

# ALUMNI SPOTLIGHT

## Helena Jolanta (Dziób) Tueffel '80

Helena is a proud Alliance College Class of 1980 member, where she earned a Bachelor of Arts in Journalism and Mass Communications. A proud Polish American, Helen's journey to Alliance was influenced by her father, Francis Walter Dziob, a major force behind establishing a Polish American presence in Cambridge Springs through his work with the Polish National Alliance. She currently resides in Rutherford College, North Carolina, nestled an hour northwest of Charlotte and an hour east of Asheville.

### ACADEMIC JOURNEY AND ALLIANCE EXPERIENCE –

At Alliance, Helen pursued a double major in English and Marketing. She recalls a tight-knit academic community, small class sizes, and a uniquely personal learning environment. Every professor left a mark on her, particularly mentors like William Vartorella, Tom Potocki, Dr. Taylor, Glen Stevick, and Bradley Hall—each instrumental in shaping her critical thinking and real-world problem-solving skills.

Helen was briefly a Delta Zeta member but admits her true “extracurricular passion” lay in socializing—especially at the famed Villa on weekends. Her favorite Alliance memory? The very first day she arrived. “I had found my people,” she says. “It was the happiest I had ever been.”

### CAREER HIGHLIGHTS –

Helen's career journey is a story of resilience, adaptability, and seizing opportunities. She began with a bold move to Toronto after graduation, seeking a role in advertising. While visa restrictions prevented her from landing a job there, the experience was a catalyst for growth.

Back in the United States, Helen worked various roles in Chicago before a pivotal move to Denver changed everything. There, she joined J.D. Edwards as the company's first marketing professional, helping grow the firm from \$50 million to over \$1 billion in revenue. She later became VP of Marketing at Solant and then joined APEX Analytix in North Carolina as VP of Marketing, serving in executive roles across marketing, operations, and sales. She retired from her contractor role at APEX in December 2024 and now enjoys a life immersed in creativity and community.



### PERSONAL ACHIEVEMENT AND INTERESTS –

Helen is most proud of her contributions to the growth of J.D. Edwards and her leadership roles in the C-suite. While she's received professional accolades, the true reward was always in earning promotions and new opportunities. Her proudest personal achievement? Her daughter, Grace—a dedicated RN in Hematology Oncology and Bone Marrow Transplant—with two young sons, Owen and Otto. “They are collectively our shining lights,” Helen beams.

As a child, Helen dreamed of becoming an artist. That dream, while set aside professionally for many years, continues to inspire her in retirement today, giving her the freedom to return to her first love - art. She creates two-dimensional pieces and beaded jewelry and leads an Open Studio every Thursday in Valdese, NC, building community among local artists through workshops and exhibitions.

### REFLECTIONS AND ADVICE –

**To her younger self:** “Don't sweat the small stuff. Don't plan too rigidly.”

**To today's students:** “Strike the balance between idealism and pragmatism. Do the best in every job—even before it is the perfect job. The rest will come, and you may be surprised.”

### GIVING BACK –

BHelen's story is one of fearless ambition, rich cultural roots, and the pursuit of both professional success and personal fulfillment. She's a true example of the transformative power of education—and the enduring impact of an Alliance College legacy.

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