The purpose of the Civic Leadership Awards is to publicly recognize notable civic/community contributions on the part of individuals and entities that have had a positive impact locally, regionally, nationally or internationally.

This event is open to the public; however, registration is required. To register for this event, or for more information, contact Lori Leaman, CCERP, at 717-872-3049 or Lori.Leaman@millersville.edu.

Millersville Celebrates 250 Years

Millersville University is celebrating 250 years in 2011 and a new website was built to honor the celebration. The website is www.millersville250.org.

A special core committee has been planning and coordinating efforts since 2008, relative to the year-long celebration. The committee consists of volunteers who live, work or volunteer in the Millersville community.



The new website includes a history of Millersville (1761-2011), volunteers, special events, donations and merchandise. Goals of the website include reflecting on Millersville's history and heritage, focusing attention on people, schools, businesses and organizations, planning of celebration events and bringing community citizens together through these events.

To kick-off the 250th celebration, beginning in January, more than 10 events are planned, continuing into November. All events and programs are open to the public; some will be free and some will have admission fees.

Steve DiGuiseppe and Mary Ann Gerber serve as co-chairs of this milestone project. For more information about the celebration, contact DiGuiseppe at 717-872-3352 or by e-mail at Steven.Diguisepe@millersville.edu.

Millersville Welcomes Kevin Todd



Millersville's Nancy Mata, art and design, and Kevin Todd, senior lecturer in art and design from the University of the Sunshine Coast (USC), stand outside of Breidenstine Hall during Todd's recent visit to Millersville. The two design faculty are working on an international collaborative project. In April 2011, Millersville University's art and design department will host an exhibit by Todd entitled, "Too perfect to be natural." USC is Millersville's partner University in Queensland Australia.

New Exhibit at Ganser Gallery: *Partial Clearing*

Ganser Gallery will host "Partial Clearing," a multimedia installation by John J. H. Phillips and Carolyn Healy, November 1 through December 10. On Wednesday, November 3, from 5 p.m. – 7 p.m., the Gallery will host a talk by the artists, followed by a reception.

About the installation: The impermanence of objects and people we love; a tint of sadness permeating aesthetic experience; the calming endurance of nature—these are at the root of "Partial Clearing," a multimedia installation by Healy and Phillips. Sculptor Healy encourages a sideways glance at beauty, an appreciation of age and wear revealed in the surfaces of humble materials. She has created pathways through metaphors accompanied by media artist Phillips' projections of slowly changing abstractions and a multi-channel soundscape of percussive bursts combined with quiet aural shadows.



About the artists:

Phillips is a sound and video artist. His work has included interactive sound pieces and collaborative sound/sculpture/video installations in museums, alternative spaces and

various university art galleries, and has been featured at the International Computer Music Conferences in Ann Arbor and in Beijing, China.

Installation artist Healy has created numerous large site-specific installation pieces, some for performance events and many in collaboration with sound and video artist Phillips. She has exhibited nationally and internationally including Carnegie Mellon University; the Cini Foundation, Venice, Italy; Institute of Contemporary Art, Philadelphia; International Computer Music Conferences in Ann Arbor and in Beijing, China.

To schedule a free tour of the exhibition, contact Tyler Clever, gallery director, at 717-871-2186 or by email, at Tyler.Clever@millersville.edu.

Staff Activities

Drs. Ximena Catepillan, mathematics and **Natalia Dushkina**, physics, presented “Lessons in Diversity” from a Women in Mathematics and Science course that they developed along with **Dr. Nazli Hardy**, computer science, at the 2010 PASSHE Annual Diversity Summit at Kutztown University on September 24.

Dr. Stacey Irwin, communication & theatre, received a faculty fellowship from the Television Academy Foundation’s Education Programs department. The Faculty Seminar offers college professors opportunities to see how television entertainment works behind the scenes. Irwin will travel to California, for the seminar November 9-13. Twenty faculty members – chosen by a selection committee – are invited to Los Angeles for five days of discussions, presentations and interactions with major studios, production companies, the networks and their top production and programming people. More information is available at: <http://www.emmysfoundation.org/faculty-seminars/>.

Dr. Blaise W. Liffick, computer science, gave a presentation titled “Facing Hate: Peacekeeping on Campus” at the 2010 PASSHE Annual Diversity Summit, held September 23-24 at Kutztown University.

Dr. Jason R. Price, earth sciences, will present “The Influence of Amphibolite Weathering on Calcium Budgets of the Loch Vale Watershed, Rocky Mountain National Park, Colo., at the 2010 annual meeting of the Geological Society of America (GSA), October 31-November 3.

Dr. Todd D. Sikora, earth sciences, recently made two presentations at American Meteorological Society conferences in Annapolis, Md. One presentation given at the Seventeenth Conference on Air-Sea Interaction was “Analysis of the Western Shore Chesapeake Bay Bay-breeze” with co-authors George S. Young of Penn State and Michael J. Bettwy of the National Weather Service. Bettwy’s undergraduate research at Millersville motivated the study. The other presentation was given at the Seventeenth Conference on Satellite Meteorology and Oceanography, titled “A Synthetic Aperture

Radar-based Numerical Weather Prediction Error Warning Product” with co-authors George S. Young of Penn State and Nathaniel S. Winstead of the Johns Hopkins University Applied Physics Laboratory. In addition, Sikora chaired a joint session of the two conferences titled “Remote Sensing Applied to Air-Sea Interaction.” The conferences were held September 27-30.

Angela Simmons, student affairs, took part in the Susan G. Komen walk October 8-10, in Washington, D.C. This is the second year she participated in the Susan G. Komen 3-Day for the Cure. It’s a 60 mile walk to raise funds for breast cancer education, research and treatment. More information is available on her blog:

<http://angelas3day.blogspot.com> and on her fundraising page www.the3day.org/goto/angelasimmons.

Obituary:

Dr. Donald E. Weiman, 85, of Willow Valley Manor, died September 25. Weiman was emeritus professor of chemistry at Millersville University. He retired from Millersville in 1987.

Who Makes Millersville Special



This issue of the Exchange features Dr. George Kerekgyarto, associate professor of industry and technology at Millersville.

Q: How long have you been teaching at Millersville University?

A: 21 years

Q: What school(s) did you attend? What did you major in?

A: I attended Millersville for a bachelor’s in industrial arts education, which is now called technology education. I got my master’s from the University of Northern Colorado in industrial education and went for my doctorate in industrial education also at Northern Colorado.

Q: Did you always want to be a professor?

A: No, I really did not have my sights set on teaching but at the time, to get a degree from Millersville you had to get it in teaching.

Q: What makes the industry & technology department at Millersville University special?

A: This department is one of the few in the country that still requires students to spend a lot of time problem solving through the use of laboratory experiences. We have a great faculty with diverse educational backgrounds and enjoy working one-on-one with our students. Getting to know our students is a priority in this department.

Q: How many courses do you typically teach per semester?

A: Our load is three per semester since they are laboratory-based.

Q: One course you teach, ITEC 535, Advanced Problems: Watercraft Design/Construction, where students construct their own kayaks, has become widely popular – for students and the media alike – why did you decide to teach this course?

A: Presenting students with a challenge that they have never faced before is rewarding. They have a great experience learning new concepts and are able to draw on the skills they have and apply them toward the challenge. They not only face new methods and procedures but new materials as well. As an instructor, you can't ask for more. The end result is seeing students look at their kayak in disbelief that they alone have made something that they can kayak into the sunset.

Watch a photo montage video on YouTube:

<http://www.youtube.com/watch?v=ZKeKEwDS7Kg>.

Q: How do you feel this course challenges the students?

A: Problem solving, problem solving. It forces them to think 10 steps ahead.

Q: What is the most rewarding part of the kayak course?

A: Taking them out on the river for the first time.

Q: Are you still planning on taking a version of the kayak course beyond Millersville, extending the experience to others? If so, where does that idea stand?

A: I would love to teach a more community-oriented class for anyone who would like to build one. I'm working on a location and hope to offer some classes soon.

Q: What is your family's connection to the George Street Café?

A: My wife owns the George Street Café, which is a coffee shop and deli, and College Coffee Roasters, which is a regional roaster in Pennsylvania.

Q: Is it nice having your wife close to where you work?

A: Yes, we often have lunch together if we have time, but being able to see her if I need to touch base for business or fun is wonderful.

Q: What is your favorite activity to do together?

A: Relaxing, reading and cooking.

Q: How many animals do you currently have?

A: We have two cats and one dog.

Q: What was your first job?

A: My very first job was washing cars. I got \$1 a car. But my first teaching job was Boiling Springs High School in South Middleton Twp., Pa.

Q: Where did you grow up?

A: Lancaster County, Manor Township.

Q: What is one thing you are passionate about?

A: Building kayaks.

Q: If you could make one thing out of wood that you have not already constructed, what would it be? Why?

A: That's hard to say. I love making things in wood but I don't need anything. It's the challenge I like.

Q: Have advancements in technology changed the way your field is run? If so, what are a positive result and a negative result of this change?

A: Yes, technology has had an impact. Much of what we do today is computer-assisted. In many respects, the technology makes things more accurate and somewhat easier. The down side to that is keeping up with the technology in terms of new hardware and software. In the times of today, the cost factor is always something that must be considered.

Q: I am told you have taken some interesting vacations – such as eco-vacations – can you tell me about this?

A: Yes, I am a big fan of St. Johns in the Caribbean. St. Johns is part of the Virgin Islands and most of it was designated a National Park during the Clinton years to protect the coral. I stayed in the very first eco resort, Maho Bay, which after this year will lose its lease, and the land will probably be sold for the development of a resort. That is a shame because it is one of the most beautiful spots in the Caribbean.

Q: So I take it you are eco-friendly? What other ways have you gone green?

A: I use water-based finishes as much as possible. I recycle where I can, and I would love to own an electric car. I recently read about a student in Oregon who took his grandfather's VW and converted it to an electric car. May have to look into that.

Q: What one life lesson, either taught to you or learned from personal experience, will you never forget?

A: Always have options. Life's full of choices so you might as well be in position to take advantage of them if you can.