

MEDIA GUIDE



Trocaire College can be your leading source for experts who can offer up timely insight and expertise. We've conducted dozens of interviews for both local and national publications because we have knowledgeable administration, faculty and staff members who can speak to a number of topics, such as trends in higher education and the career fields of healthcare, hospitality, business and technology.

Please refer to this Media Guide, which acts as a helpful resource for reporters, editors and newsrooms. The guide helps find the "go-to" person at Trocaire College who can help bring context, clarity and credibility to various higher education and industry topics.

**To get in touch with any of our experts, please contact Emily Burns Perryman,
Director of Marketing & Public Relations perrymane@trocaire.edu 716.827.4347**

ADMINISTRATION

Business and Higher Education Trends



BASSAM M. DEEB, Ph.D.

President

Dr. Bassam Deeb is a highly experienced higher education administrator, with previous leadership experience in student services, academic affairs, enrollment management, and student life. He has also taught in academic areas including education, counseling and special education, and geography. Bassam is a member of the Western New York Consortium for Higher Education and can speak on a higher education trends, healthcare and career-focused education and non-traditional student populations.



JOHN J. HUACK, BBA

Vice President, Finance

John Hudack has worked in various financial-related functions in higher education for almost 45 years. Areas of expertise include not-for-profit budget management and financial statement preparation and presentation.



RICHARD T. LINN, Ph.D.

Senior Vice President

Dr. Richard Linn is an experienced college administrator, licensed psychologist, researcher and author of peer-reviewed publications, primarily in the healthcare arena. He can speak on higher education topics including accreditation, administration, program development, and regulatory trends; on topics in neuropsychology including dementia, head trauma, learning disabilities, and functional ability; and on healthcare topics including quality measurement and patient outcomes.

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ALLYSON LOWE, Ph.D.

Vice President, Academic Affairs

Dr. Allyson Lowe oversees Trocaire's academic programs, faculty, and teaching and learning center. A political scientist and former Fulbright scholar, her research and teaching expertise are in international affairs and women in politics. Allyson can speak on elections, world politics (especially the European Union), marginalized populations, and trends and current issues in higher education.



JACQUELINE MATHENY, MS

Chief Enrollment Officer

Jacqueline Matheny is a higher education professional with 30+ years of experience in enrollment management. Much of her work has been with non-traditional students and developing programs that meet the needs of that population.



JAN PETERS, MS, SPHR

Chief Human Resources Officer

Jan Peters has 20+ years global human resources leadership experience within organizations in all phases of the business cycle and within multiple industries, including financial services, management consulting, manufacturing, information technology services, tourism and hospitality, and now higher education. Prior to transitioning her human resources career, she served 10 years as a communications officer within the US Army and is a Desert Storm veteran. Jan can share her expertise with employee relations, organization culture transformation, performance management, total rewards, staffing, and employee career development.



JAMES POULOS, MS

Assistant Vice President, Technology and Information Services

James Poulos oversees the continued development of an innovative, robust, and secure information technology environment throughout Trocaire College. He has held leadership positions in the information technology industry for more than 15 years and has a strong background in data management and governance, information security, network infrastructure and operations and application management.

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KATHLEEN SAUNDERS, MS

Chief Student Affairs Officer

Kathleen Saunders has worked in higher education for 32 years. Though the majority of her career has been spent in the functional areas of enrollment and student affairs, Kathleen's strengths are affecting organizational change and process development. She can speak on topics of enrollment management, career development, student services, and program development.



PAMELA WITTER, MBA

Vice President, Development and Community Engagement

Pamela Witter boasts nearly two decades of experience in fundraising, data-driven marketing, communications, and leadership. She is a nationally-recognized author and speaker, and her book "Five Strategies to Increase Annual Fund Revenue" is a sought-after fundraising manual. She serves as a columnist for the International Association of Fundraising Professionals and speaks on strategic leadership. Pamela is available as an expert in all of these areas as well as her niche focus on applying best business practices to the non-profit sector.

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PROGRAM DIRECTORS & DEANS

Industry Experts in workforce development, brewing, healthcare, business, hospitality and technology



MOLLIE BALLERO, MS.Ed.

Dean, Admissions and Workforce Development

Mollie Ballero has 18 years of experience in college admissions at three different private WNY institutions. She provides leadership and strategic planning for new student recruitment and admission to the college and also oversees workforce development initiatives, from new program development and recruitment to partnership building and related grant coordination.



BRIAN BARROWS, PH.D.

Director, Brewing, Distilling and Fermentation Science

Dr. Brian Barrows studied at the University of Buffalo and University of Minnesota, gaining expertise in microbiology, biochemistry, and food science. Before directing the brewing science program at Trocaire, Brian managed quality control and assurance at two award-winning craft breweries. He can speak on brewing and trends within the industry both regionally and nationally.



JENNIFER BEIRDNEAU, MA ED. R.T. (R)(MR)

Director, Medical Imaging

Jennifer Beirdneau has worked for the past 24 years both in clinical and educational settings within the radiography field and holds additional credentialing in MRI. She is able to speak on positioning, patient care, anatomy, and pathologic conditions as they relate to the field of radiography. Jennifer is also involved in the training of future professionals in the radiography, diagnostic medical sonography, and echocardiography fields.



CATHERINE GRISWOLD, ED.D, MSN, RN, CLNC, CNE

Dean, Catherine McAuley School of Nursing

Dr. Catherine Griswold brings an extensive background in nursing administration and education to her role of dean of the Catherine McAuley School of Nursing at Trocaire. She also has a proven track record of leadership within several organizations. Catherine's doctoral research was focused on the high attrition rates of nursing students with a retention plan called "The Umbrella Model of Nursing Student Retention; Summer Immersion Program." This model was used as the framework for Trocaire's Pathways to Nursing Success program under the HRSA grant. She can speak on trends in nursing education, student success and employment.

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RACHEL ERSING, DC, MBA, LMT, CLT, CCT

Director, Massage Therapy

Dr. Rachel Ersing has worked in the field of massage therapy for over a decade. She offers unique expertise from many perspectives, including massage therapy regulations, employment, entrepreneurship, and educational leadership.



JENNIFER HIGGINS, Ph.D., MBA

Dean, Arts, Sciences and Professional Studies

Dr. Jennifer Higgins has worked in higher education for 14 years and oversees the college's programs in Computer Network Administration, General Studies, Health Information Technology, Healthcare Informatics, Hospitality Management, and Human Resource Management. She has previous experience in business management, and her areas of academic specialty center around work and families.



LINDA KERWIN, Ed.D., CST, RN, MA, MSN

Dean, Division of Health Professions and Director, Surgical Technology

A healthcare provider and educator in the greater Western New York area for close to 40 years, Dr. Linda Kerwin is recognized for clinical excellence and has also earned high marks for quality and creative classroom teaching, laboratory simulation, outcomes assessment and curriculum development. Linda oversees the college's programs in Massage Therapy, Medical Assisting, Medical Imaging and Surgical Technology, and serves on both college and community outreach committees regarding healthcare delivery, curriculum development and design, student learning outcomes assessment, and laboratory simulation.



DEBORAH SHELVAY, RHIT, MS

Director, Health Information Management

Deborah Shelvay has been a health information management (HIM) professional in Western New York for over 30 years and manages Trocaire's Health Information Technology and Healthcare Informatics programs. The majority of Deborah's career has been spent in hospitals and healthcare systems in the areas of HIM, revenue cycle management and health IT. Her experience includes department/personnel supervision, health systems integration, project management, medical coding, billing, auditing, denials, charge master maintenance and charge capture. She was a past partner and president of a healthcare consulting company that specialized in healthcare reimbursement auditing and medical coding services.

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DONALD SPASIANO, MS.Ed.

Associate Dean, Russell J. Salvatore School of Hospitality and Business

Donald Spasiano has been a hospitality education professional for over 40 years. He is a current board member of Visit Buffalo Niagara and the New York State Restaurant Association, serving as the education and scholarship chairperson of the latter, and is also one of the founding members of the NYSRA Educational Foundation. A professor emeritus of Erie Community College, Donald can speak on trends and news in Western New York's hospitality and tourism industries.



HEATHER THOMPSON, AAS, RN, CCMA

Director, Medical Assisting

Heather Thompson has worked in ambulatory medicine for over 25 years, starting her career in medical assisting before earning licensures as both a licensed practical nurse and a registered nurse. With a primary focus in family practice medicine, Heather is well versed in the administrative and clinical care required to meet the needs of patients newborn to geriatrics, while providing assistance and managerial support to the healthcare providers that are treating them.

FACULTY AND STAFF

Trocaire College has many well educated and talented faculty and staff members who can speak to an eclectic array of topics inside and outside of the classroom and the college. Feel free to contact our **Director of Marketing & Public Relations (perrymane@trocaire.edu)** if you are seeking someone to address a specific academic topic, and we'll connect you with someone who can assist.