

Touchpoints

CEDAR CREST COLLEGE ALUMNAE NEWSLETTER

Summer 2022



CEDAR CREST
COLLEGE

cedarcrest.edu/alumnae



And the winners are...

Over three days, Cedar Crest College alumnae raised **\$104,460.59** for the Cedar Crest Fund during **The Decade Challenge! THANK YOU** so much to everyone who participated, and congratulations to all of the winning classes!

★ Overall Winners – The Classes of the 1970s ★

Classes of the 1950s
Total Raised: \$11,659.62
Highest Percentage of Class Goal – 1959
Highest Total Dollars Raised – 1959

Classes of the 1960s
Total Raised: \$10,529.41
Highest Percentage of Class Goal – 1965
Highest Total Dollars Raised – 1965

Classes of the 1970s
Total Raised: \$62,620.54
Highest Percentage of Class Goal – 1974
Highest Total Dollars Raised – 1978

Classes of the 1980s
Total Raised: \$10,443.33
Highest Percentage of Class Goal – 1984
Highest Total Dollars Raised – 1987

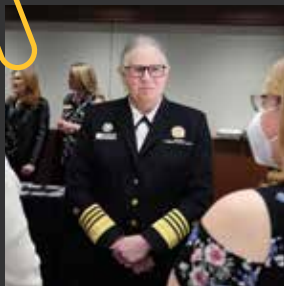
Classes of the 1990s
Total Raised: \$2,574.32
Highest Percentage of Class Goal – 1997
Highest Dollars Raised – 1993

Classes of the 2000s
Total Raised: \$2,437.54
Highest Percentage of Class Goal – 2005
Highest Total Dollars Raised – 2005

Young Alumnae – Classes of 2010-2021
Total Raised: \$867.63
Highest Percentage of Class Goal – 2021
Highest Total Dollars Raised – 2021

**Note: Overall total includes gifts from non-alumnae who made a gift to support the campaign.*

Thank you to all of our loyal alumnae who answered the call and joined the Decade Challenge for 2022. You are truly making a difference in the lives of the Cedar Crest College students following in your footsteps!



Admiral Rachel Levine Visits Cedar Crest College

On Thursday, April 28, Admiral Rachel L. Levine delivered Cedar Crest College's William D. Reimert Lecture. ADM Levine serves as the 17th Assistant Secretary for Health for the U.S. Department of Health and Human Services (HHS) and the head of the U.S. Public Health Service Commissioned Corps. The event was free and open to the public.

"We were so excited to host Admiral Levine as our Reimert Speaker," says Cedar Crest College President Elizabeth M. Meade, Ph.D. "Throughout her barrier-breaking career, Levine has been at the forefront of addressing numerous public health challenges and was instrumental in helping Pennsylvania and our country fight

the COVID-19 pandemic. As an institution with strong programs in health care, we were especially honored to welcome the United States Assistant Secretary for Health to our campus."

In the afternoon, Levine met with about 40 students from Cedar Crest's School of Nursing, Public Health and Health Sciences programs, and Gender and Sexuality Studies program. Prior to delivering her lecture, Levine also received an honorary degree from the College. "I am very proud to be part of a college with a student body so dedicated to making the world a better place," she said.

Levine's lecture covered topics important to public health, including the COVID-19 pandemic, mental health issues in adolescents and the opioid crisis, among others.

She concluded her presentation by sharing an important lesson she learned during the pandemic. COVID-19 has "reminded us of a fundamental truth: that we truly need each other," she said. "Our happiness and our very survival depend upon our connections to one another and to our community."

 Read more at www.cedarcrest.edu/news/reimert

Dear Cedar Crest Alumnae,

IT IS WITH GREAT JOY that I am writing the first of I hope many welcome messages for Touchpoints. Before joining the Cedar Crest family, I reviewed this very publication and was inspired by the



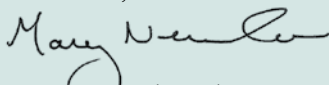
educational opportunities, leadership potential and strong community that is Cedar Crest. I am happily joining the Cedar Crest community with almost 10 years of alumni relations experience.

My first event here was Alumnae Reunion Weekend. While it did prove to be quite a jumpstart to my new role, I was deeply touched by watching the close relationships throughout the weekend. The memories shared, laughter created and new friendships formed deeply touched my heart and confirmed that it is a true honor to be here serving in this role.

Throughout the weekend, I was able to meet many alumnae, including members of the 1972 50th Reunion Class. The reflections and toast they shared at their Golden Club Luncheon was something I will always remember, as I know many in the room will as well. A class member mentioned that Cedar Crest was a catalyst for all of them, and this seems like the perfect word to describe all I have seen so far. Cedar Crest is a true catalyst in the lives of alumnae, and I am excited to be joining this family and experiencing this same energizing force.

Thank you for making me feel so welcome. I look forward to continuing to meet the amazing alumnae of Cedar Crest College.

All the best,



Mary Neuschwander
Director of Alumnae Affairs

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Meet Our New Director of Alumnae Affairs

IN APRIL 2022, Cedar Crest College welcomed Mary Neuenschwander, MA, as the new Director of Alumnae Affairs. Neuenschwander most recently served as the Director of Alumni Relations at Kutztown University. Her professional background includes over 19 years of experience in education, including nine years in higher education serving in alumni roles and advising student organizations.

Get to know the new member of the Falcon Family:

Can you share a little about your career prior to coming to Cedar Crest?

For 11 years, I had the joy of being a classroom teacher. I taught eighth grade in Canfield, OH, for six years and then sixth and fourth grade in Champaign, IL, for five years. When my husband and I moved to

Kutztown, PA, in 2008, I decided to take a job at the Kutztown University Foundation so I could stay closer to my family. I started out as an event coordinator and then moved up through the Alumni Relations Office, becoming Director of Alumni Relations in 2018. In this role, I truly valued the connections I made with alumni, students and the campus community.

What attracted you to this role at Cedar Crest?

Simply stated, a lot! Cedar Crest has a vibrant tradition of educating thoughtful leaders, and I was excited to join this community. A rich wealth of knowledge within the faculty, passionate alumnae and the stunning campus were just a few of the reasons why I decided to join CCC!

What excites you most about joining the Cedar Crest community?

I am deeply excited to work with the Cedar Crest College alumnae! From my short time here so far, I love the commitment they hold to their alma mater. There are several rich traditions here at Cedar Crest, and the alumnae base helps support these traditions through volunteering and financial support. Everyone has been so thoughtful and welcoming.

What do you enjoy about alumnae relations?

Connections. Alumnae relations is about creating connections, and I thrive on helping to facilitate these touchpoints. My favorite connections are those made between alumnae and current students. There is a spark that happens when alumnae and students get together. Having the honor to witness this is pure magic.

I also love helping connect alumnae back to their passions. Perhaps it was a special program, faculty member or tradition that resonated with them. Hearing alumnae talk about their passions and helping them stay connected with these passions after graduation truly excites me. I am finding that Cedar Crest is full of passionate individuals,

so I know there will be plenty of opportunities to hear stories and help make these connections.

What are some of your favorite ways to engage with alumnae?

One of my favorite ways to engage with alumnae is through listening. Each person's story is unique and having the privilege of hearing a person's story is something I treasure. It is through their story that I learn about favorite memories of Cedar Crest College, deep friendships built and how they are using their degree to make an impact on the world.

In a day and age when people are so busy, and there are so many avenues calling for our alumnae's time, I am grateful for any moments they have to share their stories. COVID has also shown us that stories do not have to be shared just face-to-face. Virtual events allow us to stay connected with alumnae across the country and the world.

What are you most looking forward to at Cedar Crest? What do you hope to accomplish?

Again, I am eager to meet everyone and hear about those fun moments created by our shared connections to Cedar Crest College. I look forward to welcoming alumnae back to campus and visiting with those who are not able to come to campus easily.

I would love to build a sense of trust with the alumnae base and encourage them to be advocates for the College. Alumnae are our college's greatest resource, and their voice to support Cedar Crest College is so powerful. A thoughtful card, word or other form of encouragement can be the key difference in someone

choosing CCC or becoming connected back to their alma mater.

Also, I would love to create volunteer opportunities for our alumnae base as well as encourage an alumna that hasn't been connected in a while to return. Creating that level of comfort to attend an event is a priority for me. I want to make sure that alumnae know that they are always welcome and have a forever home here at Cedar Crest College.

What are some fun facts about you? Outside of work, what do you like to do for fun?

Outside of work, I love to cook, walk, read and travel. Right now, my personal schedule is filled with attending music and sporting events for my two sons, David (14) and Andrew (13). I'm celebrating my 20th wedding anniversary with my husband, Dan, Director of Bands at Kutztown University.

Some fun facts are: I completed my student teaching in Limerick, Ireland. I have taught in England and did master's work at Oxford University in Oxford, England. I was also born and raised in the Midwest, so I still call carbonated beverages "pop."

What else would you like our alumnae to know about you?

Mainly a huge thanks for welcoming me to the Cedar Crest College family. While you are here for four years as a student, you are an alumna for life, and I am grateful to be part of this lifelong family.

For more information about Alumnae Relations at Cedar Crest College, visit cedarcrest.edu/alumnae.



Carrying on a Legacy of Kindness

The Lisa M. Holzwarth '07 Memorial Nursing Scholarship

LISA MAE HOLZWARTH '07 was a Cedar Crest College alumna and a Certified Neurological Registered Nurse at Lehigh Valley Hospital–Cedar Crest. In January 2019, she passed away

from pancreatic cancer at only 52 years old. To honor her memory, her husband Brian Holzwarth '12 organized a memorial scholarship to support two nursing students in

the School of Adult and Graduate Education (SAGE) who plan to pursue work in critical care.

Lisa's passion for learning and drive for education was apparent. Initially

working as a Licensed Practical Nurse (LPN), Lisa returned to school at 40 years old to earn her bachelor's degree and become a Registered Nurse (RN).



Lisa Mae Holzwarth '07

She worked full time, overnight as an LPN at Lehigh Valley Hospital—Cedar Crest on a medical-surgical floor, while also taking classes at Cedar Crest College's School of Nursing. After she graduated with her bachelor's degree in 2007, she worked in critical care at the hospital in the Neuroscience Intensive Care Unit and later went on to get her Certified Neuroscience Registered Nurse (CNRN) credential.

She had enrolled at Walden University for a three-year online nurse practitioner master's program when she was diagnosed with pancreatic cancer. Despite her diagnosis, she was able to complete two years of the program before stopping due to chemotherapy.

Lisa had an impact on everyone she met. Her celebration of life and funeral had to be held over two days because so many ICU nurses wanted to attend. Brian shares that close to 500 people attended the funeral. In lieu of flowers, her family asked for donations to help establish a scholarship fund — a plan that Lisa and Brian had discussed before she passed away.

"Lisa didn't want to be forgotten," says Brian. "And this is one way we can pass on her legacy." The scholarship was created to support

two SAGE nursing students with financial need and plans to pursue neuroscience work. While Lisa was last a Cedar Crest student back in 2007, School of Nursing Dean Wendy Robb, Ph.D., still remembered her and was able to choose recipients that reflected Lisa's passion for learning and making the world a better place.

and weekend nursing program with plans to graduate in December. "When I found out I was selected as a scholarship recipient, I cried tears of joy," she says. "I was overwhelmed with emotion not just because Dean Robb saw characteristics in me that Lisa had, but also because of this gift that this family has given me. When I graduate and practice nursing, I will be carrying



Rebecca-Jean Fyfe '22, Susana Garcia, McCaila Grismer '22 and Brian Holzwarth '12 (pictured left to right) attend the annual Cedar Crest College Scholarship Dinner.

"My thought was that the scholarship would impact the recipients, and then they could go out and be 'Lisas' in the world," continues Brian. "It was a great way for us to give back in honor of all the people that supported us over the years."

This year, the two student recipients were Rebecca-Jean Fyfe '22 and McCaila Grismer '22. Rebecca-Jean is a student in the part-time night

on Lisa's memory with me."

"The scholarship was a financial relief for me, but it also was so important to me because of Lisa's story. Being awarded this scholarship has become the motivation to strive to be even half the nurse and person Lisa was," adds McCaila, who is set to graduate from the Accelerated Bachelor of Science in Nursing program in August.

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Carrying on a Legacy of Kindness



"When I graduate and practice nursing, I will be carrying on Lisa's memory with me."

— Rebecca-Jean Fyfe '22,
Scholarship Recipient

continued from page 5

This spring, Brian and Lisa's best friend, Susana Garcia, attended Cedar Crest's annual Scholarship Dinner, which celebrates the philanthropy of scholarship donors and the achievements of student scholarship recipients. At the dinner, the two were able to meet Rebecca-Jean and McCaila, as well as staff and faculty members who had worked with Lisa and other individuals involved in scholarship activities at the College. "Dr. Robb and the staff picked two really great candidates," says Brian. "It was nice to be able to talk to them and learn about their backgrounds. This event really opened our eyes to the scholarship's impact."

Throughout the night, Brian and Susana shared photos and stories about Lisa with the two students. "It was great to get to know Brian and Susana on a personal level, but I also feel like I got to know Lisa more as well. It was special to thank them in person and let them know the impact they have made with this scholarship," Rebecca shares.

McCaila concludes, "I had a wonderful time with them hearing all the stories about Lisa's life. We all laughed and cried throughout the night while remembering her. They are really great people, and I wish I could have met Lisa. I am so grateful that I was chosen to honor her legacy."

ALUMNAE APPAREL SALE

Place your order today: cedarcrest.edu/AlumnaeApparel



Benefitting the Cedar Crest Fund



1867
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Annual Scholarship Dinner Honors Associates Award Winners

ON APRIL 12, 2022, Cedar Crest hosted the annual Scholarship Dinner and presentation of the Associates Awards. This event showcases how our students' lives are impacted by donor generosity while also bringing donors and students together. The evening also features the Associates Awards, which recognize individuals and corporations who have made significant contributions to Cedar Crest College and who promote the College's mission. This year's Individual Award recipient was Ann D. Bieber '86, Ph.D. For more than 40 years, Bieber has proudly served Lehigh Carbon Community College. Since being named the College's

fifth president nearly eight years ago, Bieber has made a college education more accessible than ever before. The Corporate Award was presented to Highmark Blue Shield in recognition of their philanthropy, remarkable work and dedication to the health and well-being of our community. Susan Seccombe Cox '73 was the recipient of the Gratitude Award. This is a very special award reserved for individuals who have had an extreme impact on our campus. It is only the second time that it has been awarded. Cox was recognized for her steadfast commitment to our alumnae and the College.



Pictured above, clockwise from top left: Associates Award Winners Susan Seccombe Cox '73, John Lufburrow, Highmark Blue Shield Vice President of Regional Sales and Dr. Ann D. Bieber '86 (left to right); Hannah Stott '22, emcee and student speaker; Alumnae Louise Wetzell Davis '66, Linda Faust Sharkey '65 and Sandy Reeves Alleman '65 chat with Special Events & Stewardship Coordinator Amanda Johnsen (left to right).

Connect with the Institutional Advancement Team



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THE INSTITUTIONAL ADVANCEMENT TEAM includes several new faces along with our long-time team members. We are so thrilled to be here at our beloved Cedar Crest to connect you with your alma mater as well as with each other. We are all passionate about our jobs, dedicated to helping our students succeed and excited to work with each of you to build relationships and connect you with our students.

Alumnae Affairs



Reunion Recap

CEDAR CREST WELCOMED over 150 alumnae and friends back to campus for Reunion Weekend from May 20 – 22, 2022. Many favorite traditions, including Strawberry Festival with faculty and staff, Sunday Brunch and Bingo, faculty lectures, class photos, 50th class festivities, the Alumnae Association annual meeting, a Friends of Cedar Crest Performing Arts (FCCPA) mixer and class meetings were in place, plus many new events such as the Friday Night Fair, a Saturday Dance Party and a special Q&A State of the College update. In response to feedback, the Saturday Reunion Luncheon and Alumnae Awards were separated this year. This new format of the awards taking place before the luncheon gave Reunion attendees the chance to mingle with old friends and make a few new ones too.

The Friday Night Fair included a DJ, food trucks, wine

and beer distributors, funnel cakes, mini-golf, Plinko, a money booth, a magician, a caricature artist and more. The Tricky Trikes, oversized tricycles with functioning ringer bells, were the highlight for many. Alumnae rode them around campus, bringing back the fun of their youth. After receiving a lot of positive feedback from Reunion attendees, Cedar Crest is excited to hold this event again in 2023. The Friday Night Fair is a great way to kick off Reunion Weekend with a women's night out or an opportunity to invite your family to enjoy our beautiful campus and the festivities.

The Class of 1972 was welcomed into the Golden Club at their celebration luncheon on Friday. Class member Heidi Butler shared a thoughtful reflection and Roz Mitchell shared a touching toast that brought back many memories and laughs. The class also presented a special recognition to longtime Class President, Nan Barry. Classmates dedicated a tree in honor of their class outside of Alumnae Hall and remembered departed class members during a memorial service. Classmates who were not able to make it to campus for the weekend enjoyed a special 50th Class Zoom call on Saturday afternoon. Thank you to all members of the Class of 1972 for creating a memorable weekend. It was so wonderful to see you all having such a fantastic time together!

We look forward to welcoming our alumnae back for Reunion 2023, scheduled for May 19 – May 21. Save the dates on your calendar, and plan to attend the weekend-long series of events. We will begin making plans and reserving hotel blocks shortly. Watch for updates on our Reunion webpage or via email. Stay tuned for updates for all class representatives, including Class Presidents, Class Agents, Class Correspondents and Reunion Chairs.



Save the Date for Reunion 2023!

Friday, May 19, 2023 – Sunday, May 21, 2023

Visit www.cedarcrest.edu/reunion this winter for a list of events, hotel room blocks and other Reunion information.





On May 21, **JOANN WILCHEK BASIST '77** received the 2022 Alumnae Award during Reunion Weekend. Since 1970, the Alumnae Association has bestowed its highest honor on 85 alumnae who exemplify the positive contributions

that Cedar Crest graduates make through their careers and volunteer work.

For decades, Basist has volunteered her time, talent and passion — making a difference and a lifelong impact on the lives of students, parents, teachers, friends and the community in the Lehigh Valley and beyond.

She has spent over 45 years as an arts educator, teacher, mentor, director, actor and inspirer. Basist earned her bachelor's degree in acting and education from Cedar Crest College and a master's degree in counseling from Kutztown University, in addition to completing post-graduate work in theatre at St. Edmund's College at Oxford University.

Coming "full circle," Basist returned to Cedar Crest College as an adjunct professor — fully invested in every aspect of the Performing Arts Department and working tirelessly, teaching acting and public speaking, serving as a mentor, and engaging, coaching and helping students.

Basist is a proud, loyal, devoted and involved Cedar Crest College alumna. Her dedication to arts education, plus our youth, schools and community, is inspiring and impactful.



SUSAN SECCOMBE COX '73 recently received the Gratitude Award at Cedar Crest's annual Scholarship Dinner. She entered Cedar Crest in 1969 looking forward to a four-year college experience. Never did she expect to spend nearly the next

49 years of her life as part of the College!

Three weeks after she graduated in 1973, Cox began working in the Cedar Crest Admissions Office recruiting students for the College. In 1976, she was named director of alumnae affairs, the 10th person to serve in this position. Over the years, her title changed many times until 1993 when it was permanently changed to Executive Director of Alumnae Affairs, a position she kept until her retirement in 2017.

In this position, she was the main link between the College and the eventually 15,000 plus alumnae. Whether they graduated in 1909 or 2009, Cox not only knew their names, but who their friends had been in college, what activities they had participated in, their post-graduation accomplishments and the names of their family members.

Today, Cox is still involved with the Alumnae Association Executive Board and continues to share alumnae news with the Institutional Advancement Office. Pre-pandemic, she could be seen on campus attending Institute for Learning in Retirement classes or Performing Arts productions. To this day, she is admired and beloved by hundreds of alumnae and friends of the College.

Featured Faculty



Melinda Boyd, DCN, MPH, MHR, RD, FAND, assistant professor of nutrition, has been named Chair-Elect for the Cultures of Gender and Age Member Interest Group within the Academy of Nutrition and Dietetics. Her term began in June 2022. While this group was formerly known as the three subcommittees, “Fifty Plus in Dietetics,” “Men in Dietetics” and “Thirty and Under in Dietetics,” the group now represents a wide range of gender and age-based diversity issues within the profession. Boyd can’t wait to get started in this new role!



The Keystone State Literacy Association of Central Eastern Pennsylvania honored **Ivonne Miranda, Ph.D.**, assistant professor of education, with the Celebrate Literacy Award to recognize her accomplishments in advancing and promoting literacy with preservice teachers. The award highlighted her contributions to the #WeRead360 Collection and Cedar Crest Home Grown Children’s Books, a collaboration between education and art students. The award also highlighted community initiatives such as HOLA Gems, STEAM lessons provided to Allentown students funded by the AAUW Grant and a Family Literacy Night at Ramos Elementary School supported by the Credit Vision Community Grant.



André Walther, Ph.D., associate professor of biology, was elected to serve as the President of the Pennsylvania Academy of Science (2022-2024) at the organization’s 97th annual meeting. Since 1924, the mission of the Pennsylvania Academy of Science has been to educate and support scientists throughout Pennsylvania by striving to promote science, technology, education and the diverse interests of the members of the Academy. Among its many endeavors, the Pennsylvania Academy of Science seeks to advance the pursuit and application of science within the Commonwealth by promoting scientific research, presentation and discussion among its members and the public at large and support of educational initiatives devoted to the development of scientific skills and knowledge.



The Ragdale Foundation in Chicago has awarded associate professor of writing and Pan-European MFA Program director **Alison Wellford, MFA**, a three-week residency to work on her novel in progress. The Ragdale Foundation is “one of the largest interdisciplinary artists’ communities in the country” and “residents represent a cross-section of ages, cultures, experiences and mediums, for a diverse and vibrant community,” according to Ragdale.org.

Falcons Leave the Nest



Leannie Jusino '22 currently works in Cedar Crest's Office of Residence Life and is on track to graduate from the College's MBA program in May 2023. Jusino made her mark as an undergraduate student at Cedar Crest, serving as the Student Activities Board Vice President, a First-Year Mentor, Admissions Counselor and Conference Services Assistant, all while double majoring in business administration and media studies with a minor and two certificates. "My involvement in leadership at Cedar Crest has awakened a passion for higher education, and I would love to stay in that environment long term," she says. Jusino enjoyed working to improve the student experience and hopes to one day mentor student leaders like herself.



Next up for **Brynne Brown '22**, an environmental conservation major and communications minor, is pursuing her master's degree in communications at Syracuse University's Newhouse School. Brown served as an Admissions Ambassador, Senior Class Representative for the Alumnae Association and as a member of the Biology Club. Throughout her time at Cedar Crest, she worked closely with the Office of Institutional Advancement in various roles. Brown was recently recognized at the College's annual Scholarship Dinner. "This event allowed me to make connections that led to an internship, new mentors and new friends. It is proof that the College and those who support it see potential in me and what I can do," she says.



"I chose Cedar Crest because of the business program; I stayed because of the amazing people. Cedar Crest was a place I could call home," says **Sierra Lockhart '22**, a business and media studies student with minors in marketing and management. As an Admissions Ambassador and Counselor, Lockhart was able to showcase the reasons she chose Cedar Crest while helping others see if the College was the right fit for them. Lockhart, who also served as a First-Year Mentor and the Student Activities Board President, is currently pursuing her MBA at the College and is working full time in the Admissions Office as the Events and Communication Coordinator. She plans to eventually earn her doctorate in marketing and become a business owner.

Read more about the Class of 2022 at cedarcrest.edu/classof2022



Commencement 2022

On Saturday, May 14, Cedar Crest College held its 152nd Commencement Ceremony at the PPL Center in Allentown, PA. The College conferred approximately 209 bachelor's, 76 master's and nine doctoral degrees to the Class of 2022. Cedar Crest Provost Dr. Robert Wilson presided over the ceremony and addressed the students, families, faculty and staff in attendance. The keynote address was delivered by Second Lieutenant Reilly Rudolph, an Engineer Officer in the United States Army and the sixth woman in history to hold the position of Brigade Commander of the Corps of Cadets. Saturday's Commencement Ceremony was the culmination of a week of related events, including a new Hooding Ceremony for graduate students on Thursday evening and the College's Baccalaureate and Academic Award Ceremonies held on Friday.



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Institutional Advancement
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Join Cedar Crest College for these upcoming events!

August 12, 2022
Casino Night

September 17, 2022
Alumnae Council Meeting

September 23, 2022
Alumnae Hall of Fame Ceremony

September 24, 2022
Alumnae Affairs DEI Event

September 23 – 25, 2022
Cedar Crest College Homecoming

November 29, 2022
Giving Tuesday

