

Eye on Penn State

Earth Day Comes To Campus

Special to *The Lion's Eye*

In celebration of Earth Week, the Penn State Brandywine Environment Club will host the following two events on April 21 and 22:

A Walk and Talk in the Woods:
12:30 p.m. on Wednesday, April 21
Attendees will meet at the gazebo in the center of campus for a 30-minute stroll on the little-known campus trails behind the library to watch for birds and other critters, identify local trees and plants, munch on healthy trail mix, get some exercise and enjoy the fresh air and awakening spring.

Earth Day Celebration: 11 a.m. to 12:30 p.m. on Thursday, April 22
In celebration of national Earth Day, the club will provide a number of activities on the campus lawn, including a drum circle, free vegetarian food, a discussion on local and national environmental issues, Frisbee games and yoga in the grass.

For more information or to join the effort, contact Environment Club President Averil Sweeny at AFS5059@psu.edu, or club advisers David Macauley, professor of philosophy, at DMM53@psu.edu and Michael Madden, instructor in human development and family studies, at MEM28@psu.edu.

The Brandywine Environment Club can also be reached through its Facebook Page, <http://www.facebook.com/pages/Media-PA/Penn-State-Brandywine-Environment-Club/452930585509> online.

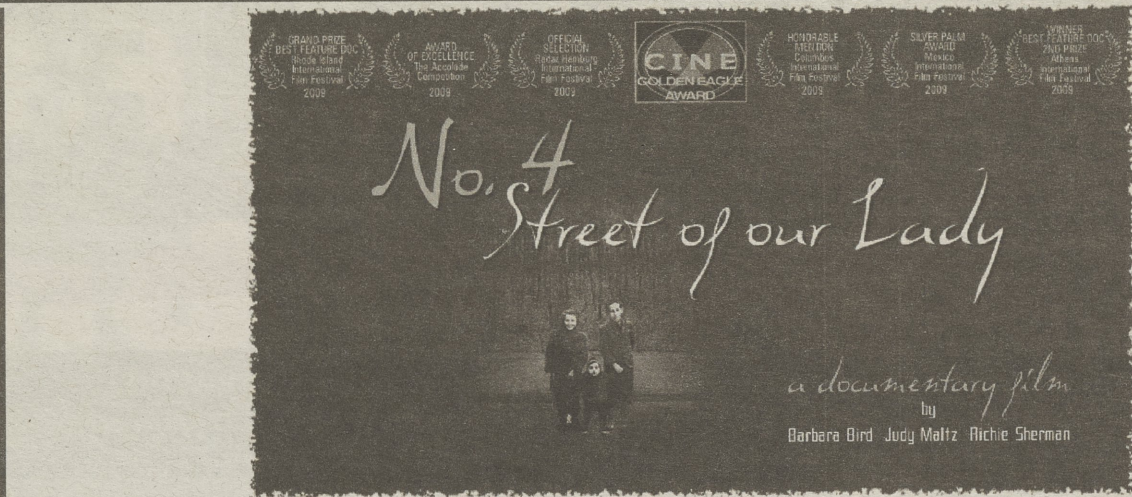
CLARIFICATION

In the March 31, 2010 issue, *The Lion's Eye* incorrectly identified members and chairpersons of the SAF committee. The

SAF committee is comprised of 7 Penn State Brandywine Students, one of whom is the SGA President. On the committee also sits 2 staff members and 1 faculty member. The current SAF committee co-chairs are Brittney Walker, SGA president and Matthew Shupp, Director of Student Affairs. Deb Erie is not a member of the SAF Committee. She is officially titled the Director of Enrollment Management.

Brandywine Hosts An Online Business Seminar

Special to *The Lion's Eye*



Screenings Set For Award Winning Faculty Film

Special to *The Lion's Eye*

"No. 4 Street of Our Lady," the award-winning documentary film produced by three Penn State faculty members, has been scheduled for 11 screenings in or near major U.S. cities in the next month, and it was selected for another prestigious honor.

The hour-long film tells the remarkable, yet little-known, story of a Polish-Catholic woman who rescued 15 Jews during the Holocaust. It was produced by three faculty members in the College of Communications -- Barbara Bird, an associate professor in the Department of Film-Video and Media Studies; Judy Maltz, a senior lecturer in the Department of Journalism; and Richie Sherman, an assistant producer in the Department of Film-Video and Media Studies.

Since its world premiere in March 2009, the film has earned numerous awards as film festivals across the country and has been a much-requested film for screenings. The upcoming schedule includes:

- April 11 and 15: Florida Film Festival, Orlando, Fla.
- April 12: Saviors on Screen Festival, New York City, N.Y.
- April 17, 25, 26 and 30: Northern Virginia Jewish Film Festival, with the screenings sponsored by Penn State alumna Rochelle Zohn, who earned her degree in secondary education in 1964; and
- April 27, 28, May 2 and 3: Detroit Jewish Film Festival, where the film will be honored as Best Jewish Documentary of 2009.

More information about the film may be found at <http://www.streetofourlady.org/> online and on the film's Facebook fan page.

The release of the feature-length documentary in March 2009 culminated three years of production work that took the faculty members to Israel, Ukraine and numerous locations around the United States, where they gathered material, conducted interviews and captured dramatic moments on camera.

What motivated Francisca Halamajowa to reach out to her Jewish neighbors at the risk of her own life? What did the townspeople know or not know about what was going on in her home? What role did her children play in this rescue operation? What did her descendants, who grew up in Communist Poland, know about her past, and how did they feel about her actions? Those were some of the questions that began to intrigue the filmmakers, as they embarked on the

project.

The film draws on excerpts from a diary kept by one of the survivors, Moshe Maltz, whose granddaughter is one of the filmmakers. It also incorporates testimonies from other Jews saved by Halamajowa, her descendants and former neighbors, as they reconnect on a trip back to Sokal. Powerful location shots add another rich dimension to the story, providing the backdrop as the drama unfolds.

Bird said she was initially attracted to the project after reading Maltz's diary.

"I was completely drawn in by his account of this amazing rescue story," she said. "Another powerful element for me was the willingness of the survivors to face their difficult and tragic past, after 60 some years of silence."

For Sherman, the key challenge was finding the right visuals to bring the past alive.

"What I tried to do was draw on a palette ranging from high-definition video images to hand-processed black-and-white film in order to strike the right tone in this piece," he said.

Maltz, the granddaughter of the diarist, said that beyond her personal connection to the story, as a journalist, "what was really exciting for me in this whole process was discovering new things about a story I thought I already knew everything about. The interviews we did and the trip we took to Sokal led us to new bits of information that make the story that much richer."

"No. 4 Street of Our Lady" creates a dialogue of varying points of view, as Moshe Maltz's written recollections and responses to events are woven together with the present-day oral memories of the remaining living survivors, as well as the handed-down stories of the Halamajowa family and testimonies of the rescuers's former Ukrainian neighbors.

The film also makes use of old videotape, home movies, archival footage and documents found in the Yad Vashem Holocaust Museum. Interviews with Professor Omer Bartov of Brown University, an internationally recognized scholar on Jewish life in Galicia, Amos Goldberg, an expert on Holocaust diaries, and Irena Steinfeldt, head of The Righteous Among Nations Department at Yad Vashem, provide historical and geographical context.

Penn State Brandywine will host "How to Start a Business or Market your Existing Business on the Internet: Building an Effective Web Presence," a free seminar being held from 6 to 7:30 p.m. on April 14 in the Tomezsko Classroom Building, room 105.

In today's marketplace, most people start their search for products and services on the Internet. But the question is: how do business owners ensure that these individuals are finding their businesses?

The unfortunate reality is that most small businesses fail on the Internet. Their owners make a fatal mistake by focusing on making money rather than on building a relationship with their visitors. This free seminar will help current online business owners and those hoping to break into the online realm learn how to successfully start up or move their businesses into the online environment.

They will learn how to avoid the pitfalls of building a site that doesn't attract visitors and find out how to get their business onto the first page of a Google search result, without

having any programming skills.

The seminar will discuss the three biggest online dangers, how to get links, paid traffic: PPC campaigns, social media and more, and answer the following questions: What works online? What makes good content? How do I get traffic? What is preselling? What are ways to presell? Who's linking to my site?

The seminar will be led by successful Web entrepreneur and instructor Cynthia McGeever, who launched the site <http://www.top-sales-jobs.com> in 2005.

For those interested in learning even more about online businesses after the seminar, the campus is offering "Building a Successful Business Using the Internet," a course beginning April 29t.

Seating for the seminar is limited. For more information on the seminar and the course that follows or to learn more about McGeever, visit <http://www.bw.psu.edu/CE> or contact Alan Zawacki at 610-892-1306.