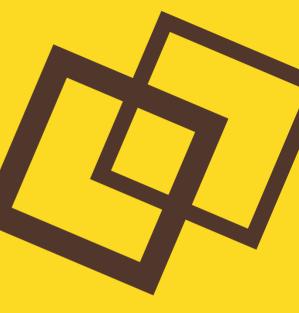
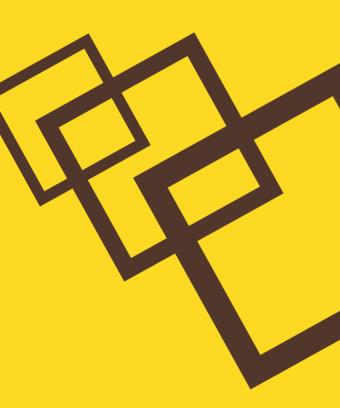
### Innovation Magazine









STBONAVENTURE UNIVERSITY

**Fall 2022** 

**Jandoli School of Communication** 

### Dean's Update

#### From Dean Aaron Chimbel

Dear alumni and friends of the Jandoli School.

By now, I hope you have heard about the September public launch of St. Bonaventure's largest – ahem, boldest – ever fundraising campaign, "A Bolder Bonaventure: Ignite.

Inspire. Invest." Selfishly for the Jandoli School of Communication, I hope you noticed we are one of the pillars of the campaign. It is an envious position that shows how important this school is to the university.

Most importantly for our students and future students, I hope you will contribute what you are able to allow us to re-envision the more than 40-year-old Murphy Building into a modern, collaborative space so Jandoli School students can thrive in the future. Read more and see what we are thinking later in this magazine.

One person who has been enormously supportive of the Jandoli School and updating our facilities is the new university president, <u>Dr. Jeff Gingerich.</u>

Many of you have been able to meet
Dr. Gingerich at the numerous events he has
been at to launch the campaign. At the
Hellinger Award luncheon in Manhattan, just
nine days after his inauguration,
Dr. Gingerich made clear his support of the
Jandoli School and praised our honorees.

Back on campus, he joined us for an innovative and important event called "Hear the Brothas." Organized by Prof. Heather Harris, the event featured music and poetry



from Black male artists to powerfully tell their stories in hopes of starting conversations and building understanding.

We have more exciting events planned for the spring semester, which includes a companion event to "Hear the Brothas" called "Hear the Sistas." It will be on the same day, March 14, as our Woman of Promise ceremony. We will host the Dick Joyce Sports Symposium April 20 with a focus on women's sports. That night we will honor Jim Engelhardt with the 2023 John Domino Award for Excellence in Sports Media.

There is much to look forward to in 2023 for the Jandoli School. I wish you and yours the very best this holiday season and in the year ahead.

Sincerely,

Aaron Chimbel Dean



Dean Chimbel awards the 2022 Mark Hellinger Award to Meghan Hall

### Hellinger Awards Ceremony 2022

02

October's Hellinger Award Ceremony honored top graduates and alumni for 2022



Pictured, from left: Dean Aaron Chimbel, Denise Doring VanBuren, Meghan Hall, Sarah Mihali Orcel, and President Jeff Gingerich

The 2022 Hellinger Award ceremony honored Hellinger recipient Meghan Hall and honorable mention Sarah Mihali Orcel, both 2022 graduates of the Jandoli School, Oct. 10 at Hearst Tower in New York City.

The Hellinger Award honors the top graduate of the Jandoli School and is named for Mark Hellinger, an American journalist, theater columnist and film producer. It was established in 1960 by Jim Bishop, who worked with Hellinger at the New York Daily News and considered him his mentor.



Meghan Hall, who graduated with degrees in journalism and marketing, is an editorial assistant and researcher for Boston-based InnoLead.



Honored at the luncheon as Jandoli School Alumna of the Year was Denise Doring VanBuren. A 1983 graduate, VanBuren recently retired as vice president of public relations at Central Hudson Gas & Electric Corporation. VanBuren is a dedicated civic leader who completed a three-year term as president general of the National Society Daughters of the American Revolution in June.



Sarah Orcel, a strategic communication graduate, is a social media assistant at Crowley Webb and Associates, a full-service communications agency in Buffalo.



The keynote speaker for the event was media critic Margaret Sullivan, a groundbreaking journalist and award-winning author. During a 32-year career at The Buffalo News, Sullivan went from intern to editor, becoming the first woman to lead the newsroom. She spent the past six years as media columnist for the Washington Post.

### Murphy Renovation Campaign



A Bolder Bonaventure: Ignite. Inspire. Invest.

The John J. Murphy Professional Building has stood strong in the 40 years after its construction as journalism and media rapidly changed around it.

But now it's time to modernize Murphy, which is home to St. Bonaventure University's Jandoli School of Communication.

On Sept. 12, St. Bonaventure publicly launched the largest fundraising campaign in its history: "A Bolder Bonaventure: Ignite. Inspire. Invest." The campaign is seeking to raise \$125 million by May 31, 2025. It will modernize facilities within the Jandoli School, among other priorities across campus.



According to Bob Van Wicklin, vice president for University Advancement, the school's home in Murphy is long overdue for a makeover to ensure that this enviable record of success continues.

For more than 70 years, the Jandoli School has distinguished itself as a world-class program, with alumni who are instantly recognizable and highly regarded communications professionals.

"Every contribution matters. We know Jandoli School alumni care very deeply about this school. They had a really great experience at the school and have gone on and done amazing work in their careers," Chimbel said. "This is paying it forward for the next generation. We want the students who are here now and who will come here in the future to have the very best facility that is reflective of this great school."



To learn more about the Bolder Bonaventure campaign, please visit <a href="https://www.sbu.edu/bolder-bonaventure">https://www.sbu.edu/bolder-bonaventure</a>

Dean Chimbel joined WSBU 88.3 FM "The Buzz" to talk about the Jandoli School as a pillar in the Bolder Bonaventure campaign.

Watch it here: <a href="https://www.youtube.com/watch?v=20xf-GunWW0">https://www.youtube.com/watch?v=20xf-GunWW0</a>

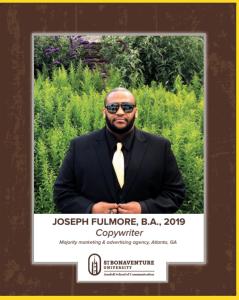
#### **Jandoli School Unveils Wall of**

#### **Emerging Leaders**



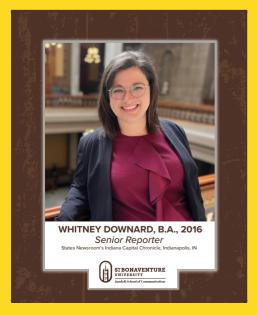
This new display in the Murphy Building recognizes recent Jandoli School graduates and their achievements.















# Mackowski's New Book Details Key Of Consequences of Overlooked Civil War Battle



Chris Mackowski, Ph.D., professor of journalism and mass communication at St. Bonaventure, has published a new book, "The Battle of Jackson, Mississippi, May 14, 1863," that now serves as the most comprehensive account ever written of the fight for the state capital.

"After months of futile attempts at capturing Vicksburg, Grant crossed the Mississippi River on April 29 and struck into the interior of the state," Mackowski said. "He fought battles on May 2, 12, 14, 16, 17, 19, and 22, and then besieged Vicksburg until its surrender on July 4 – that's a lot of action! In the midst of those 67 days, the battle of Jackson on May 14 has usually been glossed over."

Other aspects of the campaign have received ample attention from historians, but Jackson has remained largely unexplored.

"Grant didn't plan to fight the battle. It was a spur-of-themoment decision," Mackowski said. "The battle is usually treated as a setup for a battle two days later at a place called Champion Hill, which proved to be the decisive fight of the campaign. However, I wanted to look at the battle of Jackson on its own merits because it had important consequences."

Another reason the battle gets forgotten is because the battlefield has disappeared. "It doesn't help that pretty much the entire battlefield has been swallowed by the city as it has grown over the years, so there aren't physical reminders of the battle," he says.

"The Battle of Jackson, Mississippi, May 14, 1863," is the second book from publisher Savas Beatie LLC in its new Battles and Leaders Series.

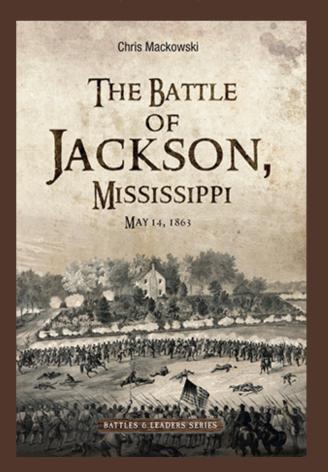
"We created the series to help provide a place where writers can focus on battles, characters or events that are not traditionally big sellers like Gettysburg, Vicksburg or Antietam," said publisher Theodore P. Savas.

Terry Winschel, former chief historian at Vicksburg National Military Park, wrote the foreword for the book. Winschel said it "fills a significant void in the literature on the campaign."

Only one other book on the battle has been published, a slim volume from 1981, but otherwise, the battle usually receives a few pages at most in larger studies of the Vicksburg campaign.

"I had access to a lot of sources previous historians did not, so I was able to pull together what stands as the most exhaustive account of events in Jackson," Mackowski said. "I admit, the bar was kind of low," he laughs, "but hopefully I've raised that. I really wanted to give this battle its due."

Mackowski, who also serves as the associate dean for undergraduate programs in the Jandoli School of Communication, has taught at St. Bonaventure since the fall of 2000. "The Battle of Jackson, Mississippi," is the 26th book he has authored, co-authored, or co-edited.



# Dr. Tammy Rae Matthews 07 Joins Faculty

Storytelling has mesmerized Dr. Tammy Rae Matthews for as long as she can recall.

The Jandoli School of Communication hired Matthews in 2022 to teach digital and sports journalism in SBU's online master's programs.

Matthews' classes incorporate journalism practice and research-based content, in-depth analysis and essential readings to help students better understand our diverse world.

Her journalism career began her sophomore year when she was a feature writer for her high school newspaper. A Chicago Sun-Times subsidiary first published a Matthews article in 2000, her senior year.

She freelanced for Sun-Times publications and worked for the Freedom of Information Center while pursuing a Bachelor of Journalism degree from the Missouri School of Journalism.

She served as an editor for the Chicago Southland Business magazine before joining the Pioneer Press, the Sun-Times' northside subsidiary, in 2007 to develop community magazines. Promoted to special sections editor within a year, Matthews supervised the production, editorial, layout and web posting of more than 40 annual publications, sections and magazines. She soon managed the Chicago special section properties and took on the web editor role.

While freelancing for the Sun-Times, Matthews moved to Colorado and earned her master's degree from Colorado State University. In her award-winning thesis, "Decolonizing Transness in Sport Media: The Frames and Depictions of Transgender Athletes in Sports Illustrated," Matthews examined the historical representations of transgender sport figures and reflected on their implications in sport discourse, sporting organizations and society.

Matthews uses sport's relatable framework as a lens to explore social justice.



To complete her Ph.D in Media Research and Practice at the University of Colorado Boulder, Matthews wrote her dissertation, "Queering Namibian Sport: An Oral History," on the experiences of LGBTI people in Namibia,

Africa. Her oral histories navigated the intersection of media, sport, gender, sexuality, race, community, history and power.

In her teaching, Matthews strives to cultivate globally minded students and views classes as newsrooms and students as teammates becoming partners in their collective success.

Back on the first day of her doctoral orientation, Matthews had lunch with fellow Ph.D. student Tara Walker. By 2022, Dr. Walker was an assistant professor of communication at St. Bonaventure and introduced Matthews to this small Franciscan school tucked away in the Enchanted Mountains of Western New York. When Matthews discovered the job opening in the Jandoli School, she enthusiastically applied.

Matthews believes that compelling storytelling breeds connection. In journalism, connection breeds novel, valuable and timely story ideas as well as endless job-seeking opportunities. Connection is an essential lesson for students. She encourages her students striving to succeed in modern media to keep their minds tuned into potential content and employers.

"Take advantage of every opportunity," she said. "You never know where it will go."

### Hear the Brothas

08

Several African American male artists, using art, music and poetry to express themselves and the challenges their community endures, took the stage for "Hear the Brothas" at the Regina A. Quick Center for the Arts Nov. 8.

The spoken word, rap and song production was presented by the Jandoli School's Diversity, Equity and Inclusion Committee in partnership with St. Bonaventure's Black Student Union.

The Jandoli School sponsored the event, which was coordinated and hosted by Buffalo native Jason Benefield. "Hear the Brothas" was designed to stimulate conversation and provide education through art, similar to performances utilized during the Harlem Renaissance.





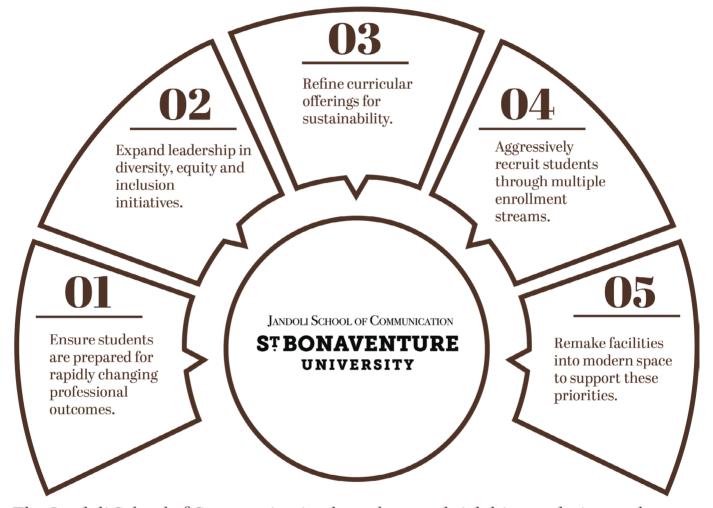
Benefield, as a motivational speaker, actor, and singer-songwriter, is adamant about transforming the lives of others by inspiring them to look inward and turn pain into purpose.

"We hope that by gathering together to share in this experience, we may open the minds of our audience and help them to listen to understand these perspectives and deepen their sense of empathy," said Heather Harris, an assistant professor and a member of the Jandoli DEI Committee.

A companion "Hear the Sistas" event is scheduled for March 14.

### Jandoli School 5-year Strategic Plan

09



The Jandoli School of Communication has a long and rich history dating to the creation of the department of journalism in 1949. As the program nears its 75th anniversary, we are at a moment of growth and expansion for this proud school and look to focus on key priorities in the years ahead that align with broader university plans.

The goal of our strategic plan is to position the Jandoli School for continued growth and a sustainable structure, while solidifying it as a premiere school of communication that is a destination program for students in our fields. Simply put, the Jandoli School should be seen as the top school of its kind for a private university of St. Bonaventure's size.

This plan builds on the Jandoli School's most recent strategic plan, which the faculty approved in 2016.

# Professor Harris Researching Media Imagery and its Effects on Children



Jandoli School graduate students know Professor Heather Harris as the director of our master's program in communication, but she is also an award-winning author and illustrator of 11 children's books. Now, Harris is busy conducting research on kid-centric media and the unintended messages contained within them.

The idea to research this topic arose from overhearing her daughter singing a song from a popular Disney film when she was still very young.

"I was struck by the attitude and defiance of the lyrics of the song as she sang along, having memorized it perfectly," Harris said. "She didn't even realize what she was saying. She was just repeating a song she loved."

Like many parents, Harris felt Disney movies were some of the safest content for her children to consume until she heard her daughter singing that day. After this initial observation, she conducted a literature review and found other scholars had looked at the subject of Disney, but none had looked at music lyrics. She decided to conduct a comprehensive research study on the top songs from Disney's animated movies over the last 70 years.

Through content analysis and numerous coding processes, she discovered two key themes emerged in Disney's movies that target 3- through 8-yearolds. The themes were "learning compliance" and "becoming defiant" with the latter theme emerging more regularly after the 1970s. After presenting her findings at an academic conference in 2021, she was inspired to continue evaluating the same set of Disney movies, conducting a visual content analysis of the posters Disney used to market these films to children. Using Molly Bany's theory of "How Pictures Work" as a framework to evaluate the imagery used to market these animated films to children, Harris was curious if there was also a migration of visual messaging in the content over the years.

"Visual imagery is powerful, especially to young children who learn through imitation," Harris said.

Harris' experience as a senior marketing manager at Fisher-Price from 2000-2005 allowed her to observe and research children's behaviors and what appeals to them. As the media landscape has changed significantly over the last two decades, she recalls a social trend and marketing theory prevalent at that time called "KGOY" or Kids Getting Older Younger. Harris' research observes an extension of that trend into a new trend that she is calling "KBA" Kids Being Adults.

"KBA is obvious when looking at the TikTok platform," Harris said, "where we regularly see young children doing adult things for views and likes. There are even parents encouraging their young children to do this through their own TikTok accounts. Kids' natural inclination to learn through imitation and social learning manifests itself in children mimicking adult behaviors and losing their childhood too soon."

Harris uses her scholarly research to inform her creative work for children. When working on an illustration project, Harris considers the development of her young audience and meticulously chooses soft shapes, warm colors and compositions that exude stability while still being fun. She looks for projects that evoke wonder and awe or teach little ones important social and emotional learning skills that they will use in life.

"We all need that time of innocence, adventure, exploration, and discovery in a safe environment," Harris said. "Picture books and the shoulder-to-shoulder experience they create are perfect for this. The real world will come in soon enough, we do not need to accelerate it and serve it up too early to our little ones."

## TAP Student Election Involvement



The Jandoli School played an active role in coverage and analysis of November's local, state and national elections.

Students in Anne and Richard Lee's Journalists' Workshop class provided pre- and post-election coverage of local elections for TAPinto Greater Olean. The students interviewed candidates for municipal offices, the New York State Legislature and U.S. Congress. Their work also included live-tweeting updates from polling places on Election Day.

The race for governor in New York was the focus of Richard Lee's fall honors class on campaigns. Students interacted with campaign experts and conducted a content analysis of the candidates' Twitter posts.

Richard Lee, who serves as executive director of the Jandoli Institute, wrote a weekly column about the campaign for the institute. He also was a panelist for a discussion on the midterm elections presented by the SBU Political Science Department the week after Election Day.

St. Bonaventure University senior Deandre "Dre" Allen is determined to push beyond all barriers to reach his definition of success.

Challenges are nothing new to this strategic communication major from Queens, New York, who was raised in a single-parent household. From a young age Allen has helped care for his younger brother while also pitching in to help their mom make ends meet.

He often wondered if college would even be a possibility. But with his drive to succeed, St. Bonaventure would give him the opportunity to flourish through the Arthur O. Eve Higher Education Opportunity Program. Allen is the first of his family to venture from home and attend a four-year, private institution.

He credits teachers like Dr. Denny Wilkins, Professor Mike Jones-Kelley and Jandoli School Dean Aaron Chimbel for causing a seismic shift in how he views the world and the possibilities for his place in it.

An introduction through Dean Chimbel led to a marketing internship this semester with Vetted Solutions, an executive search firm in Washington, D.C.

Another huge opportunity for him has been serving as president of Kwerkworks, St. Bonaventure's student ad agency affiliated with the American Advertising Federation (AAF). Accompanied by academic adviser Jones-Kelley, Allen and his classmates traveled to New York City to compete in the National Student Advertising Competition.

Allen's goals include earning a master's degree in business, working for a major advertising agency and ultimately moving his mom out of his childhood home.



In November, the American Advertising Federation (AAF) named Allen one of its Most Promising Multicultural Students for the Class of 2023.

### A Tribute to John Hanchette

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Jandoli School legend John Hanchette, '64, died Sept. 14.

After a long and distinguished career with the Gannett News Service, including earning a Pulitzer Prize, he returned home as a faculty member in the Jandoli School in 2002, where he enlivened students with his many stories until his retirement.

Hanch, as he was known, was the Jandoli School's Alumnus of the Year in 2021 and is enshrined on the school's Wall of Distinguished Graduates.

Dr. Denny Wilkins, a longtime Jandoli School colleague, shared his memories of Hanchette:

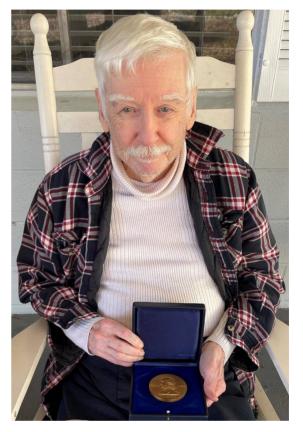
John Hanchette is among the most brilliant thinkers I've ever known. But he's also one of the funniest.

When our founding dean, Lee Coppola, persuaded the university to hire Hanch, he told me to "teach him up." He wanted me to teach Hanch how to be a professor.

That became a heady task. I was well aware of Hanch's reputation, as I had been reading his work long before I met him.

So I met with Hanchette several times over the summer, coaching him through writing a syllabus, anticipating expectations of student performance, creating a professional classroom environment, and all the nitty-gritty details it takes to be a successful teacher of young men and women.

Hanch would sit and listen quietly, take notes, and occasionally ask questions. I was so nervous during each meeting. Hanch was someone I revered. And yet, here I was, teaching him about a professor's life.



One day he suggested we head to the RC Café for lunch.

As we walked from Murphy past Plassmann, I stopped him. I told how much I respected him, how much I admired what he had accomplished as a journalist, and how honored I was that he was listening to me.

Hanch smiled. "Denny, I put my pants on each morning like everyone else. I throw them into the air and jump into them with both legs!"

I cracked up. The ice had been broken. Hanch and I become thick as thieves for the next 10 years. I'm glad he had the office next to mine so I could hear that cackling laughter of his.

#### Retired Faculty Member Penny Williams Dies



Dr. Penny J. Williams, an award-winning Buffalo television reporter in the 1980s who taught in the Jandoli School from 1995 to 2002, died Nov. 10 in her home in Franklinville after a period of declining health. She was 79.

She came to Buffalo in 1982 as medical reporter and part-time anchor at WGRZ-TV. In 1987, she became a weekend anchor at WBEN-AM, and in 1991 she began hosting a half-hour public affairs program at WUTV. She left the newsroom to teach broadcast journalism, starting at Buffalo State College in 1988.

Born Jan. 7, 1943, in Los Angeles, Williams earned a bachelor's degree from California State University at

Northridge. She completed a master's degree in social sciences and a doctorate in communication at the University at Buffalo, where her dissertation was on "The Impact of the Internet on Broadcast Journalism."

Survivors include her former husband, Anthony Cardinale, '64, and her daughter, Linda Cardinale.

### Brian Attea, '89, Appointed to Cattaraugus County Bank Board



Attorney Brian Attea, '89, has been appointed by Cattaraugus County Bank to its board of directors. Attea's term began in August.

"Having practiced law for more than 30 years, and with many personal and professional contacts throughout the Southern Tier, I've always admired CCB's role in the communities it serves," said Attea, the managing partner of Attea & Attea, P.C. in Hamburg.

Attea specializes in transactional law, providing representation for clients in the purchases or sales of commercial real estate property and businesses, including residential and commercial real estate development projects, stock/asset purchases or sales, and the formation and representation of legal entities. He is admitted to practice in all courts of New York state and the United States District Court for the Western District of New York, the United States Bankruptcy Court and all courts in the Peacemakers' Court for the Seneca Nation of Indians.

In addition to CCB's board, Attea is on the Board of Directors for ARC Erie County (formerly Heritage Centers); the Board of Trustees for Trocaire College; and the chair



of the board for his high school alma mater, St. Francis.

He also is a director for the Hamburg Development Corporation and serves on the board for JP's Foundation, Inc. Attea earned his bachelor's in Journalism/Mass Communication from St. Bonaventure University in 1989 and his Juris Doctor from the University of Akron School of Law.

#### Lori Quigley, '81, Named Interim President of Medaille University

Medaille University's Board of Trustees appointed Dr. Lori Quigley, '81, interim president on June 20.

She replaced Dr. Kenneth Macur, who notified the Board of Trustees that he decided to retire.

"As interim president, I pledge to lead with integrity in acknowledging and valuing the contributions that each member of the faculty and staff provide in ensuring the academic success of the students we serve. I remain grateful to the Medaille Board of Trustees for the confidence they have placed in me during this transition period," Quigley said.

Quigley is a veteran higher education administrator who previously served as Medaille's provost, senior vice president for academic affairs and chief academic officer from 2016 through 2020.

In addition, she serves as chairwoman of the Board of Directors for the Seneca Gaming Corporation.

Quigley received a U.S. presidential appointment to the National Advisory Council on Indian Education and completed a two-term gubernatorial appointment on the NYS Minority Health Council.

Currently, she serves on the boards of the National Indian Education Association (NIEA), and the YWCA of WNY.

In July, she made Buffalo Business First's list of Power 200 Women.





#### Bill Fulton, '78, Releases New Book "Place and Prosperity"



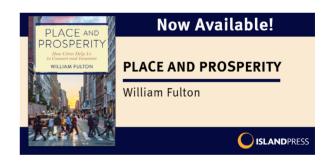
William "Bill" Fulton, '78, a veteran urban planner and elected official, has written a new book about cities and the people who live in them.

Though the essays in "Place and Prosperity" are in some ways personal, drawing on Fulton's experience in learning and writing about cities, their primary purpose is to show how these two ideas – place and prosperity – lie at the heart of what a city is and, by extension, what our society is all about.

In the book, published in July, Fulton shows how, over time, a successful place creates enduring economic assets that don't go away and lay the groundwork for prosperity in the future. But for urbanism to succeed, all of us have to participate in making cities great places for everybody. Because cities, imposing though they may be as physical environments, don't work without us.

Fulton has served as mayor of Ventura, California, the planning director for the city of San Diego and he was the head of the Kinder Institute for Urban Research at Rice University in Houston. He is also the founder and publisher of the California Planning & Development Report. He now serves as a senior advisor to PFM Management and Budget Consulting and as a fellow at the Terner Center for Housing Innovation at the





University of California at Berkeley. His previous books include "Guide to California Planning," the standard urban planning textbook in California, "The Reluctant Metropolis: The Politics of Urban Growth in Los Angeles," which was an L.A. Times bestseller, and "The Regional City: Planning for the End of Sprawl" (with Peter Calthorpe).

# Samantha House, '11, Wins Emmy 18 for Coverage of Devastating Syracuse Fire



Samantha House, '11, won a New York Emmy Award for a video she co-produced for Syracuse. com detailing a devastating fire in February of 2021 at the Purpose Farm in Lysander, New York.

House is a crime and breaking news reporter for Syracuse.com and The Post-Standard, where she has worked since 2015. Along with Scott Trimble, House was honored in the spot/breaking news category Oct. 8.

The video goes into detail about the massive fire at the nonprofit farm that claimed the lives of more than 20 animals.



Watch here: <a href="https://www.youtube.com/watch?v=NMBytHrAj90">https://www.youtube.com/watch?v=NMBytHrAj90</a>

#### Don Then, '74, Releases 10th Book "Fate's Redemption"

"Fate's Redemption," released in November, is the 10th novel by Don Then, '74. Then's latest work follows Jack Fuller, a retired U.S. Air Force investigator, who himself has turned to writing novels about his military exploits.

In "Fate's Redemption," he travels back to 1972 to a time when he helped the family of Thomas Stuart, a deceased Marine, recover a large amount of missing money. As he lay dying in Vietnam, Stuart asked Fuller to take a letter to his mom in Fort Hancock, Texas, where the story unfolds.

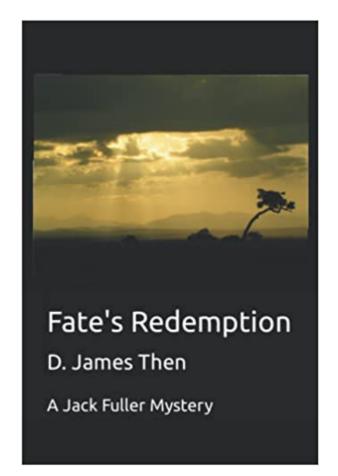
As Fuller delivers the letter, he meets Olivia Stuart, the Marine's sister. She is a woman unlike any he had ever known before. Something mystical and magical happens and two lives change immediately.

Aware of Fuller's investigative expertise, Olivia asks for help concerning the missing money. Jack agrees and, in the course of his investigation, he and Olivia take a path neither expected but both welcomed.

Then lives in Fishers, Indiana, and received the Mark Hellinger Award in 1974. He is a former owner/publisher of an award-winning newspaper and a veteran marketing executive.







# The Jandoli School Welcomes St. Bonaventure's 22nd President Dr. Jeff Gingerich



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**Jandoli School of Communication** 





### @BonasJSchool







Questions?
Contact kboser@sbu.edu