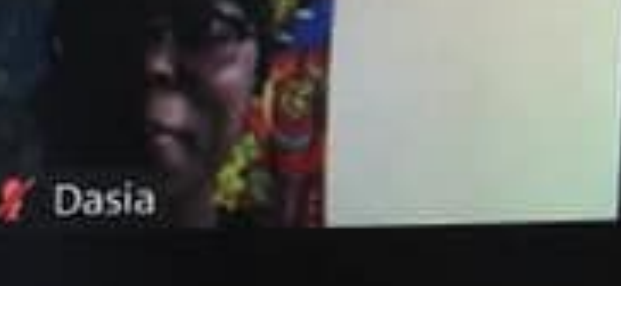
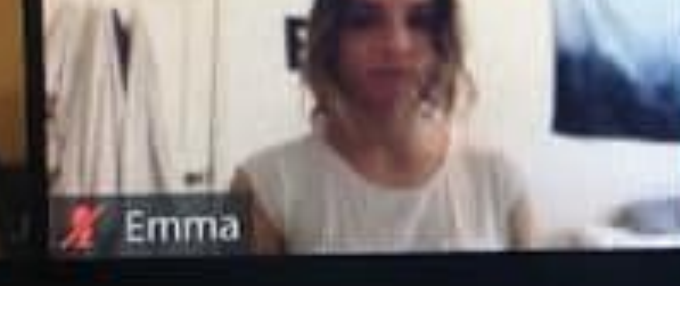
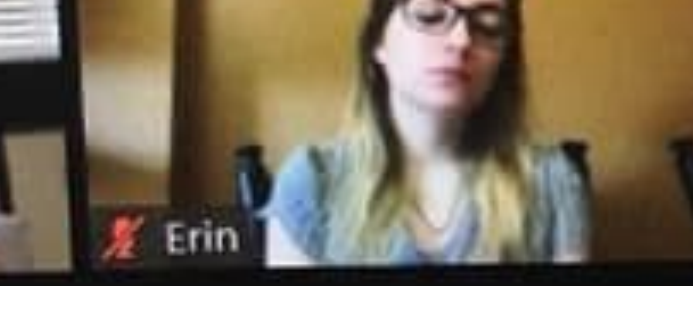
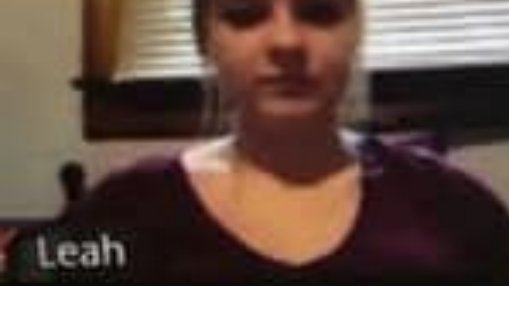


# Innovation

SPRING 2020





# LETTER FROM DEAN AARON CHIMBEL

Dear alumni and supporters of the Jandoli School,

The Spring 2020 semester is unlike anything we have experienced before. The coronavirus forced a sudden shift to teaching all of our courses online and saw most of our students leave campus not long after Spring Break.



I am proud of how everyone associated with the Jandoli School adjusted to this unprecedented situation. Our faculty members made the change look easy, no doubt helped by our school being a leader in online teaching and programs at St. Bonaventure.

Our student journalists provided real-time updates on multiple platforms, including through TAP into Greater Olean and SBU-TV. Our advertising competition students had to adjust, too, as their American Advertising Federation completion moved online.

We have tried to keep the personal connections strong with regular Jandoli School open Zoom sessions for students, faculty and staff.

While the coronavirus consumed the second half of our semester, there were some exciting events and alumni who achieved notable accomplishments before terms like “social distancing” and “flattening the curve” became common, and we’ll highlight those as well.

This semester once again clarified for me just how special the Jandoli School is, which is because of the people who are part of it. I hope you enjoy reading about some of them.

Thank you again for your support of St. Bonaventure and the Jandoli School!

Sincerely,

# RESPONSE TO COVID-19

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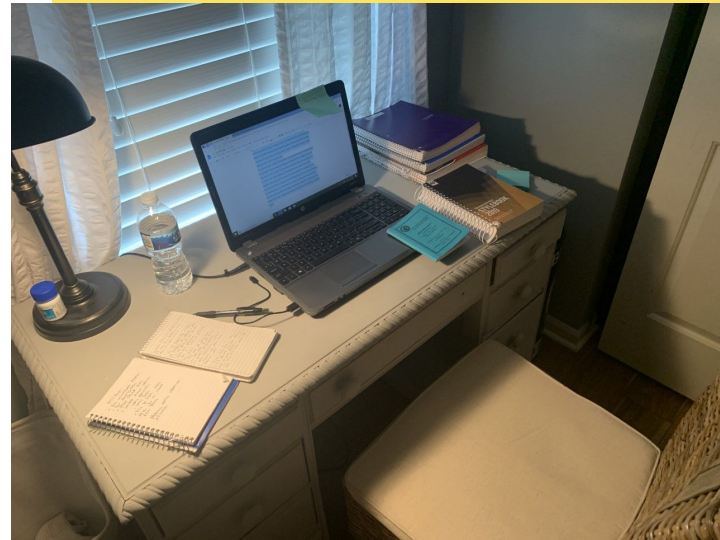
*On the cover: St. Bonaventure American Advertising Federation students engage in a Q&A session with National Student Advertising Competition judges. Our AAF team finished third in the District 2 competition.*



# Mike Hogan, '21

## TAP Into Greater Olean

Covering the coronavirus has been one of the most absurd experiences of my life. Things change by the minute. Stories and news break quickly. One minute I am relaxing or trying to catch up on course work, the next minute I am calling Anne and Rich Lee to tell them the most recent developments and that I will have a story filed in less than 45 minutes. My mind has been racing since the day I started covering COVID-19, and I suspect that feeling won't stop for quite some time.



As a journalism major who has focused on sports writing and broadcasting since freshman year, I never thought I would be making relationships and connections with local health officials, but that's exactly what I have done. It's been surreal, but that's the fun part about journalism. You never know what's going to happen next. My professors at the Jandoli School have done a great job to prepare me for something like this.

The coolest part about this, though, has been seeing the support and care my peers and strangers have expressed toward my work. People do care about journalism, and it's been awesome to pass along the facts and information people want and need. I feel like I have done a great deed for the Greater Olean community, and I am proud of that. Right now, journalism is as important as ever.



Read TAPInto Greater Olean's coverage at: <https://www.tapinto.net/towns/greater-olean/>

# CORONAVIRUS PANDEMIC

f SBU-TV Channel 9

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SBU-TV  
new. now. next.

# Roisin Coleman, '20

## SBU-TV



One afternoon, after washing my hands for the umpteenth time that day, I spent some time in reflection. For all of us, normal life has been upended in previously unimaginable ways. However, just like a doctor during this pandemic, I still have a loyalty to my community. By building relationships and telling stories, I care for my community. Journalism is as much a listening profession as medicine. Those relationships and stories take empathy. I need to understand my audience and let them tell their own stories. That means calling up local business owners, neighbors and strangers and listening to how they are doing. By listening to my community, I can tell the true narrative of this pandemic.



# Greg Licamele, '99

Senior Public Information and Digital Communications Director  
Fairfax County, Virginia

Some messages must be shared multiple times:

- Stay at home.
- Wear a face covering.
- Wash your hands.

Since 2005, I've served the residents of Fairfax County, Virginia's largest jurisdiction, as a senior public information and digital communications director. I've worked on tough issues, including natural disasters and homelessness. As I now help lead our COVID-19 Joint Information Center, I'm even more conscious of my community role as a purveyor of facts. The pandemic further cements how critical local government communications are to the constituents we serve, particularly in a climate where messages are complex and confusing ... and oftentimes full of opinion vs. fact.

To get through 12-hour work days, I've enjoyed two comforts — my family (including my wife, Elizabeth, class of 2000) and my volunteer work for Mt. Irenaeus. I serve on the Mountain's board of trustees, and I've chaired the communications committee for more than seven years. As physical doors closed, we've shared hope and faith through technology. I've helped the friars at the Mountain continue to share their pandemic refrains to the world:

Pray.

Take time in quiet.

Be grateful.

Some messages must be shared multiple times.



# Lisa Robert Lewis '76

Executive News Editor - Print, Times Union, Albany, N.Y.



I used to think it might be fun to work from home, but it's not easy putting out a print edition, special sections, magazines and newsletters remotely.

Computer crashes on deadline, planning for a new pagination system, Skype and Zoom meetings, the daily planning session on Slack, phone calls, texts, emails fill my day, many at the same time.

Most of all, I miss my staff and the newsroom atmosphere. I try to keep them going with phone calls, emails, texts, etc., but I can hear the stress in their voices, and I empathize with their need to share a laugh or talk about the future. The delicate line

between home and work blurs. We secretly confess that we're working in our pajamas, rarely combing our hair and going for days without a shower.

We may be exempt, but we aren't special. Everyone is trying to do the best they can to serve our community. We feel for the victims of this horrific disease and we salute the brave health care workers who are trying valiantly to save lives.

Knowing that the work we do is appreciated by our community keeps us going.





# Mike Jones-Kelley

Lecturer



For quite a while now, the wonderful, marvelous, talented director of our IMC graduate program, Heather Harris, has been badgering me to teach online. I resolutely resisted her imprecations. I remember saying to her once, “Heather, if I am going to stay home and stare at a computer screen, trust me, I’d rather be staring at Porn Hub than a bunch of disembodied grad students.”

My vow of digital abstinence was absolute.

Until it wasn’t.

On a Thursday, I went into total isolation in my home. I would not again see the living faces of my students this semester. Over the weekend, I learned to navigate Zoom, with the patient help of the estimable Dr. Rich Lee. On Monday, I met, for the first time in my life, the virtual version of my American Advertising Federation class, eager ad wannabees creating an ad campaign for the National Student Advertising Competition.

It was an impossible task. We had to assemble the work of the multitudinous departments of Kwerkworks, the student advertising agency – research and planning, social media, events and PR, media and creative – and meld the whole mess into a cohesive, strategically sound and creative ad campaign. All without ever seeing each other face to face.

Also without seeing the judges face to face. The competition was virtual this year. Instead of trooping to New York City, the pitch team recorded their presentation, edited their parts together with the graphics and videos and gave it their all via St. Zoom.

Lo and behold, they won the bronze for only the third time during my years at Bonaventure. Quite an achievement. (I do want to note that once upon a time, a student named Deb Henretta spearheaded this whole AAF as a class thing some 30-odd years ago and won the silver.) So once again St. Bonaventure, the little school without an advertising program, beat most of the giants and found itself among the winners in our National Student Advertising Competition.

Who says this online teaching stuff doesn’t work? Not me.

# Kimberly DeSimone MBA, '01

Associate Professor



In the Jandoli school we have two online master’s programs, so to a degree, we were prepared to hit the ground running when all classes moved online. For undergraduate students in the strategic communication major, where digital is a focus, platforms like Zoom were germane to our students’ academic experience, so even with our face-to-face classes, students embraced the change and adapted quickly.

I am co-teaching two experiential undergraduate classes that were moved to online mid-semester: AAF (a student-run advertising agency that participates in a national competition) and Synapse (a student-run marketing communications consultancy). Zoom technology is well-equipped to allow students to meet in small or large groups and screen share their work in real time when engaging in creative processes and in preparing work for clients. Online presentation of creative work is pragmatic professional preparation for the inevitable changes we have been seeing and that will no doubt become standard practice in response to this global pandemic. Moving forward, it is likely global presentations will utilize technology versus flying people to global meetings.



Professor Mike Jones Kelly (MJK) and Professor Kimberly DeSimone leading Synapse class via Zoom





# Anne, '76 & Rich Lee, '75

Lecturer Associate Professor

To make a difference, journalists don't need large professional newsrooms.

When the coronavirus pandemic hit in mid-March, we turned our kitchen table into a 24/7 news desk, where we assign, edit and post stories for TAPinto Greater Olean, an online news site staffed by Jandoli School students.

The students kept Olean, Allegany, Cuba, Hinsdale and Portville up to date as organizations canceled events, officials declared states of emergency, superintendents closed schools and medical professionals provided critical health care information.

By the end of March, we had posted more than 100 stories, and TAPinto Greater Olean had attracted over 80,000 pageviews. Clearly, the community is hungry for what we are providing.

Working from New York, New Jersey and Wisconsin, the students frequently report breaking news ahead of other Western New York media organizations – an accomplishment that would bring great pride to the namesake of the Jandoli School, Dr. Russell J. Jandoli.

# MSL students on leading during the pandemic

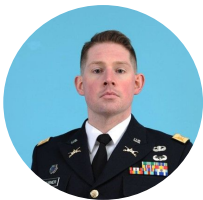
Leaders in this current pandemic, perhaps more than ever, need to understand that those we lead may all be in the same boat, but not in the same storm. We have parents working from home while also home-schooling, we have families and students with special needs and we have people in rural areas with less reliable access to technology.

Our master's in strategic leadership program is not just about learning concepts and skills, but discerning how to lead humanly, deeply, and well in the world. Some of our MSL students explain how they are doing just that.

**Anna Lesa Calvert, MSL, '19**  
Manager of Professional Development and Diversity, Hodgson Russ, LLP



**Capt. Jared Kausner**  
Officer Strength Manager, New York Army National Guard



**Cheryl Hayward**  
Director of Police/Community Relations Program Center for Dispute Settlement, Inc.



**CJ Gross**  
Diversity and Inclusion Consultant, Cook Ross, Inc.



## What do you hope leaders will learn from this unprecedented time?



**CJ Gross**

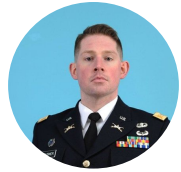
I hope leaders will learn that leadership is more critical than ever in a time of crisis. In dark times and times of uncertainty, it is guidance from leaders that brings people together, helps access resources, and gives others hope. Most importantly, that leadership is based on one's ability to influence others through their own actions of humility, inclusivity and inspiration.



**Capt. Jared Kausner**

Flexibility to adapt and the courage to try something new. Something like telework, which traditionally was an exception, has now become a norm. Being able to trust your workforce to continue to do the right thing while working at home can be a big leap of faith for several leaders.

## How have you helped lead in your organization during this pandemic? How has a crisis like this one impacted your leadership approach?



**Capt. Jared Kausner**

This crisis has been extremely unprecedented, even for an organization like the Army National Guard that is focused on crisis response and management. It's challenged leaders at all levels to become more dynamic and think outside the box in order to solve problems.

**Anna Lesa Calvert**



For me, this crisis has only strengthened my belief that leadership is about relationships and communication. Everyone is dealing with uncertainty and is, in their own way, struggling to an extent. That struggle might revolve around loneliness, balancing their new challenges of working from home or in dealing with caretaking in a new, more direct fashion. As leaders, we might not always have the direct answers or ability to create the certainty that people are craving, but we do have the opportunity to connect and to deepen the trust our teams have in us.



**CJ Gross**

My company is a global consulting firm that provides training and consulting services to Fortune 500 companies on a global scale, along with local government agencies and nonprofit organizations. Just like every other organization, we were scrambling to figure out how to maintain revenue and meet our clients' needs during this pandemic. I was scheduled to showcase a new training module titled Inclusive Leadership in person when the quarantine happened. I decided to change our in-person model to an online model in order to quickly pivot our framework and deliver our product in order to meet the needs of the new "socially distant" market.

COVID-19 has made me aware of how leaders must quickly act at the time of crisis. Actions must not only be swift, they must be equitable, inclusive and strategic. I have adopted a strategic proactive manner that allows me to read the road ahead, to engage experts early, and to communicate effectively with a concise and confident action plan that lays out the necessary resources and steps needed to move forward.

## During a time like this, what do you think is the difference between leading humanly, deeply and well in the world vs. just managing people?



**Cheryl Hayward**

The difference between the two is simply people vs. process. Leading humanly requires one to consider ways to serve their people/consumers, create a culture of trust, respect and empowerment rather than ensuring people maintain systems and processes beyond all things first. In short, when companies take care of their employees and customers, they achieve business success.



**Anna Lesa Calvert**

I've been playing Monopoly at home with my kids lately and I can't help but think that managing people is a lot like playing Monopoly. It's strategic and sometimes a bit brutal, because in the end, Monopoly is about being the one left standing. In times like this, there are certainly leaders who are playing Monopoly. But the organizations whose leaders are focusing on the people working for them, I believe, will come out stronger because they are the ones who are putting their people first.

## Has your MSL educational experience provided a firm foundation in preparing you for a time like this?

**Cheryl Hayward**



Throughout the MSL program, leading change and managing its impact on employees, stakeholders, and consumers was an integral part of the program. Who knew I would be using the tools and techniques learned so quickly? For me, the key lessons that I am applying are working openly and honestly, and in partnership with my staff and volunteers to quell some anxiety they may be experiencing. Real time has become very fluid for all of us, and people want the reassurance of the value they bring to an organization. It is in these moments that I realize I must lead honestly, reminding others that we are all feeling the unease of this pandemic and that we cannot control what is happening. However, we will continue to do our best to maintain the quality of our service to our stakeholders and consumers.



# Alumnus Named University Chaplain

Alumnus Fr. Greg Jakubowicz, O.F.M., is St. Bonaventure's new university chaplain.

A 1987 mass communication graduate, Fr. Greg is a Franciscan Friar in the Order of Friars Minor and is a member of the Holy Name Province.

Fr. Greg, who will direct the activities of University Ministries in its service of the St. Bonaventure community, will begin his duties Aug. 1.

Having spent the majority of his time in ministry serving in higher education, Fr. Greg has taught at St. Bonaventure and Hilbert College; was an administrator at

the former Washington Theological Union; served as vocation director of his province; and has ministered in campus ministry at Siena College, Hilbert College and the University at Buffalo South Campus and Medical School.

Since 2016, Fr. Greg has been based at St. Joseph University Parish in Buffalo.

"My heart has been at Bona's since I was a student there," Fr. Greg said. "The Franciscan spirit of Bona's changes you and strengthens you to try to live what you believe by making a positive difference in our world. I look forward to once again being part of the collaborative effort of the Bona community that helps to nurture compassion, seek wisdom, build integrity and foster good character rooted in our faith in an all-good and loving God."

In addition to his bachelor's degree in mass communication from Bona's, Fr. Greg earned a master of divinity degree from Washington Theological Union and a juris doctorate from SUNY at Buffalo School of Law.



# Radio Row

Six St. Bonaventure students traveled to Miami to broadcast and report from Radio Row leading up to February's Super Bowl. It's the third year in a row that our students made the Super Bowl trip.

The students were Isaiah Blakley, Joe Ceraulo, Sarah Dezio, Nic Rohloff, Chandler Poczciwinski and Steve Wilt.





# Alumni News

## Kinnah Immigration Post

In January, Albany County Executive Daniel McCoy named Evelyn Kinnah, '97, director of the Albany County Immigration Assistance Center, which serves a 14-county region. Evelyn has a long career in public service and is one of our many grads who have gone on to law school.



## Woj and Vac Earn Sports Writing Awards

ESPN's Adrian Wojnarowski, '91, and the New York Post's Mike Vaccaro, '89, have been honored again by the National Sports Media Association.

Wojnarowski was named National Sportswriter of the Year for the third consecutive year, while Vaccaro became only the sixth writer since the awards started in 1959 to win three New York state Sportswriter of the Year awards. Vaccaro also won in 2013 and 2014.



## Bob Beretta Inducted into CoSIDA Hall of Fame

The College Sports Information Directors of America (CoSIDA) announced that Army West Point Senior Associate Athletic Director for Strategic Initiatives Bob Beretta, '87, has been named one of its six 2020 Hall of Fame inductees.



# Alumni News



## Henretta: Top Director

Deb Henretta, '83, was named to WomenInc.'s Most Influential Corporate Directors list for 2019. Henretta is vice chair of St. Bonaventure's Board of Trustees and serves as an independent board director at publicly held Corning Inc., Meritage Homes and American Eagle Outfitters, and privately held SCJohnson. She previously served on the Board of Directors at Staples and Sprint.

## Hill on Power 250

Michael Hill, a 1996 alum from the Jandoli School, has made Buffalo Business First's Power 250 list of the most influential people in Western New York. Michael is president of Chautauqua Institution and secretary of the St. Bonaventure University Board of Trustees. Also featured on the list is St. Bonaventure University President Dr. Dennis DePerro.



## Collins Named EIC

Buffalo Business First named Donna (Rucci) Collins, '79, editor-in-chief, the paper announced May 5. Collins has worked for Business First since it started in 1984 and has served in a variety of roles, including previously as editor-in-chief for 13 years. She was most recently managing editor.





# PolitiFact Project

Jandoli School students took part in a fact-checking workshop with PolitiFact senior correspondent Louis Jacobson in April. The students produced fact-checking articles for PolitiFact and PolitiFact New York, the organization's New York edition, which is a partnership with the Buffalo News.



"Fact-checking is an essential part of journalism's vital role in our democracy," Aaron Chimbel, dean of the Jandoli School, said. "As the public navigates the flood of information in our digital and splintered media worlds, thoroughly vetted information is crucial for them to be informed. This collaboration with PolitiFact will do just that and provide a great learning opportunity for our students."

Eight journalism students were selected for the workshop based on the strength of their writing,

editing and analytical skills. Among the topics the students fact-checked were statements on COVID-19 medical research, immigration, racial disparities and gas prices in New York state.

St. Bonaventure's Visiting Scholar Committee selected Jacobson as the university's spring semester visiting scholar, and he had planned to come to campus in April to conduct the workshop. Because of the COVID-19 pandemic, he worked with the students remotely.

Jacobson's collaboration with St. Bonaventure was arranged by Dr. Richard Lee, '75, an associate professor in the Jandoli School and executive director of the Jandoli Institute, which is coordinating the workshop with Jacobson. Jacobson has spoken by video to several of the courses Lee teaches on media, democracy and elections.

Jacobson has been with PolitiFact since 2009. Previously, he worked at Roll Call, CongressNow and National Journal magazine.



You can read the students' work at <https://www.politifact.com/new-york/>

# Woman of Promise '20

The 2020 Woman of Promise award was presented to Natalie Forster in a ceremony held March 12 on the St. Bonaventure campus. Forster, of Wind Gap, Pennsylvania, is a former editor-in-chief of The Bona Venture campus newspaper and a double major in journalism and political science.

"Our faculty is proud to honor Natalie with the Woman of Promise Award," said Aaron Chimbel, dean of the Jandoli School. "She has distinguished herself by graduating in just three years, but more importantly, with thoughtful leadership as editor of The Bona Venture. Natalie is a fitting addition to this impressive list of women."

The Woman of Promise Award is named in honor of Dr. Mary A. Hamilton, '59, professor emerita of journalism and mass communication at St. Bonaventure. The award is presented to a female senior who excels in and out of the classroom and sets a good example for her peers. The recipient is a student who possesses all the skills necessary to not only succeed but also thrive in her career.

"The J-School is such a special place filled with the most wonderful people you could imagine," Forster said. "It's an honor to have professors like them, and to be given this recognition."

In addition to her work at The BV, Forster has been active with campus radio station WSBU-FM, serving as assistant director of the Buzzworthy magazine, and as a reporter with TAPinto Greater Olean. Forster said she is grateful for the Bonaventure faculty members who have encouraged and mentored her during the past three years as she weighs her post-graduation options.

"Within the past year I've bounced around career ideas, from being a lawyer to working for a publishing firm. But with the knowledge I've gained with the help of my professors, and knowing I have such an incredible team rooting for me and helping me each step of the way, I have the opportunity and work ethic to achieve great things in whatever I choose to pursue post-graduation. I can never thank them enough for that."



Dean Aaron Chimbel (from left), Professor Emerita Dr. Mary A. Hamilton, award winner Natalie Forster, and event speaker Rayna (McCartney) Banks

The keynote speaker at the ceremony was the 2003 Woman of Promise recipient Rayna (McCartney) Banks, '03, senior managing producer for ESPN's Investigative/News Enterprise Unit.

Banks, a 15-year veteran of ESPN, leads production teams on investigative stories across the network's video, digital and audio platforms. Among her and her teams' accomplishments are four Sports Emmy Awards and the 2019 Peabody Award for "Spartan Silence: A Crisis at Michigan State" – a report that shed light on how sexual predators like Larry Nassar can go undetected for years while victims are silenced or not believed.



## Two News21 Fellows



Jandoli School students Jeffrey Uveino, '21, and Layne Dowdall, '20, have been selected for a prestigious summer fellowship with Carnegie-Knight News21.

This is the fifth year in a row St. Bonaventure students have been selected to participate, following Lian Bunny, '16, Rachel Konieczny, '17, Bryce Spadafora, '18, and Christian Gravius, '19.

Carnegie-Knight News21 is a national reporting initiative headquartered at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. The program brings top journalism students from across the country to report and produce in-depth, multimedia projects for major media outlets.

Twenty-three students from 16 universities in the United States, Canada and Ireland, and approximately a dozen Arizona State students will participate in the 2020 program.

This year, the team of student journalists will focus their efforts on investigating disparities in sentencing and jail time, conditions of juvenile detention facilities and the impact on families, communities and victims.

The Carnegie Corporation of New York and the John S. and James L. Knight Foundation joined forces in 2005 to launch News21 as a cornerstone of the Carnegie-Knight Initiative on the Future of Journalism Education.

## Panel Explores Intersections of Journalism and Business

The Jandoli School co-hosted a Feb. 27 panel discussion about the intersection of journalism and the business world.

The discussion, titled "Making Connections: How Journalists and Businesspeople Can Learn From Each Other," was co-hosted by the university's William C. Foster '62 Center for Responsible Leadership.



Janet Bodnar, '71, moderated the discussion and was joined by panelists Michael Herley, a former managing director and an executive committee member with Kekst CNC; Kevin Keenan, '82, a founding partner of Keenan Communications Group of Buffalo; Erin Lowry, '11, author of "Broke Millennial," "Broke Millennial Takes on Investing," and the forthcoming "Broke Millennial Talks Money: Scripts, Stories and Advice to Navigate Awkward Financial Conversations;" and Brian Connolly, vice president of innovation and business development at The Buffalo News.

Questions? Comments? Contact us at [JMC@SBU.EDU](mailto:JMC@SBU.EDU)

**@BONASJSCHOOL**





# 2020 Student Award Winners

## Mark Hellinger Award

This award goes to a senior who has demonstrated academic excellence and genuine promise in the area of journalism or mass communication.

Winner: **Cameron Hurst**

Runner-up: **Layne Dowdall**

## Mary A. Hamilton Woman of Promise

This award recognizes a Jandoli School of Communication female student who has excelled in & out of the classroom, set an example for peers & demonstrated great promise for success in future endeavors.

Winner: **Natalie Forster**

## Mosser Award / Outstanding Achievement in the Strategic Communication Curriculum

This award goes to a senior who has excelled in the area of strategic communication.

Winner: **Shannon McNulty**

Runner-up: **Genaro Colón**

## Koop Award / Outstanding Achievement in the Broadcast Curriculum

This award goes to a senior who has excelled in the area of broadcast.

Winner: **Erin Lanahan**

Runner-up: **Joseph Ceraulo**

## Jandoli Award/ Outstanding Achievement in the Journalism Curriculum

This award goes to a senior who has excelled in the area of journalism.

Winner: **Cameron Hurst**

Runner-up: **Isaiah Blakely**

## Fr. Cornelius Welch Award/ Outstanding Achievement in Photography

This award goes to a senior who has excelled in the area of photography.

Winner: **Margaret Finley**

Runner-up: **Layne Dowdall**

## The Deborah A. Henretta Graduate Award for Outstanding Achievement in Integrated Marketing Communications

This award honors a graduate who has demonstrated outstanding achievement in the Integrated Marketing Communications master's program.

Winner: **Sarah Dezio**

Honorable Mention: **Elaine Materise**



**ST. BONAVENTURE  
UNIVERSITY**

**HONORING  
HELLINGER WINNER  
CAMERON HURST, '19  
RUNNER-UP  
LAYNE DOWDALL, '20  
ALUMNUS OF THE YEAR  
CHARLIE SPECHT, '10**

2020 HELLINGER AWARDS

DETAILS IN AUGUST

