

# ASU

MAGAZINE



## thinking with the mind's eye

**ASU brain research expands  
humanity's potential**

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**International alums make their  
mark on the world**

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**Rapid Startup School accelerates  
Sun Devil entrepreneurship**

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**Music therapy provides  
sound healing**

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## President's Letter

When I speak about Arizona State University and the ASU Alumni Association in public, I am reminded that ASU doesn't just have a large alumni base in terms of sheer numbers – we have a huge group of passionate, loyal and committed Sun Devils!

When I speak one-on-one with ASU alumni, I hear several phrases again and again:

- "I'm proud to have received my degree from Arizona State University."
- "I'm a loyal Sun Devil."
- "My family's legacy with ASU goes back multiple generations."
- "Everyone in my family bleeds maroon and gold!"

I know that this loyalty is part of the reason that the Alumni Association has been able to grow our membership to nearly 30,000 over the past seven years. Our organization has worked hard to provide programs and services that enhance your life and to create opportunities for you to partner with us to advance the university together. If you're already a member, we're so thankful for your support and welcome feedback on how we can make your membership more valuable to you.

You can play a crucial role in helping us translate our incredible alumni loyalty into increased ASU Alumni Association membership. Our organization exists to unite alumni and magnify their impact at the university; in return, we ask the following:

- Join the Alumni Association, if you're not already a member.
- If you're an annual member, consider upgrading to a Life or Gold Devil Life membership.
- If you have friends or relatives who are also ASU alumni, urge them to join the Association.
- Ask at least one other ASU alum or supporter to join. Just think – if everyone did this, our membership would jump from 30,000 to 60,000 overnight!

Membership in the ASU Alumni Association offers a rich array of benefits, but joining the association represents more than a transaction – it's a chance to become engaged with the Sun Devil community. Our chapter network has expanded to include more than 90 groups across the globe so no matter where you live, you can connect with other ASU alumni for activities ranging from game-watching tailgates and networking gatherings, to community service projects.

Finally, by joining the Alumni Association, you are providing a significant boost to ASU's reputation as a change agent and leader in higher education. Alumni engagement is one of several measures of quality used to rank major universities in the United States; your membership helps increase the prestige of the university, which in turn increases the value of your ASU degree. Joining the Alumni Association helps ASU – and you.

Christine K. Wilkinson, '66, '76 Ph.D.  
President, ASU Alumni Association  
Senior Vice President and Secretary of the University  
Gold Devil Life Member



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To access information offered through a QR code, you'll need a mobile phone with a QR code reader application.



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Scientists have learned more about the brain in the last two decades than had previously been known in all of human history. Brain researchers at ASU, like their colleagues around the world, are advancing their understanding of the inner workings of the brain at a blistering pace, and pondering what these discoveries mean for humanity's future.



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There's no telling where an ASU education can take you – and the 10 Sun Devils featured in this section live in locations as diverse as Great Britain, Israel, Japan, China and Italy. Whether their adventures mark one stop in a globe-trotting life, or signify their effort to contribute something positive to their adopted home country, these alumni demonstrate that they know how to leverage their degree to make an impact on the world around them.

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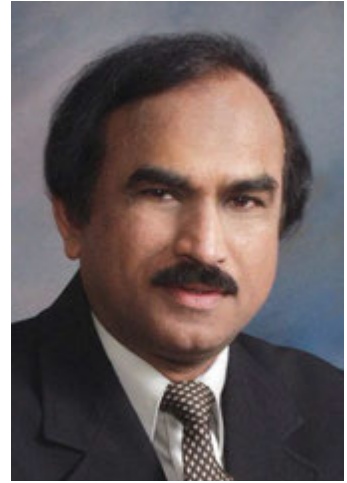
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In the cards  
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Legal eagle



## **On board** Two ASU alums among recent appointments to Arizona Board of Regents

The Arizona State Senate confirmed Gov. Jan Brewer's appointment of ASU alumnus Jay Heiler '83 B.S., '86 J.D. (above left photo) to the Arizona Board of Regents in early February. Heiler, who replaces the retiring Regent Fred DuVal, served at his first Board of Regents meeting Feb. 16-17.

A long-time Valley resident, Heiler is a political and media consultant. An advocate for educational quality and reform, he is the founder and president of the board for the Phoenix-based charter school management organization Great Hearts Academies, a network of charter schools educating 5,000 students in the Valley. He also is president of the board for the Arizona Charter Schools Association.

Heiler is the former chief of staff to Gov. Fife Symington and directed policy and communications for the Symington administration for more than five years. He has served on the boards of both the Goldwater Institute and ASU's Morrison Institute for Public Policy, and is a member of the bar in Arizona and Virginia.

He and his wife, Carol Heiler '86 B.A., have four sons and one daughter and reside in Paradise Valley.

Later in the spring, Greg Patterson '08 J.D. (above center photo) was confirmed as a member of the board. Patterson has worked as an attorney, an accountant and lobbyist. He is also well known for his blog on Arizona media and politics. Patterson serves as director of the Arizona Competitive Power Alliance and the Water Utilities Association of Arizona. He also serves on the Maricopa Integrated Health System board of directors.

A third confirmed appointment to the board was Dr. Ram Krishna (above right photo), an orthopedic surgeon practicing in Yuma.

### \$10M PIPER TRUST INVESTMENT TARGETS HEALTH CARE IMPROVEMENTS

The Virginia G. Piper Charitable Trust has established a \$10-million strategic investment fund at Arizona State University to enable ASU to improve all aspects of health care delivery. Establishment of the Virginia G. Piper Strategic Initiative Fund was announced jointly by Judy Jolley Mohraz, president and CEO of the Piper Trust, and ASU President Michael M. Crow. Implementation of the initiative will be led by Elizabeth D. Capaldi, ASU executive vice president and provost, and Sethuraman "Panch" Panchanathan, senior vice president for Knowledge Enterprise Development. The strategic investment fund – \$2 million a year for five years – will support a university-wide effort to improve health outcomes. All ASU academic units will engage with this effort, including the programs under Health Outcomes@ASU, such as nursing, nutrition, biomedical informatics, and biological and health systems engineering. Programs within the W. P. Carey School of Business, the College of Liberal Arts and Sciences, the Herberger Institute for Arts and Design, the College of Technology and Innovation, and the New College for Interdisciplinary Arts and Sciences also will collaborate on the initiative.

The new initiative will improve health care education, research and clinical practice through better use of data, including the use of biomedical informatics, clinical data and public health surveys, to assess health care outcomes and determine the best prevention and treatment practices. It also will aim to connect science to health care practice in a more direct manner than is currently possible.

In announcing the investment, Crow noted, "With this new investment from the Piper Trust, we will focus on every aspect of health care – from research and information systems to clinical treatment and health insurance – to improve health outcomes, focusing on Arizona, but with implications for the global problems of health."



The investment fund established by the Virginia G. Piper Charitable Trust will provide seed funding to support projects that address health care access and delivery, clinical practice, public health issues, obesity, preventive care, education and diagnostics, among others.

### ASU ASTROPHYSICIST AIDED DISCOVERY OF SOLID BUCKYBALLS IN SPACE

Summer Starrfield, Regents' Professor of Astrophysics at the School of Earth and Space Exploration, located within the College of Liberal Arts and Sciences, is part of an international team that recently discovered "buckyballs," a type of microscopic carbon sphere, in a solid form in space. Prior to this discovery, these spheres had been found only in gas form in the cosmos.

Named for their resemblance to the geodesic domes designed by late architect Buckminster Fuller, buckyballs are known formally as buckminsterfullerene. They are made of 60 carbon atoms arranged in a hollow sphere. Buckyballs have been found on Earth in various forms and were studied in Japan by Sumio Iijima, a solid state physicist who performed research at ASU in the 1970s. They have been under study for decades, with possible applied uses that include drug delivery and armor.

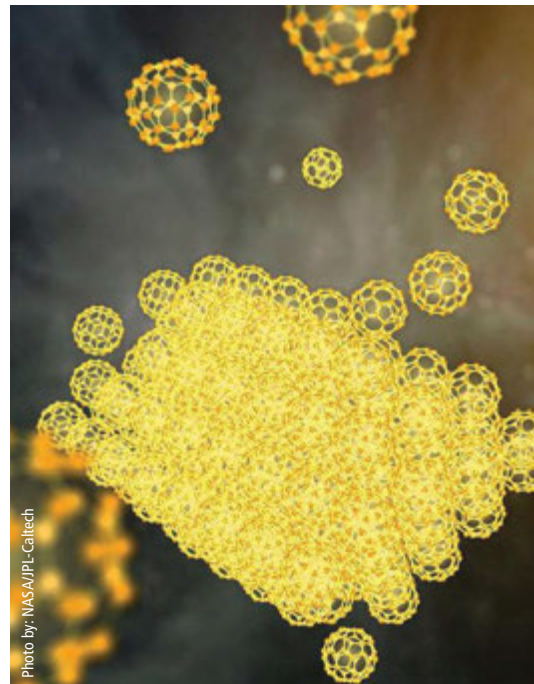


Photo by: NASA/JPL-Caltech

NASA's Spitzer Space Telescope has detected the solid form of buckyballs in space for the first time. To form a solid particle, the buckyballs must stack together, as illustrated in this artist's conceptual drawing.



Starrfield's team used data from NASA's Spitzer Space Telescope to detect tiny particles consisting of stacked buckyballs. They found the particles around a pair of stars known as XX Ophiuchi that are 6,500 light-years from Earth. The particles the team found were enough to fill the equivalent in volume of 10,000 Mount Everests.

The team chose XX Ophiuchi because it already was known to be a puzzling system of stars. Although they did not expect to find buckyballs, the researchers were alert to any unusual signals that might be revealed by their extremely careful analysis of the light emitted by this stellar system.

Starrfield noted, "We had known that buckyball molecules had been discovered around a few other stars but never expected to find them collected together in small particles ... We have now identified features in the infrared that convince us that solid buckyball particles exist."

### GENES MAY PLAY A ROLE IN INVESTMENT CHOICES

Genes may play a role in whether a person is a conservative, risk-averse investor or a fast-trading stock-swapper, according to new research from Stephan Siegel, a visiting professor at the W. P. Carey School of Business.

Individuals frequently exhibit investment biases, such as not diversifying enough, being reluctant to sell stocks that have lost money, or simply trading too much. Siegel's data suggests that some investors may be born with those biases.

"We find a significant portion, between 26 and 45 percent, of the variation across investors is due to genetic differences," Siegel says.

Siegel and his co-author analyzed data from more than 30,000 fraternal and identical twins and found that identical twins (those with the same genes) are more likely to exhibit the same investment biases than fraternal twins. Swedish financial institutions kept detailed information on citizens' investments in stocks, bonds and mutual funds for tax purposes for many years. Records from 1999 to 2007 were used for this study.

Siegel's study also looked at whether a person's experiences and environment related to investment issues affected their genetic predisposition in this area. The results suggest that those with work experience in finance were less affected by genetic biases; genetic effects tended to be more pronounced for those owning direct stock holdings than for those possessing portfolios with both stocks and mutual funds.

The research by Siegel and his co-author, Henrik Cronqvist, associate professor from Claremont McKenna College, is available online through the Social Science Research Network at <http://papers.ssrn.com/abstract=2009094>.

### STUDENT-RUN NONPROFIT AIMS TO BOOST NONTRADITIONAL ENTREPRENEURS

A team of ASU students is strengthening the local small business community through services provided by Arizona Microcredit Initiative (AMI), a nonprofit group that offers coaching, small-scale loans and other financial services to entrepreneurs who do not have access to traditional sources of credit.

AMI was initially created by an ASU alumnus, Eric McKay, and two friends who attended Yale. The organization received a \$4,000 grant in May 2011 from

ASU's Edson Student Entrepreneur Initiative, as well as funding earlier this year from the Arizona Community Action Association. Eleven students now volunteer with AMI. The students recently taught a four-week course at the Escalante Community Center in Tempe on the basics of running a successful business. The program also provided individual counseling on how to write a business plan and loans of \$1,500 to nontraditional clients, including low-income individuals wanting to purchase equipment to pursue self-employment, single mothers with a good idea, or refugee populations struggling with English. The initiative recruited clients at a luncheon held in late January for leaders of community organizations.

"We're really passionate about what we're doing," said Danica Harvey, an AMI volunteer who is a senior majoring in economics and Chinese. "This promotes the development of strong businesses and creates jobs. It strengthens the culture of individual neighborhoods. This is a population that gets overlooked, yet they create local businesses that meet the needs of communities."

New volunteers apply and are selected to work with AMI each semester. To learn more about AMI, visit its website at <http://www.azmicrocredit.org>.



(Left to right) Danica Harvey, Sean Gormley and Hannah Wasserman volunteer for an ASU-affiliated nonprofit organization called Arizona Microcredit Initiative, which aims to help nontraditional borrowers and small business owners.





Colonel Carlos Butterfield's map of the United States and Mexico published in December 1859 (Johnson and Browning Publishers) is from the map collection of Simon Burrow. According to Burrow it was unclear in the United States in the 1850s how land acquired from Mexico would be divided; this map illustrated a proposal that would have divided the New Mexico Territory on the east-west axis.

### MAP COLLECTION FINDS HOME AT SCHOOL OF TRANSBORDER STUDIES

In June a collection of more than 40 maps that illustrate the evolution of the United States-Mexico border over the past four centuries will become a permanent fixture in the School of Transborder Studies, a school within the university's College of Liberal Arts and Sciences, thanks to a donation by Simon Burrow, who compiled the collection and curated an exhibit of the maps on display at the university earlier this year.

ASU's School of Transborder Studies – where students and faculty aim to effect social change through the study of the U.S.-Mexico transborder space – is the perfect spot for the maps, Burrow said. "This is their home. This is where they need to be."

Beyond a history lesson, the maps, which date to as early as 1597, provide a new lens for current-day discussions of borders and what they signify. The map collection is of significance also in celebrating Arizona's centennial, as one of the maps shows the original boundaries of Arizona as proposed before the Civil War.

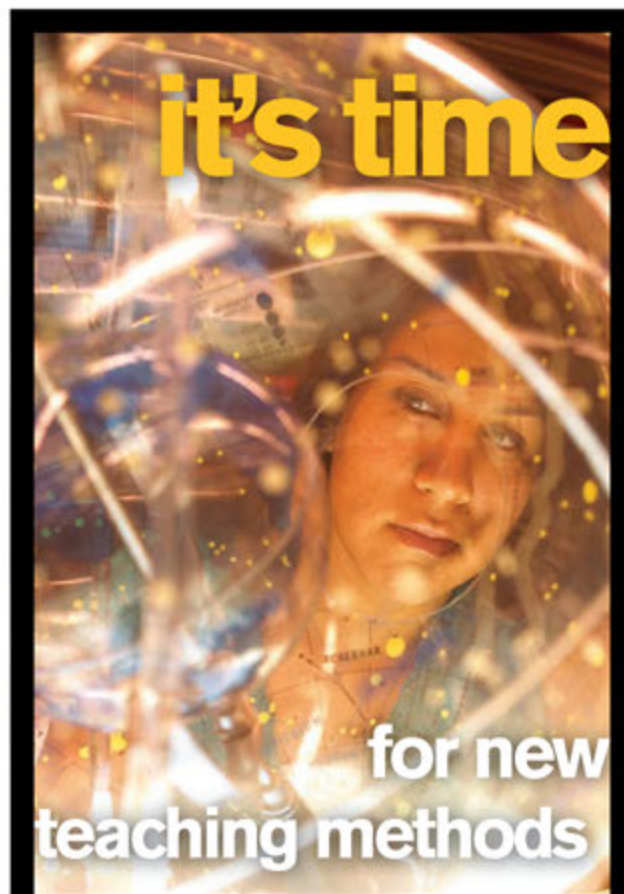
According to Burrow, Colonel Carlos Butterfield's map of the United States and Mexico, published in December 1859, illustrated a proposal that would have divided the New Mexico Territory on the east-west axis – "like two Louisianas, one on top of the other," Burrow says.

The Burrow collection greatly enhances the scholarly reputation of the School of Transborder Studies, asserted Carlos Vélez-Ibáñez, ASU Regents' Professor and director of the school.

"It expresses in cartographic form the very complex and often contradictory narrative of the peopling of the Americas and of the U.S.-Mexico border region," he said.

### CONSORTIUM FOR SCIENCE, POLICY AND OUTCOMES JUMPS TO TOP OF THINK-TANK LIST

The Consortium for Science, Policy and Outcomes (CSPO) at Arizona State University is ranked fourth internationally among science and technology think tanks – and first among



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Photo courtesy of Consortium for Science, Policy and Outcomes

Science policymakers at the ASU Washington, D.C. center act as a mock Congressional Committee panel for Thomas Jefferson High School science and technology students as part of CSPO's Citizens' Engagement Program with High School Students project.

university-based think tanks – according to the Global Go-To Think Tanks Report. In 2010, the report placed CSPO ninth.

Conducted by the Think Tanks and Civil Societies Program at the International Relations Program of the University of Pennsylvania, the Global Go-To Think Tank Report is the first comprehensive ranking of the world's top think tanks. The list is based on a worldwide survey developed with the help of scholars, public-policy experts, peers and journalists. The rankings are split into several different categories, ranging from region to size to expertise.

Based both in Tempe, Ariz. and Washington, D.C., CSPO is dedicated to understanding the linkages between science and technology and their effects on society. The consortium contributes to policy discussions and decisions around such issues as nanotechnology, climate change, energy technology, and the need for socially responsible innovation.

"The attention to science and technology think tanks in these rankings shows just how important the field has become," said Daniel Sarewitz, co-director of the consortium.

For more on the Global Go-To Think Tank Report, visit <http://www.gotothink-tank.com/>. CSPO is online at <http://cspo.org>.

#### **UNIVERSITY PARTNERS WITH WASTE MANAGEMENT OF ARIZONA TO ACHIEVE ZERO SOLID WASTE**

Waste Management of Arizona and Arizona State University recently announced the collaborative program "Roadmap to Zero Solid Waste," which aims to eliminate 90 percent or more of ASU's solid waste by 2015.

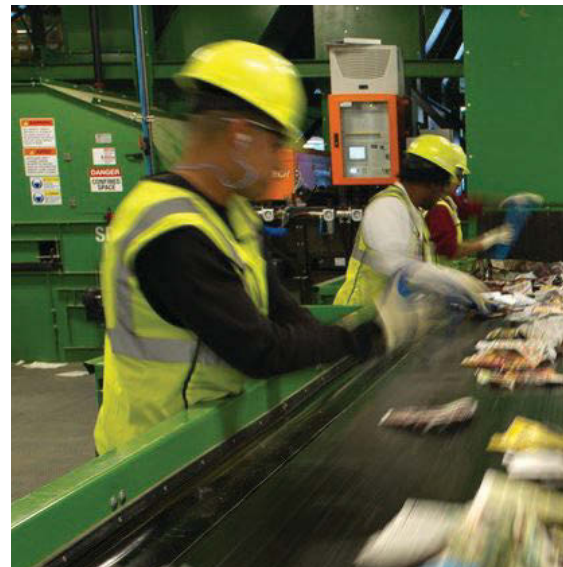
The program, which will cover all four ASU campuses, is being developed in three phases: waste assessment, roadmap development and program implementation. Currently, Waste Management and an ASU team are collaborating to assess the university's complete waste collection processes, waste generation and material conveyance. Waste Management has dedicated an on-site manager and two student interns to assist throughout the roadmap development process and the execution of the waste elimination plan.

"Harnessing the expertise of the Waste Management team will enable us to properly align our resources within ASU sustainability operations to achieve our zero solid-waste strategies," said Ray Jensen, ASU associate vice president of University Business Services and university sustainability operations officer.

The objectives outlined in ASU's current 2015 zero-waste strategy

document include averting 30 percent of campus solid waste from the landfill and diverting 60 percent. Aversion goals can be met primarily by university employees and students reducing consumption; landfill-waste diversion tactics include recycling, repurposing, reusing and composting.

Waste Management has provided collection, processing, recycling and transport services of waste materials to Arizona State University since 2007.





**ASU ONLINE NAMED PRODUCT OF THE YEAR BY PEARSON HIGHER ED**

ASU Online has been awarded the prestigious Pearson Product of the Year award by Pearson Higher Education, a leading education services company that provides educational materials, technologies, assessments and related services to their partners. The accolade marks the first time in the award's history that a service-based educational partnership has received the Product of the Year Award rather than a piece of educational content, such as a textbook or software.

"The partnership that we have with ASU was seen as so groundbreaking in terms of its academic ambition, business model and technology capabilities, that it was an upset winner of the Product of the Year Award," said Matt Leavy, CEO of Pearson. "We are working to improve student achievement and fill the demand for a higher quality education in an online format. We found a perfect partner in ASU to do that."

Currently, more than 50 ASU degree programs are offered entirely online, and approximately 4,000 students are enrolled in classes through the system.

Referred to as the "Third Way" Partnership, ASU Online and Pearson's innovative approach combines the benefits of "The First Way" – a traditional, on-campus, research-based environment – with "The Second Way," which provides access to education and scalability through online learning options. This synthesis combines the benefits of each learning modality.

While ASU faculty design the curriculum and teach the courses, Pearson monitors and analyzes trends in student performance, tracks the achievement of learning objectives and goals, and provides enrollment support services to students. Both partners in the collaboration work together to enhance marketing, online advising and recruiting efforts.

"With Pearson's help, we have been able to accelerate

Workers sort recyclables at Waste Management's Arizona Community EcoCenter in Surprise, Ariz.



**it's time**

**for personalized, preventive medicine**

Current research at The Biodesign Institute at ASU looks to the Earth's 3.8-billion-year-old patterns of life to help develop personalized, preventive health care that can reduce costs and revolutionize health care and quality of life in America.

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Photo courtesy of EDGE Innovation Network and General Dynamics C4 Systems

Mike Stinson, chief technologist at General Dynamics, talks with ASU students in front of their Self-Contained Outpost prototype. The project is part of the College of Technology and Innovation's iProjects program.

growth, increase retention, and provide our students with the foundation and resources to succeed," said Philip Regier, executive vice provost and dean of ASU Online.

For a complete list of degrees offered through ASU Online, visit <http://asuonline.asu.edu>.

#### **CRONKITE STUDENTS COVER SPRING TRAINING FOR MAJOR NEWS OUTLETS**

ASU students in the Walter Cronkite School of Journalism and Mass Communication produced daily multimedia news coverage of the 2012 Major League Baseball spring training exhibition season for four major news organizations. The journalism school partnered with The Arizona Republic, Milwaukee Journal Sentinel, San Diego Union-Tribune and Seattle Times to offer students the opportunity to produce news, feature and enterprise stories and photos, videos and blogs for the newspapers' websites.

The Cronkite spring training program – covering the Arizona Diamondbacks, Milwaukee Brewers, San Diego Padres and Seattle Mariners – launched as a pilot project last year with the Milwaukee Journal Sentinel and its website JSONline. Seven multimedia students, working under the direction of Greg Boeck, former national sports writer with USA Today, produced a section of JSONline featuring their coverage of the Brewers.

Following last year's success, the program expanded this spring to include 24 student reporters. Students were selected through a competitive application process. They received all-access MLB press credentials, and spent two to three days each week producing content for the media outlets, after receiving four weeks of intensive classroom and research immersion related to the baseball teams.

"(The spring training program was) an amazing experience for any student interested in a career in sports

journalism," said Christopher Callahan, dean of the Cronkite School.

#### **'LIVING LAB' TO EXPLORE INNOVATIVE BORDER, HOMELAND SECURITY SOLUTIONS**

ASU's Polytechnic campus has partnered with the General Dynamics C4 Systems sponsored EDGE Innovation Network to extend the existing Fed/Civ EDGE Innovation Center to ASU's College of Technology and Innovation. The center will provide an open and collaborative environment for government agencies to work directly with academia and industry to research and propose solutions to pressing border and homeland security challenges.

In addition to the center, a new four-acre 'living laboratory' at the Polytechnic campus will offer a test site in realistic outdoor conditions for researchers and industry to test and evaluate ideas and proposed solutions.

The living laboratory is a hands-on





ASU graduate students discuss the proof of Turán's theorem in the breezeway of the math building where students typically gather to work on problems. ASU's graduate programs were listed in the U.S. News and World Report's "2013 Best Graduate Schools."

environment that will enable industry and academia to explore and integrate various technologies such as broadband wireless communications and surveillance that may benefit Border Patrol and other agencies. The Fed/Civ EDGE Innovation Center and outdoor lab will be staffed by teams of professional engineers, academic personnel and students engaged in research related to border security, emergency management, renewable energy and sustainability. For example, the outdoor lab will test new and innovative capabilities that could be integrated into the national network of towers that comprise the national Rescue 21 system, currently in use by the Department of Homeland Security.

"ASU's work with the EDGE Innovation Network exemplifies the way industry and government partners rely on faculty and students at the College of Technology and Innovation to help solve tough technical and practical challenges," said Mitzi Montoya, vice provost and dean, College of Technology and Innovation.

**ASU GRADUATE PROGRAMS RANK HIGH IN U.S. NEWS & WORLD REPORT LIST**

Arizona State University's graduate programs were once again among the best schools in the nation, according to the U.S. News & World Report "2013 Best Graduate Schools" rankings released in March. ASU is listed among the nation's best schools for law, education, business, public affairs and fine arts.

Ranked 26th among public and private law schools, ASU's Sandra Day O'Connor College of Law moved upward from the No. 40 spot due to an increasing caliber of students, quality of education, reputation among academic peers, recognition among judges and lawyers across the country, and employment track record. The College of Law is now the eighth-highest ranked public law school.

The Mary Lou Fulton Teachers College also moved up significantly, ranking 16th among public graduate schools of education and 26th among all public and private graduate



Arizona State University is creating a nationally recognized entrepreneurial culture where opportunities and resources inside *and* outside the classroom empower all students to use entrepreneurship as a means to solve local and global challenges.

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to invest in ASU**  
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**ASU** Foundation  
*for A NEW AMERICAN UNIVERSITY*

ARIZONA STATE UNIVERSITY



Photo courtesy of the Herberger Institute for Design and the Arts.

Emerge united artists, engineers and scientists March 1-3 at a collaboration that included workshops, a Digital Culture Festival and an interactive media show.

programs in the field. Last year ASU's graduate education programs ranked 25th and 35th respectively.

Ranked 30th for its full-time MBA program, the W. P. Carey School of Business at ASU offers competitive programs in supply chain management, now ranked fifth, and information systems, ranked 13th. The school's part-time evening MBA program is ranked 21st nationwide. The W. P. Carey School is one of the top five business graduate schools in the West, and is the only Arizona business school to make the top 50.

The School of Public Affairs in the College of Public Programs ranked 16th overall. The school's city management and urban policy program ranks second; its environmental policy and management ranks 10th; its nonprofit management program ranks 15th; the public finance and budgeting program ranks 16th; and its public management administration program ranks 19th.

The ASU School of Art within the

Herberger Institute for Design and the Arts placed 22nd in this year's U.S. News rankings, with specialties in print-making, ranked fifth; ceramics, ranked seventh; and photography, ranked 11th.

Other notable placements among graduate programs include ASU's 12th ranked criminology program and 17th ranked earth sciences program.

U.S. News & World Report named ASU among the "2012 Up-and-Comers" last fall among national universities in their 2012 "Best Colleges" guidebook.

#### DESIGNING TOMORROW

ASU 'Emerge' event attracts industry leaders, changemakers

Singular questions about what it means to be human in the face of emerging technologies were explored March 1-3 when Arizona State University hosted "Emerge," an unparalleled collaboration, on its Tempe campus.

The event invited artists, engineers, bio scientists, social scientists, story-

tellers and designers to ASU to build, draw, write and rethink the future of the human species. Industry leaders and prominent authors and futurists joined ASU faculty and selected students for an intense exploration of emerging technology and the implications of those breakthroughs for people and environments.

The conference attracted internationally prominent authors, changemakers and futurists, including Bruce Sterling, Sherry Turkle, Bruce Mau, Neal Stephenson and Stewart Brand.

"This is a time for humanists, artists and designers to leave their ivory tower and seek to integrate their knowledge in interdisciplinary teams that design the future," said Thanassis Rikakis, a professor and director of the ASU School of Arts, Media and Engineering in the Herberger Institute for Design and the Arts, and one of the principal organizers of the event.

The conference was built around eight areas where ASU research is



breaking new ground, from disease destroyers to human enhancement. These Futures@ASU presentations led into interdisciplinary workshops where artists and scientists were free to collaborate, experiment and explore future possibilities together.

Cynthia Selin, an assistant professor in ASU's School of Sustainability and the Center for Nanotechnology in Society, and one of the conference's three principal organizers, said, "'Emerge' was a chance to rehearse, play with, articulate, and build out alternative futures."

The conference was sponsored by the Herberger Institute for Design and the Arts, the Ira A. Fulton Schools of Engineering, the Office of the President, the Prevail Project of the Sandra Day O'Connor College of Law, the School of Sustainability, LightWorks, the Center for Nanotechnology and by Intel.

#### FAST TRACK

Newly launched Rapid Startup School aimed at young researchers, grad students

Arizona State University's Venture Catalyst initiative is launching the second round of its Rapid Startup School (RSuS) program, which is aimed at fostering startup business activity among postdoctoral researchers, graduate students and alumni. RSuS will showcase the many patents that ASU has developed in its research laboratories with the intent that some of these might form the basis for new companies.

"We completed our first version of the Rapid Startup School late in 2011 to overwhelming response," said Gordon McConnell, executive director of the ASU Venture Catalyst, which works with internal and external startup companies. "Now it is a matter of continuing to improve the program, including the ability to help this diverse group of participants form strong teams."

A number of new startups came out of the Rapid Startup School's first round, including several that could involve university intellectual property.

This part-time, free evening program applies a "pracademic" approach to developing an entrepreneurial mindset and real new venture creation. The program modules are taught by adjunct faculty from leading external organizations, supplemented by online modules from Venture Catalyst. Classes are two or three hours long, depending on the subject matter, and delivered in the evenings in the ASU SkySong facility in Scottsdale.

"Rapid Startup School is really about priming innovators, whether they are graduate students in the business school or research assistants in a university lab, to become entrepreneurs," said Wiley Larson, venture manager at ASU Venture Catalyst and RSuS program manager.

Additional information on the initiative is available at <http://asuventurecatalyst.org/p/RSUS>.



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Arizona State University is not just a place, but a force — advancing the economic, environmental, cultural and social well-being of our state and educating the next generation of leaders prepared to solve the greatest challenges we face.

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ARIZONA STATE UNIVERSITY



Alumni Achievement Award  
Honoree: Randall McDaniel '02 B.S.



Alumni Achievement Award  
Honoree: Stephen Teglas '89 B.S.



Philanthropists of the Year Award  
Honorees: Gary and Jeanne Herberger  
'89 B.A., '95 M.A., '00 Ph.D.

### BEST OF THE BEST

Alumni Association honors university innovators at Founders' Day event

The Arizona State University Alumni Association honored pioneering faculty members and alumni at its annual Founders' Day Awards Dinner on Feb. 29 in a gala ceremony at the Arizona Biltmore Resort & Spa.

The award ceremony has been a signature event for the university for decades. The awards honor individuals who exemplify the spirit of the founders of the Territorial Normal School of Arizona, ASU's predecessor institution, which received its charter from the Thirteenth Territorial Legislature on March 7, 1885.

Randall McDaniel was honored for his contributions as an athlete, an educator and a community leader.

McDaniel played football on the Sun Devils' offensive line and was named a First Team All-America pick in 1986 and 1987. He was later named to ASU's All-Century Team and inducted into the university's Sports Hall of Fame, as well as the Arizona State Football Ring of Honor.

McDaniel spent 14 years in the National Football League, playing for the Minnesota Vikings and for the Tampa Bay Buccaneers. He earned a record-setting 12 consecutive Pro Bowl selections and has been inducted into the National Football Foundation's College Hall of Fame and the Pro Football Hall of Fame.

McDaniel retired from professional football in 2001, finished his degree, then began working full-time as a basic skills instructor in Robbinsdale, Minn., area schools. He currently works in a similar capacity in second grade special education in the Westonka (Minn.) Public Schools.

His volunteer efforts include operating Team McDaniel, a middle-school program that empowers students to make a difference in their communities through volunteerism.

Stephen Teglas was honored for his visionary work with The Walt Disney Co. and his contributions to a pioneering partnership between the company and ASU.

Teglas joined the Disney Store in 1993. He became vice president/general manager of Fashion & Home of Disney Consumer Products, North America, in 2008. In this role, Teglas has pioneered strategy relating to Disney's licensed products aimed at the "tween" (9- to 12-year-olds) demographic, including the emphasis on fashion as a major component of the brand for young female consumers.

An avid Sun Devil, Teglas has been instrumental in building a relationship between Disney and ASU. He shaped a joint trademark licensing arrangement that will result in a variety of merchandise featuring Sparky with Mickey Mouse and other Disney characters. He also has been involved in ASU's InnovationSpace program, creating a Disney sponsorship in which students from design, engineering and business work with Disney representatives to develop product and service concepts for children in the areas of health and sustainability.

Jeanne and Gary Herberger epitomize the art — and heart — of philanthropy. Individually and together, the couple has contributed nearly \$28 million to the development of Arizona State University over the past 30 years. Most recently, the couple's generosity established the Young Scholars Academy for gifted children at the West campus of ASU.

Jeanne, a three-time alumna of ASU's Hugh Downs School of Human Communication, is an avid arts supporter and advocate, as well as a founding Women & Philanthropy investor at the ASU Foundation for A New American University.

Gary comes from a legacy of support for ASU, where he and his family have made more than 100 investments benefitting scholarships and programs in the colleges of the arts, business, public programs and design.





**Faculty Achievement Teaching Award**  
Honoree: Karen Bruhn, Honors Faculty Fellow and principal lecturer, Barrett, The Honors College at ASU

**Karen Bruhn**, who currently chairs the faculty at Barrett, The Honors College at ASU, has been recognized by students, faculty, and administrators alike as an excellent teacher, an active and engaged scholar, and an exceptionally able administrator.

The Human Event, a yearlong reading and writing intensive interdisciplinary seminar, is one of Bruhn's primary teaching assignments. Her students have praised her enthusiasm, her expertise and her availability outside the classroom. She also teaches a number of upper-division seminars, both on ASU's Tempe campus and in the Barrett Summer Study Abroad program. She is on the graduate faculty for both the History and the Religious Studies departments, and she is an affiliate faculty member for the Arizona Center for Medieval and Renaissance Studies.



**Faculty Achievement Research Award**  
Honoree: Wayne Frasch, professor, School of Life Sciences, College of Liberal Arts and Sciences

**Wayne Frasch**, a professor in the School of Life Sciences within the College of Liberal Arts and Sciences, was honored for his research at the interface between basic research and innovative mission-driven investigation into the inner workings of cells, molecules and DNA.

The core of Frasch's basic research focuses on how molecular "motors" use cellular energy to drive the rotary motion of protein complexes. His work into biosensing has ramifications that stretch into medicine and anti-terrorism activities. A recent extension of his research has led him into the transdisciplinary field of DNA computing, a field that uses the hereditary material present in most forms of life as a model for computation. This approach has the potential to revolutionize the field of massive parallel computing.

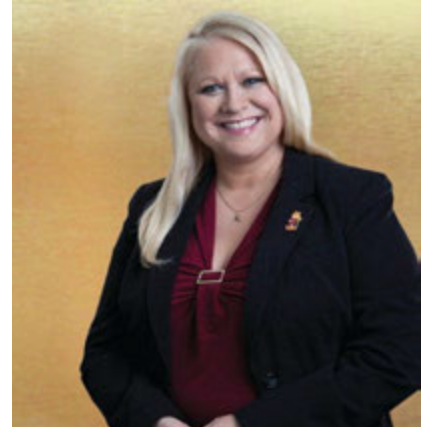
Frasch has published more than 70 papers and has obtained five patents related to his work, with another five patents pending.

**Joe Lockard**, an associate professor in the Department of English within ASU's College of Liberal Arts and Sciences, was honored for his development of the Prison English Project.

The Prison English Project has a number of components, including an internship program for undergraduate



**Faculty Achievement Service Award**  
Honoree: Joe Lockard, associate professor, Department of English, College of Liberal Arts and Sciences



**Staff Achievement Award**  
Honoree: Anna Wales

students, who act as online teachers of creative writing for inmates at the Penitentiary of New Mexico. The project also supports an internship for graduate students, who teach in-person classes in Shakespeare, American literature and creative writing to minimum-security prisoners at the state prison in Florence, Ariz.

**Anna Wales**, a special events manager for the College of Liberal Arts and Sciences, was honored for her commitment to the university and its students, her enthusiastic display of Sun Devil pride, and her service to the university and the Valley community. Wales, who joined ASU in 1994, is considered by those she has worked with as a "goodwill ambassador" for the university.

Wales' pride in the university is legendary, and she has volunteered for many outside-of-work ASU projects, including leadership roles on the University Staff Council and the Commission on the Status of Women. She currently serves as a Sun Devil Spirit Captain.

A recap of the 2012 Founders' Day event is available online at <http://alumni.asu.edu/events/founders-day>.

Founder's Day 2013 will be held on Feb. 21.

**GAME ON!**

Patterson named vice president for university athletics

Steve Patterson, who joined Sun Devil Athletics last year as its chief operating officer and managing director of the Sun Devil Sports Group, was appointed ASU's vice president for university athletics and athletics director in late March. Patterson replaced Lisa Love, who left ASU to pursue other career opportunities.

Patterson will continue to manage ASU's athletic facilities, the business office, marketing and fundraising operations. He will play a major role in ASU's plans to renovate and enhance its major athletic facilities, including Sun Devil Stadium, with the revenue from its new athletic facilities district.

Prior to coming to ASU, Patterson had a varied and successful career in sports management. He spent nearly a quarter of a century as an executive in the NFL with the Houston Texans, in the NBA with the Houston Rockets and Portland Trail Blazers, and in professional hockey with the Houston Aeros hockey team. Immediately prior to joining ASU in July 2011, he was the president of Pro Sports Consulting.

No stranger to being in charge of successful sports franchises, Patterson has built championship professional teams and designed, financed, built and run stadiums and arenas.



Photo courtesy of Sun Devil Athletics.

As general manager of the Houston Rockets, he built the 1994 NBA championship team. Later, he successfully led the effort to bring the Houston Texans NFL team and Super Bowl XXXVIII to Houston, Texas. As president of the Portland Trail Blazers, The Rose Garden and Rose City Radio, Patterson refined his skills as a turnaround specialist, while garnering national recognition for his player acquisition skills when he took over as the team's general manager.

ASU President Michael Crow said that Patterson was well equipped to lead the Sun Devils as they sought ever-higher levels of sports excellence.

"In his time at ASU, Steve Patterson has shown a level of sports management expertise rarely seen at the college and university level," said ASU President Michael M. Crow. "He is the ideal person to build on the foundation Lisa (Love) built and to take Sun Devil sports to the next level – to the highest level."

**SHARING THEIR STRENGTH**

Expansion fee powers fitness complex growth on all four campuses

Arizona State University broke ground on three fitness center projects in April, each funded by a student facilities fee. Here are the details on the projects and what each will provide for current ASU students, faculty, staff, community supporters and alumni.

**West campus:** ASU students, alumni, faculty, staff and community supporters on the West campus broke ground April 24 for the new 63,000 square foot Sun Devil Fitness Complex, set to open in January 2013. The new fitness complex will offer ten times as much space as the existing facility at the West campus. Amenities will include weight and fitness equipment, fitness studios, an outdoor pool and fields, a gymnasium, racquetball courts, and wellness services space, including a demonstration kitchen for healthy food preparation.



**Tempe campus:** Students, alumni, faculty, staff and community supporters celebrated the groundbreaking of an expansion of the Student Recreation Center (SRC) on April 23. The project will add 70,000 square feet to the SRC. The expanded complex will offer increased small-gym and outdoor field space for student clubs, meeting and office space for sports clubs, and additional space for weight room and cardio room equipment, decreasing wait times for fitness center users during peak times.

**Polytechnic campus:** Students, alumni, faculty, staff and community supporters celebrated the groundbreaking of





the campus' new Sun Devil Fitness Complex on April 18. The 60,000-square-foot facility is scheduled to open in January 2013 and will house weights and fitness areas, gyms for group fitness classes, three basketball courts, a swimming pool, locker rooms, bike co-op, and the campus health and wellness center. Students on the Polytechnic campus have played a significant role in the design of the facility, creating a space that not only promotes health and wellness, but also fosters a greater sense of community. This hands-on approach is representative of the project-based learning that students at Polytechnic experience inside the classroom.



Visitors to the Valley of the Sun who peer out their airplane windows while flying into Sky Harbor International Airport can see the glimmer from nearly 2,100 solar panels perched atop Wells Fargo Arena.

### BRIGHT FUTURE

ASU solar program shines, topping 15 megawatts of power produced

Visitors to the Valley of the Sun who peer out their airplane windows while flying into Sky Harbor International Airport now can see the glimmer from nearly 2,100 solar panels perched atop Wells Fargo Arena. The nearly 500-kilowatt installation lets the world know that ASU's passion for harnessing the sun's rays and commitment to employing renewable energy continues to move forward.

The Wells Fargo Arena installation became active exactly two months after the first Downtown Phoenix campus solar structure came online at the Walter Cronkite School of Journalism and Mass Communication. Late last year, ASU partnered with NRG Solar, a subsidiary of NRG Energy, Inc., to build the PowerParasol – a 5.25-acre, first-of-its-kind solar-panel project designed to shade 800 parking spaces in Lot 59 on the Tempe campus. The PowerParasol came online in late December.

The construction and deployment of

the PowerParasol and a number of other initiatives in 2011 led to the university being named the Solar Partner of the Year by the Solar Electric Power Association (SEPA) in October. At the end of 2011, ASU had 55 systems comprised of more than 58,000 panels with the capacity to generate 14.5 megawatts of solar energy.

The support of third-party business partners who have invested more than \$121 million into ASU's solar program has been critical to reaching this leading position in higher education solar power production. The university's leading solar energy-generation capacity also is made possible in part by the APS Renewable Energy Incentive program for the Tempe, Downtown Phoenix and West campuses. The first solar projects at the Polytechnic campus currently are under way, part of a new venture with the Salt River Project (SRP).

At press time, ASU was poised to reach 15.3 megawatts before the end of the spring 2012 semester. To learn more about the university's solar initiatives visit <http://asusolar.asu.edu/>.

**Downtown Phoenix campus:** The Downtown campus is also benefitting from the expansion fee, receiving 110,000 square feet of new and expanded facilities, which will include an expansion of the current campus partnership with the Downtown YMCA and the development of new facilities.

For more information on the fitness complex expansion projects, visit: <http://src.asu.edu/Grow/Facts>.



### IN THE CARDS

ASU selects MidFirst Bank as banking services strategic partner

Arizona State University and MidFirst Bank recently announced an 11-year comprehensive strategic alliance that consolidates personalized banking services at the institution. The new agreement integrates a MasterCard® check card and student and employee ID program; initiates a comprehensive sports-marketing package with Sun Devil Athletics; offers ASU alumni and fans MasterCard check cards, credit cards and gift cards; and provides financial-literacy resources to the ASU community. The alliance will advance the objectives of both institutions and provide a comprehensive banking-service solution for all Sun Devils.

The new association aligns MidFirst Bank, Arizona's largest privately held bank, with ASU and advances ASU's objectives to consolidate university business services. MidFirst Bank was selected by ASU as a strategic-banking partner from a field of seven banking and financial services firms.

To enhance access to banking services on campus, MidFirst Bank will open two full-service banking centers: one in the Memorial Union on the Tempe campus, and the other in the University Center on the Downtown Phoenix campus.

The new Pitchfork ID MasterCard check card will offer ASU students, faculty and staff an all-in-one ASU identification card, MasterCard check card and building access card. In addition, Sun Devil supporters in the Phoenix metropolitan area and in the state of Oklahoma can sign up for the new exclusive credit, check, and gift cards at any MidFirst location. ASU alumni and university supporters nationwide may apply for ASU-branded credit cards offered through MidFirst, which will display fresh designs featuring the updated ASU pitchfork logo or Sparky the Sun Devil in gold and black.

In addition to providing the banking strategic services listed above, MidFirst Bank has entered into a comprehensive sponsorship program supporting Sun Devil Athletics, including the naming rights for the Sun Devil Stadium press box.

"We welcome MidFirst Bank as a strategic banking-services partner and value its forward-thinking approach to customized banking services," said Michael Crow, ASU president. "Their presence at ASU and newfound accessibility to our alumni and fans, coupled with their financial literacy education options, is a tremendous opportunity for ASU community members. We are fortunate to have teamed up with a banking partner of this measure."

Headquartered in Oklahoma City, MidFirst Bank has 23 banking centers across the Valley of the Sun and serves more than 600,000 customers nationwide.

#### KEEPING THE FAITH

ASU, U-Mary collaborate for unprecedented academic endeavor

Arizona State University has entered into a collaborative agreement with the University of Mary (U-Mary) that will provide an opportunity for ASU students to take courses from U-Mary in theological studies or Catholic studies as a complement to their ASU degree.



Father James Shea, president of the University of Mary (left) and ASU President Michael Crow, discuss the collaborative academic agreement between the two universities.

In addition to taking single courses, ASU students may earn a major or minor in theological studies or Catholic studies through U-Mary. The courses will be taught at the Newman Center in Tempe, adjacent to the ASU campus. Classes will begin in fall 2012.

"ASU, as a model for a New American University, is dedicated to the inclusion of all," said ASU President Michael Crow. Since he arrived at ASU in 2002, he has expressed that all faith-based groups are welcome "to plant their flags deep at the university. That has resulted in major expansion of the LDS Institute at ASU and new construction at the Newman Center.

"This exciting collaboration with Arizona State University serves students in an entirely new way," said University of Mary President Father James Shea. "Through what we believe to be an unprecedented academic partnership of public and Catholic higher education, ASU's impressive offerings are expanded and some of U-Mary's best degree programs find a new home. We're thrilled to be part of this endeavor."

The agreement between ASU and U-Mary, an institution of 3,100 students located in Bismarck, N.D., provides an opportunity for Arizona students wishing to continue their Catholic education or interested in studying theology to do so without going out of state.

While it is not uncommon for students to take courses at more than one institution of higher education at the same time, there are several benefits of this new collaboration that will make it easier for ASU students to take U-Mary classes.

Class schedules between ASU and U-Mary will "mesh" in terms of both the

calendar and the start and end times of courses so that students should be able to plan a reasonable class schedule.

ASU students will need to discuss with their academic advisors the transferability of any U-Mary courses they wish to take, as not all courses will transfer for credit.

New and continuing students are eligible for this new collaborative program. Interested students and parents may contact David Fleischacker at (701) 355-8174.



#### LEGAL EAGLE

Douglas Sylvester named dean of law school

Douglas Sylvester, professor of law and faculty fellow at the Center for Law, Science & Innovation at Arizona State University's Sandra Day O'Connor College of Law, recently was named the college's dean.



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Sylvester was named interim dean of the law school in May 2011 after serving as associate dean for faculty research and development, a role in which he was responsible for building an environment that fosters faculty scholarship, organizing speaker series, mentoring junior faculty, and seeking innovative ways to increase the faculty's visibility.

During his time as interim dean, the College of Law's national academic rankings improved significantly. According to U.S. News & World Report's 2013 "Best Law Schools," the quality of ASU's College of Law improved across the board – in the caliber of students it attracts, the quality of education students receive, its reputation among academic peers, the recognition among judges and lawyers around the country, and its employment track record.

The college is ranked 26th nationwide among public and private law schools, up from 40th in 2012, and is now the 8th highest-ranked public law school. The increase in the 2013 rankings follows another jump from the 2011 rankings.

"Following a national search by our search committee and the interviews of some outstanding external candidates, we determined the best candidate for dean was already on campus," said ASU President Michael Crow. "As both interim dean and associate dean, Doug Sylvester has been responsible for major advances at the College of Law. Under his leadership as dean, those upward trend lines will continue into the future."

Sylvester has published, taught and lectured on issues of intellectual property law and commercialization, international law, emerging technologies, and privacy. In 2006, he taught Nanotechnology and the Law, the first time such a course was offered in the country by full-time law faculty. The following year, Sylvester was appointed special consultant to a National Academy of Sciences panel charged with reforming the U.S. Census. He was the founding faculty director of the innovative Technology Ventures Clinic, which introduces students to transactional legal practice in high-technology sectors. In recent years,



ASU students interning at Sundance 2012 pose outside festival headquarters at the Marriott Park City Hotel. From left to right: Adriana DiMatteo, Della Anderson, Clayton Porter, John Ross Haynes, Amber Wojcek, Michael Bennett, and Patrick Carroll.

Sylvester also has been an expert witness in cases involving licensing, intellectual property and technology, and has advised numerous entrepreneurs in building their businesses.

Prior to joining the college faculty, he was a Bigelow Fellow and lecturer-in-law at the University of Chicago, a lecturer-in-law at Northwestern University, an attorney in the Global e-Commerce Practice Group at Baker & McKenzie in Chicago, and he clerked for U.S. District Judge C. Clyde Atkins in Florida.

#### **STUDENTS GO BEHIND THE SCENES AT SUNDANCE FILM FESTIVAL**

Seven students in the Film and Media Studies (FMS) program within the College of Liberal Arts and Sciences attended the 2012 Sundance Film Festival in Park City, Utah, as part of a new Arizona State University internship. The program was a collaboration between ASU and Sundance that granted students access to a unique career development opportunity at the largest independent film festival in the United States.

"In attending the Sundance Film Festival, students learned the inner workings of one of the most important

film festivals in the world," said Kevin Sandler, associate professor, who coordinates internships for the program. He noted that the experience gave students a firsthand look at the art and business of contemporary filmmaking, and provided networking opportunities that may assist their job searches after graduation.

ASU students volunteered for the second half of the 10-day festival in late January, taking tickets, managing lines, and ensuring festival-goers entered and left theaters in an efficient manner. In exchange, they were given free access to the festival's film screenings and filmmaker panels, which engaged well-known filmmakers in conversations in small, intimate settings.

According to Christopher Bradley, a lecturer in the FMS program and chaperone on the trip, "The filmmakers were friendly, open and ready to answer any questions our students had – eager to share their information and wisdom. I'm not sure there's anywhere else on earth where our students could experience this kind of concentrated access to established independent film figures."



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## Friends for life

The ASU Alumni Association welcomes the following new life members, who joined between Jan. 5 and March 28, 2012.

Jo E. Alberhasky '83 M.A.  
Benjamin P. Allegretti '85 B.S.  
Matthew J. Anselmo '03 B.S.  
Maen R. Areikat '83 B.S.  
Laura B. Balcom '83 M.S.  
Sunil R. Baliga '08 M.S., '11 Ph.D.  
Douglas J. Ball '80 B.S., '02 M.B.A.  
Darko Bilic '11 B.S.  
Kaki Bonsall Allan '70 B.A.E.  
David A. Borsheim '11 B.S.  
Garry W. Breckenridge '97 B.S.N.  
Helen E. Burtis '07 J.D.  
Jennifer Castaneda '10 B.S.  
Alma T. Chavez '00 B.S., '03 M.P.A.  
Michael J. Collis '85 B.S.  
Jeanine M. Cordova '04 B.S., '06 M.S., '08 Ph.D.  
Matthew C. Depew '96 B.S.  
Jennifer A. Dorer-Corder '89 B.S.  
Mary Catherine R. Dunning '11 M.P.A.  
Brandon W. Farmer '02 B.S.  
◆ Timothy J. Farrell '81 B.S.  
◆ Stacey S. Farrell '84 B.A.E.  
Renate M. Fearonce '11 M.S.W.  
Diana Fliger '88 B.S.

Yolanda A. Flores '98 B.S.  
Martin Flores '93 B.A.  
Jeffrey D. Frank '92 B.S.  
Garce G. Futerer '57 B.S.  
Jaime S. Gidley '03 B.S.N.  
Sonia M. Gomez '04 B.A.  
Nicolle K. Gusz '10 M.Ed.  
Azim Q. Hameed '82 B.S.  
Janice Hamilton '69 B.A.E.  
Bryan J. Harrington '82 B.S.E.  
Ellen G. Hart '81 B.S.  
David K. Henderson '76 B.S.  
Chris K. Hooppaw '95 B.S.  
DeAnn E. Huft '95 M.N.S.  
Mark F. Hyndman '87 B.S.  
Christopher Thomas Jewett '11 B.S.  
Jessica L. Kane '07 B.S., '11 M.B.A.  
Nicole M. Kennelly '11 B.A., '11 B.A.  
Ronald L. Kooi '78 B.A.  
John S. Laskey '82 B.S.  
Dawn L. Laskey '82 B.A.E.  
Suzanne M. Lindsley '99 B.I.S.  
Michael Maskaly Sr. '76 M.A.  
Stefan J. McCleary '11 B.S., '11 B.S.  
Paul J. McMurdie '85 J.D.

Daniel S. Mestas '05 B.S.E.  
Craig L. Miller '76 B.S.  
David G. Miller Jr. '93 B.S.  
Ted B. Moss '11 B.S.  
Phillip C. Moyer '68 Ed.D.  
Kim R. Naig '93 B.A.  
Sriraman Narayanan '99 M.S.E.  
Robert A. O'Reilly '85 B.S.  
Jason D. Parker '11 M.B.A.  
Allison Paulus '11 B.S.  
Sean M. Price '10 B.S.  
Thomas J. Quasius '92 B.A.  
Nicholas P. Radtke '03 B.S., '11 Ph.D.  
Wanda J. Ramey '65 B.A.E.  
Scott D. Reuter '96 M.C., '11 D.B.H.  
Catherine L. Rivera '76 B.A.E., '82 M.A.E.  
Lesley M. Rogers '11 B.A.  
Joseph M. Russo '09 B.A.  
Shannon P. Scheel '88 M.S.  
Susan M. Schuetz '91 B.S., '93 M.S.  
◆ Jeremy R. Schultz '04 B.S.  
◆ Samantha A. Schultz '04 B.S., '04 B.A.E.

◆ Ryan J. Shinn '03 B.A.  
Ruth L. Sieber '10 B.S.  
Wayne M. Simon '73 B.S.  
Srikanth Sirobushanam '11 M.S.E.  
Jason M. Smith '09 B.S., '11 M.Ed.  
Sierra A. Sommars '10 B.A.E.  
Emily F. Spencer '63 B.A.E.  
Bradley J. Stiffler '05 B.S.  
Jacob J. Tadeo '11 B.A.  
Stephen M. Teglas '89 B.S.  
Ted Thornton '91 B.S.  
John A. Vandevier '79 B.S.  
Mary J. Wilke '89 B.S.  
Robert L. Wilkinson '04 B.S.D.  
Kellea R. Williams '98 B.A.  
Juantez J. Williams '11 B.I.S.  
Jeremiah J. Zazueta '08 B.I.S.

◆ = indicates a member who has joined at the Gold Devil Life level. A Gold Devil Life membership costs \$650/individual, \$800/couple, or \$150 to upgrade from an existing life membership.

Show your Sun Devil pride for life. Become a life member at [alumni.asu.edu](http://alumni.asu.edu) or by calling 1-800-ALUMNUS.

Filling the gap  
Great catch  
In the zone  
Diamonds are forever  
Ready to play

## Filling the gap

Quick-handed shortstop  
hopes to help baseball  
win the Pac-12

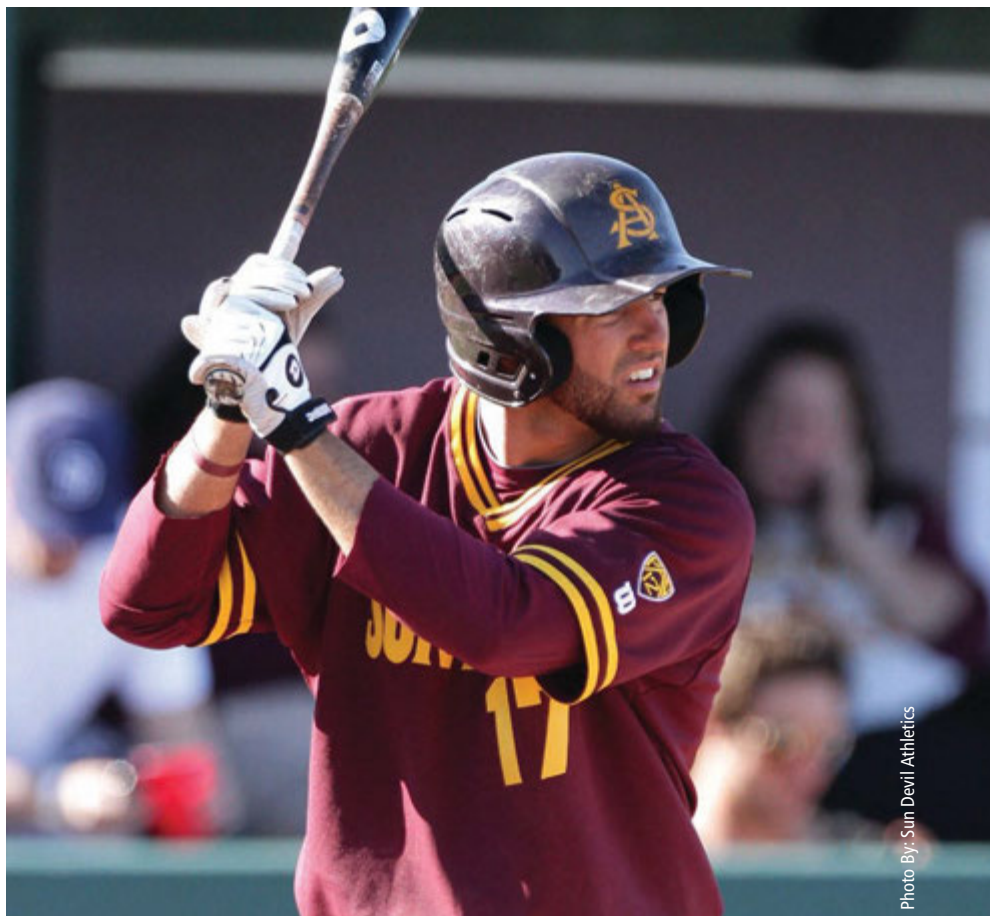


Photo By: Sun Devil Athletics

Now you see the baseball. Now you don't.

It's all part of Deven Marrero's sleight-of-hand defense as Arizona State's shortstop. He gets rid of the ball almost faster than it came into his possession. One of his biggest influences has been Rey Ordonez, a former shortstop for the New York Mets who was a friend of Marrero's father. Ordonez worked with Deven quite a bit back home in south Florida.

Defense has served the junior well. He was the Pac-10 Conference Defensive Player of the Year in 2011, and his glove work is one of the reasons why he is expected to be one of the top two or three position players selected in Major League Baseball's annual amateur draft in June.

But he's not thinking about the future – he is living in the present and playing all-out for the Sun Devils.

"That situation will take care of itself. I can't worry about that now," Marrero said, referring to the draft, as ASU was preparing to begin its season. "Helping ASU win is my first priority."

Marrero also is capable of becoming a solid hitter this season. He hit .397 as a freshman, .313 as a sophomore and was hitting .318 after ASU's first six games this season as the calendar flipped to March.

"I am a gap-to-gap hitter, not the long ball. I get on base and can swipe a few bags," he said.

ASU was ruled ineligible for post season play, so that put more of a premium on the regular season and conference season that is scheduled to wrap up with a three-game series against rival Arizona in Tucson May 25-27. Marrero said the team was aiming high in its ultimate aspirations for the 2012 season.

"We want to win the Pac-12 championship," he said.





## GREAT CATCH

Softball shortstop picks up three honors

It's been a great spring for Katelyn Boyd. In less than one month, the Sun Devil shortstop was nominated for or won three awards.

In early April, Boyd, a senior, was nominated as a finalist in the 2012 Lowe's Senior CLASS Award. The honor, which stands for Celebrating Loyalty and Achievement for Staying in School, focuses on the total student-athlete and encourages students to use their platform in athletics to make a positive impact as leaders in their communities.

About a week later, Boyd was nominated as a Top 25 finalist for the 2012 USA Softball Collegiate Player of the Year by the Amateur Softball Association of America.

This award, which is considered the most prestigious honor in Division I women's collegiate softball, is designed to recognize outstanding athletic achievement by female collegiate softball players across the country. Boyd was a finalist for the award last year. The winner of the award was to be announced May 29, just prior to the start of the Women's College World Series in Oklahoma City.

Finally, at the end of April, Boyd was rewarded for her exceptional performance throughout the spring by being named the Pac-12 Player of the Week for the week of April 16-22. It was Boyd's third career conference weekly honor. At press time, Boyd was second in terms of all-time home runs at ASU with 60, and third in terms of all-time hits with 270.

Boyd's outstanding performances have been one element in the softball team, which was 39-5 going into the last week of April, and 11-2 in Pac-12 play.

Opposite Page: Deven Marrero.  
Above: Katelyn Boyd.  
Below: Cameron Marshall.

## IN THE ZONE

Running back chases Sun Devil rushing records

Cameron Marshall exited the elevator and walked through Arizona State's Ed and Nadine Carson Student-Athlete Center, ready for an interview.

"Do you know why Cameron knows where we are? Because it's right next to the end zone," joked a member of the school's sports-information staff.

Step out the back door and there it is – the south end zone of Frank Kush Field. Marshall has been there many times and hopes to visit many more this fall as a senior running back for the Sun Devils.

The 5-foot-11, 215-pound Marshall scored 18 touchdowns last season. He rushed for 1,050 yards and has 2,105 for his career, putting him within reasonable reach of the No. 2 spot on the school career rushing list – Freddie Williams had 3,424 from 1973-76. Woody Green is the all-time leader with 4,188 from 1971-73.

Marshall also needs to rush for 11 touchdowns this fall to surpass Green's career-leading 39.

He describes his running style as "very downhill, very aggressive. I have the advantage of both power and speed."



It will be an interesting season for Marshall and the team, given the fact that ASU has a new head coach (Todd Graham) and will have a new starting quarterback after Brock Osweiler left for the NFL a year early.

After watching videos of Graham's

past teams, Marshall says he thinks the offense will feature a good mix of the run and the pass and make big plays.

"I'm ready ... I think all the other guys (teammates) and I are adjusting well to the new coaching staff," Marshall said.



Jerry Romo broadcasts play-by-play action of the Texas Rangers for Spanish-language listeners.

### DIAMONDS ARE FOREVER

Two ASU alums deliver baseball action to game's Hispanic fans

Whenever the California Angels and Texas Rangers – two of the best teams in Major League Baseball – battle it out, two Sun Devils sit in their respective broadcasting booths and call the action in Spanish for the Hispanic fans of each team.

Rolando Nichols '99 B.A. works for the Angels, and Jerry Romo '03 B.A. calls games for the Rangers. Of course, each man knows his team is the better squad – and objectively, baseball analysts predict a tight race for first place in the American League West this season between the two teams. But these two graduates of the Walter Cronkite School of Journalism and Mass Communication agree that Hispanic baseball fans are very, very passionate about the sport.

"Hispanic fans live and die with their teams," says Romo, who also calls radio

play-by-play in Spanish for the Dallas Mavericks. "Teams become part of a family tradition: kids will root for the same team their father and grandfather follow."

Though Latin American sports fans have been rooting for their favorite American teams for decades, it's only been within the last 10 years that sports organizations have begun paying close attention to the Spanish-speaking market, Nichols adds.

"The stereotype used to be that Mexicans were only interested in soccer," he says. "That's pretty true for people living in southern Mexico. But for people in the northern Mexican border states, there's a lot of American influence. In high school, I played basketball, football and ran track."

Born in Hermosillo, Sonora, Mexico, Nichols played baseball as a youngster, and improvised play-by-play commentary during pickup games

with his friends. At age 15, he signed a professional baseball contract to play outfield and second base for the Mexico City Red Devils and Vera Cruz Eagles.

"But I knew I wasn't going to make it as a player in the U.S., so I turned to my second love – broadcast journalism," he says. While attending the Walter Cronkite School of Journalism & Mass Communication, he worked at Univision-33 in Phoenix as the news anchor. Later, at KMEX-34 in Los Angeles, he received a Peabody Award, an Edward R. Murrow Award and an Emmy in 2005 for a series of stories on the history of the Hispanic community in America.

In 2007, he created CENTRO Net Productions, a broadcast production company, and a year later was hired to call Angels games in Spanish after Angels announcer Jose Mota heard his voice in a commercial. This season will mark his fourth year behind the





Rolando Nichols turned his love for sports into a job calling California Angels games.

microphone, and Nichols says he's seen a lot of change since he began calling runs, hits and errors.

"Years ago, anyone who knew Spanish could get into Spanish radio," Nichols reflects. "Today, we're seeing a new generation of knowledgeable bilingual kids coming into the market, and schools like ASU have helped the industry raise the bar."

Nichols and Romo credit their success to ASU and to Cronkite staff like Director of Career Services Mike Wong and Chief Broadcast Engineer Jim Dove, who were helpful mentors.

After working as a sports anchor on ASU's television station, Romo won an internship with the Arizona Diamondbacks, where he was a production assistant on the team's pre-game show. Incidentally, Diamondback leadership boasts many former Sun Devils, including President and CEO Derrick Hall, Executive Vice President and CFO Tom Harris, and Executive Vice President, of Business Operations Cullen Maxey.

Romo worked his way up to executive producer, reporter, and writer for a variety of the team's television programming, and developed "D-backs Playin' Hardball En Espanol" for the Hispanic market. In 2010, he joined the Rangers.

Today, whenever he walks into a ballpark, he remembers his father, Francisco, who always gave him the same pitch.

"Baseball was my passion and after elementary school, I always ran home to catch the doubleheaders on ESPN," he says. "I used to tell my dad, 'Someday, I'm going to be involved in this,' and he'd constantly encourage me by saying, 'Dream, and dream big!'"

*Benjamin Gleisser is a Toronto-based freelance writer.*



## READY TO PLAY

Tennis coach stresses athletic, academic excellence

For nearly 30 years, Sheila McInerney has been doing things the right way as the women's tennis coach at Arizona State.

Entering the 2012 season, the Sun Devils had been in the NCAA tournament for 24 straight years.

Just as important has been her players' excellence in academics. Through 2011, ASU had achieved a 1000 score for the sixth straight year of existence of the NCAA's Annual Progress Rate. The Sun Devils also had seven players honored on the Pac-10 All-Academic Team.

She has had just one player who did not graduate in her 27-year tenure, and that was because the player turned professional after her sophomore season.

"I think most tennis players by nature are an intelligent, disciplined group," McInerney said. "It's been rewarding for me every year to see them grow and be all that they can be."

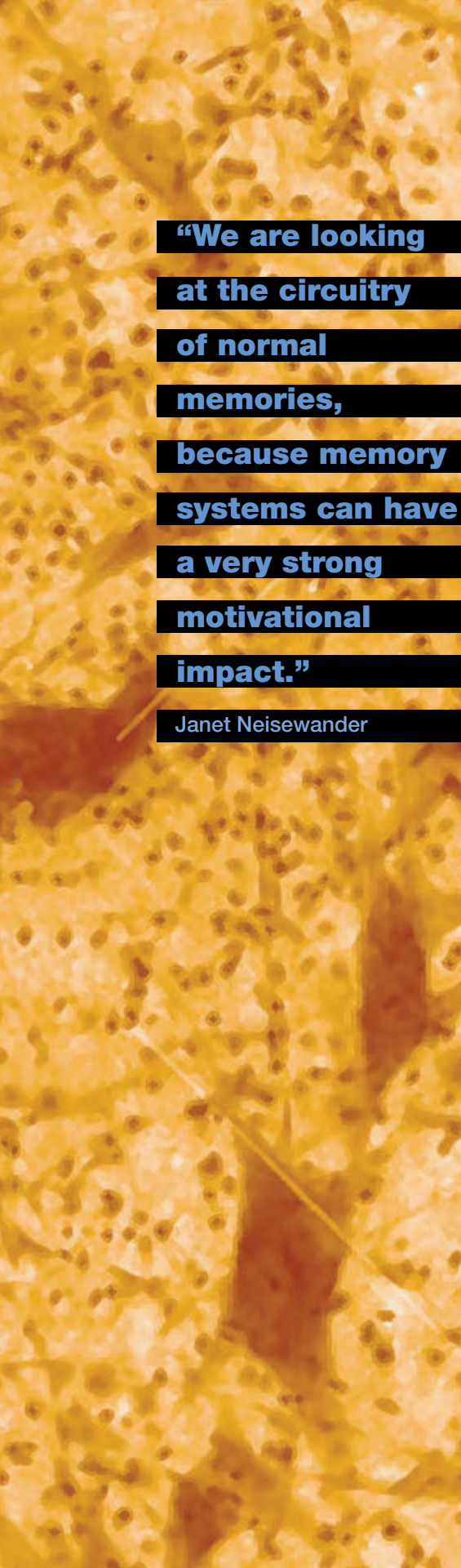
"Every year, there are new players coming in, new blood, and the process starts all over again. The players keep me young."

She said she has become more patient with her players over the years.

"There's also more of an age gap," she said. "When I first started (as an assistant coach at her alma mater, USC), I was only a couple of years older than the players. Now I'm older than a lot of the parents."

"I am a high-energy person. It just comes naturally. I bring that energy every day. The kids are a lot busier these days. They are multi-taskers. When they come here (to the Whiteman Tennis Center) for two or three hours every day, I want to make it fun yet demanding for them. I want them to be ready and motivated to play."

*Sports updates by Don Ketchum, a Phoenix-based freelance sportswriter.*

A vertical strip on the left side of the image showing a microscopic view of brain tissue, characterized by a dense, yellowish-orange color and a complex, porous texture.

**“We are looking  
at the circuitry  
of normal  
memories,  
because memory  
systems can have  
a very strong  
motivational  
impact.”**

Janet Neisewander



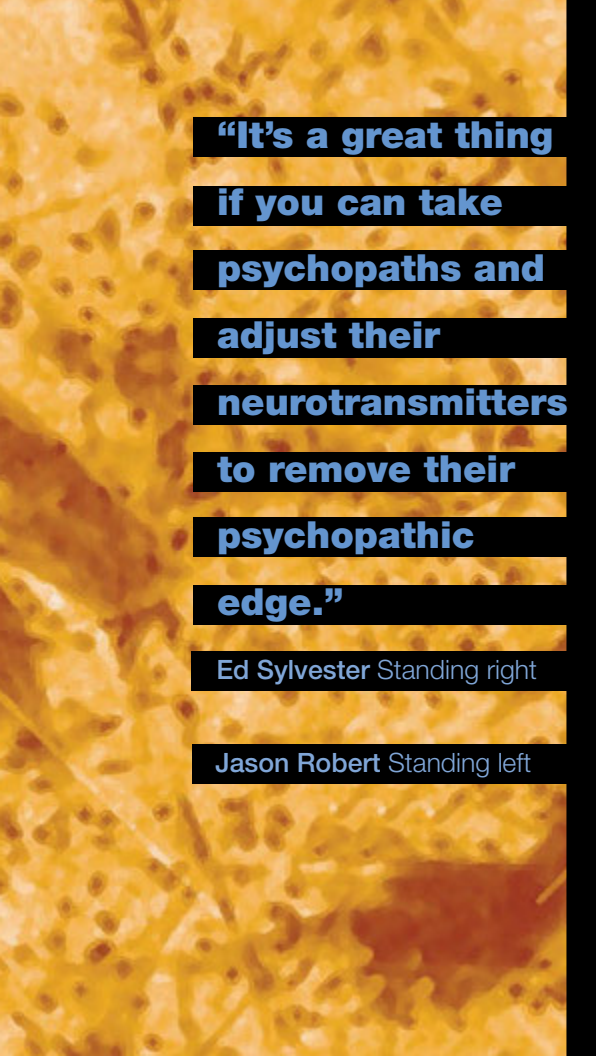


The background of the page is a microscopic view of brain tissue, showing a dense network of neurons and synapses in shades of yellow and orange. A semi-transparent satellite map of the Earth is overlaid on the right side of the image, with the text 'thinking with the mind's eye' superimposed on it. The text 'thinking with the' is in black, while 'mind's eye' is in blue with a green and white satellite map pattern.

# **thinking with the mind's eye**

**ASU experts  
assess the  
opportunities  
and challenges  
of brain  
research**

**By Christopher  
Vaughan**



**“It’s a great thing  
if you can take  
psychopaths and  
adjust their  
neurotransmitters  
to remove their  
psychopathic  
edge.”**

Ed Sylvester Standing right

Jason Robert Standing left

Although most people cherish their ability to remember events from their past, ASU researcher Janet Neisewander knows well that the persistence of memory is not always a positive thing. For years, the behavioral neuroscientist has been investigating how memories for particular cues can prompt intense craving in drug addicts. Even if a former crack addict has been clean and sober for years, she says, if they see a crack pipe or go back to places where they used, the desire to use the drug again can be irresistible. This also can be true for alcoholics who see friends with whom they used to drink, or smokers who hear the sound of a match striking. People can spend years creating walls against their addictions, but memories can be the Trojan horses that slip in and destroy their willpower.

As part of the battle against drug addiction, Neisewander, a professor in the School of Life Sciences, has been looking at the genes, neurotransmitters and neural circuits that underlie memory formation.

“We are looking at the circuitry of normal memories, because memory systems can have a very strong motivational impact,” she says.

The hope is that blocking or modifying those memories might make it easier for addicts to kick drug habits. When a memory is recalled it must be processed again in order for

it to be kept in storage. Some pharmaceutical companies are already developing drugs that can interfere with this process, referred to as reconsolidation. The hope is that memories can be selectively erased by preventing reconsolidation. But Neisewander is aware that meddling with memory can be a tricky thing. Since we are largely what we remember, the possibility of selectively erasing memories is a little frightening.

“Obviously we can’t live without memory,” she says. “If we develop drugs to block addiction we need to make sure we don’t block necessary functions of the brain.”

Brain researchers at ASU, like their colleagues around the world, are advancing their understanding of the inner workings of the brain at a blistering pace. Officials at the National Institutes of Health say that scientists have learned more about the brain in the last two decades than had been known in all of human history. The fruits of this knowledge may be a huge boon to humankind, potentially enabling us not only to beat back terrible afflictions like drug addiction or Alzheimer’s disease, but also to provide us with new cognitive and physical capabilities, some of which might seem like science fiction. At the same time, however, observers at ASU and elsewhere are thinking about what might happen when we know





enough about the brain to reach in and manipulate people's thoughts and emotions.

Ed Sylvester, a professor at the Walter Cronkite School of Journalism and Communication, knows both sides of this issue. Sylvester has written books about innovations in brain science after following neurosurgeons and neuroscientists at the Barrow Neurological Institute at St. Joseph's Hospital and Medical Center in Phoenix and at Johns Hopkins University in Baltimore. His most recent book is about bioterrorism.

"I know well from studying the biological security issue that almost every single discovery in modern biology is, by definition, dual use," says Sylvester. "It's a great thing if you can take psychopaths and adjust their neurotransmitters to remove their psychopathic edge, but that also could become a pacifying agent that is used on populations to keep them quiescent."

Those with an eye on this issue are quick to point out that most neuroscience research has obvious potential benefits in alleviating human suffering, with no immediately harmful applications. For instance, Ying-Cheng Lai, a professor in the School of Electrical, Computer and Energy Engineering, a part of the Ira A. Fulton Schools of Engineering, is studying how neurons in the brain

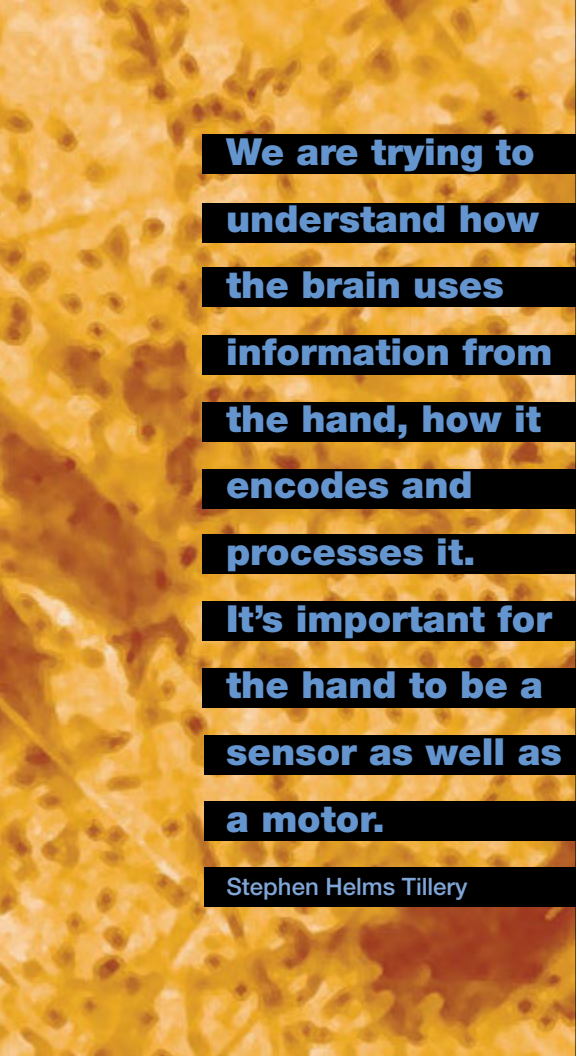
behave before and during epileptic seizures. Lai is not a biologist – he is an electrical engineer and physicist with an interest in chaotic dynamics and complex networks – but his story is not uncommon in brain research, where abstract knowledge from distant fields has provided some of the greatest leaps of understanding.

Lai's work addresses how the vast network of neurons in the brain behave in epilepsy.

"The traditional view was that you have strong synchrony among firing neurons during an epileptic seizure, but then ten years ago others found data that suggested exactly the opposite," Lai says. Applying his skills in mathematics and network analysis allowed Lai and his colleagues to show that either case can be true, depending on the patient.

"This suggests that there is no universal treatment for epilepsy," he says. "In each individual you have to find out if their seizures are due to an increase or decrease in synchrony, and then use drugs or electrical stimulation to counteract that trend."

However, there is a large body of neuroscience research that, while promising amazing benefits for those burdened by illness, also suggests future applications for which we may or may not be ready. Many researchers are experimenting with ways to tweak brain activity directly.



**We are trying to understand how the brain uses information from the hand, how it encodes and processes it. It's important for the hand to be a sensor as well as a motor.**

Stephen Helms Tillery



Doctors already commonly apply electrical stimulation to certain brain regions (a therapy called deep brain stimulation or DBS) to treat disorders such as depression, chronic pain and Parkinson's disease. While he was at ASU, Virginia Tech scientist Jamie Tyler conducted research funded by the Defense Advance Research Projects Agency (DARPA) to do similar brain stimulation from outside the skull using ultrasound for military applications on the battlefield. Other researchers are able to make mice fearful or adventurous at the flick of a switch using optogenetics, in which fiber optically directed light activates or deactivates specific nerve circuits.

Representing another angle on brain-related research, Stephen Helms Tillery, an assistant professor in the School of Biological and Health Systems Engineering, another academic unit within the Ira A. Fulton Schools of Engineering, has conducted research for quite some time on how to make artificial hands that are directly wired into the human nervous system.

"We are working with the hand, but what we are doing is really brain research," Tillery says. The human hand engages in exquisitely nuanced conversation with the brain in order to do something like hold an eggshell without crushing it, or to thread a needle, he notes.

"We are trying to understand how the brain uses information from the hand, how it encodes and processes it," he says. "It's important for the hand to be a sensor as well as a motor." Tillery's goal is to create a neuroprosthetic hand that will be as good or better than a natural hand. But this sort of research also opens the door to a wide variety of other machines that are directly wired into the brain and controlled by it. Already, people use brain waves to direct machines. "This technology can be used to control all sorts of things — sailboats, cars — I haven't seen anyone controlling an airplane yet, but it shouldn't be that difficult," Tillery says. It is even plausible that someday researchers will develop a sort of external hard drive for the brain, Tillery says, a device that stores memories and knowledge for us, and can then feed them directly back into our neural networks when needed.

Jason Robert, the Franca Orefice Dean's Distinguished Professor in the Life Sciences and the Lincoln Associate Professor of Ethics in Biotechnology and Medicine at ASU, is in a unique position to evaluate the wild frontiers of neuroscience. Although his background is in the history and philosophy of science, he has spent a lot of time in the labs with developmental biologists and stem cell biology researchers. He's the director of the Bioscience Ethics,





Policy, and Law Program in the Center for Biology and Society, and says that the university provides a singular platform for scholars to look at the changes being wrought by advancing knowledge in neuroscience.

“I came to ASU because it is the only place in the country that has a Center for Biology and Society that is based in a biology department, with both a history and philosophy of science program and a bioethics program built right in,” he says. In addition to delving into the implications of nanotechnology and neuroscience, Robert has spent time in Tillery’s lab, thinking about the impact of neuroprosthetics. When mechanical devices become direct extensions of ourselves, “what impact will that have on your sense of self, on who you are, on how you are perceived by others and the law?” he asks.

In Robert’s view, it is inevitable that people will seek to enhance their abilities with neuroprosthetic devices. In a way, he says, it already has happened – in the form of an electronic device that can be carried at all times and provides instant access to stored information about our personal lives and nearly every bit of human knowledge: the smart phone. And Robert observes that this device already has started to change us.

“Whenever I misplace it, I immediately feel out of touch and actually a little incomplete,” he muses.

“We are already on this trajectory, so we are better off trying to think through what are appropriate and inappropriate uses of this technology rather than arguing about whether it is altogether good or not,” Robert continues. “One thing that is critically important as we move forward is that scientists and (non-scientists) need to develop tools for talking to each other, instead of name calling and accusation.”

Robert’s greatest fear is that neuroscience research will proceed so quickly that members of the public won’t have a chance to think through all its implications and check their moral compasses about whether these developments are appropriate or not. But even though Robert thinks these technologies will ultimately be transformative, both he and Sylvester believe change will be sow in coming.

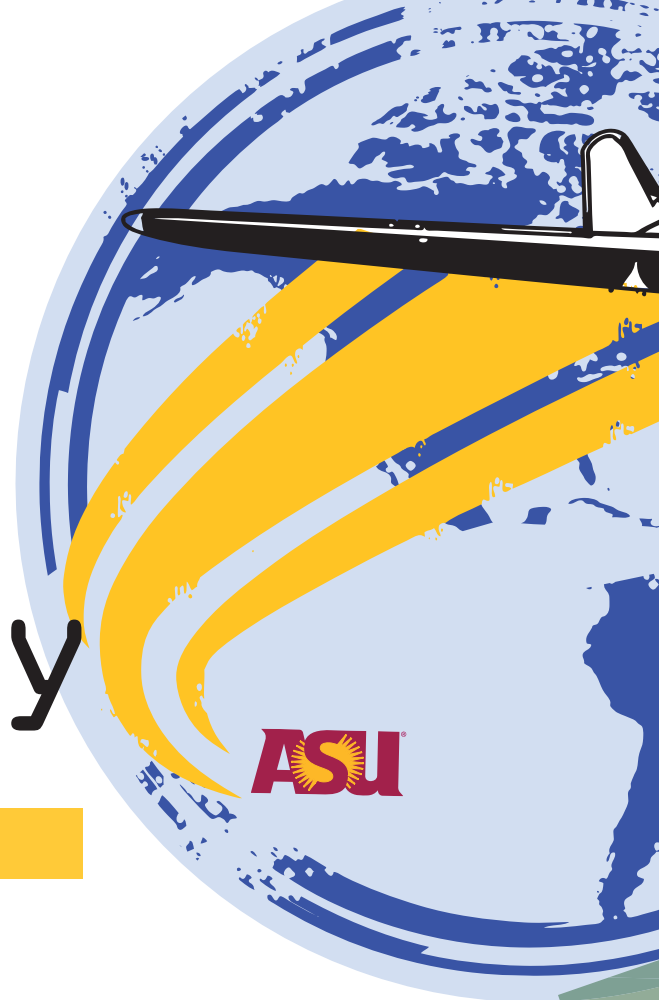
“I’m pretty cautious about claims that are either really enthusiastic or really horrifying,” Robert says. “I’m skeptical that we have to worry about the horrible future that some predict or the utopian future that others predict. We don’t know enough at this point to be really worried.”

*Christopher Vaughan is a freelance science writer based in Menlo Park, Calif.*

# Learn locally work globally

## Sun Devil alumni make their mark on the world

There's no telling where an ASU education can take you – the Sun Devils featured in this section live in locations as diverse as Great Britain, Israel, Japan, China and Italy. Whether their current international adventures mark one stop in a globe-trotting life, or signify their effort to contribute something positive to their adopted home country, the 10 ASU alums profiled here know how to leverage their degree to make an impact on the world around them.







LONDON

SHANGHAI

上海 上海

ENGLAND



# Language liaison

Abdullah Al-Bargi '01 M.T.E.S.L., '06 Ph.D.



The countries of the Middle East, particularly Saudi Arabia, can seem like a mysterious place to a person whose native language is not Arabic. But one Sun Devil is serving as a linguistic ambassador between cultures. Abdullah Al-Bargi, vice dean of development of the English Language Institute at the King Abdulaziz University in Jeddah, Saudi Arabia, introduces Arabic speakers to the English language, educating Saudi citizens about how English speakers approach writing and expressing themselves on the world stage.

Al-Bargi, who earned his master's in teaching English as a second language as well as his doctorate in rhetoric and composition at ASU, juggles a staggering number of responsibilities at the institute, including curriculum development, supervision and recruitment of classroom instructors, and the pursuit of international accreditation for the program, as well as teaching his own slate of courses in English reading and writing.

As professor, Al-Bargi strives to achieve a balance between assigning academic English resources and mass media materials. Classic short stories from the literary canon are complemented by contemporary news stories from major U.S. and British sources. He also has been able to use his advisory position at The Saudi Gazette, the first daily English newspaper in the country, to encourage his students to write responses to columns on the publication's op-ed page.

"I promised them that the best responses would be published in the 'Your Say' section of the paper," he noted. "It was motivating for the students to see their names printed in the paper and it helped some of them to develop a passion for writing, critical thinking and investigative reporting ... some of them went on to become professional journalists."

Al-Bargi credits Maureen Goggin and Sharon Crowley, professors in ASU's Department of English, with helping him forge a career path related to the teaching of writing.

"They were passionate about rhetoric, always engaged, and made each class fun and exciting," he said. "These two ladies taught me to think outside the box, and they lit a fire in me to use writing as a journey of self-discovery."

*By Oriana Parker, a Scottsdale-based freelance writer.*





# Greening the playing field

Reka Cseresnyes '99 B.S., '99 B.S.

It's been 14 years since Reka Cseresnyes was an All-American tennis standout for the Sun Devils, but when she plays now she still laces up the same pair of white Addidas with funky black stripes she wore during her ASU days. They remind her of the "good-old days" at ASU, but they're also indicative of her desire to live a life of conservation and minimal waste.

Growing up in 1980s communist Hungary, Cseresnyes was mostly unaware of the hardships that marked her world. But she did know resources were scarce, and she learned to live without abundance and luxury. "We never expected to eat fresh strawberries in the winter," she explains.

That perspective, Cseresnyes calls it "a lifestyle in harmony with the environment," has remained with her and is now driving her business, CSR Sport. Based in Budapest, CSR Sport aims to bring environmental values to athletics. Cseresnyes returned to Hungary three years ago with her husband, Jared Schrieber '97 B.S., and their three children. The firm's first project was organizing a "green triathlon" that left a smaller environmental footprint and involved spectators, competitors and sponsors in green initiatives. More recently, Cseresnyes became a member of the Hungarian Olympic Committee's Environmental Committee. She said that the committee's goal was to use the power of sport to motivate environmentally

conscious behaviors.

Her business venture is a potent combination of Cseresnyes' athletic background, her passion for the environment and her business education, which included a double major in supply chain management and finance.

Cseresnyes' concern for the world around her also was influenced by her friendship with fellow business school student-athlete Pat Tillman, the Arizona Cardinals player who enlisted in the military after 9/11 and who was killed by friendly fire in Afghanistan in 2004. During his time at ASU, he was Cseresnyes' close friend, contrasting his "California cool dude" exterior by posing thoughtful questions about Cseresnyes' life in Hungary and by showing interest in her tennis career. After Tillman's death, Cseresnyes helped his family establish the Pat Tillman Foundation. She said she hopes he will be remembered for his ability to break stereotypes, as well as his conscientiousness, his humility and his constant desire to learn.

And what of Cseresnyes' own legacy? Whether it's stubborn reuse of old shoes, making sports a greener industry or honoring a lost friend, it's clear she intends to live her own version of a life of abundance.

*By Tracy Mueller, a freelance writer based in Tucson.*

# Delivering results

## Jeremy Goldstrich '95 B.A., '95 B.A.



Jeremy Goldstrich deals daily in logistics. He supervises more than 700 people as managing director of ground operations for FedEx in Japan, Guam and Saipan. His organizational skills turned out to be crucial during the aftermath of the 2011 Japan earthquake off the coast of Sendai.

Goldstrich was preparing to leave for a seminar to speak about sustainable driving habits when the quake hit.

"My wife had my son who was not yet 1 and our daughter was at daycare. We knew the quake was a big one, and it was long," he said.

Most communications were inoperable after the quake, but Goldstrich's Blackberry continued to function, allowing him to initiate crisis management response for FedEx. While his wife and children went to Nagasaki to stay with relatives, Goldstrich managed the FedEx Crisis team from Tokyo in an atmosphere of fuel shortages and an unstable nuclear facility.

"It was an extremely intense situation and it went on for an extended period of time," he said.

Dealing with the earthquake's aftermath is one chapter in a love story between Goldstrich and the country of Japan. After attending Kansai Gaidai University in 1993 as an exchange student from Arizona State University, along with more than 200 other students from 17 countries, his perspective on life expanded.

"If I had not done the exchange (program), then I think my life would have been very different," he said.

He earned a double major in Japanese and economics in 1995 and moved to Japan two years later. Goldstrich describes living in the country as crowded, clean, safe and efficient. "The public transportation system is great, but the rush hours are terrible," he added.

Family and community ties are strong in Japan, but he occasionally misses the natural friendliness that he remembers growing up in Dallas.

"There are many positives to both places. I love them both," he said.

Goldstrich is also a fourth-degree blackbelt in the Japanese martial art of laido. Mastering the art has enabled him to make cultural connections, such as practicing on the central dais of the Yasaka Shrine with his group leader, who is a caretaker of the shrine.

"This experience is rare, even for Japanese (citizens), so I have been truly fortunate," he said.

*By Julie Newberg, a media relations officer at ASU and a Phoenix-based freelance writer.*





# A mind on the move

Christopher Livesay '05 B.A., '05 B.A.

As a multimedia journalist living abroad, Christopher Livesay is stimulated by his assignments, which include stories on the European debt crisis, music that's been banned in Iran and the ever-complex question of immigration. The 29-year-old already has a full resume, with reporting across Europe, Mexico and the United States for PBS Frontline, NPR, and the BBC/PRI.

Interestingly enough, living in Rome has given Livesay a new perspective and appreciation for his hometown of Chandler.

"I love Europe. I'm inspired and invigorated here. But Europe has reason to look up to us, and vice versa," Livesay said in an email interview. "So many Europeans, especially young ones, still see America as a land of opportunity, and they're right."

Livesay's first taste of expatriate living came at 18, when he spent a year in Antwerp, Belgium, as a Rotary Ambassadorial Scholar, studying Flemish art and history. He entered Arizona State University eager to learn and write, assuming that he'd wind up as an academic professional.

But professors and advisors never tried to pin Livesay down and continually challenged him and inspired him creatively. He

graduated in 2005 with degrees in Italian and art history. From there, he started a pivotal internship at the Peggy Guggenheim Collection in Venice, Italy, earning a promotion that stretched his stay to a year. He also led walking seminars through the city, deepening his knowledge of the area.

Livesay earned his master's in journalism in 2010 from Columbia, where he published and broadcast stories on the Iran Green Movement and the international drug trade. Though he notes that it's more personally fulfilling than lucrative, Livesay says it's his dream to continue working as a foreign reporter, preferably in radio. His proudest moment so far has been producing a segment for the NPR show *All Things Considered*, "Music You're Not Supposed to Hear," which reported on the Impossible Music Sessions, a concert series that performs music banned abroad in a venue in Brooklyn.

"It's a rare thing to write about art when it's used so sharply as a human-rights tool, and even more rare to write about a subject that's so clearly noble," Livesay said.

*By Eric Swedlund, a Tucson-based freelance writer.*

# Climbing the learning curve

## Ana Madrid

### '09 B.I.S.



Ana Madrid's daily commute to work often includes some walking, some convincing ... and an occasional ride in the back of a milk truck.

Madrid is a small business development volunteer for the Peace Corps. Her mission: to help citizens of Peru develop their own business planning and operating skills.

"I was undecided on my career when I was a child, but one thing that helped me decide was my parents' advice," she said. "(They said,) 'Dedicate yourself to something that you love and you will never have to work a day in your life.'"

Madrid's love for helping people in a developing country has carried the Nogales, Ariz., native across many paths in Peru. Her learning curve was steep. It included not knowing anyone, having to approach strangers and convince them to work with her – and the rides in the back of a milk truck to get to work.

The payoff from that process has started to take shape. Madrid has been able to put the building blocks in place for a library and also has her sights set on building a basketball court.

"Thanks to many donors, we received a book grant for 2,000 books to implement the library that is being built," Madrid said.

Madrid is proud of a couple of other ventures: forming a community bank and teaching youth entrepreneurship classes. ASU helped build her business foundation. That has enabled her to pass along new opportunities to the people of Peru.

"I was able to meet the most amazing and influential people in my life thanks to ASU," she said. "I had the opportunity to intern at the ASU Foundation and be a member of the Hispanic Business Student Association – two opportunities I will be grateful towards for the rest of my life."

*By Brian Hudgins, a freelance writer based in Lafayette, La.*





# London calling

John Malik '96 B.A.

Being a Flinn Scholar at Arizona State University gave John Malik an international perspective that would see him through law school at Stanford and take him overseas to a graduate degree at the University of Cambridge.

"The Flinn Scholarship completely revolutionized my professional life," Malik said. "I don't think I would have had the confidence to pick up sticks and permanently relocate to an unfamiliar country without the company of fellow Flinn or the mentorship and guidance that is an inherent part of the program."

Knowing where he came from – and how ASU shaped his plans – is still important to Malik, an executive in Morgan Stanley's London offices. He's lived in the United Kingdom for 14 years and works on structured finance and capital markets solutions for clients in emerging markets, including high net-worth individuals in the Middle East and Central and Eastern Europe.

Initially, Malik said, he was struck by ASU's "collegial and congenial" atmosphere. Turns out, the university's collaborative feel was a great fit for him, and he's sought career opportunities ever since based on their ability to offer the same kind of supportive environment that he says was so instrumental to his education.

While he came to the world of finance from law, Malik's original major was philosophy – a discipline that he says has proved quite useful to him in the business world.

"I didn't realize it at the time, but most of what I needed to navigate a commercial professional landscape was delivered to me in a course called Symbolic Logic," he asserted. "Philosophy isn't the wishy-washy stuff of meandering through ancient texts at leisure in padded leather armchairs. This was hardcore, translating the relationship between language and mathematics and really testing your ability to think rigorously. It was the worst grade I had at ASU, but the most useful class in my four years there."

He might miss Arizona's thunderstorms and the smell of creosote, but being a Sun Devil abroad suits Malik just fine. And he loves seeing references to ASU research in the UK press.

"On my first day at Cambridge in 1997, I was asked 'How precisely does someone from Arizona State end up at a college in Cambridge?' 'At the expense of the British taxpayer,' was my reply, a reference to the Marshall Scholarship that was funding my studies there," he said. "Today, I don't think anyone could credibly pose that question."

*By Holly Beretto, a freelance writer based in Houston.*

# Traffic patterns

Gabriella  
Sanchez-Martinez

'02 B.S., '05 M.A., '11 Ph.D.



If you want the truth, you go straight to the source.

That approach, or a version of it, has served Gabriella Sanchez-Martinez ('02 B.S., '05 M.A., '11 Ph.D.) well in her study of drug and human smuggling. Currently a Fulbright scholar at Hebrew University in Israel, she looks at all aspects of the smuggling trade, traveling to regions to observe and talk with people and "most importantly, to learn from the smugglers themselves."

Yes, Sanchez-Martinez talks directly to the smugglers. "I'm an anthropologist," she said when interviewed by Skype from Israel. "I've been very interested in internal dynamics of human smuggling, how guys get together, how they decide to go into business – the everyday dynamics within the group."

Before you ask, yes, she feels safe.

"I get that question all the time," she said, laughing. "I think the media has been very efficient at disseminating this notion that drug and human smugglers are members of organized crime, that they go around kidnapping people and beheading them or just dumping their bodies in the desert."

That's not the case, she said. "That would be against the most basic purpose of the market, which is to transport goods and

people efficiently. This is especially (true) in the case of human smuggling – if you want to ensure a continued flow of customers, you have to treat them right. You can't just go around yelling at people or taking their money and kidnapping them."

The information she's gotten is so valuable that tips on smuggling involving Egypt and North Africa landed her in Israel, which she was told is a hotbed of activity.

"That's how I ended up here," she said. "By a few smugglers' recommendations."

She worked as an undergraduate for Maricopa County as a criminal investigator. She found ASU surprisingly open to helping her further her study.

"I never thought that my topic would be interesting," she said. "But when I finished my undergrad (degree), I was just thrilled that anybody was interested in hearing about my stories on female drug traffickers. ASU gave me that platform. I can't tell you how much support I got."

*By Bill Goodykoontz, a Chandler-based freelance writer.*





# Here comes the sun

Negib Nasser  
'83 B.S.E.

Nagib Nasser (second from right) with his wife and children.

While he is thousands of miles away from Tempe, where he studied civil engineering at ASU, Negib Nasser, chief engineer and construction manager for Bethlehem University, finds himself harnessing the energy of the sun in the Middle Eastern desert in ways very similar to those employed by his professional peers in Arizona.

Nasser's work at the university, which is located about six miles away from Jerusalem, involves capturing the sun's energy via photovoltaic cells – a method that generates electrical power by converting solar radiation into direct current electricity by using semiconductors.

Like Arizona, Bethlehem is blessed with abundant sunshine all year long; Nasser's team found a way to make the greatest use of this resource.

"We decided to use (our solar power) to light up the campus at night," he said. "We are now in the process of creating a system to store electricity during the day to power the campus service lights around the clock."

The use of evacuated tube solar panel technology is another way Nasser focuses the sun's energy in a constructive manner.

This method of powering the physical plant gains its efficiency from its ability to use sunshine, not fossil fuels, to heat buildings.

"By using solar power to heat water and then using that water to heat rooms and halls instead of diesel fuel, we were able to achieve at least 50 percent savings in fuel costs," he said.

Nasser remembers his ASU days with great fondness. He was a member of the civil engineering honor society, and was highly praised on the Tempe campus for his math tutoring. Suzanne Steadman, Nasser's international student advisor during his undergraduate days, was a great help to the young Palestinian.

"In addition to educational matters, she made sure that we adapted to the new society," he recalled. "In this capacity, Suzanne was a living example of hospitality, love and care that shaped the way I look at the world today."

*By Oriana Parker, a Scottsdale-based freelance writer.*



## On the road

Cody Paris '05 B.I.S., '08 M.S., '10 Ph.D.

Grading papers on a beach in Goa, India isn't a bad way to spend a weekend. Neither is taking a quick jaunt to explore Katmandu, Nepal, or whisking to Singapore on the spur of the moment for a few days of relaxation.

However, attractive perks such as these aren't the main reasons Cody Paris is living in Dubai, United Arab Emirates, teaching social science at Middlesex University Dubai. He's an academic star who is on his way up the professorial ladder, and Middlesex is a small, dynamic institution where he could jump into a full range of faculty activities right off the bat.

At 28, he teaches honors courses and is program coordinator for social science at Middlesex, and he's also a senior research fellow at the University of Johannesburg, South Africa.

Having grown up in Colorado, Paris was bitten by the travel bug early, after taking high-school trips to Italy, London and Paris. But it wasn't until his junior year at ASU, when he took a class on tourism and economic development in Africa, that he realized he could incorporate travel and tourism into his major.

After experiencing a "life-changing" Semester at Sea program, he plunged into international studies, declaring a major in political science and international geography. He signed up for study abroad trips and later accompanied study

groups as a teaching assistant during his master's program in tourism.

"ASU has a very large study abroad program, which is wonderful for teaching students about a globalized world, where technology is changing all the boundaries," he says.

Paris spent nine years at ASU earning his bachelor's, master's and doctoral degrees. During that period, he traveled to nearly 100 countries on five continents. Putting in the miles apparently had a positive impact on his scholarship: he was awarded the Keeling Dissertation Award from the Travel and Tourism Research Association for the best Ph.D. dissertation in tourism.

Paris has presented papers at conferences in India, Jordan, Turkey, Netherlands, Austria, Sweden, Switzerland, Korea, Greece and South Africa. He says that the profession he chose while at ASU has allowed him to teach others strategies that are vital for international understanding.

"Crossing boundaries, being able to succeed and be comfortable in this world are important skills," he said. "I feel like I represent ASU in this respect."

*By Sarah Auffret, a Tempe-based freelance writer.*



After 30 years of management in the industrial field, Jianguo Xu was looking for the key to further advancement. Already having earned a master's degree in economics from the Shanghai University of Finance and Economics, Xu turned to Arizona State University's W. P. Carey Executive MBA Shanghai Program, becoming a member of the program's first graduating class.

"This program has benefited my career greatly," says Xu in his final video presentation for the W. P. Carey program. "My education at ASU has enabled me to understand the essence of globalization. Such knowledge was also instrumental to our communication to the global capital markets."

One year after graduating from ASU's MBA program, Xu joined Shanghai Electric (Group) Corporation as CEO and Chairman of the Board. One of the leading brands of Chinese manufacturing and an Asia Top 500 Brand, Shanghai Electric specializes in high efficiency clean energy, new energy equipment and environmental protection. Xu has helped to invigorate the company through technical upgrades and capacity growth, focusing on sustainable development as the core of its growth.

"My knowledge and experiences in globalization grew jointly one step at a time through each venture of collaboration between Shanghai Electric and our partners," he says.

Xu's first goal was to restructure and transform the firm to be able to expand as a truly competitive enterprise in the global market. With \$80 billion in sales revenue and \$140 billion in total assets, Shanghai Electric has made several overseas acquisitions under Xu.

His ASU degree was a crucial step on his path to corporate leadership, one that provided him knowledge he balances with his real-world business experience.

"To become an excellent corporate executive, one must lead with knowledge and practical experiences," he says. "You need to master both, for just having knowledge without practical actions will not solve real problems. Conversely, one cannot always resort to past experiences without seeking new insights, since one may oversimplify or misjudge a complex issue."

*By Eric Swedlund, a Tucson-based freelance writer.*

# Powerful connection

Jianguo XU '05 M.B.A..





Robin Rio is associate professor of music therapy in ASU's School of Music and director of the Center for Community Music and Wellness.

## **Rx: Music**

**ASU music therapy initiatives instrumental in improving patients' quality of life**

One of the most powerful treatments for a variety of health afflictions is as close as the opening lines of a familiar tune.

A truly universal language, music impacts humans positively on a number of levels: it cuts across cultural differences to uplift and even unify people; it is processed by both sides of the brain, providing a window into minds damaged by illness or injury; and almost all persons with the ability to hear have a reservoir of songs and instrumental selections that form their earliest and deepest memories.

At ASU, the Center for Community Music and Wellness coordinates music therapy interventions directed toward those afflicted with Alzheimer's, dementia, autism, and developmental disabilities, as well as persons who have experienced traumatic brain injuries. Opened in 2010, the center – affiliated with the music therapy department within ASU's School of Music – works in conjunction with community partners such as AZ Rhythm Connection, Higher Octave Healing and Ear Candy Charity to help their clients achieve numerous therapeutic goals, including improved communication, a stable positive mood, and much more. The center includes a clinic setting where students can interact with members of the community by facilitating therapeutic music experiences under the guidance and supervision of experienced therapists.

### **FROM SONGS BACK TO SPEECH**

Many Americans were introduced to the power of music therapy during a 2011 television interview with former U.S. Rep. Gabrielle Giffords. Videos taken during her recovery process documented the process by which she used singing to relearn how to speak.



According to Robin Rio, associate professor of music therapy and director of the center, Giffords received Melodic Intonation Therapy, which focuses on stimulating the right side of the brain – the hemisphere responsible for processing music and understanding language – by having patients tap out rhythms and repeat simple melodies.

“By singing the words to a known melody, the person can communicate using language,” she said. “With practice, the music is no longer needed as much and is faded out.”

This treatment is also effective for those who have language problems due to a stroke or Alzheimer’s disease, said Rio, who is the author of “Connecting Through Music With People With Dementia.” Joyful songs such as “You Are My Sunshine” as well as instrumental holiday classics such as Tchaikovsky’s “Nutcracker Suite” can help individuals experiencing cognitive and communication problems recall happy memories.

“In addition to being very well-known, this music is not highly technical and incorporates steady rhythms,” explains Rio.

#### **CALMING THE WAVES**

Another way in which ASU-trained specialists use music therapeutically is to minimize agitation, mainly by providing soothing stimulation that can reduce feelings of fear.

Kristen Fray, a 2004 graduate of the music therapy program, employed this tool frequently in her job as therapeutic programs manager at the Phoenix VA Health Care System’s hospital.

“One of our Alzheimer’s patients imagined that he was back in the war, with bombs going off around him,” she said. “By initiating singing songs (with him), he became engaged in the moment and the fearful mood vanished.”

Another alumna who uses the soothing power of music to help bring a sense of peace to her clients is Maribeth Gallagher ’99 B.S.N., ’04 M.S., ’11 D.N.P., who holds three degrees from ASU’s College of Nursing and Health Innovation and is the director of the dementia program at Hospice of the Valley. Known informally as “the singing nurse-practitioner,” Gallagher – who toured for three decades

Kristin Fray, a 2004 graduate, uses the skills she learned in the music therapy program to calm confused, agitated patients.



Photo Credit: Jeff Noble



Photo: Jeff Noble

Maribeth Gallagher, known informally as "the singing nurse-practitioner," says music can help orient patients during routine caregiving tasks.

as a professional vocalist – has recorded a popular CD of songs for use with dementia patients. She said that staff at the hospice often use music to help orient patients during routine tasks, such as bathing.

"We use music during caregiving tasks that may evoke fear or anxiety ... in order to provide a pleasurable distraction that helps the person remain calm," Gallagher said.

### **THEY'VE GOT THE BEAT**

It's not only familiar classics and songs with lyrics that can improve the well being of music therapy clients. Instrumental music also can be very helpful. Young people afflicted with autism and other developmental issues are often very attracted to percussion instruments. Adults and seniors also find relief in this form of music therapy. In her book, Rio describes a woman whose speech had been silenced by a severe form of dementia. However, instead of being frozen in a silent state, this patient found she could communicate by tapping a drum.

Rio said a drum circle specialist at ASU teaches hand drumming to music therapy students and working practitioners through continuing education classes. It's an effective way to spread the benefits of music-based therapies beyond the realm of the specialists that the program trains, Rio stressed.

"Drumming is something that almost anyone can do, and social workers, teachers and others in similar professions could find it very helpful," she said.

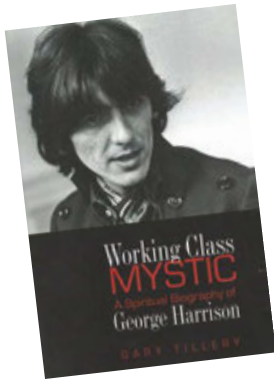
For more information on the music therapy initiatives at ASU, visit <http://music.asu.edu/musictherapy/>.

*By Oriana Parker, a Scottsdale-based freelance arts writer.*



## SHELF IMPROVEMENT

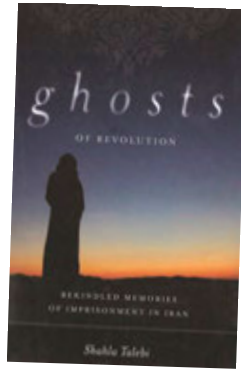
### BOOKS AND MEDIA PRODUCED BY ALUMNI, STAFF AND FACULTY



#### **Working Class Mystic: A Spiritual Biography of George Harrison**

By Gary Tillery '72 B.A., *Quest Books*

In this work, George Harrison comes to life as a multidimensional figure who is much more than an icon of rock and roll or the “quiet” member of a legendary band. With attention to both historical events and the social context that surrounded the Beatles’ rise to fame, Tillery traces Harrison’s development from a working class boy to a down-to-earth musical and spiritual leader. The story skillfully interweaves descriptions of Harrison’s personality, the events he experienced and the opportunities sparked by his talent, fame and search for meaning. It provides readers an insightful look into Harrison’s life, the world of popular music between 1960 and 2000, and the evolution of a legendary band.



#### **Ghosts of Revolution: Rekindled Memories of Imprisonment in Iran**

By Shahla Talebi, *Stanford University Press.*

For her political views, Shahla Talebi, assistant professor in the School of Historical, Philosophical and Religious Studies, was imprisoned for a total of 10 years of her early adulthood in Iran — from 1977 to 1978 under the regime of Shah Mohammad Reza Pahlavi and from 1983 to 1992 under the Islamic Republic. This work recalls and finds meaning in her experience, the experience of individuals she knew during that time, and the oppressed and oppressing society of that historical period. The book tells of incomprehensible tortures, creates portraits of many who lost their lives or their sanity, and recounts imprisonment, cruelty and mass killings. Yet, the central thread of this memoir, and the clear example of Talebi, is one of hope, resilience, intellect, love, conviction and possibility.



#### **Skirting Traditions: Arizona Women Writers and Journalists 1912-2012**

Co-edited by Carol Hughes '10 M.L.S., June P. Payne '52 B.A., et.al., *Wheatmark.*

Arizona is celebrating the centennial of its statehood this year, and the six members of the Arizona Press Women who co-edited this book, as well as the women who wrote chapters for it, have produced a volume rich with historical and cultural significance as part of the state’s Centennial Legacy Project. Each chapter chronicles the life story of a female writer or journalist who made a significant contribution to the history of the state. Profilees range from Sharlot Hall and Nina Mason Pulliam to Meredith Howard Harless, Erma Bombeck, and Jana Bommersbach. The book is filled with ASU connections, which include profiles of Scottsdale Daily Progress co-publisher Maxine Marshall '76 B.S., '94 (Hon.) D.H.L. and broadcaster/editor Eleanor “Ellie” Mattausch '63 B.A. It is well suited for readers interested in local history or the progress of women journalists during the 20th century.



#### **Arizona State University - Downtown Phoenix Campus: The First 5 Years**

By Marshall Terrill

Designed in the style of a fashionable coffee-table volume, this book faithfully documents the backstory of ASU’s Downtown Phoenix campus, which opened in 2006. Marshall Terrill, who works for the ASU Office of Public Affairs, has penned a lively narrative, which mixes interviews with key players in its creation. Informative thumbnail sketches of the buildings and other elements that comprise the campus’s physical plant. Gorgeous color photos illustrate campus life and the surrounding downtown environment. This book is a great selection for those interested in the evolving history of the university, as well as for fans of the revitalization of Phoenix’s urban core. It is available to the general public as a free e-book by visiting <http://www.asu.edu/firstfive/ebook.pdf>.

## Building Sun Devil connections

Alumni Association events strengthen old connections, create new memories

The Alumni Association exists to unite and support the 325,000-plus graduates of Arizona State University, and one of the primary ways the organization does this is through sponsoring events for alumni.

Whether an event is held in the Valley of the Sun or half a world away, Alumni Association gatherings share Sun Devil spirit in a unique way. Here is a brief roundup of events hosted by the Alumni Association between December 2011 and May 2012.

### ASU CARES

ASU Cares, the association's nationwide community service initiative, continued to grow in 2012. More than 100 hard-working volunteers joined forces on March 3 to assist the ASU Arboretum Grounds Services with citrus collection and campus cleanup. The citrus plucked from the trees was donated to campus kitchens and local charities.

This good deed was echoed by gatherings held across the country during March by the chapters of the Alumni Association. In all, 17 groups performed service activities in conjunction with ASU Cares, ranging from a canned food drive in Houston and staffing an aid station at the Los Angeles Marathon to a beach cleanup in San



More than 100 volunteers participated by harvesting oranges at the ASU Cares event on the Tempe campus in March.

Diego. To see an online photo album of ASU Cares activities, visit <http://alumni.asu.edu/volunteer/asu-cares>.

### ARIZONA STATE YOUNG ALUMNI

The Arizona State Young Alumni group had a blast at Brush Bar in Scottsdale, where they sampled excellent wines and received a painting lesson from a professional artist. The group also enjoyed a Pirate Pub Crawl on May 12. Recent grads donned their finest pirate attire and collected "treasure" at each stop during a journey that took them to bars in Old Town Scottsdale ranging from American Junkie to the Firehouse.

### FOUNDERS' DAY

Nearly 800 community, university and governmental leaders gathered at the Arizona Biltmore Resort & Spa on Feb. 29 for the annual Founders' Day Awards dinner. This event, which has been held since 1964, honors distinguished faculty, staff, alumni and supporters who uphold the pioneering spirit of the university's founders. Attendees learned about how the honorees are helping ASU solve the major challenges of our time and reshaping the future of Arizona, our nation and the world.

To see an online photo album of the 2012 event, visit:

<http://alumni.asu.edu/events/founders-day>. And don't forget to save the date for our 2013 event: Thursday, Feb. 21!

### SUN DEVIL GENERATIONS

Little Sparky supporters participated in some uniquely maroon and gold events as part of the Sun Devil Generations program this winter and spring! More than 100 children and their families attended a special holiday Storytime with Sparky event on Dec. 17. The day was an opportunity to enjoy cookies and hot cocoa while revisiting some literary holiday classics with



Sparky helped young ASU fans participating in Sun Devil Generations find their creative spirit at Arts & Crafts Day.



everyone's favorite mascot. On March 10, more than 140 kids and parents engaged in one of ASU's long-standing traditions by painting the letter A on Hayden/Tempe Butte gold at our Fingerpaint the A event. Finally, the junior Sun Devils hopped into spring with Sparky and created some fun Easter-themed arts and crafts projects at the 5rd Annual Arts & Crafts Day on April 7.

If you'd like to hear a podcast about the Sun Devil Generations program, visit: <http://alumni.asu.edu/podcasts>.

### **GOLDEN REUNION**

The Class of 1962 reunited to reconnect and reminisce on May 3 and 4 at their Golden Reunion. The 50th anniversary group received a "behind the scenes" look at some of the newest attractions at the Tempe campus and played a starring role in the University's Commencement ceremony, which featured award-winning broadcast journalist and author Tom Brokaw. They also were able to enjoy several receptions and meals, allowing plenty of time for socializing with former classmates. Their reunion concluded with the Golden Circle Induction ceremony.

### **ALUMNI CAREER RESOURCES DEVELOPMENT SERIES**

On April 24, the ASU Alumni Association invited W. P. Carey School of Business Professor Lee McPheters, who is also director of the university's JPMorgan Chase Economic Outlook Center, to address the state of the economy in 2012. Associate Professor Joan Brett from the W. P. Carey School of Business provided some insights on management in today's turbulent times at a May 22 event. More than 80 alumni attended these events and gained valuable professional insights.

### **MAROON & GOLD PROFESSIONALS AND WOMEN IN BUSINESS**

More than 180 alumni, representing a diverse mix of industries and professions, gathered at networking events sponsored by the Alumni Association throughout the winter and spring to share their business expertise with fellow Sun Devils. Venues ranged from Canteen Modern Tequila Bar in Tempe and Coach and Willie's in Chandler to the ASU SkySong campus and the Flight Lounge + Bistro in Scottsdale.



Left:  
Nearly 400 students got down and dirty in the mud and played Oozeball with the Student Alumni Association in April.

Below:  
Christine Wilkinson, president of the Alumni Association, meets with Sparky, current Alumni Association Board Chair George Diaz Jr. and former Board Chair Michael Pressendo during ASU Day at the Capitol in February.

### **MEDALLION SCHOLARS PROGRAM**

In early March, 100 of the association's current Medallion Scholars came together for a picnic, enjoying the beautiful Arizona weather and celebrating the personal academic successes of each scholarship recipient. The incoming freshman class of 30 Medallion scholars was announced later in March, then honored at an induction ceremony in early April.

### **SENIOR YEAR EXPERIENCE**

ASU's graduating seniors enjoyed a number of exclusive events during the spring as part of the association's Senior Year Experience (SYE) program, including a coffee-and-donuts break, SYE Night at the Phoenix Suns, the Senior Suites monthly get-togethers and the Sun Devil Celebration of the class of 2012. Additionally, nearly 100 seniors got into the commencement spirit by decorating their mortar boards as contestants in the annual Grad Cap Competition. To see the winning entries from the contest, visit <http://alumni.asu.edu/groups/students/senior/graduation/grad-cap-winners>.

### **STUDENT ALUMNI ASSOCIATION**

Oozeball, the mud volleyball contest that is the Student Alumni Association's (SAA's) signature event, once again overflowed with enthusiasm! The event was filled to capacity, featuring nearly 400 students playing on 64 teams. This year's event was the messiest and most competitive tournament yet.



### **ASU DAY AT THE CAPITOL**

The ASU Alumni Association partnered with the university community on Feb. 9 to educate state lawmakers on the power of public higher education and its impact on the state of Arizona. Nearly 300 legislators, lobbyists and capitol staff members participated in the event, which featured a showcase of ASU's recent accomplishments.

### **PAT'S RUN**

More than 28,000 Sun Devils of all ages showed their support for the Pat Tillman Foundation by being a part of Pat's Run in Tempe on April 21. The ASU Alumni Association fielded a volunteer team to staff the event's Mile 1 water station, as well as race teams for young adults via the Arizona State Young Alumni group and children doing the .42 mile kid's run via the Sun Devil Generations program.

Twenty-five ASU alumni chapters across the country also provided support to the foundation by organizing "shadow runs" in their hometowns.



**Reports  
 from the  
 Sun Devil  
 Nation**

The Colorado chapter celebrated their annual Ski and Board Day on the slopes in January.

**AUSTIN**

Our chapter has had a busy spring! In March, we welcomed Alumni Association President Christine Wilkinson with a downtown reception, and later in the month we enjoyed a wine tour of several local vineyards. Our Pat's Run shadow run in April was a huge success, and we look forward to hitting the links this month, in our annual Golf Tournament. You can find out more about all our events by "liking" our Facebook page or by visiting <http://alumni.asu.edu/chapters/Austin>.

Contact: Travis Snell, [stoic.cactus@gmail.com](mailto:stoic.cactus@gmail.com).

**CHICAGO**

Our chapter spent the season connecting at a Chicago Blackhawks viewing party, volunteering at the Chicago Food Depository and hosting our third annual Pat's Run shadow run. We'll be hosting

several happy hours and golf outings throughout the summer, as well as our annual Cubs game – this year against the Arizona Diamondbacks! Visit <http://alumni.asu.edu/chapters/chicago> for more information.

Contact: Ryan Dromgoole, [asuchicagoalumni@gmail.com](mailto:asuchicagoalumni@gmail.com).

**COLORADO**

Our alumni group continues to grow! Our regular game watching events at Blake Street Tavern in Denver have exceeded 75 Sun Devils per event and our ASU Cares, networking and social events continue to grow as well. Our signature ASU Alumni Ski and Board Day in Breckenridge in January hosted 50 alumni and friends.

Our new board is 10 Devils strong, and its goal for the next year is to have an alumni event each





Left:  
Members of the Hispanic Business Alumni chapter met on Feb. 21 with the Los Diablos alumni chapter and the Society of Hispanic Professional Engineers to explore potential collaborations and brainstorm ways to increase the exposure of all three groups.

Below:  
ASU alum Jean G. Cariaga, center, with Shu's Idaho Running Company employees "Plant the ASU Flag" for the Tillman Foundation and for our inaugural Pat's Run shadow run in Boise, Idaho.

month. To join the Devilish fun, visit us online at <http://alumni.asu.edu/chapters/Colorado>.  
Contact: Shaun "Alex" Bainbridge, [bainbridge@asu.edu](mailto:bainbridge@asu.edu).

#### HISPANIC BUSINESS ALUMNI

On Feb. 21, our chapter joined forces with the Los Diablos alumni chapter and the Society of Hispanic Professional Engineers for an exciting networking mixer. The evening allowed board members of each organization to brainstorm ways to collaborate to increase exposure of their groups. This alliance will serve to raise more awareness of their missions, scholarship sponsorships and membership support.

Event attendees discussed ways to champion each other's events and share resources. Their work will continue to increase the number of Hispanic graduates from Arizona State University. It was a fun evening that allowed successful community leaders to collaborate with others who are committed to supporting scholarship fundraising for future Hispanic business leaders. To learn more about how you can participate in this goal, visit us online at <http://alumni.asu.edu/chapters/Hispanic-business-alumni>.

Contact: Esmeralda Peralta, [Esmeralda\\_peralta@hotmail.com](mailto:Esmeralda_peralta@hotmail.com).



#### HOUSTON

Our alumni club welcomed Christine Wilkinson, president of the ASU Alumni Association, for an evening at Absolve Wine Lounge on March 7. This was an opportunity to mix, mingle and learn more about what ASU has been up to. We had another successful Pat's Run shadow run, Memorial Park on April 21, and we also initiated a new event this spring, the Crawfish Boil at Lucky's Pub!

We are looking forward to our summer events and encourage all ASU alums in the Houston area to join us! Visit us online to learn more:

<http://alumni.asu.edu/chapters/houston>.

Contact: Michael Barney, [MichaelABarney@gmail.com](mailto:MichaelABarney@gmail.com).

#### IDAHO

Our alumni group cheered on ASU's wrestling team on Feb. 26 and the university's track and field athletes at the NCAA Indoor Track & Field Championships on March 9 and 10. Our ASU Cares project, a "Teacher Appreciation" event, treated Sun Devil grads who teach in the Boise and Meridian School Districts to coffee and scones on March 27 at Rembrandt's Coffee House in Eagle, Idaho. We also



ASU's Ohio alumni group celebrates a happy hour at Champps Lennox on Feb. 17. From left to right: Steven Gunia, Sommer Gunia, Samantha Schultz, Jeremy Schultz, Mike Hughes, and Robin Kimbrell.

partnered with Shu's Idaho Running Company for a highly successful region-wide Pat's Run shadow run on April 21. Beyond our activities as a group, local alumnae Jenna King and Ally Ross represented ASU at a recent college fair held at Boise State University.

Contact: Jeffery Foster, [j.jeffrey.foster@gmail.com](mailto:j.jeffrey.foster@gmail.com). Please check out our website at <http://alumni.asu.edu/chapters/idaho>.

#### **GREATER NEW YORK**

This spring, our chapter enjoyed its annual outing to a New York Rangers hockey game, our Pat's Run shadow run, our Pulmonary Fibrosis fundraiser and our Cinco de Mayo dinner. This summer, we'll have our annual boat cruise and a Sun Devil Send-Off, among other events. Check out our website at <http://alumni.asu.edu/chapters/new-york> for more information.

Contact: Jon Katz, [ny\\_sundevils@thesundevils.com](mailto:ny_sundevils@thesundevils.com).

#### **OHIO**

On Saturday, March 3, our group cheered for the ASU hockey team as they competed in the national championships in Strongsville, Ohio. We also hosted a

networking mixer in Cincinnati and were proud to see Sun Devils from the area come out to mix, mingle and enjoy! We also enjoyed hosting a Pat's Run shadow run on April 21 at Wolf Park in Bexley. Want to learn more about the Ohio Chapter? Visit us on Facebook at [www.facebook.com/ohiosundevils](http://www.facebook.com/ohiosundevils) or on our website, <http://alumni.asu.edu/chapters/ohio>.

Contact: Samantha Schultz, [samanthaamyschultz@gmail.com](mailto:samanthaamyschultz@gmail.com).

#### **GREATER PHILADELPHIA**

We've been busy this spring! Our chapter joined City Team to serve dinner to the homeless for our ASU Cares Project in March. Then in April, our fourth annual Pat's Run shadow run was a great success! Thanks to everyone who came out to support this great cause and honor our fellow alum, Pat Tillman.

Summer is coming, and we're looking forward to chapter events. In August, we'll be returning to Mondauk Park for our family picnic to celebrate the end of summer and the start of another school year at ASU. Join us for carne asada and all the Tex-Mex fare we loved as students. We'll also host a Sun Devil Send-Off for

area students heading off to ASU. Check our Facebook page for updates: <http://www.facebook.com/PhillySunDevils> or visit us online: <http://alumni.asu.edu/chapters/philadelphia>.

Contact: Fernando Torres, [PhillySunDevils@gmail.com](mailto:PhillySunDevils@gmail.com).

#### **WESTERN PENNSYLVANIA**

Our alumni club remains active throughout the year, and we invite all ASU alumni in our area to a special networking and concert-going evening on Friday, June 8. We'll kick things off with a happy hour networking event from 6 to 7:30 p.m. at the Sonoma restaurant in Pittsburgh, then at 8 p.m. we'll enjoy a brilliant Broadway concert, "Fly to the Moon With 'Ol Blue Eyes," which will feature the music of Frank Sinatra. We'll continue our networking activities after the concert at Franco's, an excellent restaurant noted for its evening drinks and snacks. For additional information, visit us online at <http://alumni.asu.edu/chapters/western-pa>.

Contact: Charles Tichy, [charles.tichy@sru.edu](mailto:charles.tichy@sru.edu).





#### **WHITE MOUNTAIN**

We invite you to join Coach Todd Graham, ASU alumnus Danny White, and many other legendary Sun Devil football players and coaches at this year's White Mountain Steak Fry and Golf event on June 22-23 in Pinetop, Ariz. The event is hosted by the Alumni Association's White Mountain chapter.

This year's event will be two full days of fun, which will include an informal golf outing on Friday and a cocktail party with Coach Graham on Friday night. Then on Saturday, alums can golf with Graham and the other coaches and players in the official golf tournament. On Saturday evening, you can listen to the coaches and former ASU greats at the Steak Fry. To register for this blockbuster annual event, which raises funds for scholarships for local ASU students, register at <http://alumni.asu.edu/steakfry> or call 480-229-6743.

Contact: Ted Cesarano, [tedcesar@cablone.net](mailto:tedcesar@cablone.net).

#### **W.P. CAREY SCHOOL OF BUSINESS**

Our chapter continues to host regular networking and professional development events, which are open to all alumni of the business school and their guests. Most recently, the Chapter hosted events at 5th & Wine in Scottsdale on Feb. 23, the Grayhawk Golf Club on March 20, and at Karsten Golf Course on April 5.

We invite all alumni to join us at our upcoming events! Please visit our calendar for a complete listing of activities: <http://wpcarey.asu.edu/events>. If you would like to volunteer for our chapter, email us at [wpcareyalumni@asu.edu](mailto:wpcareyalumni@asu.edu).

Contact: Theresa DeLaere, [wpcareyalumni@asu.edu](mailto:wpcareyalumni@asu.edu).

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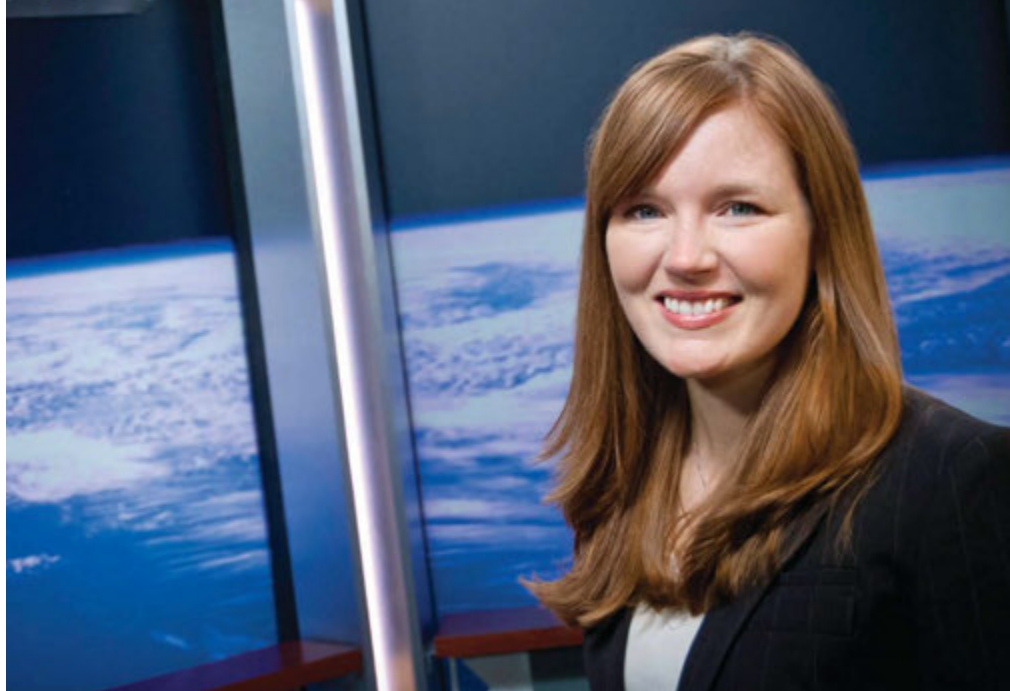


12-0048



## Stars in her eyes

Amber Straughn  
'07 M.S., '08 Ph.D.



Growing up in a small Arkansas farming town, Amber Straughn couldn't help but be captivated by the clear, dark night sky, brimming with stars.

As a NASA research astrophysicist, Straughn spends much of her time peering into that same mesmerizing sea of stars – only now with the world's best telescopes. Straughn is part of the science team for the James Webb Space Telescope, which will launch in 2018 and will enable researchers to learn more than ever before about the universe's earliest galaxies and how they formed individual stars.

Straughn's first research project in graduate school at ASU studied galaxy mergers, using data from the Hubble Ultra Deep Field image, a stunning million-second-long exposure that NASA unveiled in 2004, the deepest portrait of the visible universe ever achieved.

"That was really exciting as a young graduate student, that beautiful image was taken just as I was starting to enter the research phase of my grad-school career," she says. "Really from a very young age I was captivated by the sky and I was asking questions about what's up there, why, how does it work."

Though an astronomer at heart, Straughn chose to study physics because of its versatility. She chose to study at ASU because of the university's strong reputation in the space sciences; she knew it was a place where physics and astronomy could go hand in hand.

"She's a fantastic example of a graduate student and researcher," says Rogier Windhorst, Straughn's graduate advisor and a Regents' Professor in the School of Earth and Space Exploration. "She's very into teaching and outreach as well as research and always willing to do her part. She oozes love for astronomy."

Straughn started at NASA's Goddard Space Flight Center in Greenbelt, Md. in 2008 after completing her Ph.D. Her love of teaching serves her well there, as part of her current duties are in public outreach. The work is something she considers vital, not only because it's important to educate the public about NASA's discoveries, but also because she wants to show young girls that women have great opportunities at the forefront of scientific research.

Although the launch date for the Webb telescope is nearly six years away, Straughn's excitement for what the project may discover is palpable.

"I think this is the most exciting project I could be involved in at NASA right now," Straughn says. "The telescope is basically designed to answer the big questions in astronomy, the questions Hubble can't answer. And I'm really excited about the surprises that are out there that we haven't even thought of yet. That's one of the things that keeps me going in this field."

*By Eric Swedlund, a Tucson-based freelance writer.*



## 2010s

◆ **Heather S. Fial '11 B.S.** is a first year law student at the University of Denver.

◆ **Rad Wendzich '11 B.S.**, project manager, and **Michael Zaleta '05 B.S.**, CEO, with i4software reported that the company's Video Camera app won Best of Show at Macworld 2012. Video Camera allows iPhone, iPod touch and iPad users to shoot, preview and edit videos.

**Kathleen Winter '11 M.F.A.** received the Elixir Press Antivenom Prize for her first full-length collection of poems, "Nostalgia for the Criminal Past," which was released by Elixir Press in early 2012.

**Matthew Dishon '11 B.G.S.** completed U.S. Navy basic training at Recruit Training Command, Great Lakes, Ill.

**Kelly Flanagan '10 B.F.A.**, multimedia production artist, recently debuted a short film documenting her travels with Young Ambassadors for Opportunity as the winner of Opportunity's 2010 Tanzania Correspondent Contest. The organization provides economic opportunities for people living in chronic poverty.

**Elise Ramirez '10 B.S.** is a marketing associate with Parchment, Inc., an education credentials data service that was launched through ASU SkySong.

**Teresa Valencia '10 B.F.A.**, photographer and former roller derby competitor, exhibited "Hot Pants and Helmets," a photographic exploration of the fast-paced team sport, at ASU's Night Gallery in January 2012.

## 2000s

**Elie Chmouni '09 B.S.E., '11 M.S.E.** founded a rapidly growing public relations and marketing company, Blue Dream, which was initially funded with a grant from ASU's Edson Student Entrepreneurship Initiative.

**Sean Coleman '09 B.S.E.** founded a startup company, Blogic, that was funded by AZ Disruptors and recently acquired by Jobing.com.

◆ **Tony Mollica '09 M.H.I.**, executive director of Project Foundation, Inc., oversaw the first annual Safari Nights fund raising event for the nonprofit organization, which is dedicated to building structures for international humanitarian services. The event was held April 21 at the Phoenix Zoo.

**Jeremy Staat '09 B.L.S.**, veteran and former NFL player, embarked by bicycle on a Wall to Wall (Wall of Valor in Bakersfield, Calif., to the Vietnam Memorial Wall in Washington, D.C.) ride on Feb. 19. The ride raised awareness and support of veteran services and causes throughout the United States and included a stop at ASU's Tillman Center in March.

**Adam Lowy '08 B.S.** is executive director of Move for Hunger, a nonprofit organization that

works with moving companies across the United States to pick up unwanted, unopened food from people who are relocating and deliver it to local food banks. In 2011, the organization was nominated as one of just five finalists for the American Giving Awards presented by Chase (and received a \$125,000 award); was endorsed by Bruce Springsteen; received a Focus Global Drive grant from Ford; was recognized during Chicago Ideas Week; and was honored at the Do Something Awards that aired on VH1 in August.

**Katie Mordarski '08 B.Mus.**, a partner with Woodcut Maps, produces user-designed, custom maps from exotic hardwoods that are selected to represent water, landscapes, parks and roads.

**Agustini '07 M.T.E.S.L.** is the director of the Korean and Southeast Asian Language Program at the University of Michigan.

**Amy Hastings '07 B.S.**, former ASU cross country and track star, was named an alternate for the 2012 USA Olympic team after she placed fourth at the Olympic Marathon Trials in Houston on Jan. 14.

**Virgilia Singh '07 B.A.** and **Kimberly Yee '01 M.P.A.** were selected as honorees by the Arizona Centennial Legacy Project: Arizona's 48 Most Intriguing Women. The 48 Women project was developed in partnership with the Arizona Historical Society and the Arizona Community Foundation to honor women from diverse backgrounds whose leadership and commitment contribute in a positive way to the future of Arizona during its centennial year.



**Jessica Wong '07 B.A.**, associate editor for Howard Books (a Simon & Schuster imprint), edited the New York Times bestseller "An Invisible Thread," which was released in November 2011.

◆ **Mark Aaron '06 B.A.** accepted a position with the U.S. Environmental Protection Agency as an environmental scientist following the completion of his master's degree in occupational safety and health at Columbia Southern University in Orange Beach, Ala.

**Desiree Davila '06 B.A., '06 B.S.**, a former ASU cross country and track star, qualified for the USA Olympic team that will compete at the 2012 Olympic Games in London based upon her performance at the Olympic Marathon Trials on Jan. 14.



Jamie Fletcher



Trisha L. Baggs

**Jamie Fletcher '06 B.S.**, CEO of Mach 1 Global Services, announced that the multi-national freight forwarder, logistical and supply chain solutions provider, received three accolades from DiversityBusiness.com recently: Arizona's Top-Ranked Women-Owned Business, Top 50 Diversity-Owned Business in Arizona, and Top 50 Privately-Held Business in Arizona.

**Larry Gulliford '06 B.A.** recently accepted an academic advisor position in ASU's School of Nutrition and Health Promotion.

**Plynn Gutman '05 B.I.S.** opened a new business, Your Liminal Space, that offers personal retreats at various exotic locations around the world.

**Scott MacIntyre '05 B.Mus.**, American Idol finalist and motivational speaker, announced the release of his autobiography, "By Faith, Not by Sight," by publisher Thomas Nelson.

**Melissa Molling Gardner '04 B.A.** received her master's degree in occupational therapy from Midwestern University in Glendale, Ariz.

**Lorena Chávez Van Assche '04 B.S., '07 J.D.**, an associate with Engelman Berger, PC in Phoenix, was appointed to a two-year term on the Arizona Advisory Committee for the U.S. Commission on Civil Rights.

**Amelia Gray '04 B.A.** was named one of three literary "Faces to Watch in 2012" by the "Los Angeles Times" in their Jan. 1 issue. Gray's latest book, a novel titled "Threats," was released recently by Farrar, Straus and Giroux/Macmillan.

**Rachel Bess '01 B.F.A.** exhibited "Pierced Punk Moon Goddesses and Poetry of Humanity," a collection of her paintings with photo-collages by Luis Gonzalez Palma, at the Lisa Sette Gallery in February.

**Trisha L. Baggs '00 B.A., '03 J.D.** recently returned to the Phoenix office of Quarles & Brady as an attorney in the firm's trusts and estates group.

**Ashlee Buckwalter '00 B.A., '09 M.P.A.** received a Hero Award, the most prestigious achievement award from United Blood Services, for her outstanding blood drive coordination.

**Rocky Harris '00 B.A.** was named senior associate athletics director for communications for Sun Devil Athletics. He will oversee strategic planning and execution of internal and external sports and business communications for Sun Devil Athletics and the Sun Devil Club.

**Rob McNelly '00 B.S.** was selected as one of 14 people worldwide to be designated as an IBM Champion, which recognizes IBM employees who are innovative thought leaders in the technical community.

**Richard Yañez '00 M.F.A.** announced the 2011 publication of his new book, "Cross Over Water: A Novel," by University of Nevada Press. The work was named a Notable Book by Southwest Books of the Year.

## 1990s

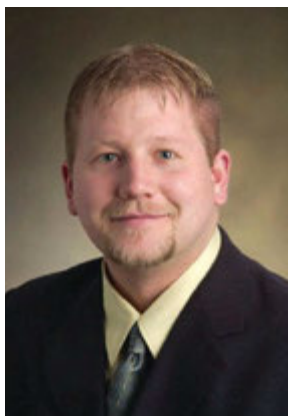
**Heather Allen '99 B.S.**, co-founder, president and chief executive officer of HALO Animal Rescue, was featured in a taped episode about the organization that is under consideration for airing on the television series "Visionaries." HALO was described in the October/November 2011 issue of Visionaries' newsletter, "Good News."

**Kyle Brandemuhl '99 B.S.** was promoted to director of logistics and operations for the Kohler Co.'s rental division.

**Javier Cardenas '99 B.A.E.**, a neurologist and brain injury expert at Barrow Neurological Institute at St. Joseph's Hospital and Medical Center in Phoenix, was selected as a feature physician on a new medical website, Barrow50.org. His efforts led the nation's first mandated concussion education program for student athletes.

◆ **Diana Yazzie Devine '99 M.B.A.; Ioanna Morfessis '96 Ph.D., '96 D.P.A.; and Cheryl Najafi '92 B.A., '96 M.A.** were selected as honorees by the Arizona Centennial Legacy Project: Arizona's 48 Most Intriguing Women. The 48 Women project was developed in partnership with the Arizona Historical Society and the Arizona Community Foundation to honor women from diverse backgrounds whose leadership and commitment contribute in a positive way to the future of Arizona during its centennial year.

**James L. Ugalde '99 B.S., '03 J.D.**, an attorney in the Phoenix office of Quarles & Brady, was elected



Kyle Brandemuhl



Javier Cardenas



James L. Ugalde



Vandarian Tercel Braswell



Dawn Tallchief

chairman of the board of adjustment for the city of Chandler.

**Alan Feldman '98 J.D.**, an attorney in the Phoenix office of Steptoe & Johnson LLP, was elected to a two-year term as vice chair of the board of directors of the Epilepsy Foundation of Arizona. Upon completion of this term, he will become chair of that organization.

**Matt Ellsworth '98 'B.A.** has been named assistant vice president of the Flinn Scholars Program, an initiative of the Flinn Foundation in Phoenix.

**Quincy Brewer '97 B.S.W.** received his third Foothill Conference Coach of the Year award in four years after guiding the San Bernardino Valley College (Calif.) team to its third men's basketball title in the Foothill Conference.

◆ **Paul Corens '97 B.S.** was appointed to the publications committee for the Royal Institution of Chartered Surveyors of The Americas. He will contribute to the editorial content of Modus Americas magazine.

**Michael Gold '97 B.A.** was promoted to senior manager in the tax and business advisory department of Gifford, Hillegass & Ingwersen LLP, an Atlanta, Ga., accounting and advisory firm, and to partner in the Ingwersen & Taylor law firm.

**Becky Henderson '97 B.A.E.**, principal at Harris Elementary School in Gilbert, Ariz., was named a Rodel Exemplary Principal by the Rodel Foundation of Arizona. Recipients of this honor mentor three aspiring principals over two years and receive an award of \$2,500.

**Sheryl Susunkewa '96 B.F.A.** exhibited her contemporary paintings at Goodyear City Hall along with works by parents, Manfred and Norma Susunkewa. Sheryl's paintings have been exhibited widely and are included in several public and private collections.

**Vandarian Tercel Braswell '95 B.S.** is assistant director for Music Videos and Commercials and lives in Malibu, Calif.

**Jason McGaugh '95 B.S., '04 M.B.A.** accepted a position as senior finance analyst, financial planning and analysis with First Solar in Tempe, Ariz.

**Erik Rocklin '95 B.S.** announced the release of his book, "The Tapestry of Spirit," by Elucidaré Press.

**Dawn Tallchief '95 M.Ed., '06 Ph.D.** joined the Denver-based, nonprofit American Indian College Fund as a program officer to oversee faculty fellowship programs that include the Sloan Leadership Fellowship Program; the Mellon Faculty Enhancement Program; the Mellon Research Fellowship Program and the Nyswander, Blanchard Fellowship Program.





## High tech, high touch

Thomas Godden '93 B.S.

Odds are you haven't heard of the technology firm Wolters Kluwer, but you may indirectly rely on its services nearly every day. Wolters Kluwer is behind the scenes when a gas station calculates how much sales tax to charge you or when pharmacist-supplied information advises against operating heavy machinery while using a prescribed medication. The company produces and sells expert information to professionals such as lawyers, tax preparers, mortgage brokers and doctors. In 2011, the Dutch-owned Wolters Kluwer employed 19,000 staffers in 45 countries and earned more than \$4 billion in revenue.

Thomas Godden's job is to make sure they have the right technology in place to keep things running smoothly.

Godden, whose degree from ASU is in political science, is vice president for global technology strategy, which means he coordinates Wolters Kluwer's massive technology infrastructure, back-office systems and the process for bringing intellectual property to market. He's a self-confessed technology geek who can't help experimenting with his home printer (much to his wife's dismay), but most of his day at the office is spent managing people and finances.

It's up to Godden to keep the company focused on which shiny new technology it should avoid or embrace (hint: there's no avoiding the iPad) and to convince the global outposts to, say, adopt uniform software licensing to help make the entire firm run more efficiently. He's also responsible for managing the sometimes sticky relationship between technology and business, balancing each side's needs and expectations.

"I ensure we use the right technology, the right way, for the right reasons," he said.

While his political science degree and minors in English and history are not the typical foundation for a technology executive, Godden says his education did train him to understand different cultures, view the world from multiple perspectives and communicate clearly. And for someone whose decisions affect dozens of countries and have millions of dollars at stake, those skills are just as important as the ones that drive the technology.

*By Tracy Mueller, a freelance writer based in Tucson.*

**Tricia Farwell '94 B.A., '98 M.A., '98 M.M.C., '04 Ph.D.**, assistant professor in the School of Journalism, College of Mass Communication, at Middle Tennessee State University, is a candidate for election to the Association for Education in Journalism and Mass Communication's Committee on Teaching.

**Jamie Nicpon '94 B.A.** is director of marketing and communications for the University of Iowa College of Nursing in Iowa City, Iowa.

**Henry (Hank) A. Alviani '93 D.M.A.**, associate professor of music and director of choral and vocal music studies at Clarion University, was honored by Mount St. Mary's College of Los Angeles as its 2011 Outstanding Alumnus for Professional Achievement.

◆ **Christopher Bissonnette '93 B.S.** received the Management Council Award from MassMutual Financial Group.

**Jeffrey L. Coleman '93 M.F.A.** announced the release by Duke University Press of a collection of poetry, "Words of Protest, Words of Freedom: Poetry of the American Civil Rights Movement and Era," which he edited.

**Beth Fiorenza '93 B.S., '97 M.P.A.**, executive director of the Tempe Community Action Agency, received the 2012 Outstanding Community Leadership Award from the Tempe Leadership Board at the Tempe Chamber of Commerce Annual Breakfast of Champions in February.

**Michelle De Blasi '93 B.S.**, an attorney with Quarles & Brady LLP, was named a Top 25 Women in Business honoree for 2012 by the Phoenix Business Journal. The award recognizes her leadership, dedication and impact in business.

**Aimee Runyon '93 B.A.** has accepted the position of executive director of Assistance League® of Phoenix, a not-for-profit philanthropic organization that previously was operated by volunteers.



Henry (Hank) A. Alviani



Christopher Bissonnette



Michelle De Blasi

**Christy Whitman '93 B.S.** announced the release of her new book "Taming Your Alpha Bitch: How to Be Fierce and Feminine (and Get Everything You Want)" with co-author Rebecca Grado by BenBella Books. The authors appeared on the "Today Show" to discuss the work in January.

**Alexis Wilson '93 B.A.**, principal of Griffith Elementary School in Phoenix, was named a Rodel Exemplary Principal by the Rodel Foundation of Arizona. Recipients of this honor mentor three aspiring principals over two years and receive an award of \$2,500.

**Elizabeth (Caryl) Anderson '92 B.S.**, a first-year student of naturopathic medicine, was elected to the state board for Arizona Naturopathic Medicine Association and the executive board of Southwest College of Naturopathic Medicine and Health Sciences' Ayurvedic Medicine Club.

**H. Lee Barnes '92 M.F.A.** announced the release of his new book, "Car Tag," by Virginia Avenue Press.

**Andrea Helowica-Hutchens '92** accepted a position as spa front desk coordinator for Amara Resort & Spa in Sedona, Ariz.

**Brent Michael Davids '92 M.M.** has several recent accomplishments: He received a silver medal from the Park City Film Music Festival for his orchestral score to "Valor's Kids;" he finished a forty-minute score for a mini-opera, "The Purchase of Manhattan," while completing the 2011 Ronald and Susan Dubin Native Artist Fellowship at the School for Advanced Research; he had his composition, "Leather Stockings," premiered by the chorus Chanticleer; and he completed the music score for a recently released film, "Opal."

**Jay Payne '91 B.S., '92 M.Tax.** joined PwC US as a tax partner of the firm's Washington Metro practice. He will provide tax services to companies in the hospitality, leisure and services industries.

**Malissia Clinton '90 B.A.**, senior vice president, general counsel and secretary for The

Aerospace Corporation in El Segundo, Calif., received the 2011 Being a Difference Award from the National Association of State Boards of Accountancy Center for the Public Trust. The award recognizes individuals who have contributed to their profession, community, region or nation through ethical leadership.

## 1980s

**Brent DeRaad '89 B.A., '91 M.M.C.** is executive vice president of the Scottsdale Convention & Visitors Bureau and president of the Golf Industry Association of Arizona. He serves also on the Arizona Golf Association board of directors.

◆ **Jeanne Herberger '89 B.A., '95 M.A., '00 Ph.D.;** ◆ **Virginia Counts '88 B.S.E., '98 M.S.E.;** ◆ **Jeri Williams '88 B.A.;** ◆ **Diane Enos '87 B.F.A., '92 J.D.;** ◆ **Diane Humetewa '87 B.A., '93 J.D.;** and ◆ **Nadine Basha '80 M.Ed.** were selected as honorees by the Arizona Centennial Legacy Project: Arizona's 48 Most Intriguing Women. The 48 Women project was developed in partnership with the Arizona Historical Society and the Arizona Community Foundation to honor women from diverse backgrounds whose leadership and commitment contribute in a positive way to the future of Arizona during its centennial year.

**Steven Weintraub '89 B.S.**, a mobilized Marine Reservist on active duty at Camp Pendleton, Calif., was promoted to the rank of colonel. He is chief operations officer for the 1st Marine Logistic Group.

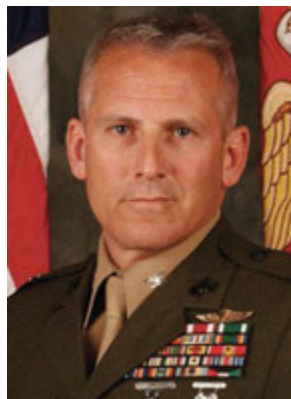
**Philip Kobylarz '89 B.A.** announced the publication of his first book, "Rues," by Blue Light Press of San Francisco. This book of poetry was a 2011 Blue Light Book Award winner.

**Robert Mahl '89 B.A.** accepted a position with Poms & Associates Insurance Brokers as senior vice president of the Property & Casualty group. He will serve in the firm's Woodland Hills, Calif., office.

◆ **Darwin Nelson '89 B.S.E.** was promoted to group president of CDM Smith's Federal Services Group in Denver, Colo. He will be responsible for the overall operations, business development activities and strategic efforts involving the group's federal clients.



Jay Payne



Steven Weintraub



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**ASU ALUMNI**  
ARIZONA STATE UNIVERSITY

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Martha (Jorgensen) Hughes



Ed Huguez



Mark Vinson



Roxanne Song Ong

**Jeff Trojan '89 B.S.** accepted an appointment as vice president, boys brands with Playmates Toys, Inc. He is charged with creating integrated marketing programs in support of a new line of action figures, playsets and accessories.

**Robert J. Higgins '88 M.A.** was appointed by Gov. Jan Brewer to the Navajo County Superior Court.

**Scott Moffitt '88 B.S.** accepted the position of executive vice president, sales and marketing with Nintendo and oversees the company's gaming business in the United States, Canada and Latin America. He and his wife, Tami (Penberthy) Moffitt '88 B.S. live with their three children in the San Francisco area.

**Martha (Jorgensen) Hughes '87 B.Mus., '91 M.M.**, orchestra director in the Gilbert Public Schools, received the Community Leadership for the Arts Award 2011 from the mayor of Gilbert at the Mayor's Breakfast with Arts Ceremony. In 2010, she became the first elementary orchestra director to earn the rank of "superior with distinction" at the Arizona Band and Orchestra Directors Association Elementary/Junior High School Large Group Festival.

**Rey Chu '85 B.S.E., '87 M.T.E.C., Ward Rand '84 B.S.E.** and **Mark C. Johnson '83 B.S.E.** are principals with Phoenix Analysis & Design Technologies. The organization received a 2011 Spirit of Enterprise Award from ASU's W. P. Carey School of Business. The award recognizes thriving local businesses that contribute to the community.

**Nancy L. Ross '85 Ph.D.** was named head of the Department of Geosciences at Virginia Tech. She is a professor of geosciences and co-director of the X-ray Crystallography Laboratory and prior to the new appointment, served as associate dean for research, graduate affairs, and outreach in the College of Science.

**Mona Morstein '84 B.S.**, who is on staff at the Southwest College of Naturopathic Medicine in Tempe, announced the release of her two-volume work, "The Holmes Boys: Sherlock and Mycroft," by UCS PRESS.

**Ruth Ruiz '83 B.A.** received a Hero Award, the most prestigious achievement award given by United Blood Services, for her outstanding blood drive coordination.

◆ **Janet Osgood '82 B.S., '00 M.Ed.** recently accepted a position as an administrative associate with the ASU Alumni Association.

**Alianna J. Maren (Alay'nya) '81 Ph.D.** announced the recent release of her new book, "Unveiling: The Inner Journey," by Mourning Dove Press.

◆ **Lorenzo Cassa '80 B.S.** contributed work to the "Visions of Arizona" art exhibition at the House of Representatives office building in the Arizona Capitol complex. The exhibition was developed through a partnership between the Arizona State House of Representatives, the Arizona Commission on the Arts and Arizona Art Alliance.

**Chris Crowe '80 M.Ed., '86 Ed.D.** announced the release of his new book for young readers, "Just as Good: How Larry Doby Changed America's Game," by Candlewick.

◆ **Sherry Sacino '80 B.A.**, president of Youth Empowerment Alliance, Inc., announced the release of her book, "A Commentary on the United Nations Convention on the Rights of the Child: Article 17 — Access to a Diversity of Mass Media Sources," by Martinus Nijhoff Publishers.

**Ed Huguez '80 B.A.** was promoted to the newly created position of president of affiliate distribution for Starz Entertainment in Englewood, Colo.

## 1970s

**Barbara Mundell '78 B.A., '81 J.D.**; ◆ **Roxanne Song Ong '75 B.A.E.**; ◆ **Barbara Barrett '72 B.A., '75 M.P.A., '78 J.D.**; and **Ann Day '70 B.A.E.** were selected as honorees by the Arizona Centennial Legacy Project: Arizona's 48 Most Intriguing Women. The 48 Women project was developed in partnership with the Arizona Historical Society and the Arizona Community Foundation to honor women from diverse backgrounds whose leadership and commitment contribute in a positive way to the future of Arizona during its centennial year.

**Loren Molever '77 B.S., '82 J.D.**, senior partner and founding managing member of Molever Conelly PLLC law firm in Scottsdale, was re-elected as a member and chair of the board of directors of the North Scottsdale Chamber of Commerce.

**Marty Schupak '77 M.A.** recently published the e-book "Baseball Coaching: A Guide for the Youth Coach and Parent."

**Mark Vinson '77 B.Arch., '91 M.S.**, city architect for Tempe and faculty associate in ASU's Herberger Institute for Design and the Arts, was named American Institute of Architects Fellow, one of the organization's highest honors. He received the Fellowship medal during the Investiture of Fellows Ceremony in Washington, D.C., May 17 in recognition of his significant contribution to architecture and society.

◆ **Herman Frazier '77 B.S.**, deputy athletics director/chief of staff at Syracuse University, was recognized by the National Association of Collegiate Directors of Athletics and the McLendon Foundation as a recipient of the 2012 Pioneer Award. The award honors minority "firsts" in athletics. Frazier, an ASU track star and a former ASU senior associate athletic director, was the first African-American to win a gold medal and then





David Lucier



Leslee Rogers

return as the *chef de mission* in charge of the U.S. delegation at the 2004 Olympic Games in Athens, Greece.

**Elliott Everson '76 B.A.E.** and **Betty Braig '70 B.A.E., '73 M.A.** contributed work to the "Visions of Arizona" art exhibition at the House of Representatives office building in the Arizona Capitol complex. The exhibition was developed through a partnership between the Arizona State House of Representatives, the Arizona Commission on the Arts and Arizona Art Alliance.

◆ **David Lucier '74 B.S.**, president and CEO of the Arizona Veterans Foundation, chair of the legislative committee for Unified Arizona Veterans, and president of the ASU Alumni Association's veterans chapter, was elected to the board of directors of the Unified Arizona Veterans organization.

◆ **Leslee Rogers '73 B.A.** accepted a position as a public relations officer with The Salvation Army of Southern Nevada.

## 1960s

**Max Nickerson '69 Ph.D.**, herpetology curator at the Florida Museum of Natural History on the University of Florida campus, co-authored a new study of skin microbes that attack the endangered Ozark Hellbender salamander. The article's first author is Nickerson's daughter, Cheryl Nickerson, a microbiologist with the Bidesign Institute at ASU.

**John Polich '68 B.A.**, formerly associate dean at Franklin College Switzerland, was appointed professor of Journalism and Mass Communication at the American University in Bulgaria.

◆ **Christine Kajikawa Wilkinson '66 B.A.E., '76 Ph.D.** was selected as an honoree by the Arizona Centennial Legacy Project: Arizona's 48 Most Intriguing Women. The 48 Women project was developed in partnership with the Arizona

Historical Society and the Arizona Community Foundation to honor women from diverse backgrounds whose leadership and commitment contribute in a positive way to the future of Arizona during its centennial year.

**Jean Ekman Adams '64 B.A.** announced the release of a new children's book, "A Cowgirl and Her Horse," by Rio Nuevo/Rio Chico. She read from that work and an earlier book, "Clarence Goes out West and Meets a Purple Horse," at Changing Hands Bookstore in December, 2011.

◆ **Geoffrey Edmunds '63 B.S.** and his wife, Jane Edmunds, were honored as Distinguished Arizonans by the Valley of the Sun Chapter of the National Football Foundation and College Hall of Fame at the chapter's awards banquet on March 3.

## 1950s

◆ **Phil Hanson '55 B.S.**, who retired from the U.S. Army with the rank of colonel, was appointed by Gov. Jan Brewer to serve as a commissioner for the Arizona Veterans' Services Advisory Commission, and he is involved with the Veterans of Foreign Wars, Disabled American Veterans, and the Northwest Valley Veterans Association, among others. He also serves as vice chair of the Arizona State Board on Geographic and Historic Names and is on the boards of the White Mountain Historical Society, the Arizona Central Chapter of the Arizona Historical Society and the Butterfly Lodge Museum (where he also services as vice chairman).



### How to submit class notes

Online:  
<http://alumni.asu.edu/classnotes>

Email: [alumni@asu.edu](mailto:alumni@asu.edu)

Post Office: ASU Alumni Association,  
Attn: Class Notes, P.O. Box 873702,  
Tempe, AZ 85287-3702



Photo credit: Laura Markwardt

**Gabe Zimmerman '06 M.S.W.**, former district staffer for former U.S. Rep. Gabrielle Giffords, was honored in November 2011 with the passing of House Resolution 364, which named room HVC 215 of Washington's Capitol Visitor Center the Gabriel Zimmerman Meeting Room. Zimmerman, a community outreach director for Giffords, was among those killed in the Jan. 8, 2011, Tucson shootings. He was the first congressional staff member to be murdered in the performance of his duties.

The resolution was introduced by U.S. Reps. Debbie Wasserman Schultz and David Schweikert and supported strongly by the Arizona delegation. It passed on a 419-0 vote. Zimmerman's legacy is further recognized by the creation of scholarships in his name at the University of California-Santa Cruz and ASU; the dedication of the Davidson Canyon Gabe Zimmerman trailhead southeast of Tucson; the dedication of a memorial in his honor near Green Valley and the establishment of the Gabe Zimmerman Triple Crown, a series of three running events in Tucson.

## SUN DEVIL MARRIAGES



Heather Mayes '04 B.I.S. and Todd Nakagawa '03 B.I.S.



Timmi Turley '98 B.S., '01 M.Ed. and Patrick Hughes



Ryan Dromgoole '06 B.S. and Laura Tober



Scott W. Juenger '08 B.I.S. and Lindsay D. Arnold

**Ryan Dromgoole '06 B.S. and Laura Tober** were married Nov. 13, 2011, in Paradise Valley, Ariz.

u **Scott W. Juenger '08 B.I.S. and Lindsay D. Arnold** were married Nov. 13, 2010, at The Arizona Grand Resort in Phoenix.

**Heather Mayes '04 B.I.S. and Todd Nakagawa '03 B.I.S.** were married with Sun Devil style on Nov. 12, 2011, at Tempe's Fiesta Resort and Conference Center with Sparky in attendance.

**Timmi Turley '98 B.S., '01 M.Ed. and Patrick Hughes** were married on Sept. 4, 2011, at the Claremont Resort in Berkeley, Calif. They are at home in Urbana, Ill.

## SUN DEVIL BIRTHS



Ava Quinn, Olivia Grace and Gavin Brian Anthony



Leia Ramirez



Lauren Elizabeth Hicks



Graham Nolan Reeder



Philip Murray Howard IV (Cuatro)



Miles Christopher Keener



Gavin J. McCluskey



Jacob Arthur Brooks

**Ava Quinn, Olivia Grace and Gavin Brian Anthony** were born April 3, 2011, to ♦ **Brian Anthony '98 B.S. and Cynthia Anthony**. After an extended hospital stay, the family is now at home in California.

**Jacob Arthur Brooks** was born to ♦ **Brian Brooks '99 B.S. and Megan Brooks** on Nov. 17, 2011.

**Lauren Elizabeth Hicks** was born to **Roxanne Peterman '09 M.B.A. and Doajo Hicks '05 B.S.A.** on June 14, 2011, and joins older brother Devereux. The family is at home in Shaker Heights, Ohio.

**Philip Murray Howard IV (Cuatro)** was born to ♦ **Philip M. Howard III '02 B.S., '03 M.S. and Stephanie (Pierce) Howard '03 B.A.** on Sept. 21, 2011.

**Brady Hughes** was welcomed to the family of **Joseph Hughes '99 B.S.E. and Tiffany Hughes '99 B.A.E.** on Oct. 25, 2011.

**Miles Christopher Keener** was born to **Jill (Norambuena) Keener '98 B.S. and Justin Keener** on April 18, 2011, in Renton, Wash.

**Gavin J. McCluskey** was born to **Randall McCluskey '03 B.S. and Andrea McCluskey '09 B.S.W., '10 M.S.W.** on Jan. 16, 2012, in Gilbert, Ariz.

**Leia Ramirez** was born to **Maria Angelica Avilez '09 M.Ed. and Jairo Ramirez** on July 29, 2011, in Hoboken, NJ.

**Graham Nolan Reeder** was born to ♦ **Charles (Trey) H. Reeder, III '97 B.S. and Amber Ingram-Reeder** on Oct. 6, 2011.



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### **POMP AND (CHANGING) CIRCUMSTANCES**

In recent years, ASU's commencement ceremonies have become large-scale events, but commencement used to be a much more modest happening. This photo dates from the late 1930s and features Arizona State Teachers College President Grady Gammage Sr. shaking hands with several newly minted alumni. The ceremony itself took place on the lawn between Old Main and the President's Cottage (now the Virginia G. Piper Center for Creative Writing); the stage and draping were set up especially for the occasion.

This year's Spring Commencement ceremony celebrated the 125th year of commencement at ASU. The May 3 event recognized the degree completions of more than 10,000 graduates and was highlighted by a keynote speech by award-winning broadcaster Tom Brokaw, as well as the presentation of honorary degrees to animal science expert and autism advocate Temple Grandin '75 M.S.; Eric Kandel, an Austrian-born American neuroscientist and a Nobel Prize winner; and Lim Chuan Poh, chairman of A\*STAR, a leading government agency in Singapore dedicated to fostering world-class scientific research and talent for a vibrant knowledge-based economy. Nelson Broms, former chairman, president and CEO of the Equitable Life Holding Corporation, received the University Medal of Excellence.



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