

FOR RELEASE: IMMEDIATE

Mailed February 12, 1988

YOUNGSTOWN, Ohio - The Dana Madrigal Singers of Youngstown State University will present a free, public concert at 7 p.m. Sunday, Feb. 21, in the Marble Room of Stambaugh Auditorium, Fifth Avenue.

Dr. Wade Raridon is director of the group. The concert is part of the Dana Concert Series offered by the Dana School of Music, part of YSU's College of Fine and Performing Arts.

The program will open with "Ave Maria" and "Laudate pueri" by Josquin des Prez, and will include compositions by Katherine Davis, Carl Heinrich Graun, Robert Witt and Benjamin Britten.

Members of the Madrigal Singers are:

Soprano:

Kathy Prosser, Austintown
Lisa Callahan, Lordstown
Pamela Ackelson, Youngstown
Kim Hummel, Mars, PA

Tenor:

William Ambert, Hubbard
Steven Niarhos, Boardman

Alto:

Maureen Putnam, Uhrichsville
Mary Dolan, Warren
Killeen Vogel, Boardman

Bass:

Anthony Rogers, Poland
Darryl Yeagley, Girard
Robert Stubbs, Hermitage, PA

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YOUNGSTOWN, Ohio - In answer to an appeal from shopping center developers and owners for qualified managers, Youngstown State University responded with the country's first undergraduate program in mall management.

Some classes in shopping center management had been offered at YSU since January 1987, and approval for the degree program was granted by the Ohio Board of Regents in the fall. Beginning this Winter Quarter, a regular schedule of classes for mall management will be offered every quarter.

It could not be a program until a group of mall developers attending a YSU conference said there definitely was a demand for this type of training, according to Dr. E. Terry Deiderick, YSU professor of marketing. He added that other colleges, including Harvard University, offer select courses in shopping center management, but Youngstown is the only university with an accredited four-year, baccalaureate degree program.

"We shouldn't grind out programs that wouldn't have the jobs for the graduates," said Dr. Deiderick. Since the developers indicated the need for trained personnel, and some opportunity for fast advancement exists, the Board of Regents was willing to approve the program, he added.

The degree in Shopping Center/Property Management, offered by YSU's Warren P. Williamson, Jr. School of Business Administration in its Department of Marketing includes core courses in shopping center development, fundamentals of shopping centers, shopping center operations and problems in shopping center administration.

An internship in mall management, as well as classes in marketing, management and accounting, are also included in the program.

MORE

ADD ONE

The supply of shopping center managers has been depleted in recent years as the number of malls and centers increased. Outside investors who purchased centers, yet lacked the qualified manpower to run them, further depleted this management pool, Dr. Deiderick said.

Two Youngstown leaders, Edward J. DeBartolo and William M. Cafaro, told YSU President Neil D. Humphrey several years ago that finding university graduates with proper training in shopping center management had become difficult.

Both DeBartolo, chairman and chief executive officer of the Edward J. DeBartolo Corp., the nation's largest shopping center and management firm, and Cafaro, chairman of the board of the Cafaro Corp., the fifth-largest developer, have been instrumental in encouraging and assisting the degree program at YSU, and have corporate headquarters in Youngstown.

"I think they realized what the future would be," said Dr. Deiderick. "As things have grown, they've had to get people who are better trained."

More than \$300,000 was raised by YSU's Alumni Association in 1984, when DeBartolo received the "Distinguished Citizen Award" from the YSU Alumni Association. A portion of the money, which later became known as the Edward J. DeBartolo Endowment Fund, was used to study, evaluate and establish the baccalaureate program.

The University Board of Trustees approved the program and submitted it to the Board of Regents in June 1986.

J.J. Cafaro, executive vice president of Cafaro Corp., said he and his organization are pleased with the establishment of the program at YSU because "there has been no formalized program to teach new people in this

MORE

industry--it has been a self-taught industry."

The Cafaro and DeBartolo corporations have also been instrumental in sharing their expertise with YSU students.

Last year, Dr. Deiderick's classes heard from J.J. Cafaro; Anthony Ross, president of real estate and leasing of the Cafaro Corp.; John Richley, director of operations for Cafaro; William D. Moses, senior vice president of real estate leasing and operations for the Edward J. DeBartolo Corp.; and Daniel Lowe, DeBartolo director of market research. More shopping center managers from across the region will lecture in Dr. Deiderick's classes in the coming months.

Professor Deiderick said YSU is unique not only in offering this management program, but also in that eight of the nation's top 10 developers have corporate headquarters within a 400-mile radius of Youngstown. Thus, graduates of YSU's shopping center management program have more opportunities to secure jobs in the industry.

The mall internship program is among the requirements for the degree program. The university had opted to make the internship an elective, but the Board of Regents decided the internship should be a degree requirement.

Several internships at various malls, including DeBartolo's Southern Park Mall in Boardman and the Cafaro-owned Eastwood Mall in Niles, are currently available to YSU students. These internships offer on-the-job training in mall marketing, publicity, public relations and other aspects of mall management.

Dr. Deiderick and administrators at YSU are pleased with the response to the program by students thus far. When the course in shopping center development was first offered in 1987, only three students registered.

ADD THREE

Enrollment in the same class the following quarter increased to 25 students, and 18 students are currently enrolled in the Fundamentals of Shopping Centers class.

To get the program on line quickly, all four courses, plus the internship, will have been offered between last fall and this summer.

While students of this program are required to be in good standing and meet the requirements of the School of Business Administration and University, Dr. Deiderick said special permits for the classes are given to those already in the industry.

By Debora Shaulis/YSU News Service

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