



**Press Clippings**  
**March 2018**  
**Web**

**Title:** 5 things to know & an NBCUniversal exec is a puzzled by the stock market as I am

**Author:** Dell Poncet

**Link:** <https://www.bizjournals.com/philadelphia/news/2018/03/01/5-things-to-know-an-nbcuniversal-exec-is-a-puzzled.html>

**Date:** March 1, 2018

Happy March 1, our long winter torment is ending ... actually it hasn't felt that much like winter. Let's get ready for some rain.

### **New in New Hope**

A new luxury hotel is on the way up there in New Hope next year. It will be called the Riverhouse at Odette's and will cost \$25 million.

As usual, there is a lot happening in the popular Bucks County river town. Here is Kenneth Hilario to delve into it.

### **Women rule**

A woman will lead Peirce College for the first time. It's way past the point where we should be having "first woman" announcements. But there you go. Women will do a much better job of running things than men if given half a chance, if you ask me.

So who is the first female at Peirce? It's Mary Ellen Caro and Michelle Caffrey is here to tell you more about her.

### **Take our gun poll**

The big news yesterday was that Dick's Sporting Goods was the latest — and most surprising — company to say enough is enough with this assault-rifle idiocy. It will stop selling them nationwide. (Late yesterday Walmart made a similar announcement.)

With that in mind, take literally less than 30 seconds out of your morning and let us know how you feel in our current Business Pulse poll. Is it good for business for companies to cut ties with the NRA? Take the poll here.

### **NBCUniversal exec & share price**

Being far from an expert on the stock market, I sometimes joke that investors operate on the basis of fear, irrationality, contradiction and lemmings.

You know, there's a rumor that such-and-such company is an acquisition target and its stockholders laugh and dance obscene jigs, giddy over the prospect, its shares price

rockets. The same company, it is rumored, seeks to buy another, and, panicked, its stockholders yell SELL! SELL!

Then there is the Federal Reserve. Its chairman suppresses a belch after his steak dinner and the market — ready to commit suicide — loses 500 points.

I was comforted that a businessman as astute NBCUniversal's Steve Burke seems a little befuddled himself. Here is Michelle Caffrey reporting on Burke's interview at the Morgan Stanley Technology, Media and Telecom Conference yesterday.

### **Then & now**

You know we love our dauntless leader, Editor-in-Chief Craig Ey, here in the Business Journal newsroom. We'd follow him down a dark threatening alley filled with rats. (One reason, though I won't mention it, is that his beautifully shaped hairless noodle would be easy to see.)

Craig, besides being the spirit guide of the editorial department, is something of a prophet too. Her reached back into his memory banks and found a column from four years ago that is just as apropos today as it was then.

**Title:** What role will education play in Philly's new workforce strategy?

**Author:** Emily Neil

**Link:** <http://aldianews.com/articles/culture/education/what-role-will-education-play-phillys-new-workforce-strategy/51874>

**Date:** March 1, 2018

Education institutions and programs of all levels are playing an integral role in the new citywide workforce initiative, Fueling Philadelphia's Talent Engine, officially launched by Mayor Jim Kenney, stakeholders, and leaders at an event at the Community College of Philadelphia on Feb. 15.

Implementation of the strategy will be coordinated by the city's Office of Workforce Development, to be established this year. The framework for the program, designed by a steering committee comprised of leaders and representatives from education, government, and business, outlines three goals: prepare city residents with the skills employers need; address underlying barriers to access to career opportunities; and build a workforce system that is more coordinated, innovative, and effective.

"The reality is jobs are just another extension of learning," said Chekemma Fulmore-Townsend, President and CEO of the Philadelphia Youth Network (PYN), an organization that was a member of the steering committee and provides a range of programs and opportunities for youth ages 16-24, some of whom have been disconnected from school or work.

"If we can help people to see the stages of learning through careers it's going to be really powerful," she added.

Fulmore-Townsend said that the initiative will open up more opportunities for PYN and participating organizations.

"It's going to allow our work to be more collaborative and more efficient because we'll have multiple systems at the table," Fulmore-Townsend said of the new initiative, adding that it will "elevate and deepen" the strong partnerships PYN has developed throughout the city.

Fulmore-Townsend noted that part of the work on the part of educators is to "hear and solicit and engage employers in understanding how their needs are developing," so that then those employment needs can be incorporated into educational curriculum — a point echoed by Dr. William Hite, Superintendent of the School District of Philadelphia, in a panel discussion at the workforce initiative's launch event on Feb. 15.

“It’s really important to expose young people not just to math, reading, and science, but to also expose them to math, reading, and science in the context of what we’re going to be asking them to do on a job site,” said Hite.

“If we want young people to be successful in the workforce, then they have to have those experiences prior to going or moving into the workforce,” he added.

Educators working in higher education said that the workforce initiative is facilitating or opening up more avenues for the career development and professional skills training they have been doing for years.

“This workforce strategy is really a call to action,” said Uva Coles, vice president of institutional advancement and strategic partnerships at Peirce College, noting that it is a “good complement” to the career preparation work that Peirce College has focused on throughout its 150 years of existence.

Since 2013, Peirce has been working with Year Up([link is external](#)), a national organization that provides 18-24 year olds with up to 21 tuition-free credits and connecting them with post-secondary education while also strengthening their skills in real-life workplace experiences.

“What’s important isn’t just that we’re providing jobs and training, but that they’re meaningful,” Coles said, explaining that training should focus on full-scale career development, not just obtaining a job.

Coles said that the initiative “gives us a platform...it gives us a voice,” so that Peirce and other education institutions can play an instrumental role in actually shaping the policy.

“It’s really critical for this strategy to be inclusive and thoughtful about Philadelphia demographics,” Coles said, noting that as an Afro-Latina immigrant, she is “especially excited” about the ways in which the new initiative incorporates vulnerable populations, including immigrant populations.

“There is no vulnerable population that is left behind in the strategy. Those diversities, those differences are not a footnote in the conversation; they are a large part, they are an underscored part of the conversation,” she said.

**Title:** New hires, promotions and awards at companies in Bucks and Montgomery counties

**Author:** The Intelligencer Staff

**Link:** <http://www.theintell.com/news/20180302/new-hires-promotions-and-awards-at-companies-in-bucks-and-montgomery-counties>

**Date:** March 2, 2018

Doylestown resident Mary Ellen Caro has been named president and CEO of Peirce College in Philadelphia. An experience leader in higher education and business, Caro is the first woman to fill that role in the college's 153-year history. She will succeed retiring president James Mergiotti on April 16. Caro currently is vice president of enrollment management and learner services at Thomas Edison State University in Trenton, New Jersey, where she is responsible for a wide range of functions, including student affairs, strategic corporate and military partnerships, marketing, and enrollment management. She previously held other leadership positions at Thomas Edison, including executive vice provost, associate provost and founding dean of the School of Business and Management. Prior to joining Thomas Edison, she spent 25 years with AT&T, leaving as vice president of AT&T Business Services.

PECO's Justin Hale recently was recognized at the 2018 Black Engineer of the Year Awards Science, Technology, Engineering and Math conference in Washington, D.C. Hale, PECO's new business manager for Bucks and Montgomery counties, was honored as a Modern Day Technology Leader. Hale has been with PECO for 10 years and is active in several employee network groups, including the Exelon African American Resource Alliance and the PECO Political Action Committee, as well as several professional organizations, such as the National Society of Black Engineers and the American Society of Mechanical Engineers. He also is an active member of his community and has co-founded a non-profit outreach group that strives to meet the needs of the underprivileged in Northwest Philadelphia.

Liz Esteves, of Philadelphia, has joined HomeStarr Realty as a licensed real estate agent serving Bucks, Montgomery and Philadelphia counties. HomeStarr has offices in Bensalem, Upper Southampton, Montgomery Township, Northeast Philadelphia and Warrington.

Penn Community Bank has hired Rick Battaglia, of Doylestown, and promoted Josh Oravis, of Levittown, to newly created senior market leader positions in its retail division. The two oversee retail branch operations and will help drive the bank's growth and development by analyzing the market and identifying new business opportunities. Battaglia is a longtime Bucks County banker with more than three decades of experience at local financial institutions. Oravis served as manager of Penn

Community Bank's New Hope branch before being promoted in 2016 to market manager for New Hope and Wrightstown.

The Penn Foundation, a mental health services provider in Sellersville, recently celebrated the dedicated service of more than 40 of its employees who had been with the organization for at least five years. Debra Ryan, director of community outreach, was honored for her 30 years of service, while Deborah Stevenson, director of intellectual disabilities supports coordination, was recognized for 25 years. Celebrating 20 years of service were Debra Springer (Family Autism Center), Marie Evans (Wellspring Clubhouse), John Ruppert (Village of Hope), and Valerie Yoder (Business Office).

Brent Thompson, of Souderton, has been admitted as a unitholder at Canon Capital Management Group. A certified public accountant, he joined the firm's accounting business unit, Canon Capital Certified Public Accountants, in 1998. He is now manager of the CPA team, providing management advisory services, tax and general business planning, tax preparation, and financial statement preparation and review services for Canon Capital's numerous small-to-medium-sized business clients. He also is involved in numerous community groups, including the Souderton-Telford Main Streets, Keystone Fellowship and the Indian Valley Chamber of Commerce. Canon Capital provides financial and business services; it has offices in Souderton and Hatfield.

Catherine M. "Kate" Harper, of Lower Gwynedd, a partner in the Fort Washington law firm Timoney Knox, has been chosen to serve a three-year term as a trustee of the Montgomery Bar Foundation, a charitable affiliate of the Montgomery Bar Association that works to provide financial and other assistance to private, nonprofit organizations in Montgomery County that offer free civil legal assistance to those in need. An attorney for more than 35 years, Harper has been a partner at Timoney Knox since 1997. She also is a state representative serving the 61st district in eastern Montgomery County.

**Title:** New hires, promotions and awards at companies in Bucks and Montgomery counties

**Author:** The Courier Times Staff

**Link:** <http://www.buckscountycouriertimes.com/news/20180302/new-hires-promotions-and-awards-at-companies-in-bucks-and-montgomery-counties>

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**Title:** Meet Mary Ellen Caro, the incoming president of Peirce College

**Author:** Michelle Caffrey

**Link:** <https://www.bizjournals.com/philadelphia/news/2018/03/02/meet-mary-ellen-caro-the-incoming-president-of.html>

**Date:** March 2, 2018

On April 16, Mary Ellen Caro will make history when she steps on Peirce College's campus as the first female president in the Center City College's 153-year-old history. She comes to the school via New Jersey, where she was founding dean and later vice president of enrollment management and learner services at Thomas Edison State University in Trenton.

Like Peirce, Thomas Edison is squarely focused on working adults and non-traditional students, but it represents somewhat of a shift for Caro. She is going from an administrative role in a school that serves a population of 17,200 mostly remote students to leading a school of less than 3,000 students, who mostly attend classes on its campus. It's a move Caro, who spent 25 years as an AT&T executive before moving into the education field, said she's thrilled to make.

As she takes over for retiring president James Mergiotti — who led the college through a transformative period where it boosted its finances and launched more than a dozen new initiatives and programs — Caro will be tasked with growing the school's enrollment in a highly competitive education market and continuing to bolster its academic offerings and support. She spoke with the Philadelphia Business Journal on Friday about the challenges ahead, her own experience as a working adult going back to school and making history at Peirce.

On her first time coming to Peirce

"As I walked into the building in this newly elected capacity, I have to tell you, it felt very familiar to me. What felt familiar was the welcoming experience that I had from students, from all of my future colleagues, and that was even before they knew exactly who I was. I was thrilled that it felt like home to me."

On what she hopes to bring to the table

"The DNA that Peirce and the institution I am coming from have is one that understands adult learning... That's really important, the expectations of adult learners in terms of flexibility and serving and learning options is something that other institutions that are not really engaged with adults don't have it imbued into their system. Peirce has it, and I think there's even more that they can do."

One of the things I think I can bring to the foundation of Peirce is that growing importance of partners and different kinds of partnership. The higher education

market, particularly focused on adults, is very fragmented and unbundled at this point in time. The ability to work with content providers, to work with other institutions, to work with corporate associations and other partners is key and Peirce has done that, but I believe I can't bring it to another level."

On how she wound up at Peirce

"I had the good fortune at AT&T to be a Sloan fellow to Stanford University. I experienced personally what it's like to go back to school, I had three small children at the time and while I had the benefit of a corporation behind me and lots of support, just juggling life like that, you really get a taste of what the student learners are up against. That's what drew to me Thomas Edison in the first place and what really captures my heart. I got to experience first-hand how important education is for working adults."

On the importance of outreach, education

"At the College of St. Elizabeth, I was introduced to Bell Laboratories. I was selected to be a part of a summer program for women and minorities. At that time, Bell Labs was part of AT&T. If I had not had that experience I would not have been exposed to my first area of interest coming out of school, and that was statistics and research, which was then parlayed into other steps of my career.

Everyone's journey is different. Everyone's journey is not clearly logical or direct, but the common factor can be the educational experience. Whether it is a degree program or a certificate to set a course, it plays an integral role for adults and that then helps the community. You can probably tell how excited I am about the role of education."

On being a first

"Being the first woman, it serves as one more example of what women can achieve. If in some ways what I'm doing is helping encouraging others, I'm just elated about it."

**Title:** 5 things to know; Check out Duane Morris' revamped law offices

**Author:** Dell Poncet

**Link:** <https://www.bizjournals.com/philadelphia/news/2018/03/05/5-things-to-know-check-out-duane-morris-revamped.html>

**Date:** March 5, 2018

### **Heading up a college**

As mentioned last week, Peirce College in Philadelphia got its first female president, Mary Ellen Caro. Caro took some timeout to speak with Michelle Caffrey about what it's like to be her right now.

**Title:** Power Moves: Kiera Smalls is Philly Startup Leaders' new ED

**Author:** Julie Zeglen

**Link:** <https://generocity.org/philly/2018/03/05/power-moves-kiera-smalls-philly-startup-leaders-economy-league-peirce-college/>

**Date:** March 5, 2018

1. Kiera Smalls is the new head of Philly Startup Leaders.

Smalls takes over the startup network, which aims to be an entry point for the local tech community, today.

She worked most recently as marketing manager for Bicycle Transit Systems, the Indego bike system's management company, where she led diversity and inclusion efforts. She's also the cofounder of the popular fitness group City Fit Girls.

"I'm most excited to connect entrepreneurs and companies to tools and resources that can aid in their growth and success," Smalls wrote about her new gig in an email.

PSL lost its first executive director, Yuval Yarden, last fall after she was a part of an explosive exchange about diversity in Philly's tech community during a filmed panel.

On how the group plans to keep its programming and services inclusive moving forward, Smalls said, "We will continue to assess the needs of current and potential members and use that information to guide us forward. PSL has received great feedback regarding diversity and inclusion from people who care deeply about its success and I'm looking forward to digging into that feedback and working with the community, staff, and [Board] of Directors, on the best path forward."

Read Smalls' letter to the PSL community at [Technical.ly Philly](https://technical.ly/philly).

2. An Obama appointee is the district attorney's new First Assistant DA.

Robert L. Listenbee is DA Larry Krasner's pick for the leadership position. That means there are now two first assistants: Judge Carolyn Engel Temin was also appointed by Krasner to the First Assistant District Attorney position last month.

Listenbee worked previously as administrator of the Office of Juvenile Justice and Delinquency Prevention for the U.S. Department of Justice, to which he was appointed by President Barack Obama, and before that as chief to the Defender Association of Philadelphia's Juvenile Unit.

Listenbee is also a Stoneleigh Foundation Visiting Fellow, supporting local juvenile justice reform efforts alongside Drexel University's Juvenile Justice Research and Reform Lab.

3. Jeff Hornstein is the Economy League of Greater Philadelphia's new ED ...

The former director of financial and policy analysis for the Philadelphia City Controller took over the economic research and civic leadership hub's top position on Feb. 1.

Hornstein also serves on the boards of Queen Village Neighbors Association and Philadelphia Crosstown Coalition and cofounded the Friends of Neighborhood Education, a coalition of public school Friends groups.

4. ... and Josh Sevin left the Economy League after eight years.

Sevin resigned from the League at the end of February after working in various positions, including deputy director, managing director of regional engagement and most recently acting executive director, from March 2017 through this January, following the departure of ED Steve Wray.

The Young Involved Philadelphia cofounder told Generocity he plans to take on consulting projects as he looks for his next nonprofit opportunity.

5. Lutheran Settlement House announced its Women of Courage honorees.

The Fishtown social services nonprofit will honor Nikki Johnson-Huston, a tax attorney and the founder of the Donafy app, and Liz Hersh, director of the city's Office of Homeless Services, at its annual awards ceremony on May 18.

Women of Courage "celebrate the tenacious spirit of remarkable women who have overcome obstacles and continue to advocate for the community." The event will also celebrate the Jane Addams Place's 10th anniversary as well as five individual LSH clients.

6. Peirce College just named its first female president and CEO.

Dr. Mary Ellen Caro will join the 153-year-old institution for adult learners on April 16, replacing James J. Mergiotti following his retirement.

Caro is the current VP of enrollment management and learner services at Trenton's Thomas Edison State University. Previously, she worked in several executive positions at AT&T.

(Read this guest post from Peirce College's VP of Institutional advancement and strategic partnerships, Uva Coles, on five ways employers can shrink Philly's economic divide.)

7. Nina Ahmad is now running for lieutenant governor.

The city's former deputy mayor of public engagement announced her resignation from local government to run for Congress in Pennsylvania's First District in November.

Last week, though, following the state's release of its newly redrawn congressional map, Ahmad announced she was trading in her congressional campaign to run for lieutenant governor "after much careful consideration of the new districts, and taking into account the overwhelming support I've received, the funds I've raised, and many promising conversations," as she wrote to her newsletter subscribers.

She'll face a handful of other Democratic candidates to be Gov. Tom Wolf's running mate, such as the embattled Philly native and current Lt. Gov. Mike Stack and John Fetterman, the mayor of Braddock, Pa., and a 2016 candidate for U.S. Senate.

Philadelphia OIC Executive Director Kevin Johnson also changed his political plans because of the map's redrawing: According to Philly.com, Johnson is no longer running for the First Congressional District, but the Third District.

8. Sheila Ireland is the newly formed Office of Workforce Development's new ED.

The new city office will bring together select staffers from the Managing Director's Office, Department of Commerce and Office of Community Empowerment and Opportunity, plus the entire Office of Adult Education.

Ireland has worked for the past six months as community redevelopment initiative Rebuild's deputy director for diversity and inclusion, a position she will keep until it is filled. Previously, she worked as VP of workforce solutions at University City District, where she oversaw the nonprofit's West Philadelphia Skills Initiative and Green City Works.

"With the new citywide workforce strategy, we have an opportunity to address some of the toughest systemic issues facing the people of Philadelphia, while simultaneously meeting a real need for talent in the business community," Ireland said in a press release.

9. Kathy Lindenmayer is DataArts' new director of development and partnerships.

The nonprofit and data platform hired Lindenmayer in January. She worked for the previous six years as director of development and membership for national funder association Grantmakers in the Arts.

Last week, DataArts dropped a video series on data literacy for arts nonprofits.

10. Tony Abraham is leaving Technically Media for Healthcare Dive.

Abraham will join the Industry Dive media network as a reporter for its healthcare news site on March 26.

His first story for Technically Media was published at Technical.ly Philly in August 2014. Since then, he's worked as lead reporter for Technical.ly Delaware and Generocity, where he's written more than 600 articles over the years, and most

recently worked as the media company's special projects reporter. He won "Best Community Reporting" at the Philadelphia News Awards in December 2016.



**Title:** The First Woman President of Peirce College in Philadelphia

**Author:** WIAReport Staff

**Link:** <https://www.wiareport.com/2018/03/first-woman-president-peirce-college-philadelphia/>

**Date:** March 7, 2018

Mary Ellen Caro was named president of Peirce College in Philadelphia. The college, which caters to nontraditional students, enrolls about 1,500 undergraduates and less and 100 graduate students, according to the latest U.S. Department of Education data. Women make up more than 70 percent of the undergraduate student body. She will be the first woman president in the 153-year history of Peirce College.

Dr. Caro has been serving as vice president of enrollment management at Thomas Edison State University in Trenton, New Jersey. She has served on the staff there since 2004.

A native of Dunellen, New Jersey, Dr. Caro is a graduate of the College of St. Elizabeth in Morristown, New Jersey, where she double majored in mathematics and sociology. She holds a master's degree in management from Stanford University, a second master's degree in applied statistics from Rutgers University and a doctorate in higher education administration from the University of Pennsylvania.

**Title:** Appointments, Resignations, Deaths (3/16/2018)

**Author:** Ruth Hammond and M.J. Prest

**Link:** <https://www.chronicle.com/article/Appointments-Resignations/242781>

**Date:** March 11, 2018

## **CHIEF EXECUTIVES**

### *Appointments*

Doug Brigham, former president of the title and escrow company TitleOne, and Jim Everett, former chief executive of Treasure Valley YMCA, in Boise, Idaho, will become co-presidents of the College of Idaho on April 2. The two men were being considered as individual candidates before they decided to apply as a team. This will be the first time the college has had co-presidents.

Dan Edelman, executive vice president for administration and chief financial officer of the University of North Texas at Dallas, will become chancellor of Montana State University at Billings and its City College on May 7.

Mary Ellen Caro, vice president for enrollment management and learner services at Thomas Edison State University, will become president of Peirce College on April 16. She will be the first woman in the college's 153-year history to hold that position. The current leader, James J. Mergiotti, who has led the college since 2009, plans to retire.

Devinder Malhotra, interim chancellor of Minnesota State Colleges and Universities, has been named to the post permanently. The system's Board of Trustees bypassed its second group of three finalists to choose him instead. The last permanent chancellor, Steven Rosenstone, retired last summer.

**Title:** Job Changes

**Author:** Inside Higher Ed Staff

**Link:** <https://www.insidehighered.com/people/2018/03/20/president-and-ceo>

**Date:** March 20, 2018

**Mary Ellen Caro**

President and CEO

**University or Institution:** Peirce College

**Former Title:** Vice president of enrollment management and learner services

**Former University or Institution:** Thomas Edison State University

**Date Announced:** Tuesday, February 27, 2018

**Press Release URL:** [Link](#)

**Title:** Dr. Mary Ellen Caro Named First Woman President and CEO of Peirce College

**Author:** CityBizList Staff

**Link:** <http://citybizlist.com/article/468198/dr-mary-ellen-caro-named-first-woman-president-and-ceo-of-peirce-college>

**Date:** March 28, 2018

Dr. Mary Ellen Caro, an experienced higher education leader and business executive with extensive knowledge in cross-sector partnerships, workforce development, and the needs of working adult students, has been unanimously elected by the Board of Trustees as Peirce College's eighth president.

On April 16, 2018, Caro will succeed James J. Mergiotti, who announced his retirement from the College last year after serving as its President and CEO since 2009. Caro becomes the first woman to hold the position in Peirce's 153-year history.

"In Dr. Caro, we found someone uniquely equipped to lead the College into the future, as Peirce continues to serve the evolving needs of non-traditional students and the region's employers," said Barbara A. Prutzman, Chair of the Board of Trustees. "Her many accomplishments, as both an educator and business professional, have prepared Dr. Caro for the challenge of guiding the College through the changing higher education landscape. She is deeply qualified to build upon Peirce's legacy of academic innovation and to further develop connections in the Philadelphia business community that meet the needs of our students, the city, and the region."

Caro is currently Vice President of Enrollment Management and Learner Services at Thomas Edison State University in Trenton, N.J. An institution of more than 17,000 students, Thomas Edison, like Peirce, is focused on serving adult learners. Caro is responsible for a wide range of functions, including student affairs; strategic corporate and military partnerships; marketing; and enrollment management. She previously held other leadership positions at Thomas Edison, including Executive Vice Provost, Associate Provost and founding Dean of the School of Business and Management.

Caro joined Thomas Edison in 2004 after a 25-year career at AT&T, where she progressed through several executive positions, culminating as Vice President in AT&T Business Services managing a global portfolio of more than \$1 billion with Fortune 100 clients.

"Peirce College is an integral piece of the puzzle for workforce development and adult degree attainment in Philadelphia," Caro said. "I look forward to building on this 153-year legacy and I am excited for the opportunity to collaborate with new partners throughout the region to benefit working adults, businesses and the regional economy."

Caro completed her doctorate in Higher Education Management at the University of Pennsylvania, focusing her dissertation on partnerships between business and higher education. In addition, she earned a Master of Science in Management from Stanford University, where she was an AT&T Sloan Fellow; a Master of Science in Applied Statistics from Rutgers University; and a Bachelor of Arts from the College of Saint Elizabeth, where she majored in Mathematics and Sociology.

Recently, the City of Philadelphia, the Greater Philadelphia Chamber of Commerce, and the United Way of Greater Philadelphia and Southern New Jersey have strengthened their focus on building a more equitable economic ecosystem through cross-sector workforce development programs and skills-focused education partnerships. Peirce College has been a key participant in these regional conversations and initiatives and Caro's focus on partnership development is well-aligned with Peirce's critical role in this space.

"Dr. Caro's expertise and vision will provide the perfect ingredients to expand on the great work of the Peirce community," Mergiotti said. "I am very enthusiastic about the College's future under her direction and delighted that an executive of her caliber will be joining the leadership ranks in our region."

**Title:** Work-life balance takes effort, but rewards are worth it

**Author:** Karen Talley

**Link:** <https://www.fierceceo.com/human-capital/work-life-balance-takes-effort-buy-rewards-are-worth-it>

**Date:** March 29, 2018

At the pace companies operate, it's hard to establish a balance between work and life. But many are successful, and others are designing strategies meant to get them there.

"The first step in changing the culture of an organization to be more supportive of work-life is to recognize and understand that it's not just good for the individual, it's critical for the company," said Michael Thompson, CEO of the National Alliance of Healthcare Purchaser Coalitions. "Supporting the wellbeing of our people results in not only lower turnover and higher morale, but it's been shown to lead to higher levels of employer engagement, greater innovation, and improved sales and profitability."

The second step "is to recognize that work and life are intertwined—we need to have an orientation to be flexible to meet the unique needs and priorities of both the individual and organization," Thompson said. "It won't always work, but if we integrate that management mindset into how we operate, we will find it can be a force multiplier in both our workplace and our lives."

"For me, living an intentional life means making conscious choices with my time and focus that allow my work and home life to align and coexist, which in turn allows me to be my best professionally, and personally as a partner and parent," said Russell Reeder, CEO of OVH US.

As an organization's leader, "you have to understand that if you are pushing your employees too hard and destroying their work life balance, they will burn out and leave," Reeder said. "I am not saying that you cannot push your employees to do their best, but I am saying that you need to allow your employees to be able to focus on their personal life when things come up. If you support your employees with a work environment that encourages them professionally and personally, they will be happier, more productive, and stay at your company."

It is much more possible "for a manager to ask her employees to integrate their work responsibilities into their lives instead of asking for a perfect balance of time spent on-the-clock and off-the-clock," said Cathy Littlefield, chair of the Business Department at Peirce College. "If an organization shows that it cares about its employees, it will be reciprocated."

The ability of both managers and employees to be flexible "is paramount," Littlefield said. "Flexibility shows employees you care" and can aid in work-life balance by taking

steps such as encouraging health and fitness as a way to reduce stress by allowing lunchtime walks or researching corporate discounts at a local fitness club.

Companies “should also recognize and include families in the workplace,” Littlefield said. “When managers get to know employees and their families, the personal connection helps to bridge the divide between work and home.”

“I’ve heard Jack Welch say that there is no such thing as work and life balance, only work and life choices,” said Carisa Miklusak, CEO of tilr. “I’ve thought about that statement, and decided the way you balance work and life choices creates an overarching feeling of satisfaction or, conversely, guilt. There are times when I make a choice to stay at work to finish a critical project and I miss a family event. There are other times I make the choice to be at the first day of preschool or shorten a business trip for a sick family member.”

The key to balancing the diverse commitments in your life “is to be intentional with your time,” Miklusak said. “Choose how you will spend your time, and once you make that choice, be present among the people or task you’ve committed to for that period of time.”

Miklusak remembers a professor telling her class to throw out all their socks and to go buy one brand of socks in one style and one color. “He stated that the efficiencies driven by not matching socks were the types of simplifications that would make or break our success in balancing work with full-time studies,” Miklusak said.

Matt Fawcett, general counsel at NetApp, doesn’t “accept the premise that work and life are two separate ideas sitting on opposite ends of a teeter-totter, where only one can get the priority at any moment, at the expense of the other.”

This way of thinking “sells work short,” Fawcett said. “If you love, or even just like, your work, it gives your life purpose and meaning, and work is part of who you are and what you enjoy.”

Focusing on work and thinking about it, even while on vacation, “isn’t bad or distracting or a debit from your personal life,” Fawcett said. “It is just natural. And if you really can’t stand work intruding on your life, the problem might not be that you can’t separate the two. Maybe you just don’t like your job.”

Technology also gets credit for aiding work-life balance. “It can give us precious flexibility to make both our personal and professional lives better,” Fawcett said. “How many people get to take a little bit more time on that long weekend, tack a few days onto their vacation, or go to a child’s lacrosse game, because they know they will have access to email? Or be able to dial in for that one really important meeting?”

Finance and debt attorney Leslie Tayne feels finding work-life balance can be challenging at times and difficult to manage. “Nothing is ever perfect, but your

friends, family members and employees who you rely on are a key to achieving success in finding a healthy work-life balance.”

Another way to find balance is to be unafraid to delegate tasks, Tayne said. “It is important to not fear delegating tasks to your reliable employees when you are out of the office and have other matters to attend to. By relying on your staff, you ensure that you are using your time wisely.”

And be sure to pencil in “off-the-grid” time, Tayne said. “Finding the time to take yourself off the grid is vital to keeping balance. I make a conscious effort to put down my phone when I get home. When I’m ready to go on vacation, my staff is instructed to contact me only when something becomes a sense of urgency. As a parent and business professional, it’s best to approach each day in a relaxed manner and knows that you are doing the best you can to maintain that balance between your work and personal life.”

“I’ve found throughout my career that while most workers understand the role they have to play in enforcing work-life balance, it’s not solely their responsibility,” said Famous Rhodes, CMO at Bluegreen Vacations. “Employers have to create a culture, even if it means operational changes or new policies, that empower employees to spend time outside of the office. This PTO problem across American workers has been well documented—employees that use all of their vacation days are statistically proven to be more productive at work and happier than those who don’t.”

William Vanderbloemen, CEO of Vanderbloemen Search Group, doesn’t believe work-life balance exists. “Rather, I think we have work-life rhythms,” Vanderbloemen said. “Sometimes, we hit a high-intensity season with work. Other times, the days and weeks slow down. Since you can’t schedule that ebb and flow, learn to recognize different seasons in your and your company’s year and lean into them.”

If the summer is a slower time for the company, schedule a vacation then, Vanderbloemen said. “Is the end of the year an intense time for your company? Rest up before then to prepare yourself for the intensity. Learn to manage your work-life rhythms to avoid burnout.”

Wally Adamchick, president of FireStarter Speaking and Consulting, advises the following:

- Write your own definition of balance: Don’t leave it to the world to tell you how you should live but figure it out for yourself.
- List someone you know who exemplifies this trait, how do they do it? Ask them.
- On a scale of 1-10, how do you rate on this trait?



- Consider these major areas that might be important to you—family, career, financial, fitness, faith, other—in each of these how satisfied are you?
- What one thing will you do to improve in this area? Write it down ... writing an action down increases the chance of getting something done.

Cathy Littlefield, chair of the Business Department at Peirce College doesn't believe that work-life balance exists.

"In an era where we're able to—and in most cases expected to—read and respond to work emails from wherever and whenever we get them, work-life balance is a myth," said Littlefield. "However, it is being replaced with an attainable concept—work-life integration. Still in its nascent stages, work-life integration allows you to be more of a person on the clock and a more willing worker during off time."

**Title:** Peirce College Women in Leadership panel discussion

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Peirce College

The role of diversity, inclusion and workforce equity will be key topics discussed at Peirce College's Women in Leadership panel discussion.

This year's panel includes: Folasade "Sade" Olanipekun-Lewis, Regional Director for Government and Airport Affairs with American Airlines

Rochelle "Chellie" Cameron, Chief Executive Officer for the Philadelphia International Airport and Northeast Philadelphia Airport

Romona Riscoe Benson, Director of PECO Corporate Relations

Dr. Monique Howard, Executive Director of Women Organized Against Rape

Carol Wilson Pandza (Moderator), Senior Vice President and Chief Human Resources Officer for AmeriHealth Caritas