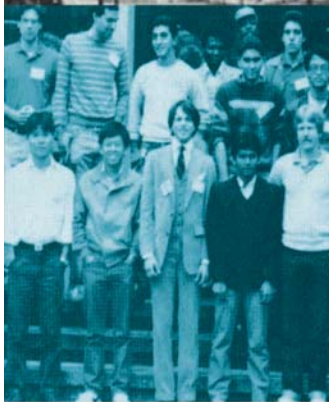


Alumni Connections



Newsletter of the Office of Development & Alumni Relations
Winter 2005 | Volume 1, Issue 2

Celebrating 125 Years



Alumni Connections is published quarterly by the Office of Development & Alumni Relations. Articles are written by SEU alumni, staff and friends. To submit articles, artwork or creative writing, contact the Office of Development & Alumni Relations at (202) 478-8273, or send an email to sfrancis@admin.seu.edu.

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125th Anniversary Gala Highlights

Alumni, Business, and Community Leaders Join the SEU Family in Celebrating the Past and Investing in SEU's Future

By Stephanie B. Francis

On October 13, 2004, more than 850 people filled the International Ballroom of the Hilton Washington Hotel to commemorate Southeastern University's 125th Anniversary at its Fifth Annual Gala. Focusing on SEU's role in the community and in the lives of the generations of alumni who have passed through its doors, the Gala saluted the University's past and heralded its future. President Charlene Drew Jarvis, Ph.D. shared with guests news of SEU's spectacular renaissance, marked by the success of the *E-Learning* program and the recent opening of the *Center for Entrepreneurship*.

The Gala's keynote speaker, entertainment mogul Russell Simmons, accompanied by his brother, the Reverend Run of the "Godfather" hip-hop group Run DMC, not only added celebrity to the event, but also conveyed the message of the importance of entrepreneurship and community service.

In addition to SEU faculty and staff, students, and alumni, guests included current and newly elected members of the D.C. Council, corporate executives, and community leaders. For several people, the Gala was like a class reunion. Alumni from across the generations—as early as the Class of 1935 to SEU's newest graduates—turned out to toast their Alma Mater.

Whether Gala-goers had their sights set on reuniting with old



SEU President Charlene Drew Jarvis, Ph.D. welcomed such prominent guests as keynote speaker Russell Simmons and Civil Rights leader Dr. Dorothy Height.



Marie C. Johns, Former President of Verizon-Washington, D.C., served as the Gala's Corporate Chair.



Left to right: Russell Simmons, The Reverend Run, Marie C. Johns, Wendell Johns, and D.C. Council Chair Linda Cropp.

classmates, socializing and networking, finding a bargain at the silent and live auctions, or getting a rare close-up with one of the nation's most successful entrepreneurs, the ultimate draw was the event's primary cause—to raise funds in support of SEU's century-old mission of educating the region's working adults.

The Gala exceeded all expectations, raising over \$400,000. Funds raised from the event will enable SEU to

provide scholarships for deserving students, help finance technology and facility improvements, as well as support new educational initiatives like the *Center for Entrepreneurship* and *E-Learning*.

Next year's Gala, scheduled for October 19, 2005, promises to be just as spectacular. For information about Gala sponsorship, advertising, gift giving, and volunteering, contact the Office of Development & Alumni Relations at (202) 478-8234.

Generations of Alumni Participate



Class of 1977 alumnus and Interim Board of Trustees Chair James F. Garrett addressed the audience. The Founder and CEO of a multi-million dollar engineering company, SENTEL Corporation, Garrett brings experience and vision to the Board's helm. In addition, Garrett has been an instrumental contributor to such initiatives as the Center for Entrepreneurship.



Class of 1999 alumna Linda Wills had a rare opportunity to meet hip-hop guru Russell Simmons at the Gala. Wills said the Gala was one of the most exciting events she had attended all year.



Alumni Relations Officer Stephanie B. Francis greets Class of 1950 alumnus Joseph DeZenzo at the Gala. The retired accountant is a proud SEU graduate.



Class of 1985 alumna Sara Stone (third from left) hosts friends and employees of the Petra Group, an education and training company Stone founded. The Petra Group provides academic, technical, and vocational education to high-school aged youth, as well as assists participants with college preparation and career development.

125th Anniversary Connections

in 125th Anniversary Celebration



Class of 2002 alumna Oksana Shemet presented an original painting of SEU as the University's gift to Russell Simmons. Shemet, an artist and graphic designer, welcomed the opportunity to use her extraordinary talent to benefit her Alma Mater. The image of the scenic painting was also featured on SEU's 2004 holiday greeting card.



Class of 1999 alumna and Student Services Director Gayle Damelin and 2004 graduate Eric Safo showcase premium items during the live auction.



SEU's oldest known alumnus, 93 year old Richard Page Sargeant, along with his companion, Jane Upfold, graced the historic gala celebration. Sargeant earned SEU degrees in 1935 and 1937.



Class of 1987 alumnus and SEU's Administrative Dean Ephraim A. Okoro, Ph.D. (second from left) and several Nigerian colleagues Okoro enjoyed the festivities. A professor at SEU for more than 10 years, Okoro has had an exceptional career of service to his Alma Mater. He serves on SEU's Board of Trustees and remains an active contributor to alumni relations, academic and cultural affairs, and institutional advancement.

A University Vital to the Nation's Development: SEU in Review

Southeastern University, unlike the region's traditional colleges, has provided education to working adults and men and women with families since its inception. Because of this service, as well as the University's focus on professional workforce development, entrepreneurship, and civic participation, SEU has figured prominently in the Nation's development. Here is a review of some of the events and people that have contributed to this legacy.



A typical early classroom.

On June 28, 1864, the Thirty-Eighth Congress of the United States granted a Federal Charter to "The Young Men's Christian Association of the City of Washington. It was in 1879—following a great influx of newcomers to Washington—that the Young Men's Christian Association of

the District of Columbia began to offer classes in French, mathematics, general education, religion, and business.

Then, as now, the school was dedicated to the twin principles of education for citizenship and education for a life's career. Southeastern University, with its present broad scope of educational opportunity, has evolved from these early beginnings.



SEU's first location, the YMCA building at 17th & G.

In 1907 the Washington School of Accountancy was added to the institution, creating a specialty that continues to this day. The institution quickly became instrumental in providing even the highest governmental agencies with the opportunity to provide their employees a chance to reach their educational goals.



President Theodore Roosevelt (third from left) and members of the CIA on the school steps. Many of SEU's graduates were recruited directly into important government positions.

In 1923, the institution was incorporated by the city government as the "Southeastern University of the Young Men's Christian Association of the District of Columbia."

The University's graduates were among the finest professionals in the region. The Law School, which existed from 1918 to 1957, graduated hundreds of men and women, many of whom became not only lawyers, but prominent government officials.



Members of the Class of 1925.



Among SEU's esteemed graduates was Elaine F. Carlson. After earning the bachelor of commerce science degree in 1937, Carlson became Washington, D.C.'s first woman C.P.A.

The increasing significance of Southeastern University's role in the community was publicly confirmed on August 19, 1937 when the Seventy-Fifth Congress of the United States awarded it a Federal Charter comparable in spirit and content to those granted other leading local universities, and institutionalized the name it bears today.

THE UNIVERSITY CHARTER

[Public—No. 319—75th Congress]

[Chapter 700—1st Session]

[H. R. 3406]

AN ACT

For the relief of the Southeastern University of the Young Men's Christian Association of the District of Columbia.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the certificate of incorporation and certificate of amendment thereto for the incorporation of the Southeastern University of the Young Men's Christian Association of the District of Columbia under subchapter 1 of chapter 18 of the Code of Laws of the District of Columbia (1929 D. C. Code, title 5, ch. 8) be, and the same are hereby, approved and confirmed, except as herein specifically altered and amended.

Copy of the Congressional Charter officially naming the school Southeastern University.

History Connections

The University expanded its academic programs to offer degrees in business-related disciplines.



Senator Jennings Randolph (D-WV) was a professor and administrator at SEU from 1935 to 1958.

Southeastern's faculty, a mix of leading academicians and professionals, offered students real-world education with a liberal arts foundation.

Among the distinguished faculty and administrators was West Virginia Senator Jennings Randolph, who argued SEU's merits before the Senate in 1966.

Through wars, political and social movements, and changing demographics, Southeastern's tradition of "welcoming to its courses those who might not otherwise obtain academic guidance" has endured.



1971 homecoming queens Evelyn Mitchell and Carol Herring.



The new building enabled SEU to expand its campus.

SEU has remained an open enrollment institution dedicated to grooming its students for leadership positions in business, government and technology.

In 1972, to accommodate its growing campus, SEU purchased the building at 501

Eye Street in the beautiful Waterfront community of Southwest Washington, D.C., where the University continued to expand its role in the region's professional workforce and community development.



Among the successful graduates of SEU's I Street campus were, from left to right, Terri Easter, COO, Crowell and Moring; Melvin C. High, Chief of Police, Prince George's County P.D.; and Carla M. Decker, CEO, District of Columbia Federal Employees Credit Union.

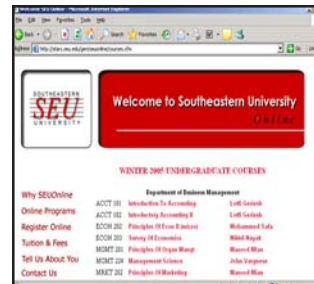
In 1996, Southeastern's ninth and first female president, Charlene Drew Jarvis, Ph.D. was inaugurated. Under her leadership, the University has remained faithful to its early traditions, yet responsive to students' educational needs in the midst of rapid social, global, and economic change.



President Charlene Drew Jarvis, Ph.D. with Senator Mary Landrieu (D-LA) (center) and staff.

Southeastern has enhanced its core academic degree

programs in business, public administration, computer science, and liberal arts and added progressive programs and services to meet the needs of businesses, governments, and communities of the 21st century.



SEU's Online program allows students to earn their degrees from anywhere in the world.

This past year, the *Center for Entrepreneurship (CfE)* and the *E-Learning Program* were launched. Because of its continuous improvement and efforts to remain relevant, Southeastern remains a vital institution in the Nation's capital, making it possible for hard working, motivated men and women to realize their dreams of higher education and career advancement both now and for years to come.



CfE's Executive Director Telaekah Brooks talks with D.C. High School Students.



The 125th Anniversary Class: SEU's 2004 graduates. More than 300 students were conferred undergraduate and graduate degrees in business, public administration, computer science, and liberal arts. They are a testament to SEU's enduring mission.

Surviving the Depression Era

SEU Education Helps Determined Family Man Support His Family and Career During One of Nation's Toughest Economic Times

By Stephanie B. Francis, Class of 2003

Richard P. Sargeant is a retired senior-level employee of the U.S. Department of Agriculture.

Born in Washington, D.C. in 1911, he attended Central High School until 1928 when, at his father's behest, he dropped out and began working to help support his family. Determined to finish his secondary education, Sargeant began taking night classes a year later. He graduated from Roosevelt High School 1931, the beginning of the Depression era.

During these tough times, Sargeant realized a high school education and low-paying jobs would not be sufficient to get by. He had seen men in his line of work "retiring on forty cents" and feared he would experience the same fate without a college education and a profession. He soon began looking for a university that would accommodate his work schedule and lead him to a promising career.

In 1931, he was admitted to Southeastern and was immediately faced with choosing between the University's only courses of study: accountancy and law. To his chagrin, Sargeant lacked the prerequisites to enter the law program, so he "settled for accountancy." After four years of taking classes three nights a week, Sargeant earned a bachelor's of commerce science in 1935. Degree

in hand, Sargeant's accounting career was poised to take off. But his interest in law had never quelled, and after encouragement from his mother-in-law, he enrolled in Southeastern's Law School that same year.



The young Richard P. Sargeant (left) in his 1935 graduation picture and (right) in September 2004.

By the time Sargeant began Southeastern's rigorous law program, he was supporting a wife and infant daughter. By taking classes five nights a week and studying assiduously, when he wasn't at work or spending time with his family, Sargeant became one of University's top law students. He graduated second in his class in 1937, and shortly thereafter, passed the D.C. Bar Exam on his first try.

Sargeant attended Southeastern during a time when several prominent figures were on staff and several important events in the University's development took place. Among his professors was West Virginia Congressman Jennings

Randolph, who taught public speaking at Southeastern from 1935 to 1953 and was Dean of the School of Business Administration from 1952 to 1958. Randolph was later elected to the U.S. Senate in 1958. Sargeant also witnessed the granting of Southeastern's Congressional Charter in 1937.

Although he considered private practice or being a government lawyer, he found the prospects for pay and career advancement in government accounting more promising. His SEU law degree, however, was an asset; it enabled him to reach the position of Assistant Director of both the compliance and audits

divisions of the Commodity Exchange Authority of the U.S. Department of Agriculture.

The 93-year old Sargeant retired from the USDA in 1973. His first child, Joan, passed away several years ago. He is now divorced and widowed and has two sons, Bill and Phil.

Southeastern University extends its deepest sympathy to Richard Sargeant, who lost his dear companion, 87-year old Jane Upfold in October. The couple was able to meet President Charlene Drew Jarvis at their residence in Arlington, Virginia and attend the 125th Anniversary Gala together.



Alumni Commentary

George Brown^{'74} Reflects on Convergence of Technology, Business Education and Old-Fashioned Entrepreneurship

By George Brown, Class of 1974

I remember when I was ten years old. Everyday, I would anxiously greet my grandfather at the bus stop. He would then take me to the corner candy store where I would choose up to 10 individual pieces of candy. Instead of eating the candies, I would keep an inventory of them. After a while, I could display a large variety of candies to my friends, to whom I sold the confections for half of the store's price. It was then that I realized the power of sales.

Look around you. Can you identify one item in your immediate surroundings that was not bought or sold? It's virtually impossible. This fact alone means that opportunities for entrepreneurship are in abundance. Add to this the creation of the Internet, sophisticated computer processing systems, and advanced communication systems, and the world of marketing and sales explodes with endless possibilities.

Because of this, the number of entrepreneurs has grown exponentially. Never before have I seen so many small businesses develop in so many segments of our economy as today. The *thought* of business ownership has now become *reality* for those who recognize the market's potential and dare to venture.

One business segment in which the convergence of sales, technology, and entrepreneurship has had a profound impact is the home-based business. Offering low operating costs, tremendous tax relief, and more "in the pocket" disposable income, home-based businesses have experienced incredible growth over the past decade. Perhaps the greatest reward is the freedom to set your own schedule and enjoy quality personal and family time, a rare asset in a society where many are overworked and stressed out.

A business degree is also an important factor in the success of today's entrepreneurs. Perhaps in the past, the business curriculum was viewed as a quick and easy way to get a college degree. As I see it, to take advantage of the opportunities in today's economy, no one should be without a business degree.

I chose to acquire a business administration and marketing degree from SEU because ever since the days of my youth, when I began selling candies to my young friends, I have been fascinated by the dynamics of the buying and selling of goods and services. With my degree, I have been able to convert my early disposition for sales and marketing into many successful ventures.

George L. Brown is the owner of B&L Enterprises, a home-based diamond sales business. For more information, Contact brown at BUB14K@aol.com.

Trivia Connections

In what year was SEU's Law School discontinued?

Be the first person to submit a correct answer to sfrancis@admin.seu.edu and win a collectible SEU alumni glass mug. Please include your mailing address, phone number, email address and class year. Winner and answer will appear in the next issue of *Alumni Connections*.



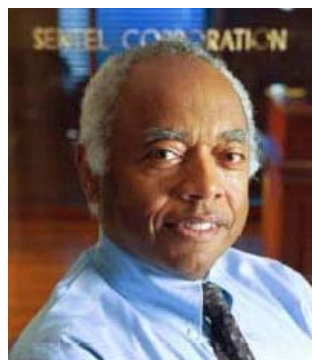
Business-wise & Tax-wise in 2005

Alums Begin New Year Giving Entrepreneurship and Tax Advice

For many of us, starting a business or improving our personal finances tops our list of New Year's resolutions every year. All too often, however, we rarely take time out from our busy schedules to do the research and planning necessary to realize these goals. To get you on the right track, SEU's Center for Entrepreneurship and Alumni Connections Program bring you two alumni who will help you realize your goals in the coming year.

How to Build a Multi-million Dollar Enterprise

On January 13 at 6:30 p.m., become inspired to start your own

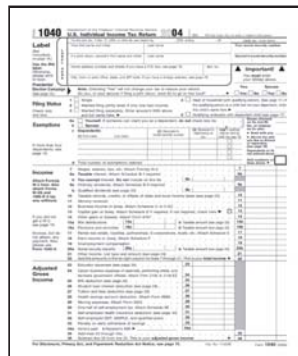


business when Class of 1977 alumnus James F. Garrett, President & CEO of SENTEL Corporation, kicks-off the SEU's Center for Entrepreneurship's *Biz Talks* lecture series. Garrett founded SENTEL in 1987 with one \$33,000 subcontract, and built his systems engineering and software company into an enterprise of more than 300 employees and \$37.5 million in revenues. According to *Black Enterprise Magazine*, SENTEL Corporation is one of the 100 largest black-owned companies in the U.S. Along with Garrett's many other accomplishments and awards, the U.S. Small Business

Administration named SENTEL its Small Business Subcontractor of the Year for the Mid-Atlantic region. Garrett, who earned a master's in business and public administration at SEU, now serves as the Interim Chair of University's Board of Trustees and is a major contributor to the Center for Entrepreneurship.

Ensure Your Family Assets Don't Become Liabilities

Without thoughtful planning, managing family property and assets can become a tax liability. On January 18 at 6:30 p.m., Class of 1999 alumnus Dennis Bobo of Pearman, Bobo & Fulse



Accounting will offer a practical seminar on estate and gift planning. Bobo will offer charitable giving solutions that provide a tax benefit and tips on how to minimize the tax burden of managing your assets.

Maximizing Your 2005 Tax Return

Bobo will also offer a tax planning seminar for individual and small business tax filers. Before you file your 2005 taxes, learn the new tax laws for 2004 and get advice on how to maximize your tax refund. This session will be particularly valuable to those who include such items as charitable giving, education, assets, and business transactions on their tax return.

Jan. 13 at 6:30 p.m.
SEU Biz Talks
James F. Garrett,
Class of 1977
CEO & Founder, SENTEL Corporation

Jan. 18 at 6:30 p.m.
Estate and Gift Planning
Dennis Bobo,
Class of 1999
Founding Member,
Pearman, Bobo & Fulse

Feb. 1 at 6:30 p.m.
Individual & Business Tax Planning
Dennis Bobo,
Class of 1999
Founding Member,
Pearman, Bobo & Fulse

To RSVP for the Estate and Gift Planning or Tax Planning seminars, contact Stephanie Francis at (202) 478-8273 or sfrancis@admin.seu.edu.

Business Cravings

Maurio Phoenix^{'94} Turns Chocolate Retail into A Sweet Enterprise

Since earning a master's degree in public administration from SEU, Maurio Phoenix, Class of 1994, has had a hand in several commercial enterprises. At one time, he owned a candy vending machine business. For the past 11 years, he has been involved in real estate. He also owns a nanotechnology research, development and training company. One of his latest ventures, Craving's End, a chocolates and novelties store located in Bowie, Maryland, is in its third year of operations. Alumni Connections sat down with Phoenix to find out how this entrepreneur became a "chocolatepreneur."

What type of business is Craving's End?

Craving's End is a retail business that sells chocolate as its primary product in addition to assorted gourmet nuts, fresh popcorn, old fashion candy and hand-dipped ice cream. Other products that have been incorporated into the business include gift packages and baskets (assorted chocolates and candies).

Why did you choose this type of business?

The retail business environment offers the opportunity to interact with the community-at-large. A huge part of selecting a business venture is doing something that you enjoy. I especially like working with the youth of the community.

Also, the chocolate business was new to the Glenn Dale section of Bowie and was the perfect complementary business to the existing clientele at the shopping



center. After training at the neighboring Tai Kwon Do center, eleven-year old Lorenzo Burnett visits Craving's End owner Maurio Phoenix for his usual treat. Phoenix rewards all of the center's young trainees with free ice cream everytime they advance to a new level. Interacting with the kids who visit the store is what Phoenix loves most about owning Craving's End.

center. The only competitors in this type of business primarily sold prepackaged or bulk items that did not focus on the chocolate specialty market. Other competitors sold soft serve ice cream and did not necessarily focus on desserts as their primary product.

How did you come up with the store name and concept?

I first got the idea of opening Craving's End after visiting a chocolate shop while in New York. Watching the customers and the personalized service they received reminded me of an old-fashioned corner store. Once I realized that everyone could relate to candy, ice cream or chocolate, it wasn't long before I began dreaming about the ideal business where a person could satisfy all three of these cravings in one store.

What are your greatest challenges in running the business?

Managing overhead costs is a challenge that determines the profitability of the business. We must operate leanly and minimize waste in order to maximize profits.

In what have you been most successful?

The keys to success have been a definite focus on solid management, excellent customer service and providing premium quality products and special request items. We have also set competitive pricing.

How has your SEU education impacted your experiences in business?

When I submitted my business plan for review, the developers looked favorably at my academic

background and credentials as a measure for future success for my new business venture.

Dr. Ephraim Okoro provided key insight into the vast opportunities that existed in the public/private sector as well as entrepreneurial ventures. My technical writing lessons were also influential. From developing a winning business plan to communicating with vendors, strong writing skills have set me apart from the competition.

What do you find most challenging about being an entrepreneur?

Entrepreneurs must shoulder all of the responsibility of their business operation. There are a lot of hidden tasks that are critical to running a business. Accounting, payroll, marketing, and human resources tasks stretch the day beyond the daily routines. I average 14-15 hours a day of work-related activity.

What are your future plans for Craving's End?

Online sales make up seven percent of business and phone orders make up two percent. The rest is in-store sales. We hope to

grow 15% in gross sales each year by expanding product lines and using innovative marketing techniques. We expect e-commerce to play a big role in our growth.

What do you find most gratifying about being an entrepreneur?

As an entrepreneur, I am empowered to take the actions required to make my business a success. I most enjoy the complete control that I have to make business decisions that turn my goals into reality. When I observe the employees I hire working in a pleasant and clean environment, when I see the customers we serve receiving courteous and friendly service, I experience a feeling of completeness—that I have lived the “American Dream.”

Craving's End is located at 4861 Glenn Dale Road, Bowie, MD 20720. For more information, visit the store's website at www.cravingsend.com or contact Maurio Phoenix via email mphoenix@pni-nanotech.com.

Alumni in the News. . .

The National Institutes of Health announced that **George Tucker, Class of 1997**, was appointed Chief of Grants Management of the National Center for Complementary and Alternative Medicine.

MaDiha A. Mahmood, Class of 2000, recently joined Voice of America's Urdu (Pakistan) News Service team as an International Broadcaster/Producer.

The *Washington Business Journal* reported that **Dario Marquez, Class of 1971**, CEO and Founder of MVM, secured a \$5 million dollar sale of the firm's private security services.

Have you or a former classmate recently earned a promotion, opened a businesses, or received an award? Alumni Connections wants to know. Send your announcements to sfrancis@admin.seu.edu or call (202) 478-8273.

Alumni Connections
Newsletter of the Office of Development & Alumni Relations

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