

Breaking barriers: Lillian Lodge Kopenhaver Suite opens doors for women in communication



Lillian Lodge Kopenhaver '62 (third from right) cuts the ribbon to the new suite that bears her name within the Center for the Advancement of Women in Communication. From left: Provost Tony Lowman, Assemblywoman Heather Simmons, Dean Sandy Tweedie, President Ali A. Houshmand, Center Director Julie Haynes, and Kariyah Bennett '22.

Rowan University continued its commitment to fostering gender equity and empowering women in communication with the spring opening of the Lillian Lodge Kopenhaver Advancement of Women in Communication Suite, made possible by the

generosity of esteemed alumna Lillian Lodge Kopenhaver '62.

The suite, housed within the Center for the Advancement of Women in Communication in the Ric Edelman College of Communication & Creative Arts, serves as a gathering space for promoting inclusivity and supporting advancements for women working in all fields of communication, both in academia and in industry. The space offers multiple workspaces, large seating areas and a lounge.

Under the leadership of Center Director Julie Haynes, the center will provide students and the community with access to renowned guest speakers, bootcamps, podcasts, seminars, workshops and more.

"This space represents a gathering spot for those committed to gender equity and will benefit countless students as they learn and grow here at Rowan," said Haynes.

The addition of an intentional space on campus for women to network and thrive will be beneficial for students like Kariyah Bennett, a 2022 Journalism and Radio/TV/Film graduate and current student in the M.A. in Television Studies program.

"As women in communication, we face challenges breaking into the industry," said Bennett. "If I can make a difference by showing a little girl like myself that it is possible to be successful in the field, collectively we can show younger generations what's possible through hard work, drive and determination and pave the way for future success."

The location of the new center also holds historical significance, as Bozorth Hall once served as a demonstration center for education majors. The space now symbolizes progress and opportunity for future communicators.

Strategically situated across from the home of The Whit, Rowan's student newsroom, the center's creation marks a full-circle

moment that honors Kopenhaver's legacy as a medallion-winning journalism major while affirming the University's commitment to nurturing aspiring communicators. Edelman CCCA Dean Sanford Tweedie is excited about the opportunities to come for students.

"This space provides a place to do, a place to be and a place to become for students," Tweedie said.

"We thank Dr. Kopenhaver for continuing to make a difference for Rowan students and alumni," added Rowan President Ali Houshmand. "This center creates a place for women to feel safe and have conversations to make contacts, to create and to start businesses."

In 2012, Kopenhaver established the Lillian Lodge Kopenhaver Center for Alumni Engagement at the University, and, in 2019, the

Lillian Lodge Kopenhaver Career Resource Library within Rowan's Office of Career Advancement. The new suite is the first satellite center and continues to demonstrate Kopenhaver's generosity and commitment to her alma mater.

Kopenhaver's Florida center, located at Florida International University, celebrated its 10-year anniversary this year and serves as a beacon of hope for a more inclusive future.

"My hope is to leave a legacy with the work of the Kopenhaver Center and its affiliate centers, like Rowan, to help future generations

of communicators be prepared to shatter any ceilings that may be holding them back, and to empower young women professionals in all of the fields of communication to become the visionaries and leaders of tomorrow," Kopenhaver said. **RA**

I hope to empower young women professionals in all fields of communication to become the visionaries and leaders of tomorrow.

—Lillian Lodge Kopenhaver '62

Rowan-Virtua School of Osteopathic Medicine dedicates Hope Brings Strength Health Sciences Library in memory of donors' grandson

Bobby Ferro always had hope and strength, traits that never left him even after he was diagnosed, at 17, with a brain tumor, and during his 10-year battle against the disease.

On February 12, the Rowan-Virtua School of Osteopathic Medicine (SOM) in Stratford dedicated the Hope Brings Strength Health Sciences Library in memory of Ferro, whose younger brother Jonathan graduated from the school in May and will begin a residency in diagnostic radiology at Cooper University Hospital.

Ferro's grandparents, Dr. John and Ann Baldwin, donated \$500,000 to SOM, a gift that will support the library and establish the Hope Brings Strength endowed scholarship for disadvantaged medical students with financial need.

Speaking before the library's dedication, Bobby's mother, Alysia Baldwin Ferro, said the family was so moved by the warmth and kindness of SOM faculty and staff, especially leading up to and following Jonathan's White Coat Ceremony – when Bobby had just days to live—that they decided to make this gift to support students at the school.

She said when Bobby, her second of three



Hope Brings Strength Health Sciences Library



sons, was first diagnosed with the tumor, a half dozen neurosurgeons said because of its location, an attempt to surgically remove it would mean he'd never speak again and not likely graduate from high school, let alone college.

Refusing to accept that prognosis, the family consulted another neurosurgeon. The doctor couldn't promise a cure, but he did offer hope, and his optimism led to a family motto: "Hope brings strength."

"Bobby went on to graduate high school, and college, and he received his master's degree in clinical and mental health counseling," Baldwin Ferro said.

Bobby became an addictions counselor in Philadelphia and traveled the world.

"He climbed Machu Picchu, hiked the Amazon, dived under the caves in Hawaii and stood on the cliffs and glaciers of Iceland," Baldwin Ferro said.

In 2018, days after a scan showed the tumor had developed further, Bobby announced that he and a friend were going

to Paris where he'd climb the Eiffel Tower. His mother said Bobby, who passed away September 5, 2021, never let his disease define him.

"Bobby was always on the move, always with a zest for life," she said.

Rowan University Provost Tony Lowman and Rowan-Virtua SOM Dean Richard Jermyn said the family's support of students who hope to one day help others is a testament to Bobby's life and spirit.

"The choice to give back in his memory will carry forward forever," Lowman said.

Said Jermyn, "the library is a place to dream and hope that one day I may become a doctor."

Now vice president for the Virtua Health College of Medicine & Life Sciences, former Dean Thomas Cavalieri knew Jonathan when he started medical training and said the family's gift "is right at the heart of the mission of our school. The message of hope is integral to the type of physicians we want to train." **RA**

RLS Logistics gift to fund Certificate of Undergraduate Study in professional sales

RLS Logistics, a national company with local roots, of Glassboro has pledged \$125,000 to Rowan University to fund a new Certificate of Undergraduate Study in professional sales, within the Rohrer College of Business (RCB).

The certificate in professional sales will provide students with a base of knowledge in personal selling, sales force management, business-to-business marketing, persuasion and social influence, interpersonal communication and nonverbal communication.

"We feel that with proper education, coupled with real life experiences, we can prepare students to be successful after graduation," said John Gaudet, chief commercial officer of RLS Logistics. "Sales skills are transferable and can be applied in almost any industry. Our intent is to grow the sales certificate program with other sponsored companies in a wide range of industries to offer students a more diverse career path."

The motivation behind this gift was to bring together innovative programming and professional development opportunities to position students for success.

"We currently do not have a specialty in professional sales in any of our programs," said RCB Interim Dean Morris Kalliny. "Given that there are many excellent sales jobs in the market, this is a needed area

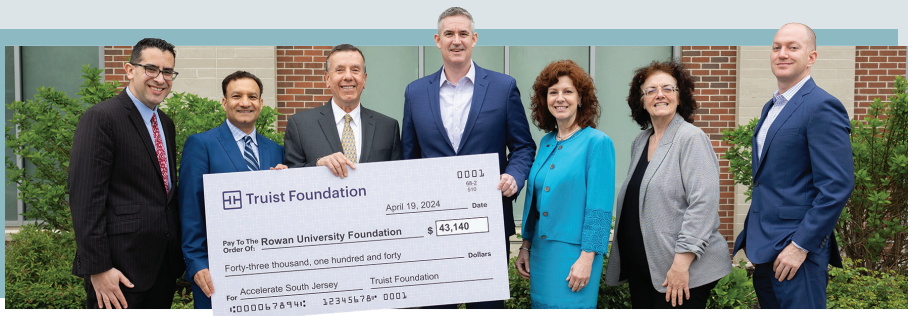
that will close the gap between the market demand and the college offerings."

"Sales is imperative to an organization's growth," said Gaudet. "Sales is also used in our everyday lives whether we are conscious about it or not. There are so many instances in our daily lives where sales skills can help outcomes. Sales is a set of skills, but it's not often directly taught."

RLS Logistics' commitment comes at a pivotal time as it prepares to establish its new headquarters on West High Street in Glassboro, further cementing its ties to the community.

The company anticipates the relocation of approximately 35 team members across various departments to its new, modern office space. Gaudet believes the close proximity to downtown and the University will have a positive impact on the local economy.

The establishment of this certificate also promises growth opportunities within the College. "We hope to build additional collaboration with partners like RLS to expand this program through activities such as sales competitions, internships, even a sales center," Kalliny said. **RA**



Truist's \$43K gift to fund the Accelerate South Jersey program

With a focus on empowering aspiring entrepreneurs in the region, a generous gift from Truist promises to catalyze growth and innovation within South Jersey's business landscape.

Thanks to Truist's donation, the lives of countless community members will be changed including:

- A west Philadelphia native with a dream to own a mobile food truck.
- A self-promoted, "Candle Lady" who is determined to expand her small business to better provide for her loved ones.
- A Islamic boutique owner with her sights set on securing a spot at a high-traffic location such as the Cherry Hill Mall.
- A former FedEx driver turned entrepreneur who is determined to open a successful restaurant in Camden that will support her family and serve the community.

At the heart of the Accelerate South Jersey initiative is Professor of Entrepreneurship Mike Dominik, Ph.D. whose Camden roots drive his passion for supporting this program.

"My family had a dry cleaning business in Camden and we lived above the store for the first couple years of my life," said Dominik. "My entrepreneur parents put the sign up in 1962 and even though it's since closed, the sign stands there today. As a professor and mentor it's a joy and privilege that I get to give back and work with people from my community."

The Accelerate South Jersey program is designed to support brand new businesses as well as individuals with initiatives or seed ideas, providing guidance for those unsure of the next steps needed to reach their milestones. Current Rowan University students across multiple disciplines will help community members with all aspects of business planning. The program started in

September 2022 with four new businesses budding from the cohort.

The Rohrer College of Business will build on its already strong population of talented and engaged students, and will continue to solidify its commitment to supporting the community.

"The initial group was supported solely on Rowan's brand power," said Dominik. "Now, knowing that we have Truist's funding, we were able to set milestones for those in the program. We could help identify their target audience, their marketing, and how their services will mature."

"We have two pillars for our foundation: strengthening small businesses and building career pathways to economic mobility. This program aligns seamlessly with our overarching mission and is exactly what we're looking for when we look to help our communities through our foundation," said Dan Cuneo, Market President of Commercial Banking for Southern New Jersey.

For many new business owners, securing funding for start-up elements can be the differentiator for becoming successful, and that's where Truist's investment will make a difference.

"It's not easy. It's especially hard for someone who is living day-to-day and paying the bills tomorrow to think about the big picture, let alone focus on marketing plans and product differentiation. Being able to offer these hard-working businesspeople a one-thousand-dollar grant and valuable wrap around services through the Accelerate South Jersey program goes a long way in building their business as we assist these entrepreneurs on their way to success," said Dominik. **RA**

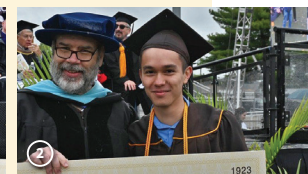
Commencement Sponsors fund awards

To make this year's Centennial Commencement the most exciting and memorable ceremony yet, President Ali Houshmand coordinated five cash gifts to students—no strings attached!—in a random drawing at the end of the University celebration on Saturday, May 4.

Our community partners at AAA South Jersey and Zallie's Family Markets generously provided \$2,500 each to graduating students (1) Lois Ajayi [Law & Justice Studies] and (2) William Truex [Electrical & Computer Engineering], and honorary degree recipient Joe Cosgrove and his wife, Milissa, provided two gifts of \$2,500 each to (3) Bryan Martin [Radio, Television & Film] and (4) Joanne Ludwick Viscusi [Masters in Nursing].

For the fifth year, Rowan's campus catering partner, Gourmet Dining, also provided a gift and an opportunity to win \$50,000 through a dice-rolling challenge. While she did not secure the grand prize, (5) Molly Cullim [Elementary Education] joined the other lucky winners in taking home \$2,500!

Congratulations and best wishes to all of our recipients and a big thank you to our generous sponsors for helping participating graduates jumpstart their futures! **RA**



INSPIRED BY CARE, COMMITTED TO EDUCATION: *Two Legacies Support*

Breast cancer journey and dedication to education culminate in legacy of hope



After living in Woodstock, NY for 30 years, it would be coincidence that Wendy Sullivan (above right) and Renee Kristol (above left) would end up in Collingswood, NJ, a place that, unbeknownst to them, was right up the road from MD Anderson Cancer Center, Cooper Hospital, and Cooper Medical School of Rowan University.

Following a 17-year hiatus from breast cancer, Wendy was diagnosed for the fourth time and frequented these centers.

When she found out that Dr. Diane Gillum, her surgeon, was retiring and that she would be the last patient she saw, Wendy recalls Dr. Gillum telling her, “I’m going to connect you with Dr. Kay-Yoon Flannery because you two will get along and I know she will take very good care of you.”

As they were taking her into the operating room, Dr. Gillum said, “You know, this is going to be different. This is a mastectomy. I’m going to hold your hand until we get into the operating room and you’re under. You’re going to know I’m here with you the whole time. And Dr. Flannery, she’s with us too.”

“I could not believe it when Wendy told me Dr. Flannery was there too,” recalled

Renee. “I thought to myself, God this is great care, Wendy.”

“One thing I found with MD Anderson and Cooper is that it’s really not just a slogan, you really don’t go through cancer alone there,” said Wendy. “You have a nurse navigator and if you call them, they will call back within 15 minutes. It was unprecedented. I have been in and out of the best hospitals in New York and nothing compared to this.”

Wendy finally met Dr. Flannery in the recovery room and they clicked immediately. “She has a great personality, good sense of humor, and you could tell she really cares.”

While recovering from surgery, a news story caught her attention: 45 percent of physicians were over the age of 55 and, by 2034, America would face a dire shortage of doctors. This revelation troubled Wendy and Renee, especially when a head doctor mentioned that she might not have become a doctor without a federal Pell Grant. The thought of motivated individuals being unable to pursue their dreams due to financial constraints compelled them to act.

The realization prompted the couple to create a planned gift, establishing a scholarship at Cooper Medical School of Rowan University to support women pursuing degrees in medicine. Their goal was to ensure that financial barriers would not prevent aspiring doctors from achieving their dreams and helping patients.

Their gift is both a tribute to the exceptional care received from women doctors and a recognition of the unique challenges women face in the medical field.

Wendy’s childhood dreams of becoming a brain surgeon, coupled with her family’s unwavering commitment to education, also influenced the decision. As a child,

she always wanted to be a doctor. Not just any doctor, but a brain surgeon. Though her career ideas shifted, Wendy remained curious about learning as much as possible and found herself surrounded by strong, educated women.

Renee’s family valued lifelong learning. Her grandmother, who immigrated from Ukraine with no education, attended Americanization school well into her sixties, always striving to learn and improve. Renee’s mother also was a lifelong learner, attended University of Pennsylvania and graduated from Glassboro State College in 1968, embodying the family’s tradition of valuing education.

“If my family were still here, they would applaud this because they believed in educating people,” Renee said. “Wendy having received such compassionate care at Cooper and MD Anderson, and knowing they have a medical school there, it felt right to give back.”

Wendy and Renee’s journey navigating breast cancer and their dedication to education have culminated in a legacy of hope and opportunity.

“The beautiful thing about getting older is identifying what’s important to you and how you can contribute to the way things go in the future. We’re excited about doing this,” Renee shared.

Their scholarship ensures that future women in medicine will have the support they need to succeed while honoring Wendy’s doctors and creating a lasting impact on their community.

“We believe we’re placed on this earth and given opportunities. If we pay attention, and you have to pay attention, we can make a difference. Things don’t happen if you don’t, and look at us—we’ve been together for 37 years! This legacy is our way of helping and supporting what’s to come long after we’re gone.” **RA**

This legacy is our way of helping and supporting what’s to come long after we’re gone.

—Renee Kristol

Future Women in Medicine

Dr. Kay Yoon-Flannery's journey and commitment to medical excellence

When it comes to care, patients say Dr. Kay Yoon-Flannery does it best. "My goal is that my patients say, after all the things that I have done or not done, that I was in their corner at their time of need." As a breast surgeon at MD Anderson Cancer Center at Cooper, an assistant professor of surgery at Cooper Medical School, and an alumna of Rowan's School of Osteopathic Medicine (SOM), Dr. Flannery's journey into medicine is a testament to her dedication to helping others.

A moment of childhood defiance sparked Flannery's interest in medicine. "I was in kindergarten, and I was told by my teacher that a table with a stethoscope and a white coat was for boys only," she recalls. "In my young mind, I thought, 'Wow, that doesn't sound right. I'm going to figure out how to make sure that I do this.'" With her mother's encouragement, Flannery did just that, and that moment set the course for her future in medicine.

Her path to becoming a surgeon was not a traditional one. After obtaining a master's degree in public health and working in clinical research, Dr. Flannery entered medical school at Rowan-Virtua School of Osteopathic Medicine as an adult learner. "I think you almost need life experiences before you come into medical school," she notes. "It's preferred now because, as a physician, you need to have a wealth of knowledge and life experiences to really relate to patients."

To this day, she stays in touch with many of her friends from medical school. "We studied together, we took exams together, we did everything together. They've become my best friends and even my children's godparents," says Flannery. "It's those relationships that really push you through, whether it's in medical school or residency."

It was about halfway through her residency when Flannery realized that she was the one resident in her program who enjoyed talking to patients and their familiar members, figuring out more than just the surgical aspect.

As a junior resident, Flannery realized her calling was breast surgery. "I had a patient with a very advanced disease from breast cancer who left a lasting impact on me. After talking to her, I realized I wanted to be a breast surgeon so that people wouldn't



be afraid to talk about their breast health."

Dr. Flannery's commitment to education and mentorship extends beyond her surgical practice. She and her husband Peter Flannery

established a scholarship for Rowan-Virtua SOM students pursuing surgical careers. "I received an alumni scholarship when I was a student, and I thought, 'how can I give back?'" she explains. "I think it's important because I wouldn't be here if I didn't have help from those who stood before me, mentoring me, guiding me, and allowing me to receive this scholarship. I know I wouldn't be where I am without those who were here before me setting me up for success."

"I feel so proud knowing that what we do has an impact on making sure the next generation is promised."

When she's not in the hospital or raising her family, she's an active member of the Rowan-Virtua SOM Alumni Board, a role that allows her to connect with former classmates and mentor current students. "It's

a great opportunity to catch up with what other people are doing and encourage involvement in our institution," she says. "It feels like a reunion, everybody comes from different backgrounds and different hospitals, yet we're all genuinely interested in how other people are doing."

Dr. Flannery's daily life is a balance between her responsibilities as a surgeon, professor, mentor, and mother of four. Her days are filled with patient consultations, surgeries, mentoring sessions, and administrative duties. Despite the challenges, she finds joy and fulfillment in her work and family life. "Most of my patients are diagnosed with early-stage breast cancer, so our stories often have happy endings," she says. "But when the stories are gut-wrenching, seeing my kids and husband keeps me humble and happy."

Her advice to those entering the medical field, especially women, is simple: "Never take no for an answer. Work hard, believe in yourself, and know things will work out. Every day is a challenge, or can be, but you really will end up where you're supposed to." **RA**

Visit plannedgiving.rowan.edu or contact Rob Lightfoot at 856-256-4592 or lightfoot@rowan.edu to create your own legacy at Rowan.

President's Forum Reception

More than 230 of Rowan University's friends gathered at the William G. Rohrer College of Business Hall to celebrate Rowan's progress as a higher education leader and innovator during the annual President's Forum reception on June 6. As we close our Centennial celebration and look ahead to building on the institution's legacy of success, the investment of generous alumni and friends affirms our educational mission and helps us prepare students to serve as tomorrow's leaders and innovators. **RA**



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Rowan University is celebrating 100 years of education, transformation, and dedication thanks to our generous donors and friends.

At the beginning of the academic year, we introduced you to Riley Fisher '24—a first-generation marketing major with aspirations of finding a job that combines her love for art and passion for marketing.

Your support allowed Riley to sharpen her skills outside of her coursework. An on-campus job as a marketing and event-planning intern at the Rohrer Center for Professional Development, funded by donors, helped her gain valuable hands-on experience—setting her up for post-graduation success.

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A century of transformative education. A decade of celebrating donors. A day that made a difference!

As the University's Centennial celebration continued, another important milestone was met—our 10th annual Day of Giving! This year's record-breaking event raised more than \$405,000, with over \$1.7 million raised to date for Rowan, Rowan-Virtua and CMSRU students.

Over \$187,000 in matches and challenge funds from University leadership, boards and other incredible supporters, combined with more than 3,000 individual gifts, supported a wide range of clubs, teams, programs and campus organizations including The SHOP food pantry and resource center, the Early Childhood Demonstration Center, Men's Soccer, Chemical Engineering, Fencing and Softball. **RA**

\$405,502

Total amount raised for
Day of Giving 2024


3,021
Total gifts


199
Most gifts: Softball


\$187,000
Challenge gifts

Top designation: Varsity Athletics

\$63,924
Raised

730 Total gifts

Ambassadors

\$38,365.91
Raised by volunteers

554
Total gifts

Almost doubled
from 2023!

118k Impressions across
all platforms

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DAY of GIVING



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**Lillian Lodge Kopenhagen Suite
opens doors for women in
communication**

**Rowan-Virtua SOM dedicates
Hope Brings Strength Health
Sciences Library**

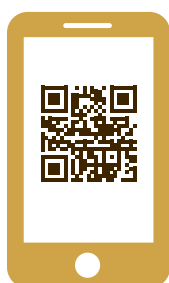
**Two legacies support future
women in medicine**

Record-breaking Day of Giving

... and more!

Ambition and Achievement

Amid Rowan University's Centennial, this year's Commencement Week celebrated the achievements of 5,652 members of the Class of 2024. The May 4 program featured a keynote address by legendary financial advisor Ric Edelman '80 (pictured), bestowed an honorary Doctor of Entrepreneurship degree on health care services innovator Joe Cosgrove '00, and recognized writer Janet Hamill '67 as the 2024 Distinguished Alumna. **RA**



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photos and videos of the
Commencement festivities!