



# The Lion's Eye

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## NCSL: Boston

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Look at this crowd! Five students, two staff members, and a faculty member from Penn State Brandywine attended the National Conference for Student Leadership earlier this month in Boston. The four day event works to aid student leaders and their mentors in developing and implementing innovative ideas regarding club and organization growth, interpersonal development, and fostering campus community. Top row: Mrs. Ronika Money-Adams, Assistant Director of Student Affairs, Prof. Karrie Bowen, Instructor of Communication and faculty adviser, Rob Ripson, Aimee Ralph and Sandy Flick, representing Veterans Club, The Lion's Eye, and SGA. Bottom row: Dr. Matthew Shupp, Director of Student Affairs, Doug Layer and Dave Serpentine, representing Orientation Leaders and student leadership initiatives. (photo courtesy PSU Brandywine Student Affairs)

For over thirty years the National Center for Student Leadership (NCSL) conference helps collegiate students be better leaders on campus and in their communities. This spring the NCSL held its 72nd conference from March 29 to April 1 at the Hyatt Regency Hotel in Boston, Massachusetts. Students from several colleges and universities around the world were in attendance; student locations included Miami, Texas, Minnesota, California, Hawaii, Toronto, Samoa, and Penn State Brandywine. Penn State Brandywine was the only Penn State representation.

Representing Penn State Brandywine was Matthew Shupp, Director of Student Affairs, Ronika Money-Adams, Assistant Director of Student Affairs, Karrie Bowen, communications instructor, Sandy Flick, Doug Layer, Aimee Ralph, Rob Ripson, and Dave Serpentine.

On the first day, March 29, the schedule lasted from 8:30 am to 7:30 pm. However, the keynote presentation that evening was Elaine Penn's "The Heart of Leadership," in which this speech encouraged the audience to use personal strengths to model the way a leader would inspire others, creating a leadership vision, how to be positive, ways to lead, and to understand certain leadership philosophies.

The next day's schedule featured Stan Pearson's keynote speech, "How to Be the 'IT': 5 ways to be the best at what you do." Pearson told his audience in order to be successful, leaders need to be creative, be our own best friend, be consistent, be resilient, and be present. After Pearson's inspirational speech, students then saw three workshops throughout the morning and early afternoon. All workshop sessions throughout the weekend centered on increasing individual leadership and personal development, building group and teamwork tactics, and campus leadership enhancement. Particular sessions on this day included "the ultimate success formula," public speaking skills, how to be a dynamic leader, leaving a legacy on campus, how to be creative, what are the told and untold rules of leadership, social secrets, how to network and how communicate effectively.

On the third day, March 31, the keynote presentation was Gary Tuerack and he discussed the secrets that can make people successful. After Tuerack's rousing speech, students saw four workshops throughout the morning. Some of the sessions include using salsa dancing as a model for leadership, negotiation tactics, how to receive better grades, how to build a successful group, how to handle controversial conversations, body language tips, and money management tips. Also, our own, Dr. Shupp gave a presentation titled "Your Life in a Fishbowl: the 'How-to' Guide to Successfully Lead Student Groups."

On the last day, Sunday morning, there was a brief session following breakfast that made the students give a sixty second speech on how they are going to make a difference on their campus. By 10 am, NCSL adjourned.

Throughout the conference, there were roughly twenty presenters who gave inspirational advice to the attendees. These presenters were diverse in their gender, race, education, and location. Most of them are award winning and published authors.

Attendee Aimee Ralph, junior communications major, said, "I think NCSL in Boston was a great experience. You learn real life skills, while I was there; I learned negotiation skills, body language skills. I would highly recommend any student to go and be a part of this conference."

Rob Ripson, senior American studies major, said, "It was great. Those sessions absolutely helped."

Sandy Flick, sophomore rehabilitation human services major said, "NCSL was a great opportunity. I learned a lot from the speakers there. I would love to go to future NCSL if I can."

Remember, regardless of whether a student has a leadership role or title; students can make a difference on their campus and community. Any Penn State Brandywine student is eligible to join these conferences. The next NCSL conference is November 1-4, 2012 in Orlando.

## Wawa President and CEO to Speak At Brandywine Commencement

Penn State Brandywine will welcome Wawa, Inc. President and Chief Executive Officer Howard B. Stoeckel as keynote speaker for its spring commencement ceremony on Saturday, May 5, at 10 a.m. in the Commons Building Gymnasium.

Stoeckel has served as vice chairman of the Board of Directors of Wawa, Inc. since January 2005 and has held many executive positions within various companies. Stoeckel's business acumen

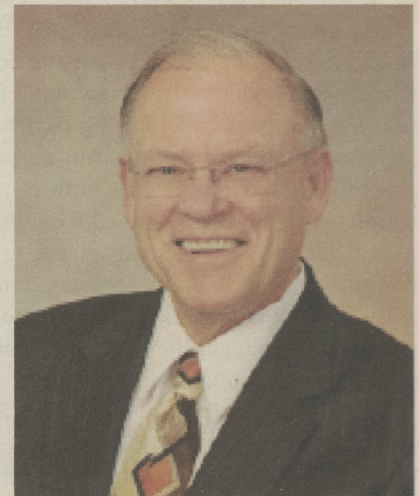
coupled with his people skills make him a great inspiration for those about to embark on their own career paths.

Stoeckel has been with Wawa since 1987. He has held the positions of executive vice president and chief retail officer, senior vice president of marketing and vice president of human resources.

Prior to Wawa, Howard served as vice president of human resources for Mast Industries, a division of the Limited, Inc. Earlier in his career, he held various human resource positions with the Washington Gas Company in Washington, D.C and John Wanamaker Department Stores in Philadelphia

Stoeckel graduated from Rider College (now Rider University) with a bachelor of science degree in Business Administration in 1967. He is married with two daughters, a stepson and four grandchildren.

Stoeckel is on the Board of Directors at Amerigas Propane, Inc., and chairman of the Board of Trustees at Rider University. He is also a frequent guest speaker at conferences on the topics of retail management, branding, human resources and employee motivation.



Howard B. Stoeckel, CEO, Wawa, Inc.

## Brandywine Competes, Brings Home PBL Awards from Leadership Conference

The Penn State Brandywine chapter of Phi Beta Lambda (PBL), a business society, sent five students to the Pennsylvania Phi Beta Lambda's State Leadership Conference (SLC) in Gettysburg earlier this month. The students competed in four events, with several bringing home top awards.

Freshman Steven Hargis placed first in the state in the "retail management" category while freshman Steven Nguyen placed third for word processing and also competed in "macroeconomics." Sophomores Janina Horakova and Nga Lam, as well as freshman Theresa Ha created a presentation about recent college graduates looking for corporate jobs and helpful tips for how to get hired for the "emerging business issues" category.

Hargis, chapter vice president, said the conference "gave me an opportunity to expand my network and meet a lot of new faces, while also testing my grasp of information and concepts that I will likely be using in my future work experiences. The conference provided a fun way to grow as an individual and as a leader, and I am excited to attend the National Leadership Conference in San Antonio, Texas this summer."

Accompanied by the chapter adviser, Assistant Professor of Finance Don Taylor, the members attended workshops and general sessions on business-related topics. In addition, two Brandywine alums, Richard Cook '11 Bus and David Vesely '11 Bus, both PBL Professional members, attended the conference. Vesely, Cook and Taylor assisted in judging for the competitive events.

Lam, chapter treasurer, added, "The trip to Gettysburg was amazing. I learned a lot from the workshops and being able to be a part of PBL really makes my college experience more worthwhile."

"All in all, this was a great experience for Penn State Brandywine students," the team said. "We enjoyed every day of the conference and feel very lucky that we had this opportunity. We especially are grateful for our adviser, Dr. Don Taylor, for making this experience possible in the first place."

