

ALUMNI CONNECTION

HOLYOKE
COMMUNITY COLLEGE

Futures Inspired

FALL 2012



Cutting Edge

Technology boosts alumni
businesses, science at HCC



HCC PRESIDENT WILLIAM F. MESSNER

While there is always a lot of activity at HCC, this is an especially exciting time for the college. As I write this, negotiations are moving forward on the purchase of a building to house HCC's new Center for Health Sciences. To be located in the Gynn & Barrett Photography Studio on Jarvis Avenue, immediately adjacent to the HCC campus, the center will be home to our nursing and radiologic technology programs and will feature a state-of-the-art patient simulation lab. The space vacated by those programs on the main campus will be converted to support the college's Foundations of Health program along with the many other healthcare career options that are available for our students. Most importantly, it will enable HCC to increase the number of students that can be accepted into these programs, and increase the pool of qualified healthcare providers in Massachusetts.

HCC is also focused on increasing opportunities for students interested in online education. Online classes eliminate commuting and enable students to schedule their coursework around their work and family obligations, making it easier for those with busy lives to pursue an education. Nationally, the annual growth in online enrollment now exceeds the annual growth in bricks-and-mortar higher education enrollment. Clearly, there is strong demand for online options. In response to this demand, HCC has focused on expanding online course offerings and developing articulation agreements with four-year colleges and universities whose online degree options enable HCC students to transfer seamlessly. This spring, HCC partnered with Bay Path College to enable students to earn a General Integrated Studies degree at HCC and transfer directly into Bay Path's online Leadership and Organizational Studies BA program. HCC also has transfer agreements for online programs with Westfield State University, UMass, Western New England University and a number of other institutions. We look forward to continued growth in this exciting area.

I close this letter by asking for your support in our Building Healthy Communities campaign to develop the new Center for Health Sciences and renovate the Foundations of Health and other health sciences program areas on the main campus. As you know, the construction of the Kittredge Center for Business and Workforce Development was made possible through donations from thousands of HCC alumni. I urge you to continue this tradition by joining me in donating online at www.hcc.edu/donate or by mailing your check with the reply coupon on page 19. Together we can create abundant opportunities for future generations of HCC students.

Sincerely,

A handwritten signature in black ink that reads "Bill Messner". The signature is fluid and cursive, written in a professional style.

William F. Messner

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A Wise talk about racism

With evangelical zeal, author and activist Tim Wise engaged an enthusiastic crowd of HCC students, faculty and staff in the Leslie Phillips Theater Feb. 22, delving into the racial implications of subjects such as the Wall Street financial crisis, national housing crisis and election of President Barack Obama in 2008. Racism may be an uncomfortable topic, but Wise has made talking about it his life's work. "I think this is the moment in history when we need to be talking about race and racism more than ever," said Wise, the author of books including *Dear White America* and *White Like Me*. "The reality is that in 25 to 30 years, half the country will be folks of color and half will be white, and that's a fact. . . . the more we refuse to talk, the more we reinforce whatever divisions and suspicions already exist."

TIM WISE TALKS AT HCC.



Renovation of OSDDS celebrated

Dozens of students, faculty and staff turned out for an open house celebrating the renovation of the Office for Students with Disabilities and Deaf Services on the first floor of HCC's Donahue building April 23. The changes include a wheelchair accessible counter, adjustable desks, unobstructed paths of travel, bulletin boards, white boards, coat hooks mounted for access for all, better lighting, and improved accessibility in bathrooms. "HCC has always had a reputation for being open to all students," said President Bill Messner. "Our reputation for serving students who require additional services has spread. Now, our facility is really one deserving of the students we serve and the faculty and staff who serve them."

THE RIBBON IS CUT FOR THE RENOVATED OFFICE OF STUDENTS WITH DISABILITIES AND DEAF SERVICES.

Play inaugurates Black Box theater

HCC's Black Box theater made its debut in May with six performances of the play *Eurydice*. This small room in the Media Arts center has no stage and was designed to foster collaborations between the college's Theater and Electronic Media programs. Professors Timothy Cochran (Theater) and Justin West (Electronic Media), the co-directors, worked for months to transform the empty space for the play, which combined live actors with animation, pre-recorded video, digital audio and electronic instruments. When not in use for plays, the Black Box is also available for coursework. "You can think of it as a science lab set up for students to experiment," said West. "This kind of equipment is just not usually available to the average student. We're a community college with MIT-level technology."

ACTOR NORA LYNCH REHEARSES FOR EURYDICE IN HCC'S BLACK BOX THEATER.





Race raises \$6,000 for literacy

Nearly 120 adults and children participated in the 2012 HCC Cougar Crawl 5K Run/Walk Challenge, raising almost \$6,000 to support literacy programs at the Picknelly Adult and Family Education Center in downtown Holyoke. The race started in front of the Kittredge Center, hooked around the soccer field and then headed out onto the main road that rings the campus before circling back. "We had 18 children under the age of 11," said Keith McKittrick, HCC's director of development. "We had people with dogs, people pushing baby carriages." After the race, participants were treated to a barbecue and threw down blankets in the grass to enjoy the day in the sun. "It was really nice to see families out there together," said McKittrick, "getting some exercise and raising money to support other families in their efforts to learn English and improve themselves."

RUNNERS HEAD OUT FOR THE START OF THE 2012 COUGAR CRAWL.

Scholarships aid tornado victims

On the eve of the first anniversary of the June 1 tornado that carved a path of destruction across western Massachusetts, HCC presented scholarship awards to 14 current and future HCC students affected by the storm. "Congratulations, it's always great to give out money," President Bill Messner said, handing out the awards. "My hunch is all of you can use a few extra bucks in your accounts." The scholarships were made possible by an anonymous donation through the Tides Foundation. Receiving awards ranging from \$1,000 to \$3,000 were, from Springfield: Chanel Allen, David Benvenuti, Sheila Diodonet, Malah Fish, Clarence Hill, Brian Rodriguez, and Tracy Viola; from Monson: Michelle Aucoin, Kelly Couture, Melissa Denocourt, and Ashley King; and, from West Springfield: Sisters Devi and Lakishima Adhikari, and Karen Pasquale.

PRESIDENT BILL MESSNER CONGRATULATES SCHOLARSHIP RECIPIENT CHANEL ALLEN, OF SPRINGFIELD.



Elms at HCC graduates first class

After 20 months of Saturday classes, the first crop of students from the Elms at HCC program received their bachelor's degrees in May. "I call the first group my pioneers because they started everything," says Joyce D. Desorcy '88, off-campus program coordinator for Elms College. The HCC-Elms partnership started in Sept. 2010 with the premise that an accelerated bachelor's weekend program would appeal to students who might not have time during the week because of other obligations, such as jobs and families. Holding the classes at HCC was also a way of attracting HCC graduates already comfortable on the campus. Twenty-one students received their degrees in business management, psychology, and accounting and information systems. The program has been so successful, two new Elms at HCC degree programs were added in January in early childhood leadership and health services administration.

ELMS AT HCC STUDENT BERYL SINGER, '06, TRIES ON HER CAP AND GOWN IN PREPARATION FOR HER MAY 2012 GRADUATION.

Dear HCC alumni,

Ten years ago, the HCC Alumni Association was one of the first community college alumni associations to develop an e-newsletter. On September 6, we rolled out the third generation of our newsletter on a faster, better software platform. Our new e-newsletter loads quickly, looks great and features alumni and student stories, college news, alumni and campus events and live links to more information.

If you didn't receive our new e-newsletter, we need your correct email address.

Please be sure to "opt in" (subscribe) to our e-newsletter by November 30, 2012. Alumni who opt in between now and November 30, and those already receiving our newsletter, will be entered into a promotional drawing to win the grand prize of an iPad.

Our e-newsletter is only one of our experiments with technology. Our Alumni Association has already used "text to give" software and is discussing ways in which we might use Facebook, Linked In, Google+, mobile communications and Twitter to provide interactive communication with our 29,000 alumni.

When you opt in to our e-newsletter you will be able to participate in alumni surveys and tell us your preferences for social media platforms and share your ideas about how to make our alumni programming and services more useful. So, use the link below to opt-in today!

Sincerely,



Joanna Brown
jbrown@hcc.edu
413-552-2253
Director of Alumni Relations



DIRECTOR OF ALUMNI RELATIONS JOANNA BROWN

Letters:

Readers are invited to submit letters and stories concerning HCC and its alumni. Contact the alumni director by phone (413) 552-2253 or email: jbrown@hcc.edu (put "HCC Alumni Connection" in the subject line).



Enter to win an iPad

Opt in to our e-newsletter by November 30, 2012, and you will be entered into a drawing for the grand prize of an iPad or one of two iPod Shuffles.

To enter the drawing, visit <https://foundationalumni.hcc.edu> and click on "new user registration." Fill in your information, choose a user ID and password, and hit "Submit."

You must opt in by November 30 to win a prize, so do it today!

*This prize drawing is open only to Holyoke Community College Alumni.
Thanks to our friends at **yes** computers for their help!*





HCC

IGHTECH

From iPads to state-of-the-art medical mannequins, the digital revolution continues its sweep through academia

Health sciences at HCC

By Chris Yurko

Noelle is no ordinary dummy.

She can be fitted with IV lines and catheters, hooked up to medical monitoring devices, such as blood pressure cuffs and pulse oximetry meters, programmed with different diseases, such as diabetes, and, if her heart stops, defibrillated. She also bleeds.

She's a high-tech wonder, but what's really special about Noelle is that she can give birth.

She is a complete maternal, neonatal simulation system, the first of her kind at the college and a welcome addition to the roster of medical mannequins in the SimU Center, a training area for HCC's nursing students. "This is our first obstetric model, and it's our first real female mannequin," said Michelle Sherlin, HCC's simulation specialist. "All the rest are men with changeable parts."

Noelle cost about \$40,000. She came with a fetus that can be monitored in utero and a high-fidelity newborn that will allow students to do post-partum care and assessments. Other recent purchases for the SimU Center include a second high-tech newborn, a 5-year-old mannequin, an infant warmer and a bilirubin light, which is used to treat newborns with jaundice.

These investments, some of which have been funded by alumni donations, keep HCC on the cutting edge of nursing instruction and also demonstrate the school's continuing commitment to providing top quality education and the tools to deliver it. But those are not the only technological changes going on in the nursing program or in the Health and Natural Sciences division, as the digital revolution continues its sweep through the academic universe.

For the first time, nursing students this fall were required to purchase iPads for their coursework. Some teachers are now pre-recording their lectures as video lessons to be assigned as homework, while reserving the classroom for discussion and interactive, hands-on learning. Last spring, HCC hired an expert in instructional design, whose job is to help faculty use technology to achieve educational goals. Becoming technologically adept is increasingly important for those who teach students who have grown up in the digital age, never having known a world without the Internet, smart phones, computer tablets, and Wi-Fi.



OH, NOELLE

Noelle is a complex machine. She came with two tablet computers and two patient bedside monitors. Her instruction manual is about the size and weight of a college textbook. She can be configured to have both pre-natal and post-partum complications and more than two dozen different diseases.

She was delivered to HCC this summer from a company called Gaumard Scientific and then assembled like a piece of furniture from IKEA, ready to be programmed and examined this fall in the SimU Center, a mock hospital set-up where HCC nursing students practice caring for patients in as close to real-world conditions as possible.

Noelle's presence will make those conditions even more real. "She is high fidelity," says Sherlin, "so you can do things you can't with a regular mannequin."



IPADS IN HAND

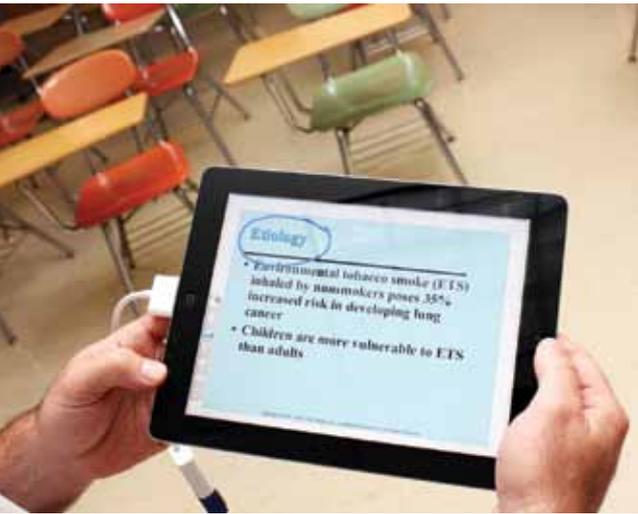
HCC nursing faculty experimented with iPads for a year before deciding to require them for students this fall. Until now, students used whatever computer technology was available to them, Windows systems or Macs, with a slew of different operating systems and web browsers.

Every term began with a wave of trouble-shooting as students tried—and often failed—to configure their various systems to access the online resources they needed for classes. "By getting everyone on a single technological platform, the hope is students will be able to concentrate more on the content of the class, rather than on what their browser settings might be," said Ian Camera, professor of nursing.

The iPad3 was chosen for its simplicity and ease of use. "Ironically, by adapting simple technology, hopefully we will be able to take the focus off technology," said Camera.

Students will carry their iPads all the time, using them to access Moodle, HCC's online learning platform, library databases and other online resources. They will also be able to buy electronic versions of their textbooks, with powerful search capabilities and immediate access to supplemental materials on the Internet, such as video and audio clips.





AT LEFT, CATHY EDEN, HCC SIMUCENTER TECHNICIAN, LOOKS OVER NOELLE, THE MOST RECENT ADDITION TO THE HCC SIMUCENTER'S ROSTER OF MEDICAL MANNEQUINS; A NURSING STUDENT WATCHES A LIVE FEED FROM THE SIMUCENTER AS HIS CLASSMATES TEND TO A PATIENT; A STUDENT CHECKS THE VITAL SIGNS OF A SIMUCENTER PATIENT; NURSING STUDENTS CONFER OVER A PATIENT'S MEDICAL CHART. ABOVE, RIGHT, AN IPAD, WHICH WILL BE REQUIRED EQUIPMENT FOR ALL HCC NURSING STUDENTS BEGINNING THIS FALL; CAMERA HAS BEEN USING AN IPAD IN HIS CLASSES TO RUN SLIDESHOWS AND RECORD HIS LECTURES; NURSING LAB TECHNICIAN CATHY CLEMMITT WEIGHS ONE OF TWO NEW NEONATAL MEDICAL MANNEQUINS.



FLIPPING THE CLASSROOM

Camera has been using slideshows for years during his classes and a laptop to record his lectures, which he then makes available online. "My students tell me they listen while they do the dishes, while they're in the car," he said.

Ultimately, Camera plans to use his iPad to synchronize his narration with the slideshow and make the entire multimedia package available to students online. "It's much easier to do with an iPad," he said.

The next step is to record lectures in advance. That is exactly what Professor of Biology Donna Mastroianni did during summer break to prepare for her Anatomy and Physiology class this fall, HCC's first "flipped classroom."

A flipped classroom is one in which students view or listen to lectures for homework and class time is spent on projects. Mastroianni used three different software programs to stitch together video-lectures that incorporate screen shots from the textbooks, her lecture (recorded with a web cam) and notes or diagrams of the images. Students view the lectures on YouTube or iTunesU (a repository for college classes set up by Apple). "I want it to be as close to what they would find in a classroom as possible," she said.

Class time is then spent on problem-solving exercises, case studies, discussions, projects and review sessions. "This will allow them to do a lot of group work," said Mastroianni, "which we didn't have time for before."

INSTRUCTIONAL DESIGN

Assisting in these efforts is Sabrina Johnson-Taylor, HCC's first coordinator of instructional design and support. She was hired to help faculty incorporate new technology into their courses. She's worked with Camera, Mastroianni and other professors individually and also runs a series of workshops for faculty and staff on a wide variety of different technological applications, from iPads and Moodle to podcasts and blended

classes (those with both online and classroom components).

She is particularly focused on making sure new technology is accessible to people with disabilities.

"Technology is great, but you can't talk about technology without talking about accessibility," she said.

One of her goals is to teach faculty to use Skype, an Internet videophone service, which could be used in online classes or to tutor students who can't make it to campus. "Skype is another way to bring face-to-face into the mix," she said.

One workshop will teach faculty how to create their own electronic textbooks with their iPads and make them available to students through iTunesU. "Students are on board using technology," said Johnson-Taylor. "We have to get the faculty on board too."

BUILDING FOR THE FUTURE

A key piece of HCC's growth involves turning a 22,000-square foot building on nearby Jarvis Avenue into a state-of-the-art health sciences building for the college's nursing and radiologic technology programs. Plans for the building, now the Grynn & Barrett photography studio, include a complete overhaul of the first floor, with construction of both high-tech and low-tech nursing simulation labs and classrooms for interactive lessons. The \$7 million pricetag will also include upgrades to science classrooms and laboratories in the Marieb building.

"We're providing state of the art technology for students because that's the way of the world," said Kathy Hankel, dean of HCC's Health and Natural Sciences division.

ABOVE, SABRINA JOHNSON-TAYLOR IS HCC'S COORDINATOR OF INSTRUCTIONAL DESIGN AND SUPPORT, CHARGED WITH HELPING FACULTY INCORPORATE NEW TECHNOLOGY INTO THEIR COURSES.

Steven G. Richter, '75

Pushing the limits

By Janice Beetle Godleski



“I was inspired because I knew I could do it. I always wanted to have my own laboratory and build my own business.”

Steven G. Richter, '75, doesn't know when to stop pushing himself.

In 1984, for instance, he was working full time for a medical device company in Connecticut and plugging away on his master's degree in biological sciences. Meanwhile his second child had just been born.

Still, Richter had to have just a little more challenge.

So, with \$500 in capital, he started Microtest Laboratories out of the attic of his family home in Feeding Hills. On nights and weekends, drawing on experience he gained over almost a decade at the Food and Drug Administration, he tested products for medical device and pharmaceutical companies to rule out bacterial contamination and ensure the accuracy of the labels that read: “sterile.”

Richter worked alone on nights and weekends, getting small loans from a local bank when he needed to and using household items—like his refrigerator—as an incubator.

“I was inspired because I knew I could do it,” Richter said. “I always wanted to have my own laboratory and build my own business.”

Build it he did.

Microtest is now located in the Agawam Industrial Park, employs 100 microbiologists, chemists, product safety analysts and support staff and serves Fortune 500 companies in the medical device and pharmaceutical areas—manufacturers of such things as Band-aids, hip and knee implants, catheters and biotech drugs.

Richter, 57, is the president and CEO of a corporation that includes 50,000 square feet of laboratory space and holds roughly \$6 million in equipment.

“It's gone way beyond my wildest dreams,” Richter said. “I'm constantly pushing myself. That's why the company has grown so much. I look for opportunities in other areas.”

In addition to offering product testing for pathogens and bacteria, Richter's corporation now has offshoots, such as a pharmaceutical manufacturing branch, called BioOne Sciences, which produces pharmaceutical products to be used in clinical trials; Microtest manufacturers the new drugs, tests them and makes them available to the

clinics where the trials are conducted.

Some medical devices, such as cardiac stents, are also manufactured by Microtest for testing purposes.

Richter, who now lives in Southwick, grew up in Springfield and entered Holyoke Community College's medical technology program after high school graduation in 1973. He transferred to the University of Massachusetts at Amherst, where he took numerous microbiology courses while earning his bachelor's degree in public health.

While working at the FDA, Richter earned credits toward a master's degree in biological sciences, a degree he completed at the University of Massachusetts at Lowell, in 1987. He also holds a doctoral degree from Columbia Pacific University in California, where he wrote a dissertation on a fungus called *pyronema domesticum*, which caused the recall of medical devices in the early 1990s because it couldn't be sterilized by conventional means. HCC Chemistry Professor Stan Dunney worked with Richter on this project.

Richter said his studies at HCC were a true springboard for all his next steps and provided the assurance he needed that he wanted his focus to be in the area of laboratory science.

He is particularly grateful to Professor Dunney, who pushed him to excel—harder than he pushed “the other guy.” “He made me look at things a little differently,” Richter said. “I never thought I could do the things that I could do, and he pushed me so that I could actually do those things.”

Greg Schneider, '90

Bottom-line responsibility

By Janice Beetle Godleski



After Greg Schneider, '90, dropped out of high school at 16, his life choices were pretty limited.

He worked in a restaurant, learned how to cook, earned his GED, and enrolled at Holyoke Community College for its Culinary Arts program.

Then his choices opened up exponentially.

Under the guidance of the late Professor Miriam Sajkovic, in a European history class, and then in every class she taught, Schneider developed a thirst for knowledge, learning and philosophical discussion that has led him to become a successful entrepreneur in the emerging social networking arena.

"She was the most inspiring person I had ever met," Schneider said of Sajkovic. "She was intent on making us think for ourselves. Class really became a conversation and a philosophical discussion about what we were reading and our interpretation of that, and there were no right or wrong answers."

Schneider earned an associate degree in liberal arts from HCC and transferred to the University of Massachusetts, Amherst, where he earned a bachelor's degree in philosophy and a master's in biochemistry and molecular biology.

At 42, he is now co-founder and chief executive officer of 3BL Media in Northampton, which provides corporations and nonprofit organizations with the means to widely distribute their news regarding philanthropy and their work in areas of social responsibility, ranging from the environment to human rights.

"Organizations, whether Fortune 500 or nonprofits, want people to be aware of corporate citizenship work they're doing," Schneider said. "They use our service so they get press releases, blogs, reports and videos to people who care about this information, using technology and the social web."

Central to Schneider's business, which he founded with four others after working briefly in the biotech industry and then developing and selling a series of other businesses, is the application of innovative software that he and his partners developed.

Clients who subscribe to 3BL use this software via the website (www.3bl.com) to

upload and immediately distribute their news about corporate social responsibility to thousands of journalists, news outlets, top-rated bloggers, financial professionals, aggregators (such as Google News, Lexis Nexis), video channels (YouTube), social networking sites (Facebook and Twitter) and contacts that 3BL has developed.

The name of the company, founded in February 2009, stands for "triple bottom line" and outlines Schneider's corporate philosophy: "Triple bottom line is the notion that a company has a responsibility not only to a financial bottom line but also to a social and environmental return."

Schneider stressed that he and his partners didn't invent anything that didn't exist before as much as they adapted and improved on news feeds that already existed.

"We knew that we could help companies distribute more than just press releases, and we knew about what companies are doing to help improve society and the world," he said. "Their stakeholders aren't reading press releases. They're watching videos and reading blogs."

Schneider, who has three children and lives in Longmeadow with his partner, Cindy, said the inspiration and vision for 3BL really goes all the way back to HCC and Professor Sajkovic, or "Mim," as he calls her.

"It was Mim (who offered) the notion that we can all be independent thinkers and think creatively," he said. "That's all we did. We just used things that already existed in a better way."

"She was the most inspiring person I had ever met."

Stanley J. Swierzewski III, '79

Lighting the path to better health

By Ronni Gordon

Dr. Stanley J. Swierzewski III, M.D., practices in two very different fields—urology and cosmetic surgery—but there is a common thread between the two.

He keeps up with advanced laser technology in each practice.

"I've always been at the cutting edge," he said. "It's where my interest lies because I want to provide the best for my patients."

Swierzewski, a Holyoke native who graduated from HCC in 1979 with an associate degree in business, is the son of a doctor, but he did not want to follow his father's path. But, while studying business, he became certified as an Emergency Medical Technician, "and that prompted my interest in medicine," said Swierzewski, who lives in Longmeadow with his wife, Leeza, and their children.

Medicine, it turns out, is almost a family business. He has seven siblings, and three of his brothers are also doctors.

A graduate of the Williston Northampton School in Easthampton, he attended St. Anselm College in Manchester, N.H., for a year before enrolling at HCC. In 1983, he received a bachelor's degree in business administration from the University of Massachusetts at Amherst, where he took his pre-med requirements. And in 1988, he received his medical degree from Tufts University School of Medicine in Boston.

Chief of surgery at Holyoke Medical Center and director of the hospital's Continence Center, Swierzewski is also part of a two-doctor team owning Hampden Urology Associates, at 10 Hospital Drive in Holyoke, the practice his father, Dr. Stanley J. Swierzewski Sr., founded.

Swierzewski said he was among the first to employ a minimally invasive laser treatment for enlarged prostate along with focusing on reconstructive urology, voiding dysfunction, female urology and urinary incontinence.

He is also medical director and owner of La Dermique Skin Rejuvenation and Body Contouring Center in Feeding Hills.

He had heard that a small, laser skin-care business needed a new medical director and thought it was an opportunity to expand his use of lasers.

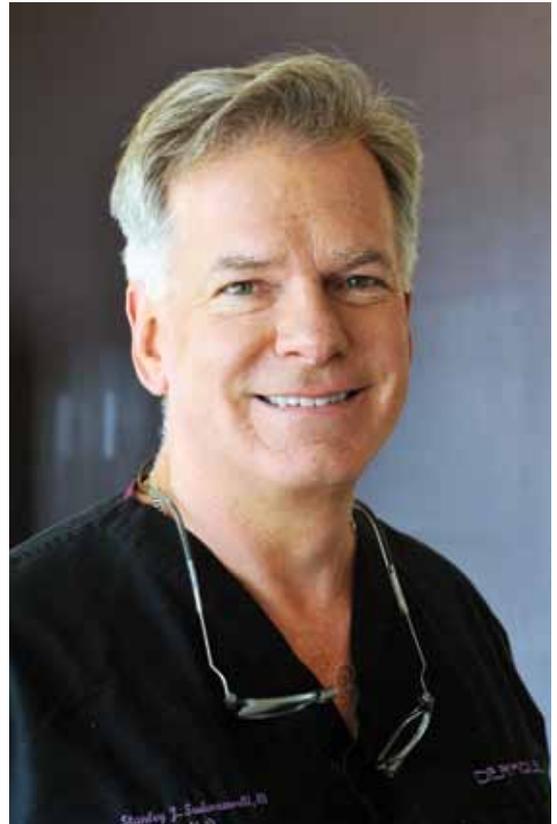
"Lasers brought me into this business," he said during an interview in between seeing patients at La Dermique.

He bought the practice five years ago, got his certification in liposuction and built the business up to what it is today.

Swierzewski, 53, said the practice offers the newest technology for non-invasive facelifts, avoiding surgery and the recovery period afterward. The technique, called Ultherapy, uses ultrasound to deliver low levels of heat beneath the skin, stimulating the growth of new collagen and causing a gradual tightening and firming.

La Dermique also offers laser treatment for facials and cellulite, in place of traditional liposuction and other procedures.

His interest in technology also extends to the Internet. Seventeen years ago he founded Healthcommunities.com, with the goal of providing a community around health issues. Although he sold the business three years ago, it still offers online information on urology, cardiology, women's health, neurology and other specialties.



"I've always been at the cutting edge. It's where my interest lies because I want to provide the best for my patients."

Sue Welch, '73

Streamlining global retail

By Ronni Gordon

Sue Welch, '73, has always loved retail, starting with high school jobs and an HCC internship working at the former G. Fox & Co. department store.

She majored in retail management and went on to work at the old Forbes and Wallace in Springfield as an assistant buyer. After that, the Westfield native performed audits of store operations and managed the import department at the former Zayre.

It was then that she realized the import process would be more efficient if it were automated. And so began a career using technology to streamline the retail system, from inspiration and design to development and delivery.

"I got the idea to start my own company in technology, and I had never touched a computer," Welch said over the phone from Gloucester, Mass., where her company, TradeStone Software, is located.

"I thought there was more we could do for our buyers. I knew we needed to make it easier, faster and more efficient."

Welch designed a program and teamed up with a software designer, Jack Zakarian, who has worked with her at each of the three companies she has owned.

The teams she's led have been responsible for many industry firsts: In 1984, she delivered the first PC-based import software to the global market through her company, IMC Systems Group.

At her second company, RockPort Trade Systems, she launched the first Windows-based sourcing software. After selling that company for more than \$100 million, she formed her third company, TradeStone, which delivered the first web-based composite application for global sourcing.

Asked what made her most proud about those companies, she said, first, the people she worked with, and in terms of technology, "I am most proud of the fact that all my companies used the most advanced tech tools to build first-of-a-kind solutions for global businesses. And that, even today, systems we built at my first and second companies are still being used by major corporations around the world."

At TradeStone, the process begins with merchants or designers using an iPhone to capture images that inspire them—perhaps stonework or a field of flowers.

"TradeStone designs the product and says to overseas suppliers, 'This is what we want you to build,'" Welch explained.



"I got the idea to start my own company in technology, and I had never touched a computer."

"Tradestone creates the orders, notifies banks, and keeps monitoring what is happening in the production of those goods. Then it tells the supplier, we are ready, creates the export documentation, it's received, and we're done. It doesn't matter where the supplier is or the retailer is."

Without this centralized process, merchants and designers would spend more time and money dealing with all the different parties in the development process.

"Technology is a lot of fun," said Welch, who is 60 and lives in Gloucester with her husband, David, and their three cockapoos.

TradeStone calls the system Merchandise Lifecycle Management. According to its website, a business using MLM is "more responsive to market and consumer trends, more effective in managing product mix, and better able to optimize merchandise decision-making.

"The practical result of MLM is seen by enhanced gross margins, gains in market share, improved vendor/supplier relationships, better quality merchandise and reduced operational costs."

The company's customers include Macy's, American Eagle Outfitters, Kohl's, Lowe's, Talbots, Lord & Taylor, Anthropologie, Aerie and others.

"We've developed a mobile technique that people can use all around the world," said Welch, "It's fast paced, and you've made the world a little smaller. We're always looking ahead and asking what is going to happen in the future."

Scenes from a grand celebration

By any measure, HCC's 65th Commencement was a grand event. In addition to the usual triumphant jubilation, the college honored 1,001 graduates May 26 as it officially bestowed alumni status onto the Class of 2012. HCC handed out a total of 1,026 awards — 873 associate degrees and 153 certificates. The graduates ranged in age from 18 to 80 and hailed from 70 different Massachusetts cities and towns as well as states as far away as Michigan, Missouri, South Carolina and Florida, and the countries of Israel, Malawi, Peru and South Korea. "I can never be thankful enough for my experience at HCC," student speaker Fabiola Alouidor, a native of Haiti, told fellow graduates and their families under the big tent on O'Connell soccer field. "So much has happened in just two years. I will always cherish these moments." So will we.



CLASS NOTEBOOK

1959

Claude J. Falardeau owns a unique bed and breakfast called Harbour Inne & Cottage, in Mystic, Conn. Guests can enjoy a six-person, therapeutic hot tub, outdoor grill, picnic area, gazebo and Wi-Fi, along with deeply discounted tickets to the Mystic Seaport Museum and Aquarium. Please visit www.harbourinne-cottage.com or call (860) 572-9253.

1960



Joan Poli Donoghue was named the 2012 Educator of the Year for Adult Education Programs in Connecticut. The award was presented by the Connecticut Association for Adult

and Continuing Education (CAACE) on March 30, 2012, at the CAACE annual conference. Donoghue has been an educator and administrator with New London Adult Education since 1984, teaching English to limited English speakers, writing grants, creating workplace programs, teaching classes online for the Adult Virtual High School, and teaching English, history and government in the credit diploma program. Donoghue lives in Norwich, Conn., with her husband John.

1972



Victor Stephen Kamont recently graduated from Pierce College in Woodland Hills, Calif., where he was awarded the first Anthony J. Connelly Memorial Scholarship

Award in Media Arts. Kamont, who lives in Malibu, Calif., earned six degrees at Pierce College and he was on the Dean's List four times. Kamont has recently conducted his 50th radio show, "Happy Hour," for KPCR.com. One of his recent guests was the actor John Savage. Kamont will attend State University Northridge as a broadcast journalism and

film major to earn his bachelor of science degree and will continue to host his radio show at Pierce College.

1976



Gerry Bates retired from HCC after teaching in the business division for 33 ½ years and serving as club advisor for Campus Ministry for 31

years. She is planning a trip to China in December to visit her daughter. Alumni may still contact her via her HCC email: gbates@hcc.edu.

1978

Rosemary Dion works for Commonwealth Care Alliance as an RN case manager for the Senior Care Options program. The program serves folks 65 and over who are eligible for Medicare/Medicaid. One goal of the program is to keep seniors safely in the community as long as possible. Alumni wishing to learn more about this program can visit www.commonwealthcare.org.

Alex Sajkovic is the owner of ASN Natural Stone East. The company's showroom is at 518 Pleasant St. in Northampton, next to the Shell Station. They have been in the stone business since 1986 and have natural stone from Vermont, Virginia, and all over the world, for projects of all types and sizes. ASN specializes in local and domestic natural stone countertops and large projects. Alumni are invited to visit the ASN showroom or www.asnstone.com, or email infoeast@asnstone.com. Mention that you are an HCC alum and you will receive a "good neighbor discount."

1980

Kathleen G. Anderson is the president of the Greater Holyoke Chamber of Commerce. She had previously served the city of Holyoke for 13 years as the director of Planning and Development.

Gretta Tucker is the owner of WalkingTalkingTours, which offers several guided walking tours of Northampton, including "Meet Main Street," "Bricks

and Mortar" (architecture), and some "foodie" tours. Alumni are invited to visit www.WalkingTalkingTours.com.

1981

Linda Cote is a surgical nurse at Mercy Medical Center, where she has worked since she graduated from HCC. She counts her blessings every day that she landed her first job at Mercy and is still there today.

Isabel Smidy, CPA, MST, is principal of Isabel Smidy, CPA, Tax and Accounting Services. She offers tax preparation and planning services for individuals, corporations, partnerships, estates, trusts, nonprofits, and pension and limited liability companies. Her career has spanned over 30 years of accounting, auditing, and tax work and as a revenue agent for the Internal Revenue Service. She holds a B.S. from Western New England University and an M.S.T. from Bentley University. Her practice, which she runs from Quechee, Vt., spans Western Mass., Vermont and New Hampshire. Alumni are invited to visit www.isabelsmidycpas.com where they can sign up for a helpful newsletter offering a wide range of tips and advice.

1983

Joseph O'Connor was named "Mr. Hibernian" by the Ancient Order of Hibernians, James A. Curran Division 1 of Hampden-Hampshire Counties at the annual Irish night on February 25, 2012, at the Warehouse? in Holyoke, Mass.

1986

John Matlock is a fine artist who works in acrylics and has painted landscapes throughout New England. His interest in marine life was apparent in the underwater scenes of sea creatures, tropical fish and coral reefs featured at his May 2012 show at the West Springfield Public Library. Alumni are invited to see his work at J.H. Miller Picture Framing and Gallery in West Springfield or online at www.johnmatlockartwork.com.

1990

Kendra Sherwin-Williams (formerly Kendra Sherwin) was married to Paul Williams on September 19, 2009. On the morning of their wedding, they visited the Sherwin-Williams paint store in Greenfield, Mass., where they were given free paint sticks and hats to give out to their guests. Kendra now works in the admissions office at Greenfield Community College.

1996



Brenda Tibbetts (formerly Brenda Bresse) was a part-time instructor in the Opticianry Program at HCC before the program ended. She now owns a full service optical shop, Tibbetts Optical,

with an onsite lab, at 170 Main St., Suite E., in Monson, Mass. Alumni are invited to come by, call (413) 267-4200, or visit tibbetsoptical.com (also on Facebook).

1997

Orlando Otero, an independent filmmaker, completed his film on the history of Latinos in Westfield, Mass. He earned his bachelor's degree in psychology from UMass-Amherst in 2001. Otero is a member of the Westfield Spanish American Association (WSAA). The group provides awareness, exposure, and understanding of Latino culture, including art, language, music and history. WSAA provides young people with mentoring by professional role models and also provides academic scholarships. Alumni wishing to learn more may email wsaa1995@gmail.com or visit www.wsaasoc.com.

1999



Photo courtesy of The Republican

Geoffrey J. Croteau has been promoted to managing associate at MassMutual Life Insurance Company. His new role allows him to recruit, train and develop

new MassMutual service professionals. HCC alumni who would like to hear more about this opportunity are invited to contact him at geoffreycroteau@financialguide.com.

2001



Mary Ann Carrasaquillo-Rodriguez graduated from UMass-Amherst in 2006 with a B.A. in general studies and diversity education. She earned her master's degree

in education technology from Lesley University in May 2012. She is currently the instructional technology teacher at Leadership Charter School in Springfield, teaching middle school and high school students. She married Joselito Rodriguez in 2009.

2002



Maritza Martinez is the literacy and transition coordinator under the CFCE (Coordinated Family Community Engagement) Program at Head Start in the Picknelly

Center for Adult and Family Education in downtown Holyoke. For information about Head Start, call (413) 788-6522.



Rich Poggi is a sous chef for the Log Cabin and the Delaney House. He attended STCC before transferring into the Culinary Arts program at HCC. He apprenticed under chef Dave McGurn at Storrowtown Tavern

and has also worked at Finn's on Block Island. He has spoken to classes at HCC and has also supervised HCC student interns from the Culinary Arts program. Alumni can visit the Log Cabin and Delaney House online at www.logcabin-delaney.com.

Felicia Prempeh received her bachelor's degree in nursing from Elms College and is currently earning her master's degree in nursing.

2004

Karin Bean is now a production support systems specialist in IT at MassMutual Insurance in Springfield, Mass. Bean is originally from Germany and became a U.S. citizen after living in the U.S. for 18 years as a permanent resident. She recommends HCC to young people whenever she has the opportunity to do so.

2006

Barbara Paula was voted "Top Woman in Beauty" by Western Mass. Women's Magazine. Paulo has owned her own salon, Shear Xtreme, on 4 Old South Street in Northampton for more than nine years. For seven years Paulo has volunteered as a stylist, cutting hair and collecting ponytails for the HCC Unity Club's annual "Wigs for Kids" event. She invites alumni to visit her salon or website at www.shearxtreme.com.

2007

Corey J. Harris has been named the IT manager at Hogan Technology, formerly Hogan Communications, of Easthampton, Mass. He will be heading the Managed IT team. He received a B.S. in information technology from UMass-Lowell in 2009.

2008

Elbert Bowler is the creator of a website about the Mt. Tom range and its raven narrator, "Nevar." Alumni are invited to visit the website, mttomrange.org/index.html, to hear Nevar's lectures about various features and historic sites of the Mt. Tom range, as well as Nevar's thoughts about the wind turbines proposed for Mt. Tom. Bowler would also love to hear from possible collaborators (animation, voiceovers, video, website design) via email at nevar13@comcast.net.

Class Notes:

News from alumni should be addressed to the Alumni Office, Holyoke Community College, 303 Homestead Avenue, Holyoke, MA 01040 or via email to jbrown@hcc.edu.



Leth-Steensen has taught mathematics at Tantasqua Regional High School for six years. After receiving his associate degree in mechanical engineering from HCC in 2003, he enrolled at Bridgewater State University and graduated cum laude in 2005 with a bachelor's in mathematics and minors in psychology and secondary education. He is currently enrolled in the master's degree program at Westfield State University, where he is studying both education and advanced mathematics.

Holyoke Community College was by far the most important part of my education. There the foundation was laid for all the learning that took place at the other colleges I attended. My HCC professors were fully invested in me as a student, but, just as important, they were also concerned about me as a person. I initially started out with a "Transfer Compact" agreement with the University of Massachusetts, where I would automatically be accepted upon graduation to any UMass campus as an engineering student. But, thanks to the commitment and attention of my professors and Vivian Ostrowski, then the Student Activities coordinator, I was encouraged to become an educator.

For more than two years I was involved with the Student Senate as its secretary. In that time I found I enjoyed helping others and doing for them what many people at HCC were doing for me. I was inspired to become a better student and a better person. I believe that these amazing, caring people are directly responsible for the teacher I have become today.

I will always be grateful for the quality of the education I received and to the people who helped me gain the knowledge I needed. I will always fondly remember professors like Ileana Vasu, John Sullivan, Tom McChesney and Yadu Sharma. I am a strong advocate for HCC and encourage many of my students to attend. I only hope someday I will be able to give back everything I received from such a fine college.

J.T. Leth-Steensen III, '03,
Mathematics Educator,
Tantasqua Regional High School Math Department,
Sturbridge, Mass.



Richard Leon Provost '49 Funds Six Scholarships

Richard Leon Provost '49 was the first Holyoke Junior College graduate to earn a PhD. Provost taught psychology and education for 34 years at East Texas University, Northern Illinois University, Texas A&M University, Southwestern Community College, and Kearney College in Nebraska. As an educator, he created the first learning/practicum programs and taught the first psychology course within a nursing curriculum at the colleges where he taught, and he introduced the teaching of juvenile delinquency and adolescent psychology to a police academy in Nebraska. He has also written eight

books and 15 articles on genealogy and is an award-winning artist. Provost has shown his appreciation to HCC by funding six scholarships through the HCC Foundation. His advice to HCC students: "Seize every minute and live it. Never give it away. Commit yourself to doing a super job in school and don't be afraid to accept help from other people. Always do the best that you can."

To learn how to create an endowed scholarship or support the work of HCC through a deferred or planned gift, please contact Erica Broman at (413) 552-2747 or ebroman@hcc.edu.

In memoriam

We are saddened to learn of the passing of the following members of the HCC community:

- Peter L. Graham '68
- JoAnn (Turcotte) Senechal '71
- Gail Tyson Wright '75
- Joseph G. Hobert '86
- Carole A. Haley '90
- Rahman Alim Strum '02
- Laura Belsky, Professor Emeritus, Biology
- Martina Brennan, retired staff
- Everett Clegg, retired audio visual center director

2012 Distinguished Alumni



Serena K. Fuller, '77, left, and **Carl Eger, Jr., '56**, received Distinguished Alumni Awards on June 6, 2012, at the Log Cabin in Holyoke. Fuller is the owner and CEO of College Highway Insurance Agency in Southwick, Mass., and serves on several boards in Westfield and Southwick. Eger served for more than 40 years with federal, state and municipal agencies and has owned four businesses. He is active on numerous boards and civic organizations in Holyoke and Western Mass.

Forever Wearin' the Green!

Don Delano, '73, and **Cathy Delano** are so dedicated to the Holyoke St. Patrick's Day Parade that they have traveled from Illinois to Holyoke to work at the parade for the past 13 years and from southern Connecticut for the previous 18. This year they were in charge of presenting float awards and trophies, among their other duties as Parade Committee members. Don has recently retired and they are completing a move back to Connecticut, which will make their St. Patrick's Day volunteering easier. Here they are shown with the 2012 parade trophies.

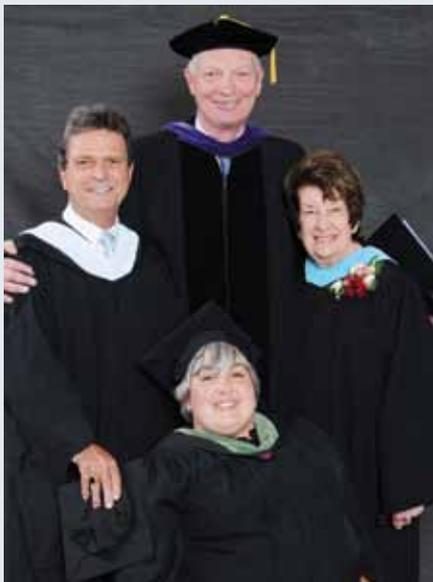


Award Winning Glass

Joe Peters, '04, learned to blow glass at Snow Farm in Williamsburg, Mass., after HCC art professor Felice Caivano suggested he study there. Good advice. His work won three craft industry awards from American Style Magazine in 2011 and one in 2012. He was awarded first place in a flame-working competition in Corning, N.Y., where he had nine hours to create a blown glass piece. Peters, who lives in Chicopee, is now on the board of directors at Snow Farm and teaches there in the summer. He exhibits his work at the Don Muller Gallery in Northampton and other galleries throughout the country, and has produced commissioned installations for children's hospitals in Peabody, Wrentham, Weymouth, and Chicago. To see a gallery of work, go to: www.joepetersglass.com



ALUMNI IN ACTION



Three honored for distinguished service

Annually, HCC presents Distinguished Service Awards to select individuals for their dedication and outstanding service to the college. This year, Distinguished Service Awards were presented to **Nancy J. Bazanchuk, '95**, of Chicopee, director of the Center for Human Development's Disability Resources program (center front); **Janis Santos, '74**, of Ludlow, executive director of Holyoke-Chicopee-Springfield Head Start (right); and **William Ward**, of Westfield, president and CEO of the Regional Employment Board (left). Here they are, before Commencement, with HCC President Bill Messner, top center.

From Fryer Fat to Fuel

Attorney **Peter McAvoy, '84**, started ReEnergizer LLC, with three missions in mind: improve the local environment with a clean renewable fuel source, increase jobs, and wean America from its dependence on foreign fossil fuels. (His brother was injured in the Iraq conflict, so the last point is personal, he says). ReEnergizer, which is based in Holyoke, recycles fryer oil from restaurants, manufacturers and institutions throughout New England and New York. The company pays for the grease and also provides marketing through on-site window stickers, frequent news appearances, the website **localvegoil.com**, and its Facebook pages. HCC alumni are invited to "Like" ReEnergizer Facebook pages for entry into gift card drawings at restaurants. McAvoy is working with one HCC intern and looks forward to working with more in the future. Here he is with his dog, Crisco.



Colonel shares thoughts on leadership

Col. Reginald Sanders, '81 (left), talks to HCC student **Silverina Reyes, '12**, a veteran of the wars in Iraq and Afghanistan and an active reservist at Westover Air Reserve Base in Chicopee. Sanders was on campus on April 20 to talk to business students about the qualities that make good leaders, both in the corporate world and in the military. Sanders, former international customer relations executive for Daimler Chrysler, received the Distinguished Service Award from Holyoke Community College at Commencement in June 2001.

Dear Alumni,

I want to thank you for your generous support in helping to make this year a successful one. In the past 12 months, our Alumni Association has donated \$40,000 in new equipment to Holyoke Community College:

- We filled a science laboratory with \$14,000 worth of new microscopes that provide the utmost clarity.
- We also provided two state-of-the-art projection microscopes (\$10,000) to enable large-scale images to be shown to all students in a classroom. This demonstrates our commitment to "universal teaching and universal design," creating inclusive classrooms.
- We purchased an infant simulation mannequin for the nursing laboratory at a cost of \$3,871.
- We provided three knee joint cross-section models at a cost of \$676 and a dual lung comparison set at a cost of \$340.

- We are providing \$10,000 to purchase needed equipment for the Leslie Phillips Theater.

In addition to our equipment purchases, we provided more than 25 scholarships to HCC students, giving financial support and a huge morale boost to our scholarship recipients.

This year, we are launching the "Building Healthy Communities" Campaign to create a state-of-the-art nursing and radiologic technology building on Jarvis Avenue. I invite you to join me in contributing to the campaign.

At Holyoke Community College, every gift is important, and every alumni donor can play a part in our success.

I invite you to join me in contributing to the Building Healthy Communities Campaign by filling out the contribution form below and sending it with your check today. If you prefer to donate online, our secure donation form is only a click away at **www.hcc.edu/donate**.



Alumni Association President Gloria G. Lomax '75, Professor Emeritus

Sincerely,

Gloria G. Lomax

Gloria G. Lomax '75

President, Holyoke Community College
Alumni Association
Professor Emeritus

2013 HCC Annual Fund (closes June 30, 2013)

Enclosed is my/our contribution of:

\$ _____ \$25 \$35 \$50 \$100 \$300 \$500 \$1,000 \$2,500 \$ _____

I/we wish to contribute to the following fund: **Building Healthy Communities Campaign**

Where the need is greatest **Scholarship fund**
 Equipment for classrooms & labs **Other:** _____

Name(s): _____ Graduation year or years attended: _____

Address: _____ City/Town: _____ State: _____ Zip: _____

Home/Cell telephone: _____ Email: _____

Employer: _____ Position/Title: _____

My/our check is enclosed, payable to **HCC Foundation Inc.**, (2013 fund drive ends June 30, 2013)

My/our gift will be matched by: _____ (please submit matching gift form)

To charge a gift, please call (413) 552-2546 or visit our secure donation page at hcc.edu/donate

I wish to give anonymously. Please do not publish my name in the 2013 Annual Giving Report

Please mail to: HCC Foundation, Inc., 303 Homestead Ave., Holyoke, MA 01040. For more information please call (413) 552-2253.

HCC Album



A fountain is, by definition, a source, a point of origin from which something springs, whether literal, metaphorical or philosophical. Since 2004, the HCC Alumni Fountain has graced the center island by the bus turn between the Frost and Donahue buildings. Each spring, Theresa Howard, former dean of Career Services (now retired), has coordinated a volunteer crew to plant a beautiful flower garden around it. The three-tiered fountain was a gift to the college from the HCC Alumni Council, which funded its installation at the request of then President David M. Bartley, '54. Symbolically, the fountain might be said to represent the college as a source of knowledge and inspiration, a point of origin from which countless students have begun their educational campaigns and careers. Then again, sometimes a fountain is just a fountain, to be enjoyed on its own merits, as a visual and aural oasis amid the commotion that so often characterizes college life.

Business or pleasure?

Enhance your career, or just your life, by taking a non-credit class this fall at HCC.

NEW FOR FALL 2012

- Introduction to Dog Grooming & Styling
- Maintaining Your Home Computer for Maximum Performance
- Selling & Buying Through eBay for Fun & Profit
- Local Film Production & Marketing
- Effective Business Writing
- Natural Healing Through Reiki
- Yogic Sleep
- realBUSINESS: Keeping Your Business Viable in the Future
- Book-keeping Certificate Program
- Advanced Event Planning
- K-12 Substitute Teacher Training
- Professional Mommies: Balancing Play Dates, Naps and Diaper Changes While Squeezing a Career in Between
- Home Staging: Sell Your Home NOW!

Alums receive a 10% discount on all non-credit classes. For a full list of all non-credit courses, go to www.hcc.edu/bcs or call (413) 538-5815 to register.

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2012 EVENTS

Sunday, October 21, and Sunday, December 9

Holyoke Civic Symphony Orchestra

3:00 p.m., Leslie Phillips Theater,
Fine and Performing Arts Building

Donations accepted at the door. For program information go to www.holyokecivicsymphony.org

Monday, October 22

'Building a Small Business'

5:00 p.m. social hour, 6:00 p.m. panel, Kittredge Center,
Room 301

Co-sponsored by the HCC Alumni Association, the Holyoke Chamber of Commerce, and the Greater Chicopee Chamber of Commerce. Free and open to the public. Registration suggested. For more information, including a list of panelists, and to register, visit <https://foundationalumni.hcc.edu> and click on "Upcoming Events" or call (413) 552-2253.

Wednesday, October 24 11:00 a.m., Frost 309

Friday, November 16 6:00 p.m., Campus Center 217

(ASL) Silent Pizza Gatherings

To register or to request ASL interpretation at alumni and campus events, please email csmalley@hcc.edu.

Thursday-Saturday, November 15-17

The House of Bernarda Alba

8:00 p.m., Leslie Phillips Theater, FPA Building



Interpreted
Nov 16

A play by Federico Garcia Lorca, directed by Patricia Sandoval and presented by the HCC Players. General admission is \$10, \$7 for HCC students, faculty and staff. Call the box office for tickets at (413) 552-2528.

Friday, November 30 - Don't miss out!

Enter to win an iPad!

Many events are scheduled after our magazine goes to press. To receive our alumni e-newsletter with up to date information about alumni and campus events, please join our online alumni community today by signing up at the HCC Foundation website (Please see page 3). **If you sign up by Nov. 30, 2012, your name will be entered into a drawing for an iPad and other prizes!**

2013

February 1

HCC Foundation and Alumni Association Scholarships are available. Visit www.hcc.edu/the-hcc-foundation/scholarships for information.

HOLYOKE COMMUNITY COLLEGE
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