

asu magazine

September 2013 volume 17 number 1

THE
FUTURE IS

FLEXIBLE

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visual technology



Residence Life
builds learning
communities

ASU leads
health care shift
from disease to
wellness

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expands artistic
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President's Letter

As the school year begins, the parking lots on ASU's four campuses are beginning to fill up with cars, and we're happy to report we're seeing more and more of those vehicles bearing ASU's collegiate license plate, known informally as the Sparky plate. While the choice

of selecting or renewing a license plate might seem routine, opting to purchase a Sparky plate has a number of real-world impacts that every ASU alumnus/a or supporter should consider.

First and foremost, your purchase of a Sparky license plate in Arizona provides a powerful display of Sun Devil pride everywhere you go. Few of us can advocate for the university we love all day, every day; however, the collegiate plate does that every time you pull out of your garage. I'm pleased to report that you will find nearly 15,000 plates on Arizona roads today, and each one reinforces the message that ASU supporters are everywhere.

Another very important component of the Sparky license plate program is the Medallion Scholarship Program, which is funded by sales of the license plates. Seventeen dollars out of every \$25 plate goes directly to the scholarship, which is also a comprehensive scholarship program that incorporates components of leadership, scholarship and service. Last year, more than 100 Medallion Scholars received a total of \$300,000 in financial support.

For Sun Devils living in Texas or Maryland, you also can choose a Sparky license plate for your vehicle. We're also working to establish a Sparky license plate in the state of Pennsylvania as well. To learn more about purchasing a Sparky plate in these states, and to see our new online video about the Arizona Sparky license plate program and the Medallion Scholars who benefit from this initiative, visit SparkyPlates.com.

We hope you enjoy this issue, which contains a feature story about the manner in which ASU has revamped its residential experience for students to help them learn, live and study better. These changes at the residence halls allow students within a given degree program to study together, access academic and support services more easily, and increase the likelihood they will stay in school and graduate. Other features in this issue include a report on how ASU researchers are shifting America's health paradigm from curing illness to attaining health, and a story on the advancements in flexible display technology that have come from work done at Arizona State University.

Football season is here, and that means another round of away-game tailgates hosted by the Alumni Association! We're looking forward to seeing you at the ASU-Notre Dame game Oct. 5 in Dallas; we'll also host events before the games against Stanford on Sept. 21 and UCLA on Nov. 23. To learn more or to sign up, visit alumni.asu.edu/stt. Go Devils!

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



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

20 The future is flexible

Flexible displays – ultra-thin devices that transmit TV-like images and can be rolled up and tucked away – aren't science fiction. The Flexible Display and Electronics Center, which will celebrate a decade of research this year, has solved many issues that have previously stood in the way of commercial and military applications. This report explores the potential and pitfalls of this emerging technology.



34 Excellence in residence

College achievement depends on more than just studying hard and seeking out the best academic resources available. Integrating a student's academic and residential life can help them connect with his or her degree program and encourages greater rates of student success. This story takes an inside look at ASU's new living-learning communities.



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1 President's Letter

Christine Wilkinson discusses the role of ASU collegiate Sparky license plates in promoting Sun Devil pride and student success.

4 University News

Barrett, The Honors College at ASU publishes "alumni to watch" list; Manzanita Hall re-opens; Bob Schieffer to receive Walter Cronkite Award.

14 Sports

Road trips for ASU's athletic teams require planning and teamwork to produce a winning experience; Craig Nicholson takes the reins as head softball coach; plus sports updates on football, soccer, softball, men's basketball and more.



42 Arts & Culture

Advancements in digital technology are providing a new set of options for sculptors trained at ASU, with applications beyond the arts. Plus, new books by alumni, staff and faculty in Shelf Improvement.



48 Alumni News

A recap of recent alumni events, including Sun Devil Send-Offs, Movie Mania Day, Whitewash the A, career mixers, and more.

52 Sun Devil Network

Reports from around the Sun Devil nation.

56 Class Notes

Alumni news, notes and milestones.

64 Sun Devil Snapshot

Home away from home: For more than 40 years, The Varsity Inn served as an unofficial campus hangout for students at ASU's tempe campus.

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28

Ounces of prevention

For decades, the cost of health care has been rising much faster than the rate of inflation. Arizona State University researchers, like many others in the medical field, have seen that this rate of growth is neither desirable nor sustainable. Unlike many others, ASU's scientists have a conceptual framework that holds the potential to reverse this trend. What if, they ask, we could keep people from needing to go to the doctor in the first place?



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Manzanita Hall 2.0

Fall semester heralds the rebirth of an ASU residential icon



They may not have suspected it in 1967, but when construction workers glazed in the last hexagonal “Superman” window in the newly constructed Manzanita Hall, they were putting the finishing touches on an icon.

Manzanita Hall had a lot of qualities that would make the (then) all-female residence hall an ASU landmark. It was the tallest building in Tempe at the time, and taller than many in Phoenix. At 1,000 beds and 215,000 gross square feet, the building was a massive, sweeping statement to modernist architecture.

While many happy memories had been manufactured by female (and later male) students in Manzanita, which was affectionately became known as “Manzy” by many, the structure, like every building, was not immune to aging. After more than 40 years of hard use, a number of key building systems needed improvements. In October 2011, physical redevelopment of the property was initiated, and last month, Manzanita Hall reopened, the beneficiary of a \$50 million renovation project.

Designed by the Phoenix architectural firm Cartmell and Rossman, the building was radical in both appearance and in the techniques used to build it. Manzanita architect Wendell Rossman had received specific instructions on the building style from Gilbert Cady, ASU vice president of business affairs from 1957-1975: make it glitzy. Rossman recalled a short meeting with Cady in the early 60s.

“ASU was a very small university then,” Rossman said. “Cady understood that in order to be competitive, he needed to show a certain amount of class. He brought me in his office and said, ‘Wendell, I want you to give me a Hilton hotel with a thousand beds. See that door? Don’t come back in until you give it to me.’”

Del Webb Construction Co. completed Manzanita Hall in Sept. 29, 1967, some 16 months after construction started. Enrollment hit a record that semester, and electrical workers and plumbers worked overtime on the \$3.6 million women’s freshman residence hall, scrambling to finish before 22,500 students poured onto campus.

When it came time to re-imagine the structure, university administrators began looking at options.

The team hired architectural firm Solomon Cordwell Buenz to review the building and report on the alternatives.

The unique methods used to construct the building allowed designers to remove interior walls and reconfigure rooms without affecting the stability of the building. Architecture firm Studio Ma reduced the number of beds at the hall from 1,000 to 816, opening up space for shared student lounge spaces, study rooms and kitchen areas. The project was delivered by American Campus Communities, a third-party developer.

The decision to keep Manzanita Hall is in keeping with ASU sustainability goals. "There is a vast amount of embodied energy in Manzanita Hall," said ASU architect John Meredith. Embodied energy, Meredith explained, means that it takes a certain amount of energy to construct a building. It also takes energy to deconstruct it, and that must be factored into any environmental conversations about a building project.

"The most sustainable thing to do is not to build a new building. If you demolished Manzy, you could never build another building that would be efficient enough to recoup the energy lost from the demolition. ASU could build the most energy-efficient building ever built and never recover that much energy," Meredith said.

Visit <http://magazine.asu.edu/manzy> for an expanded version of this story, complete with photos and alumni recollections from their days at Manzanita Hall!

Prescription for excellence

College of Nursing and Health Innovation ranked as top-tier graduate program



Teri Pipe, dean of the College of Nursing and Health Innovation.

ASU's College of Nursing and Health Innovation achieved a top ranking in the 2014 U.S. News & World Report listing of the best graduate nursing programs in the country. The college was ranked 21st out of 467 U.S. graduate nursing programs, which places it in the top 4 percent in the survey.

All U.S. News & World Report health rankings are based solely on the results of peer assessment surveys sent to deans, other administrators, and/or faculty accredited degree programs or schools in each discipline. All schools surveyed in a discipline were sent the same number of surveys. Respondents rated the academic quality of programs on a 5-point scale with 5 being outstanding. Only fully accredited

programs in good standing during the survey period are ranked.

"We are honored to be recognized as having high-quality graduate programs and are dedicated to preparing students for the highest level of professional practice in a variety of health care settings," said Teri Pipe, dean of the College of Nursing and Health Innovation, which is based at ASU's Downtown Phoenix campus. "The health industry is transforming and ASU students are prepared to embrace change and lead through this transformation."



Photo credit: Global Institute of Sustainability, Arizona State University

The goal of ASU's Energy Efficiency Guide for Arizona is to provide policymakers and stakeholders a "quick read" of workable energy efficiency solutions, according to Mick Dalrymple, author of the guide.

Power to choose

Energy Efficiency Guide inspires action, sustainability

If you saw historical utility costs in home or office listings, would it impact where you decide to live and work? If utilities posted contractors' performance ratings online, would it impact who you hire to retrofit your home or office for energy efficiency?

How a home or building functions as a whole – and how its residents or occupants function within the building – has great impact on environmental and economic sustainability. To make this sort of decision-making easier, a team of researchers and managers from ASU's Global Institute of Sustainability has created the Energy Efficiency Idea Guide for Arizona.

The guide includes 46 energy efficiency tips for policymakers and stakeholders, organized into 11 categories that include sustainable behavior, energy performance and economic incentives.

Mick Dalrymple, the guide's author and ASU's Energize Phoenix project manager, said he started the guide when he was organizing and tracking the multitude of local and national energy efficiency programs.

"There was not one location that consolidated all the different barriers and opportunities to promoting energy efficiency, particularly in Arizona," he says. "This can be a national guide, but it is tailored to our economic and regulatory environment and how we operate in a hot, arid climate."

Accessibility was the main goal in the guide's creation, Dalrymple noted.

"We want to inspire stakeholders like nonprofits, cities, utility companies, real estate agents and brokers to convene around ideas and flesh them out into a policy or program, and implement those actions," says Dalrymple. "This guide is structured to be very concrete with a bias towards action. The methods can be adopted to any place in the world in terms of energy efficiency, or adapted to other subject matter like renewable energy and water issues. You don't have to be a specialist in a certain field to understand it – the language is very accessible."

The Energy Efficiency Idea Guide for Arizona is online at energize.asu.edu/.

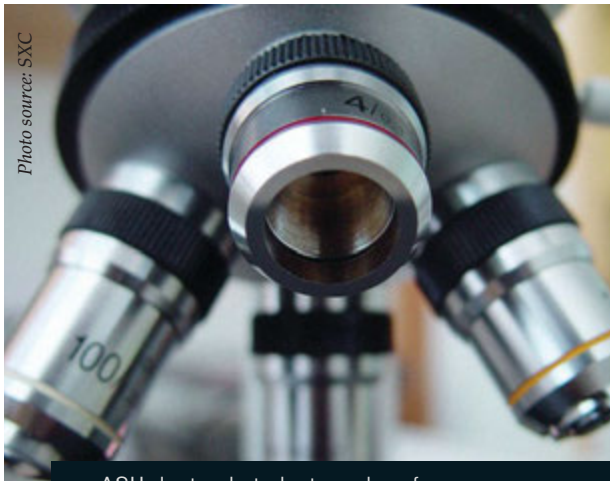


Photo source: SXC

ASU doctoral students and professors are among 95 researchers studying how cancer cells transform themselves when they metastasize.

Scientists report on “squishy” cancer cells in research paper

A team of student researchers and their professors from 20 laboratories around the country is taking a new view of cancer cells.

Metastasis is a critical step in the progression of cancer – a period when the cancer spreads from one organ, or part, to another. While much is known about metastasis, there remains an incomplete understanding of the physical biology of the transition. To bridge the gap in understanding, more than 95 graduate students, post-docs and professors in a variety of laboratories across the United States subjected two cell lines to a battery of high-tech tests and measurements.

The work could shed light on the transforming physical properties of these cells as they metastasize, said Jack R. Staunton, a doctoral candidate at Arizona State University working in the lab of Professor of Physics Robert Ros. Staunton is the lead author of a paper reporting on the topic.

The researchers performed coordinated molecular and biophysical studies of non-malignant and metastatic breast cell lines to learn more about what happens to a cell when it transitions to a metastatic state. Their results were outlined in a paper in *Scientific Reports* in April 2013.

Other ASU researchers involved in the project include Alexander Fuhrmann, Vivek Nandakumar, Laimonas Kelbauskas, Patti Senechal, Courtney Hemphill, Shashanka Ashili, Roger H. Johnson and Deirdre Meldrum.

“We compared the stiffness of normal breast cells and highly metastatic breast cancer cells, and found the cancer cells to be significantly more ‘squishy’ or deformable,” Staunton said. “This makes sense because in order for a cell to metastasize, it has to squeeze through tight passages in the lymphatics and microvasculature, so being squishy helps cancer cells spread through the body.”



Photo by: CEO Visual Communications

Gov. Jan Brewer cemented her footprints at the groundbreaking for the GoDaddy Global Technological Center at the ASU Research Park in Tempe

ASU Research Park to house GoDaddy Global Technology Center

GoDaddy, the Web’s top platform for small businesses, broke ground May 7 on a new 150,000 square-foot Global Technology Center at the ASU Research Park in Tempe. The new facility will create 300 new jobs, and eventually is expected to house 1,300 GoDaddy employees.

Arizona Gov. Jan Brewer and GoDaddy CEO Blake Irving attended the groundbreaking event and cemented their footprints in concrete, which will be on display at the new facility.

CEO Blake Irving remarked, “GoDaddy is changing people’s lives by helping people turn their dreams and ideas into real businesses – and this new facility is a key piece to making that happen. This location in the heart of the ASU Research Park is a sweet spot; it’s in the hub of the state’s technology corridor and gives us the space we need for the years ahead.”

Construction on the new GoDaddy facility in the ASU Research Park is already underway, and the center is expected to open in 2014.

Professor’s book on Liberace explores the costumes of iconic pianist

Connie Furr Soloman’s new book “Liberace Extravaganza!” is quickly becoming a bestseller on Amazon.com. Published by Harper Collins, the beautifully printed and designed



“Liberace Extravaganza!” was released earlier this year by ASU associate professor Connie Furr Soloman.

hardcover book looks at the life and costumes of the iconic 20th century pianist, performer and entertainer: Vladino Valentino Liberace.

Born in 1919 to Polish immigrant parents, Liberace’s world-famous career spanned four decades of concerts, recordings, motion pictures and television performances. During the 1950s through 1970s, he was the highest paid entertainer in the world.

Soloman, associate professor of costume design in the ASU School of Theatre and Film, came to the project through a serendipitous glimpse at a magazine advertisement for the Liberace Museum in Las Vegas. Soloman and her friend and fellow costumer Jan Jewett made the trek to the museum and were amazed by the artistry and complexity of the costumes on display.

The duo decided to photograph all of the costumes in the collection as well as to unearth the stories behind them. Furr Soloman and Jewett interviewed several of Liberace’s surviving designers and other contemporaries for the book. Soloman made Liberace her sabbatical project during the 2008-2009 academic year.

“Ultimately, we discovered a man who against all odds realized his wildest dreams,” Soloman says. “His flamboyant stage persona changed the world of show business and his designers provided the razzle-dazzle.”

Astronomers discover exceptionally distant galaxy

The discovery of an exceptionally distant galaxy by a team of ASU astronomers was the subject of a recent article appearing in Astronomy Magazine. At a distance of 13 billion light years away, the galaxy ranks among the top 10 most distant objects currently known in space.

Astronomers at the School of Earth and Space Exploration were able to identify the remote galaxy through the combination of the Magellan Telescopes’ tremendous light-gathering capability and exquisite image quality, and the unique ability of the IMACS instrument to obtain either images or spectra across a wide field of view.

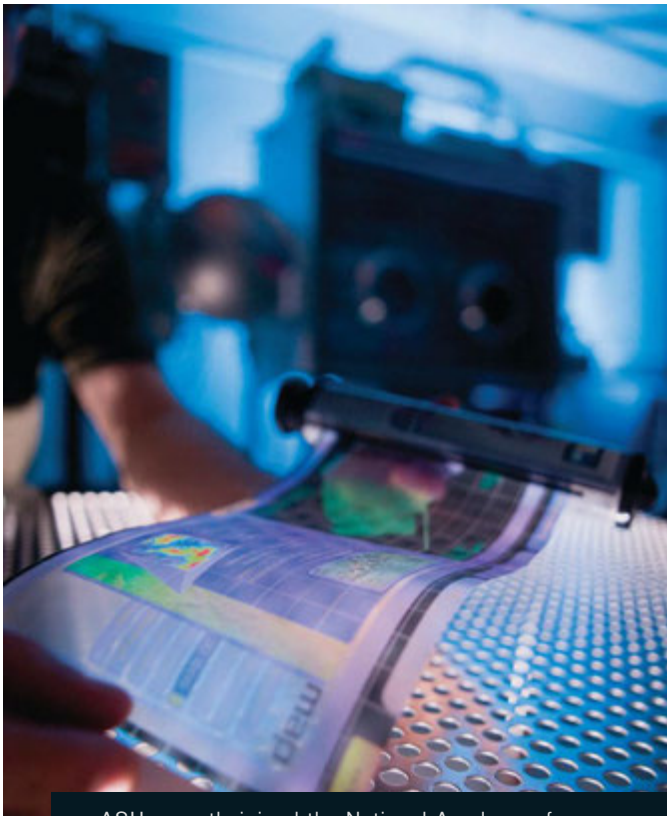
The team, led by James Rhoads, Sangeeta Malhotra and Pascale Hibon, first spotted the distant galaxy during the summer of 2011 at the Carnegie Institution’s Las Campanas Observatory in Chile.

“This galaxy is being observed at a young age,” said Rhoads. “We are seeing it as it was in the very distant past, when the universe was a mere 800 million years old. This image is like a baby picture of this galaxy, taken when the universe was only 5 percent of its current age. Studying these very early galaxies is important because it helps us understand how galaxies form and grow.”

The galaxy, designated LAEJ095950.99+021219.1, is a rare example of a galaxy from that early epoch, and it will help astronomers make progress in understanding the process of galaxy formation.

A false color image of the galaxy LAEJ095950.99+021219.1, which is 13 billion light years from Earth.





ASU recently joined the National Academy of Inventors, which recognizes and encourages inventors at the university level, including the innovative work of the Flexible Electronics and Display Center at ASU.

ASU joins National Academy of Inventors

ASU is helping faculty and student innovators bring their ideas into the marketplace through its recent membership in the National Academy of Inventors (NAI). As a charter member institution, ASU joins more than 75 other U.S. universities and nonprofit research institutions such as the California Institute of Technology, Purdue University and Texas A&M University. The NAI also includes more than 2,000 individual academic inventor members.

Founded in 2010, the NAI seeks to recognize and encourage inventors who have one or more patents issued from the United States Patent and Trademark Office. The NAI supports members in development and commercialization of academic patents and inventions and disclosure of intellectual property. ASU's participation allows university-affiliated inventors to join as individual members.

NAI hosts an annual conference and publishes the journal *Technology and Innovation – Proceedings of the National Academy of Inventors*. Sethuraman "Panch" Panchanathan, senior vice president for ASU's Office of Knowledge Enterprise Development, will serve on the journal's editorial board.

"We are delighted to be a part of this academy," said Panchanathan. "The inventions across the university have



Intel futurist Brian David Johnson announces "The Future - Powered by Fiction" competition.

exceptional potential impact and we look forward to promoting these efforts with NAI and through their network."

For more information on the National Academy of Inventors, visit www.academyofinventors.org.

Tomorrow Project challenges young people to imagine brighter futures

Arizona State University's Center for Science and the Imagination is joining together with Intel's Tomorrow Project, the Intel Foundation and the Society for Science & the Public to challenge young people worldwide to think critically and creatively about possible futures we can build together.

"The Future – Powered by Fiction" competition will provide a space for young people to participate in science-based conversations and share their imaginative designs for the future. The competition will reward a selection of the best fact-based science fiction stories, essays, comics and videos submitted by people ages 13-25 from all over the world. Ten winners will each receive a \$1,000 award and have their work published through the Tomorrow Project website and promoted on social media.

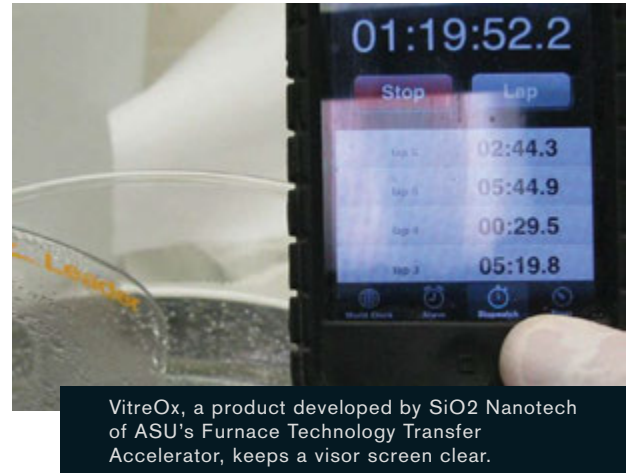
The competition was announced at the Intel International Science and Engineering Fair during the week of May 12-17, in Phoenix, Ariz., and will run for approximately six months. Winners will be announced around the end of December 2013.

"The Future – Powered by Fiction" will be administered by the Society for Science & the Public. ASU's Center for Science and the Imagination will host the competition and oversee an international editorial board to serve as judges. Both organizations will provide editorial oversight as well as promotion and outreach.

The editorial board of scholars, journalists, artists and futurists will be chaired by ASU faculty members Ed Finn, director of the Center for Science and the Imagination and assistant professor in the School of Arts, Media and Engineering and the Department of English; and G. Pascal



ASU has the largest collection of energy-producing solar panels at any public university.



VitreOx, a product developed by SiO₂ Nanotech of ASU's Furnace Technology Transfer Accelerator, keeps a visor screen clear.

Zachary, a professor of practice in the Consortium for Science, Policy and Outcomes and the Walter Cronkite School of Journalism and Mass Communication.

The competition is one aspect of CSI's mission to craft new narratives that will inspire people to engage with the grand challenge of creating a more equitable, beautiful and exciting future.

"To build better futures, you need better dreams. Creating stories about the future that we can all believe in is a crucial first step in bringing those dreams to life," says Finn.

More information about the competition is available at isef.tomorrow-projects.com. Updates on the competition will be posted to Twitter at @imaginationASU and @IntelFuturist.

ASU named one of nation's greenest schools

Arizona State University was among 21 schools named on The Princeton Review's "Green Honor Roll," which recognizes colleges and universities for leading the way in sustainability.

This is the fifth consecutive year ASU was named as one of the nation's greenest universities.

The university was noted for, among other things, having the largest collection of energy-producing solar panels at a public university; its pursuit of complete carbon neutrality; its numerous LEED award-winning buildings; and its online journal, The Sustainability Review, which is edited and published by graduate students.

ASU also is working on implementing a campus-grown food program and subsidizes the U-Pass, which offers students unlimited rides on area buses and light rail.

The schools on the list received the highest possible score (99) in the Princeton Review's Green Rating tallies this year and appear in the guide, 322 Green Colleges: 2013 Edition. This resource – which is published in partnership with the U.S. Green Building Council (USGBC)'s Center for Green Schools – is the only free, comprehensive guide that focuses solely on colleges that have demonstrated a strong commitment to the environment and to sustainability. It is available at the website www.princetonreview.com/green-guide.

Making things perfectly clear

Furnace accelerator startup develops anti-fogging technology

The early-stage nanotech company SiO₂ Nanotech has begun beta testing commercial applications of its anti-fogging technology for corporate partners. The new technology, which was developed from patented research conducted in the lab of Nicole Herbots, professor emerita in the ASU Department of Physics, can be used on a variety of different surfaces, including glass and plastics.

Currently commercialization development for SiO₂ Nanotech includes the areas of vision protection for athletes in sports such as football, scuba diving, skiing and snowboarding as well as the eyewear and automotive sectors.

"Our focus right now is to finalize a number of beta products for our corporate clients," said CEO and co-founder Clarizza Watson. "We are very excited about our products."

SiO₂ Nanotech is part of the first cohort of the Furnace Technology Transfer Accelerator, an innovative startup accelerator designed to form, incubate and launch new companies created from intellectual property and patents developed at universities and research institutions. The accelerator is part of Arizona Furnace, a statewide public-private partnership among a number of educational and technology-related entities, including ASU.

One of the company's nanotechnologies, a proprietary anti-fogging technology called VitreOx, controls the fogging that occurs on surfaces as a result of condensation. The fog-control technology has drawn interest from corporate clients because of the patented method for manipulating moisture on surfaces to maintain a clear field of vision. The technology controls the behavior of water droplets by forming a 2-D layer on a surface, resulting in a clear field of vision. Initial tests have shown the treatment lasts not just hours or days but for the life of the product on select surfaces.

SiO₂ Nanotech is one of 10 startups in the first cohort of the Furnace accelerator, which provides seed funding, office space and access to top industry mentors.

To see a video of VitreOx anti-fogging technology in action, visit http://youtu.be/ujwTTff_uD4.

Sun Devils for life

The ASU Alumni Association welcomes the following new life members, who joined between March 8 and June 4, 2013.

- Mary A. Adamczyk '59 B.A.E.
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Photo credit: ASU Walter Cronkite School of Journalism and Mass Communication

Face of the nation

CBS anchor Bob Schieffer to receive Walter Cronkite Award

Bob Schieffer, the award-winning CBS News correspondent and longtime anchor of “Face the Nation,” will be the 2013 recipient of the Walter Cronkite Award for Excellence in Journalism. Schieffer will accept the 30th annual award, given by the Walter Cronkite School of Journalism and Mass Communication, at a luncheon ceremony Oct. 29 at the Sheraton Phoenix Downtown Hotel.

“Walter Cronkite is who I wanted to be when I was a young reporter,” Schieffer said. “He is who I still want to be, so winning an award with Walter’s name on it means as much to me as any recognition I have ever received.”

Schieffer is the network’s chief Washington correspondent and also serves as anchor and moderator of “Face the Nation,” CBS News’ Sunday public affairs broadcast. He contributes regularly to “The CBS Evening News,” where he served as interim anchor in 2005 and 2006.

With 56 years of reporting experience, Schieffer may be the most experienced broadcast reporter in Washington. He has spent the past 44 years reporting on politics and government for CBS, serving as the network’s chief Washington correspondent since 1982 and moderator of “Face the Nation” since 1991. He is one of the few journalists to have covered all four major beats in the nation’s capital – the White House, the Pentagon, the State Department and Capitol Hill.

In 2005, Texas Christian University named its journalism school The Schieffer School of Journalism in his honor. He is the recipient of numerous awards, including seven Emmy Awards and two Sigma Delta Chi Awards. The National Press Foundation named him Broadcaster of the Year in 2002, and in 2003, the Radio-Television News Directors Association presented him with the Paul White Award, which also recognizes lifetime contributions to electronic journalism.

Schieffer is the author of four books including: “This Just In: What I Couldn’t Tell You on TV” and “Bob Schieffer’s America,” as well as “Face the Nation: My Favorite Stories from the First 50 Years of the Award-winning News Broadcast” and “The Acting President.”

Previous Cronkite Award recipients include TV anchors Brian Williams, Diane Sawyer and Tom Brokaw; newspaper journalists Ben Bradlee, Helen Thomas and Bob Woodward; and media executives Katharine Graham, Al Neuharth and Bill Paley. Cronkite, who died in 2009, personally presented the award during its first quarter-century.

CBS News correspondent Bob Schieffer will receive the 2013 Walter Cronkite Award for Excellence in Journalism.



Photo credit: SXU.

On the Air

Radio show offers a taste of Italy from Downtown Phoenix

Two students from the Walter Cronkite School of Journalism and Mass Communication are brushing up on their Italian, honing their broadcasting skills and globalizing their education thanks to a new internship offered through the School of International Letters

A radio show produced at ASU’s Downtown Phoenix campus brings all things Italian to the Valley of the Sun.

and Cultures at ASU’s Downtown Phoenix campus.

Jesus Yanez-Reyes and McCall Hoerz have combined their love for Italian with their professional interest in broadcasting through an internship sponsored by The Italian Language Program in collaboration with KASC (The Blaze) AM radio station, where they host “Buongiorno Italia.”

Broadcast from the Cronkite School building at 555 N. Central Ave., Phoenix, the show is the brainchild of Antonella Dell’Anna, an Italian instructor for the School of International Letters and Cultures.

“I wanted to create something for students that made them think and look beyond the textbooks and classroom,” Dell’Anna said. “When you understand Italian people, the land, their customs, what’s important to them, then students truly comprehend the language.”

“Buongiorno Italia” is a half-hour show dedicated to Italian news, culture, and music. Interview subjects include Italian officials, transplants and community residents who live in the Phoenix metropolitan area as well as ASU students who have traveled to Italy.

“We scour a lot of Italian newspapers and websites and have to translate the words into English and then present it in our own words to our audience,” Yanez-Reyes said. “This exercise forces us to not only know and understand the language but what’s important to the people. The newspaper level of their language is different than the level we’re at in the classroom, which forces us to learn other words.”

Hoerz, a freshman, said the internship not only gives her valuable insight into the Italian culture but much needed experience behind the microphone.

“Because I am a journalism major, one of my classes required me to go on the Blaze and read items live on the air. My first time was nerve-wracking and I was not very good,” Hoerz said. “Now that I’ve been on the air for almost an entire semester, I’ve got the jitters out of the way.”

“Buongiorno Italia” is broadcast at 9 a.m. on Wednesdays from September to December and February to May every semester. Listen for the show on station 1330 AM or online at www.blazeradioonline.com.



Barrett, The Honors College At ASU is celebrating its 25th anniversary by inducting 25 "Alumni to Watch" into the Barrett Distinguished Alumni Circle during Homecoming Week.

Rising to the top Honors college recognizes 25 alumni to watch

In its 25 years of existence, Barrett, the Honors College at ASU has graduated more than 6,000 students. The graduates, who've benefited from access to enriched coursework, talented faculty, and challenging internships and opportunities, have made their mark in many fields, ranging from education, engineering and media to business, foreign service, medicine and law.

Next month, the honors college will induct 25 Alumni to Watch into the Barrett Distinguished Alumni Circle at the college's alumni reunion on Friday, October 18, as part of ASU's annual Homecoming Weekend festivities. The following alumni will be recognized:

Daniel Allen '04 B.A., '04 B.A.E. – Principal, City Arts & Technology High School; co-founder, Consortium for Education Leadership Learning, San Francisco, Calif.

Mark Appleton '09 B.A. – Special assistant to the Secretary of Energy, U.S. Department of Energy, Washington, D.C.

John Arthur '00 B.S.E. – Research scientist, IBM, Mountain View, Calif.

Jennifer Babich '97 B.A. – Washington bureau chief, Time Warner Cable, Washington, D.C.

Jonathan Beekman '02 B.S., '02 B.S., '02 B.A. – CEO and co-founder, Man Crates, Palo Alto, Calif.

Daniel Bishop '09 B.S.E. – Chief Innovation Officer and co-founder, Qualaris Healthcare Solutions, Pittsburgh, Pa.

Megan Brand '08 B.S., '08 B.A. – Principal, Megan Brand Consulting, Cedar Park, Texas.

Matthew Brill '04 B.S. – Principal analyst, San Francisco Municipal Transportation Agency, San Francisco, Calif.

Matthew Cicinelli '08 B.S., '08 B.S. – Product manager, Amazon Payments, Seattle, Wash.

Kristina Collins '02 B.S., '02 B.S. – Physician, New England Dermatology & Laser Center, Springfield, Mass.

Jamie Forseth '07 B.A., '07 B.A., '07 B.A., '07 B.Mus., '08 M.A. – Associate in municipal trading, Goldman Sachs, New York.

Ryan Gliha '98 B.A. – Foreign service officer, U. S. Department of State, Washington, D.C.

Madeline Grade '12 B.S.E. – MSc clinical neuroscience student, University College London, London

Jenny Holsman Tetreault '00 B.S. – Corporate legal counsel, Rural/Metro Corporation, Phoenix.

Courtney Klein Johnson '05 B.I.S., '10 M.NpS. – CEO and owner, New Global Citizens; co-founder, SEEDspot, Gilbert, Ariz.

Brent Maddin '99 B.S. – Provost, RELAY Graduate School, New York.

Farshad Marvasti '00 B.S. – Family Medicine Physician, Kaiser Permanente Medical Group, San Jose, Calif.

Devin Mauney '09 B.S. – Law student, Harvard; assistant to the Enforcement Director, Consumer Financial Protection Bureau, Somerville, Mass.

Peg Perl '97 B.A., '97 B.A. – Staff counsel, Colorado Ethics Watch, Denver.

Lauren Popish '12 B.S.D. – Designer, Gensler, New York.

Michael Proulx '98 B.S. – Senior lecturer in psychology, University of Bath United Kingdom, Bath, England.

Peter Seymour '12 B.S.E. – Engineer, Seymour Innovation, Tempe, Ariz.

Damian Stamer '07 B.F.A. – Master of Fine Arts student, University of North Carolina at Chapel Hill, Chapel Hill, N.C.

Michael Trejo '09 B.S. – Master of Business Administration and Public Policy, Harvard, Boston.

Suzanne Vogt '06 B.A.E., '10 M.A.S. – Social studies teacher, Trevor G. Browne High School, Phoenix.

In addition to the 25 Alumni to Watch, Barrett will also induct the following individuals into the Barrett Alumni Circle as "inspiring alumni."

DeAnna Adkins '94 B.A. – Assistant professor of neurosciences, Medical University of South Carolina, Charleston, S.C.

Jenny Davis '92 B.A. – Owner & design director, Beatrix Prive Luxury Plus Size Lingerie, Fort Worth, Texas.

James Holmes '83 B.S., '83 B.S., '86 J.D. – Partner, Sedgwick LLP, Los Angeles.

Elizabeth Vazquez '94 B.A. – President/CEO/ Co-Founder, WEConnect International, Washington, D.C.

For more information about the alumni on the Top 25 list and the alumni reunion, visit <http://honors.asu.edu>, or contact Jessy Schott at (480) 965-7628 or Jessica.Schott@asu.edu.

Taking the show on the road

Successful Sun Devil team travel requires teamwork

By Joe Healey



John Wrenn, ASU's assistant athletic director for football operations, is part of the Sun Devil team charged with making travel arrangements for student-athletes.

For many college students, memories are made by executing spontaneous, spur-of-the-moment road trips. The preparations for these youthful expeditions often consist of little more than buying a tank of gas, updating the playlists on their iPod and selecting a careful of close companions. However, when it comes to competing away from Tempe, Arizona State University student-athletes experience out-of-state travels much more meticulously planned than the impulsive journeys of their explorative classmates.

ASU's fall sports teams typically solidify travel and lodging preparations as early as seven months before the season begins, but the process is far from over after those arrangements are set. Travel planning logistics for ASU's football team are primarily addressed by Mike Chismar, senior associate athletic director of operations and facilities; Tim Cassidy, senior associate athletic director of football operations; and John Wrenn, ASU's assistant athletic director for football operations. This staff not only locks in the "X's and O's" of Sun Devil football's road trips but remains dedicated—both in Tempe and away from home, in-season and in the offseason—to preventing mistakes, mishaps and complications of all kinds.

"Communication and attention to detail are of the essence throughout the entire process," said Chismar, who has coordinated team travel since 1995. "Because there are so many moving parts we have to be proactive in our approach so we are prepared to handle any situations that may arise."

"Thankfully we have contracts in place with hotels far in advance and we take chartered flights so there are rarely ever any complications," said Wrenn. "In this part of the country and the areas we typically play, we usually don't have to face severe weather during the season that impacts our travel plans, which also helps us have confidence in our plans running correctly without errors."

ASU's football equipment staff, headed by Equipment Operations Coordinator Paul Lopez, his assistant coordinator Jerry Neilly and about a dozen student managers, shifts into overdrive on a weekly basis during the season.

The game week prep process kicks off up to six days prior to the game, as the staff begins to pack trunks and apply decals to helmets while the operations administrators put the final touches on the team's travel details.



(left) Mike Chismar, senior associate athletic director of operations and facilities (right) Rick Dircks, executive vice president of Dircks Moving Services.



Paul Lopez, assistant coordinator for football equipment.

In addition to the tireless work of ASU's equipment staff and administrators, the frequent commutes undoubtedly would not be as efficient without the work of Dircks Moving Services—headed by President Chip Dircks and Executive Vice President Rick Dircks, both ASU alumni—a company that plays an integral role in the transportation of the team's equipment.

"Since we have Dircks Moving Services handle the transportation of our equipment, they have our full trust that they will have plans in place to handle any complications," stated Lopez. "Last season, one truck had a flat tire on a road trip and they simply had a service come out to fix it. [Dircks] knows exactly what they're doing and they are always on schedule."

Big rig trucks are a necessity for interstate football travels. ASU shuttles as much as 11,000 pounds of gear to each destination—a haul not just limited to helmets, cleats and shoulder pads, but also gear for the team's training room, for the ASU Marching Band and for the ASU Alumni Association, among other groups. Hitting the road, instead of the skies, with all this stuff has been the standard operating procedure for the last dozen years.

"Since 9/11, our travel process has changed dramatically because we used to fly everywhere and put all of our equipment under the planes," reflects Lopez. "But with the help of Dircks Moving Services, we don't have to worry about potential flight delays or not having enough room for all our equipment."

Getting it together

Midweek, Dircks' movers load up and shove off with precise plans to be at the team hotel by 8 a.m. the day before the game to begin locker room setup and help prep for the team's walkthrough. Patience is clearly also a virtue for ASU's truckers, as multiple trips each season require a full day of road time each direction.

The actual inventory of equipment that is shuttled from Tempe to the game location greatly exceeds what is necessary, but ensures that just about all predictable needs are met.

"We always bring a great deal of excess equipment," noted Lopez. "We bring two helmets, extra jerseys, pants, socks, shoes, rain gear, collared shirts, tees for kickers and rain gear in the event we face weather issues. Though it takes up a lot of room to provide, we need to make sure we plan ahead."

While the trucks are en route, ASU's football team takes a chartered flight from Phoenix Sky Harbor International Airport. By that time, Wrenn and Lopez are often already on site, trying to make their way out of Tempe a day before the rest of the team to ensure that every detail of the vast to-do list is checked off before the team arrives on location.

"There are so many small things to be aware of," says Wrenn. "We need to know what is in and around the hotel rooms; we need to know if there are other events going on at the hotels. We just try to organize everything so that it is a smooth process and the coaches and players can just worry about football and let us do the administrative work."

Before the trip, Wrenn communicates with hotel staff to arrange the meal plan with the cooks, formats coach and player room assignments, and verifies the hotel has the necessary technical accommodations and room space for meetings and study areas. Upon arrival, Wrenn meets personally with hotel staff, security, cooks, maids, police and bus drivers to review the weekend game plan—no stone is left unturned in the quest to facilitate a safe and smooth trip.

The operations staff also provides a travel itinerary to the student-athletes, clearly identifying the expectations and requirements of the trip, reinforced by head coach Todd Graham's no-nonsense approach to maintaining team integrity, discipline and accountability.

On game day, the equipment staff arrives at the stadium up to seven hours before kickoff to finish setting up the Sun Devil locker room. Prior to halftime of the game, the equipment staff prepares chairs and towels for the players and staff, and then begins to pack to send all the supplies back to Tempe. After the final whistle, the team eats a postgame meal and all those traveling with the team make their way to buses and are swiftly on their way to board a return flight to Tempe.

Keeping stress levels low

As you might expect, there is a huge difference in scale when you move from talking about moving nearly 150 ASU football players, coaches and other personnel to their away-game destination to discussing trips that transport fewer than two dozen people for the Sun Devil volleyball team. Still, road ventures can be a detailed-oriented and unpredictable process, regardless the size of the entourage.

Unlike the ASU football team, the Sun Devil volleyball team flies commercially to its destinations and often uses buses or vans to transport from one out-of-town location to the next when on a multi-stop road trip. These factors provide ample opportunities for frustration, but ASU's easy-going coaching staff is typically able to quell such concerns.



Assistant Volleyball Coach Linda Hampton-Keith says her team understands "things happen" on road trips and does their best to take it in stride.

"It's very, very common for flights to be delayed," admits Assistant Coach Linda Hampton-Keith. "We approach the whole thing with a light-hearted sense that things might be off a little bit and luckily [Head Coach] Jason Watson is extremely laid back as far as going with the flow of things. Travelling with 22 people is stressful as it is, so we try to be understanding that things happen and we're not going to stress about them."

Just as football brings along a handful of academic specialists on each trip and arranges for a specific academic room in its hotel, the volleyball staff schedules study breaks on the road and has even worked with opponents' academic coaches to proctor exams when Sun Devils are required to take tests during road trips. Both programs work to arrange class schedules during the fall semester that prevent too many academic complications due to travel requirements.

In all, though the squad is all business when it takes the court in Tempe or any other venue, the volleyball team also uses road trips as a chance to bond and find pockets of time to let loose between traveling, competing and studying.

"It's one of those natural occurrences; you get 15 college girls on the road together, there are bound to be some shenanigans," admits Hampton-Keith. "When you're on a team you're bound to spend a lot of time together so we're lucky that they like each other so they seem to have fun no matter what we're doing."

Joe Healey '06 B.I.S. is a freelance sportswriter based in Mesa.

sports updates



Craig Nicholson

Sun Devils hire Craig Nicholson as new softball head coach

Craig Nicholson became the new softball head coach at ASU over the summer, just the fourth head coach in program history. Nicholson, who was the head coach at Ball State University for seven seasons, amassed a 241-162 record with the Cardinals and holds a 964-252 career record.

Nicholson replaced Clint Myers, who accepted a similar position at Auburn on June 14. On top of coaching at Ball State, Nicholson was the associate head coach for the Chicago Bandits of the National Pro Fastpitch (NPF) league in 2008 and helped the team to a NPF title.

Prior to working at Ball State, Nicholson spent 11 years at Central Arizona College (CAC) in Coolidge, including one season coaching with Myers. Nicholson's coaching record at CAC was 723-90. He led CAC to four National Junior College Athletic Association National Championships, seven conference championships and eight regional titles. Steve Patterson, ASU's vice president for athletics, cited Nicholson's experience in Arizona as a reason he stood out among the crowd of potential new coaches.

"As we conducted our search, it became clear that Craig Nicholson was the perfect fit for ASU," Patterson said. "His name kept surfacing as a young, up-and-coming coach. He was a proven winner right here in Arizona and then went on to Ball State to build a consistent championship program."

Nicholson said he was looking forward to tapping ASU's experienced upperclassmen players during his first season with the team.

"We have a veteran team returning and it's always great to have that veteran (player) leadership," he said.

He also indicated he was dedicated to giving the coaching position his full commitment. "This is the job you dream about," Nicholson, 41, said. "This is a destination job for me."



Cali Farquharson

Goal oriented

Sophomore forward enjoys thrill of the attack

It's women's soccer season again, and Cali Farquharson is ready to kick it into high gear for Arizona State's Sun Devils.

The sophomore forward is hoping to build on an outstanding freshman season in which she led the team in scoring with 10 goals and earned a spot on the Pac 12's All-Freshman Team.

Farquharson is a product of Shadow Mountain High School in Phoenix. She knew it would be a challenge to adjust to the bigger, faster collegiate style, but she was able to make the transition.

"It was hard and demanding. I knew it would be. But it was more enjoyable than I thought," she said. "I loved the team, loved the girls. We had one of our best years ever, and I think we are going to keep getting better."

ASU had a 4-0-1 record in its final five games to finish the regular season at 10-8-2 and fell to Baylor in the first round of the NCAA Tournament. The Sun Devils were 9-0 during their spring season, but Farquharson was limited by a hip injury she sustained in a collision with a goalie.

She feels she is in better shape and stronger now, allowing her to break away from defenders.

Scoring goals is fun, she said, "but I like the attack, going one-on-one, getting past the opponent."



Chris Coyle

Improving reception

Senior tight end flourishes under Head Coach Todd Graham

Until the fall of 2012, Chris Coyle perhaps was the best Arizona State football player that not many fans had heard of.

The southern California native came to ASU as a tight end, but frequently sat on the sideline because then-ASU coach Dennis Erickson's offensive coordinator, Noel Mazzone, rarely used that position.

Coyle occasionally played as a slot receiver, but he seriously considered going to another school.

Then Erickson left and the 6-foot-3, 235-pound Coyle began to flourish under new coach Todd Graham.

So much so that he set a single-season record for tight end receptions with 57 (for 696 yards and 5 touchdowns), surpassing the previous mark of Zach Miller, now with the NFL's Seattle Seahawks. Coyle led the Sun Devils in receptions four times, and was third in the nation among tight ends in receptions per game (4.38).

He is seeking greater heights in 2013, his final season as a redshirt senior, and hopes to make pro scouts take notice in the process.

He will line up at tight end or even as the fullback on occasion.

He has an uncanny knack for getting open, due in part to a lot of film study of opponents. That is exactly what quarterback Taylor Kelly likes to see.

"From the day he first came in, we developed a bond," Coyle said. "There is that trust between us. He puts the ball where only I can catch it."



Photo by Steve Rodriguez

Amber Freeman

Taking charge

Catcher understands the fine art of adjustment

The push for success did not end with the last game of Arizona State's 2013 softball season, which came June 2, when the Sun Devils lost 2-0 to Michigan in their first game of the Women's College World Series. It continued through the summer and is rolling along now as the new school year begins with player workouts and fall ball that begins in October.

One of the athletes who plays a key role for the Sun Devils is junior catcher-designated player Amber Freeman, who is the reigning Pac-12 Conference Player of the Year.

Freeman, a health science major from Lakewood, Calif., had more than 60 hits and nearly 60 RBIs, with double digits in home runs.

She is the primary catcher for star pitcher Dallas Escobedo. The two worked together even before they arrived in Tempe, on the USA Junior National Team.

Freeman says a good catcher "is someone who is a leader, takes charge."

That includes keeping Escobedo focused, "talking to her after every pitch, even in the dugout."

Being a good hitter means "making adjustments. This is a game of failure, so you have to be able to shake it off. Now I go into it with the idea that my next at-bat will be my best at-bat."



Eric Musselman

Making an impact

Associate head basketball coach brings pro experience home

Eric Musselman has been the head coach of two NBA teams (Golden State and Sacramento), but it is as a collegiate coach where he thinks he can make more of an impact.

The coming season will mark Musselman's second at Arizona State. The first was as an assistant and now he is the associate head coach for Herb Sendek.

"It was the right fit for me," said Musselman, whose late father, Bill, was a long-time college and NBA coach.

"In the NBA, you only worry about basketball. In college, there is basketball, academics, life skills . . . there are a lot of different ways you can have an impact with a player.

"In college, it's much more of a family environment. You're often eating three meals a day as a team."

There are one or two players on a college team who might merit a look by NBA teams each year, and Musselman can tell them what to expect. He advises them on many subjects, including getting a haircut.

"I tell them each time they step on the floor, it's like a job interview. Everything you do is scrutinized, even your body language," he said.

In the end, it all comes down to the importance of academics.

"The percentage of players making it in the NBA is so low, that's why you have to be sure you take care of the academics, because you use that to get a job and throughout your life," he said.



LEGENDS LUNCHEON RING OF HONOR



Friday, Oct. 18, 2013
11 a.m. – Registration
11:30 a.m. - 1 p.m. – Program
 Marriott Tempe at The Buttes
 2000 Westcourt Way, Tempe

Join us at Legends Luncheon 2013 to honor exceptional Sun Devil football players and coaches as we induct them into the Ring of Honor Society.

The Ring of Honor recognizes individuals who have made outstanding contributions to the legacy of ASU football and serves as an inspiration to all Sun Devil fans.

Register at: alumni.asu.edu/legends
Special Pricing for ASU Alumni Association and Sun Devil Club members.
 \$55 for ASU Alumni Association and Sun Devil Club members.
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**ASU researchers
accelerate development
of visual technology**

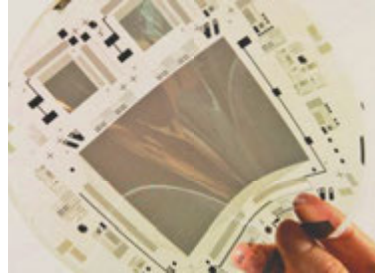
By Christopher Vaughan

THE FUTURE IS FLEXIBLE

More than a decade ago, the U.S. Army realized it had a problem. Its soldiers were increasingly reliant on a variety of electronics to navigate and efficiently interact with other units. Soldiers were moving and fighting while maintaining constant contact with each other, with air and fire support, and communicating by radio or satellite with commanders who might be half a world away. War games in which individual soldiers could monitor their own positions and those of nearby units and the enemy from an overhead view, as if playing a video game, had proven incredibly effective at taking out enemy positions, as well as reducing friendly fire casualties. The problem was that, in order to take part in this data-rich environment, soldiers had to carry heavy video displays, and even heavier batteries to power these energy hogs.

The Army's dream at that time was to replace bulky, fragile and monochromatic screens with screens that were unbreakable, used very little power, and showed full color video that can be seen at high noon in a Middle Eastern desert. This vision of the future happened to coincide with certain visionary changes occurring at ASU.

"President Crow had recently arrived, and he was convinced ASU had the potential for conceptualizing and leading major projects that could result in significant impact to society," says Sethuraman "Panch" Panchanathan, the senior vice president at the Office of Knowledge Enterprise Development (OKED). The Army told research institutions around the nation that they would invest about \$10 million a year over 10 years to



develop the flexible displays they needed. ASU had never done a project this large, but “you could say the stars were aligned” to give the university a shot at winning the contract, Panchanathan asserts.

One major piece of luck was that at just the time the Army was putting out a request for proposals, Motorola was closing down a flat panel display division at the research park. And the company was selling the building.

“The building was ideally suited to be headquarters for developing flexible displays,” says Greg Raupp, who at the time was an associate vice president at ASU and who is now the director of MacroTechnology Works. It seemed like fate, he says. Though at that time ASU wasn’t the leader in developing flexible displays, “We had the pieces we could put together and be competitive, if not win the thing,” Raupp says.

About 100 major research institutions submitted proposals, Raupp says. ASU made the cut into the final four, then the final two. Ultimately the Army decided that ASU had the best proposal and the best team. One of many strange stars to align was the purchase of Motorola’s building, which ASU had optioned to buy if they won the contract.

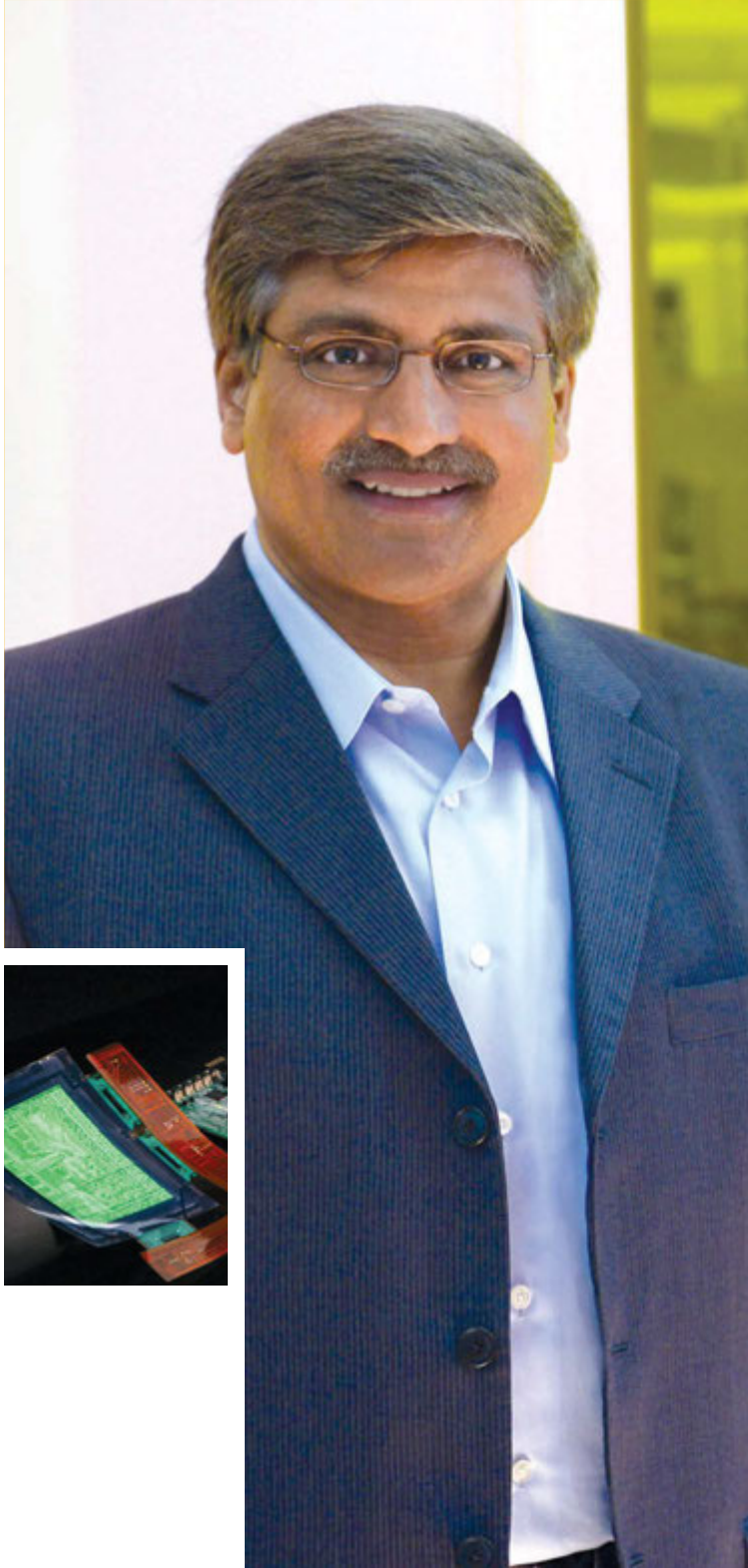
“Literally, the day that the option was expiring was the day that they called and said we had won the award,” Raupp says. ASU was able to acquire the building for “dimes on the dollar,” he says.

ASU’s Flexible Display Center was officially established in February 2004 with Raupp as its first director.

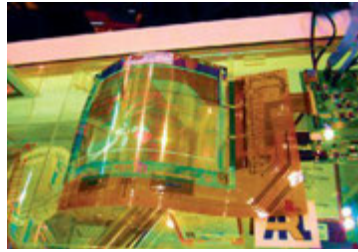
Building a bendable display

The idea behind flexible displays is simple. Just as in a flat-screen TV, light-emitting components and other electronic elements are arranged and controlled in such a way that individual pixels of color are turned off and on to produce images. Regular flat-screen displays (like most TVs and computer monitors) are easier to make because engineers are working on a solid glass foundation that tolerates the high temperatures and harsh conditions used to layer the various color and control components in the screen. Flexible displays, however, use plastic instead of glass to bind together the various light emitting components. The plastic can’t be too rigid or too thick, or else it will be difficult to bend. On the other hand, it can’t be too thin or too soft, otherwise the various ultra-thin layers will get out of alignment as the device is manufactured.

Over the years, the researchers have tackled one problem after another and slowly advanced from tiny one-inch, monochromatic displays to a prototype 15-inch diagonal display that is one-fifth of a millimeter thick, rolls up in a tube and can run full-motion color video. “That’s currently the record size for that type of device,” notes Nick Colaneri, who is the now the director of the center.



Sethuraman "Panch"
Panchanathan



The center already has become accomplished at manufacturing simple displays. “We have a lot of experience producing E-reader type displays, and have had a number of years putting them in devices for soldiers who have a need for lightweight, ultra low power devices. Many envision wearable video screens or flexible mobile phones that could be folded up and put in your pocket. But the possibilities for what people may end up doing with flexible displays are limitless.”

Wrapping around the future

Next generation displays will be like pieces of paper that can be wrapped around anything, and can be our gateway to ubiquitous computing. “Being able to put displays on anything gives us a visual interface with the intelligence that is being built into so many things,” Colaneri says. “If I could predict all the applications there will be, I could probably make a lot of money,” Colaneri says. “I’m always surprised at the applications that people come up with.”

Although the center started out as a “skunk works” for inventing flexible displays, some of the most exciting possibilities that could evolve from this technology go far beyond that.

“From the very early days, we were thinking about what else we could do with these technologies,” says Raupp. “Once we started working out how to create large arrays of transistors in flexible plastic, we



realized that we could turn around and make them into sensor arrays, or use them as actuation arrays where they activate something like speakers or photoacoustic arrays.”

“The exciting part is that you don’t need a major modification of what you are doing to make it into one of the other applications,” Raupp says. As an official recognition of the vastly increased scope of the center, the name has been changed to the ASU Flexible Electronics and Display Center.

Flexible electronics might be used as smart bandages — wrapped around a wound to sense levels of infection, deliver precisely targeted doses of drugs or electrical stimulation, display current information about the wound and how

well it is progressing in the healing process, and send all this data to your doctors, who might tweak the therapy by reprogramming the bandage from afar.

“Increasingly, you are going to see electronics in everything you wear, monitoring athletes’ performance on the field, monitoring your health, monitoring the environment,” Colaneri says. Wearable electronics might be used to aid the blind, for instance, both for sensing the environment of the wearer and sending vibrations, sounds or electrical signals to let them “see” what the sensors see.

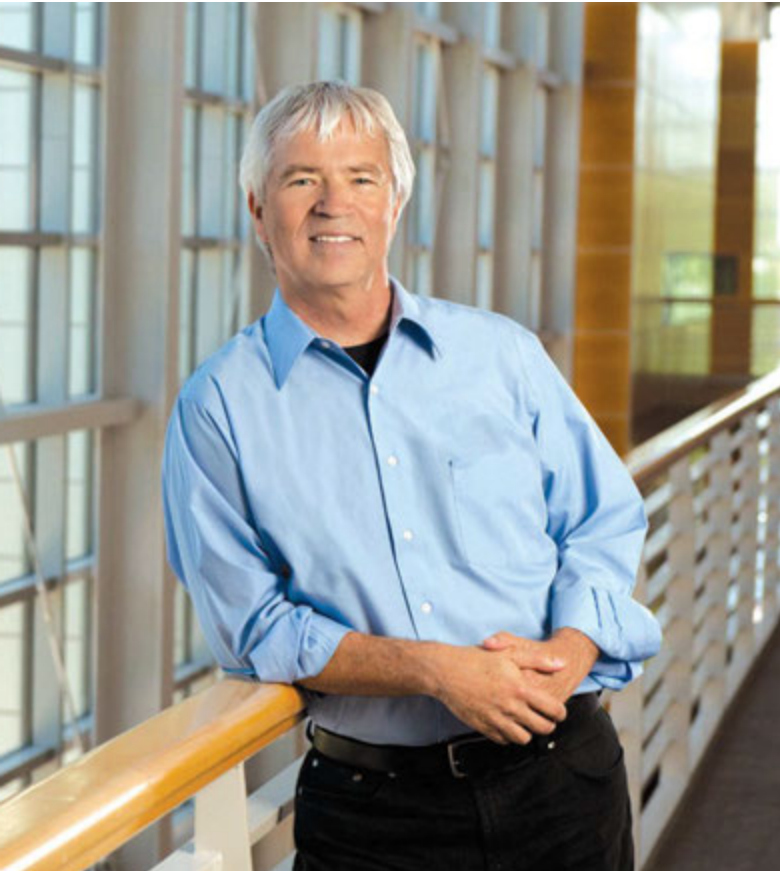
In civil engineering, flexible electronics might be used to wrap bridge supports, Panchanathan says, sensing the spots where stress is building up and displaying that stress information visually or relaying the data to a team of engineers. Gas and oil pipelines have to be constantly monitored because they are under tremendous pressures, and failure can be catastrophic. Flexible electronics, the researchers say, could help engineers monitor developing stress fractures in these pipelines and prevent tragedy.

A display uses energy to create light, but the opposite can be accomplished too, Panchanathan says. Solar arrays take light in and turn it into electricity. “The photovoltaic arrays that you see on top of homes now are like flat panel displays—rigid and resting on a frame,” he observes. “Imagine instead wrapping a solar array all around your house, around your car, around whatever you might want.”

The researchers at the center boast that they have produced the largest flexible X-ray detector. At this point it’s only 7.9 inches in diameter, but this prototype bodes well for bigger detectors in the future. If security workers want to see what’s inside a bag or even a truck they might be able to unfold a flexible detection array and wrap them around the objects, thus eliminating a lot of the heavy equipment that is now required.

Although the researchers have long focused on flexible electronics that roll and unroll, they are now thinking of adding a new “wrinkle” to the technology: electronics that fold up and unfold.

“If you think of all the things you can do with origami, you realize that possibilities are limitless,” Raupp says. Because the folded sheets can be actuators that control their own movements, the folded electronics could control their own folding and unfolding. “A package you send up on a rocket could unfold itself into a space station.”

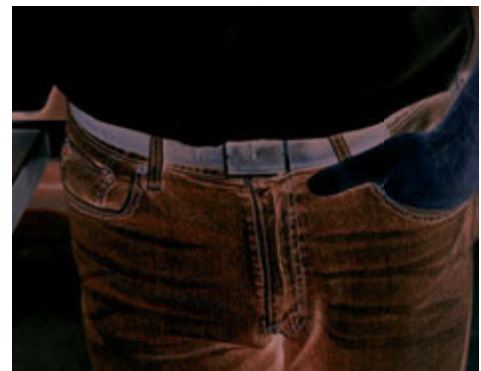
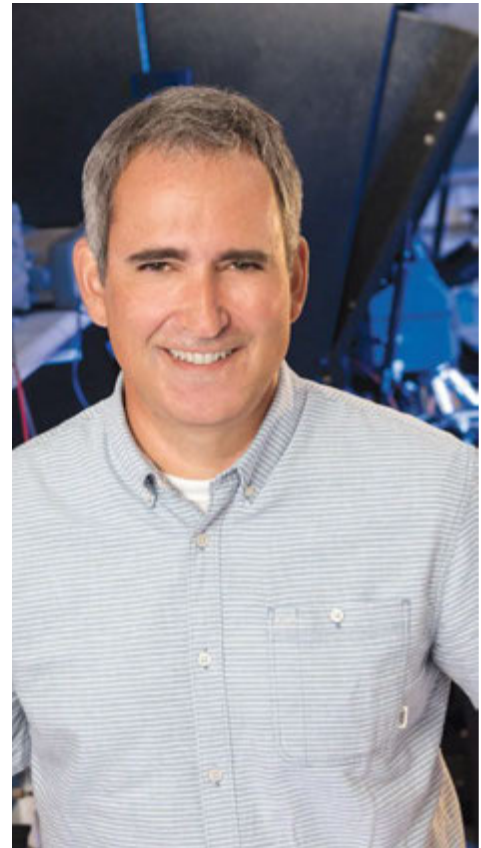


Transparency or unwanted publicity?

Flexible electronics might finally usher in a world in which we use an electronic interface as part of our interaction with everyone and everything in our world, a development that gives some people pause. Joseph Herkert, a Lincoln Associate Professor of Ethics and Technology in the School of Applied Arts and Sciences and the Consortium for Science, Policy and Outcomes (CSPO), teaches courses on the ethical implications of technology and engineering. The flexible display technology is new and not widely used, so it's difficult to gauge the effects, he says. Nonetheless, some of the same cautions that have been voiced about other technologies would apply here.

"All these pervasive computing scenarios can have a big impact on privacy," Herkert says. The kind of technology that senses who you are and what you like might allow music and lighting to change to your liking when you enter a room, but it also has the potential to share all sorts of personal details with other people, things you may not want to disclose, in milliseconds.

"I've read about a flexible bracelet that, when two people wearing them shake hands, exchanges all sorts of information about the people, sort of like automatic Facebook friends," Herkert says. People who do that are choosing to give up a lot of privacy, he notes. The same technologies also can be imposed on people who have no choice — people on parole who display their status to passing police officers, or people who have restraining orders filed against them lighting up when they get near something they shouldn't. Wearable electronics could be used like an electronic scarlet letter, he says. While law enforcement uses with proper safeguards may be justified, he notes, one doesn't have to go beyond today's headlines to imagine how such technologies could be used to monitor anyone and everyone.



Nick Colaneri



Joseph Herkert

Another concern, one that is less obvious but no less important, is the distress created by an avalanche of new, previously unavailable, data about situations: "One of the major concerns is that constantly being bombarded with information increases psychological stress," he said.

Such concerns lie in the future, though, and could perhaps benefit from collaborative research at ASU, between the Lincoln Center and CSPO. Right now, ASU's flexible-display researchers are focused on the transition from the Army contract, which is drawing to the close of its 10-year term. Colaneri, who was recruited into leadership of the center from an industry rather than an academic background, spends much of his time exploring potential partnerships.

The core technology in flexible display that ASU has developed could advance in any one of several promising directions. Whatever direction the center takes in the future, though, all involved feel inclined to celebrate the massive accomplishments of the last decade.

"This has been a huge victory for

ASU," Panchanathan says. "We've done fantastic discovery work and applied work, and at a scale and level of complexity that met all of the Army's expectations. This project was a kind of precursor to other large ASU projects and secured our confidence that we can execute."

The center also has been the embodiment of how the universities are being remade for the 21st century, Raupp says. "We have really done something that many people said a university could not do," he says. "The technological development we are doing is outside the physical bounds of the university, and farther along the commercial innovation path than most universities would do.

"We are redefining what universities can do. We are doing more, not less — we are doing everything we have done before and more."

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

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Ounces of prevention

ASU researchers strive to
shift health paradigm from
disease to wellness

QTY 30

Refills: By Christopher Vaughan



Denis Cortese

For decades, the cost of health care has been rising much faster than the rate of inflation – now, nearly one dollar in every five dollars that we spend in the United States goes toward delivering that care. Arizona State University researchers, like many others in the medical field, have seen that this rate of growth is neither desirable nor sustainable. Unlike many others, ASU's scientists have a conceptual framework that holds the potential to reverse this trend.

What if, they ask, we could keep people from needing to go to the doctor in the first place?

ASU is at the forefront of efforts to shift health care from its current focus of treating people primarily at the point when they get sick enough to need a doctor's care to a system that works to maintain wellness by concentrating on how best to support healthy behavior and how to most effectively treat the biggest consumers of health care, the chronically ill. Such a change would require tools and analysis from many quarters, from policy and law to behavioral psychology and cross-cultural studies, but the university's strong transdisciplinary orientation is particularly well-suited to address this challenge.

"It's a fundamental shift," says Denis Cortese, director of the Healthcare Delivery and Policy Program at ASU and emeritus CEO/president of the Mayo Clinic. "I'm not convinced it's gained a lot of speed yet from a national perspective, but in certain places, like ASU, things have been shifting already."



Breathing easier about chronic health conditions

The biggest opportunities and rewards from this change in focus come through addressing chronic health conditions, which account for about 75 percent of health care spending. “The fundamental difference is in how we keep healthier the people who are living with chronic conditions,” Cortese says. “The traditional way would be to treat them when they are sick, but the new way is to keep them out of the hospital in the first place.”

An example, says Cortese, is childhood asthma. When their asthma is not well controlled, kids spend more time in the emergency room and less time in school. The new model of care might involve nurses who can work with the kids to teach them to monitor their own air-flow rates and medications, as well as assistance from a distance using cell phones or text messages, he notes.

Keeping people healthier and preventing health crises are complex tasks, that require a hard look at everything in people’s lives that might contribute to them becoming sick or remaining well, and tracking outcomes to prove which interventions work.

“We are very interested in finding behavioral health solutions that are empirically grounded,” says Jonathan Koppell, dean of the College of Public Programs (COPP). “Many times people know what they are doing is not good for them. So the problem isn’t purely informational. It is about figuring out how people are able to transform their lives.” This is a core part of the mission of COPP, Koppell says, as is advancing policies that promote that sort of analysis.

Because people in various life stages and circumstances can be so different, researchers often have to delve deep into those lives. “A lot of our work is looking into people’s behavior and how that contributes to their efforts to maintain their own wellness,” says Colleen Keller, a Regents’ Professor and a Foundation Professor in Women’s Health, as well as the director of the Center for Healthy Outcomes in Aging at ASU. Keller and her colleagues look at various components of behavior, nutritional activities and weight management, focusing on women of color in general and Latinas in particular.

Keller focuses on certain phases of life where changes in a woman’s health status are the greatest – phases where interventions can have the greatest effect. “We look at things like menarche, or having a second or third child, which might affect them because they have gained so much weight,” Keller says. “Menopause is also a critical time because women undergo hormonal and social changes that may lead them to comfort eating or taking on a sedentary lifestyle.”

Colleen Keller
Jonathan Koppell

The other thing that Keller's group looks at, she says, are the people who tend to have factors that keep them from wellness behaviors. "Poor nutrition, poor access to health care, family or cultural factors that don't place high value on physical activity, a lack of access to team sports in high school, or simply a need to have multiple jobs to survive—all of these things can preclude physical activity and lead to poor dietary decisions such as grabbing fast food," Keller says.

The cost to take care of the chronically ill is currently unsustainable, but even shifting to a more prevention-oriented model will take an investment.

"The future of our nation's health care delivery will require us to stand up and address the issues of the people who need it the most and (who) will cost us the most, so that we can survive economically," Keller says.

All for one. one for all

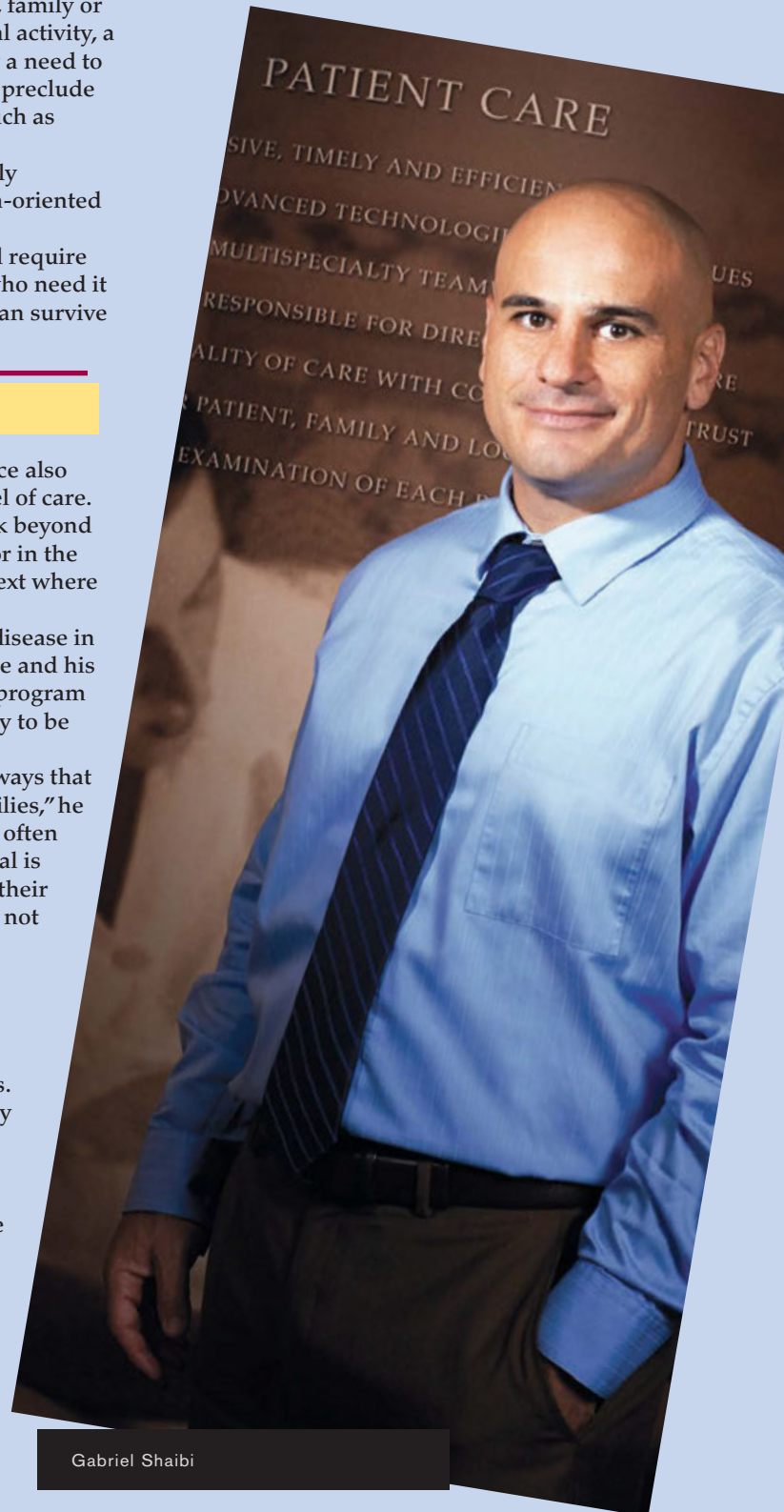
For Gabriel Shaibi, the shift to wellness maintenance also will require a shift to a more community-based model of care. "In order for programs to be effective, we have to look beyond individuals," says Shaibi, who is an associate professor in the College of Nursing and Health Innovation. "The context where individuals live and work is just as important."

Shaibi's work involves preventing obesity-related disease in high-risk kids, especially in minority communities. He and his colleagues have implemented a culturally grounded program that is developed in collaboration with the community to be delivered in the community.

"Community members can deliver information in ways that are more digestible and meaningful for kids and families," he says. When health behaviors don't resonate, kids will often drop them soon after a study is over, he says. "Our goal is to deliver information that empowers kids to change their behaviors and reduce disease risk, not tomorrow and not ten days from now, but for the rest of their lives."

Community-level interventions are also more economical and practical, Shaibi adds. "Providers are trained to identify signs and symptoms and deliver treatment for a certain condition, but they may not necessarily be trained to deliver prevention programs. Communities may be better able to encourage healthy behavior changes."

Groups that may be in a better position to create change might be county health departments, recreation departments, schools or nonprofits like the YMCA, he says. "These agencies have the potential to reach tens of thousands of individuals a year at a much lower cost than could be done through current medical models."



Gabriel Shaibi

Striding over the hurdles to health

While ASU researchers are excited by the possibilities for change in the health care system, they also recognize there are a number of challenges. For one thing, changing the current health system may require certain changes in the law, says Gary Marchant, a Regents' Professor and the Lincoln Professor of Emerging Technologies, Law and Ethics at the Sandra Day O'Connor College of Law.

Moving health care toward a greater focus on prevention is good for society, but there are important legal implications to those changes, Marchant says.

"The trouble with the legal system is that it has a hindsight bias. There is increased legal liability for doctors because someone can go back after they get a disease and say 'you should have seen this sign, you should have prevented it.'"

Whether people are considered sick also could change if having a certain biomarker is considered a sign of illness even before symptoms show up. Or people could sue for exposure to hazardous chemicals even if they weren't sick, simply because it increased their risk for disease.

"The net effect of changes in the health care system will be healthier people, but they are going to produce a lot more work for lawyers," he says.

Money is also a big challenge. Right now, health care providers are paid for treating sick people. There are few mechanisms to pay doctors to treat someone who is currently healthy in order to keep them healthy. One model, says Denis Cortese, is to give providers a set lump of money to take care of a particular group of people with a chronic condition. "If they don't do a good job keeping the patients healthy they will actually lose money, and if they keep them healthy they make money," Cortese says.

Although the challenges to changing the system are wide and deep, Cortese and others think that ASU's multidisciplinary approach will ultimately be successful.

"It's an all-hands-on-deck effort by ASU," Cortese says. "Other academic institutions are thinking similarly, but they have not been quite as broad-based in their approach. In the long term, as our country gets serious about better health care at lower cost, the program at ASU will be important to have in place."

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



Gary Marchant



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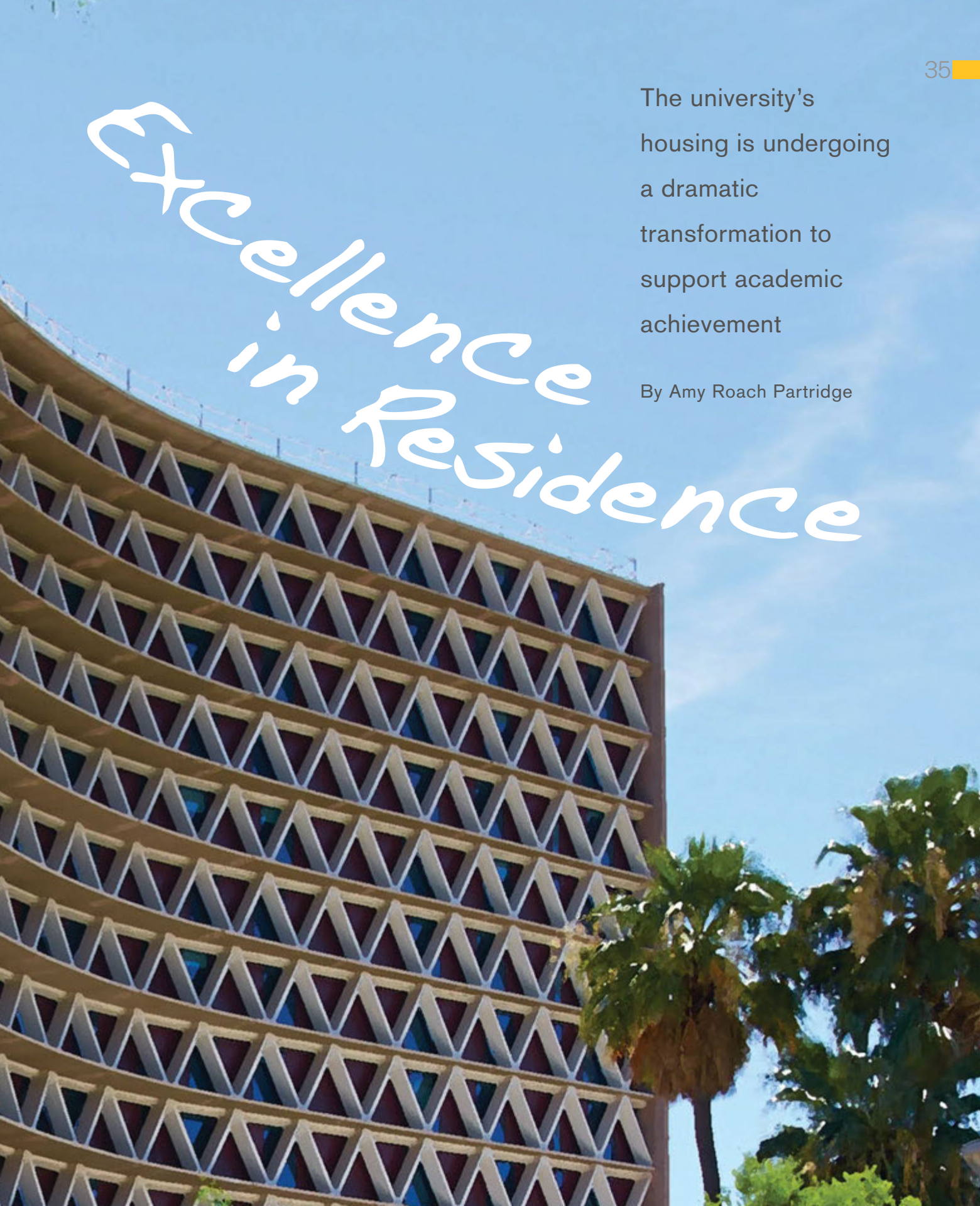
ARIZONA STATE UNIVERSITY



Excellence in Residence

The university's housing is undergoing a dramatic transformation to support academic achievement

By Amy Roach Partridge





Lucero Gonzalez-Alvarado



Jennifer Hightower

Living just 45 minutes from campus, sophomore Lucero Gonzalez-Alvarado could have easily been a commuter during her freshman year as an ASU engineering student. But the lure of the university's new residential college housing model—which places students in specific halls based on their academic college enrollment—convinced her otherwise.

"Living in a residential college where you are surrounded by people in your same academic major was such an advantage for me. It helped me bond with other like-minded students and quickly build a community of peers and mentors to study with and learn from," she explains.

Ensuring that freshmen like Gonzalez-Alvarado successfully acclimate to college life and build a foundation that spurs academic success throughout their time at ASU is the central mission of the university's new housing model, says Jennifer Hightower, associate vice president of student services. "We have integrated the experience between academic life and residential life to help students become more engaged in their specific academic discipline," she explains.

So, all freshmen admitted to the Ira A. Fulton Schools of Engineering, for instance, live together in the Engineering Residential Community on the Tempe campus. The freshmen reside in either Palo Verde Main or Palo Verde East halls, or Barrett, The Honors College at ASU, and have access to a variety of engineering-focused programs as well as peer mentors and Community Assistants (CAs) — upper-division engineering students who also live in the community.

Similar models are in place for all of the university's academic colleges across all four ASU campuses. The idea is to create living communities that offer programming, services, and personnel that help support student success in each particular discipline.

New model, new construction

Residence hall and/or recreation center construction projects have taken place on all four ASU campuses to support this housing transformation. New buildings, such as Casa de Oro, a 93,000 square-foot residential facility that opened in

2012 to house students in the New College of Interdisciplinary Arts and Sciences at ASU's West campus, and newly renovated buildings offer a variety of spaces that support a living-learning atmosphere. These residential facilities boast classrooms and multi-use rooms that offer space for tutoring, supplemental instruction, study groups, workshops, and other activities and events.

Specialized spaces, customized for the academic program being supported, are also key to the model. The Arcadia Residential Community in Tempe, for example, offers soundproof practice rooms and a dance studio for students in the Herberger Institute for Design and the Arts. Students in the Walter Cronkite School of Journalism and Mass Communication can access digital newsrooms, TV studios, and media laboratories in the Cronkite Building directly across the street from their residences in the multi-use Taylor Place facility on the Downtown Phoenix campus.

Students also have access to unique programs designed to support their academic pursuits. Both the New College and Arcadia communities, for example, started faculty-in-residence programs this year, where faculty members live in the residence halls and conduct projects with students. For Herberger students, the program included a course that involved creating and sustaining a mural inside the Arcadia residence hall.

Tutoring services catered to specific majors are also available in all the residential colleges. And because the tutoring is offered right in the residence halls, it can be done on student time. "Some of our peer tutors now have late-night hours at Taylor Place, which is when many of our students are doing their work. This is a good example of understanding what students' needs are and adjusting accordingly," explains Chris Callahan, vice provost of ASU's Downtown Phoenix campus and dean of the Walter Cronkite School of Journalism and Mass Communication.

"A lot of interaction also happens organically," notes Becca Salay, a senior student coordinator for engineering. "When you have a floor of 40 engineering students and three-quarters of them



Chris Callahan

are taking Math 265, they are going to naturally come together to study and prepare for exams."

Peer mentors and CAs also help to spur this type of interaction among the residents. At Palo Verde Main, for instance, Gonzalez-Alvarado's CA put up a bulletin board and encouraged residents to post their course loads. "This made it really easy to see who was in my math and science classes, and we could all get together to form a study group," she says.

Bringing residential and academic staff together

Staffing at the residential colleges also has changed to reflect the new student-centric, academically driven housing model. Residential Life teams now are partnered with specific



Becca Salay



Kendra Hunter

academic colleges, and the groups work together to “highlight and activate a holistic student experience based on the discipline the student has chosen to study,” Hightower explains.

This close partnership between Residential Life and the academic colleges has been key to the housing transformation, which evolved rapidly under Hightower’s stewardship beginning in 2011. Prior to that, residential colleges at ASU were utilized by only about 50 percent of freshmen; today, all freshmen living on campus reside in residential colleges.

The major-specific programming; facilities changes; and support staff model that were put into place to implement the residential college model came about from what Kendra Hunter, director of residence life, calls a “a true partnership paradigm” that developed between Residential Life and the academic colleges.

“We worked closely together on strategic planning, brainstorming, fulfilling student requests, adopting best practices from other universities, and reallocating funds to support all the changes required in shifting to the residential college model,” Hunter explains.

“The goals of the colleges and the Residential Life teams have been the same: making sure the first-year experience sets our students up for success throughout their time here,” adds Paul LePore, associate dean of the College of Liberal Arts and Sciences (CLAS), which debuted its newly renovated Manzanita Hall, the primary residence hall for the CLAS Residential College, in September.

A laundry list of benefits

Clearly, it has been an exhaustive effort to complete this transformation. But the benefits of the residential college have made it worthwhile, according to senior administrators at ASU.

The model is key for retention, asserts Paul Johnson, Dean, Ira A. Fulton Schools of Engineering. “Developing a sense of community and attachment to the institution; developing academic coping skills; and access to helpful resources

are all factors that influence retention – and they are all goals of our residential college model,” he explains.

The residential college model also creates efficiencies that make it easier for ASU’s colleges to disseminate important academic information to its students.

“Now that the freshmen coming into our college will be in one physical place, it will be much easier to reach out to them,” LePore says, citing as an example the choose-your-major workshops that CLAS hosts in its residential buildings.

Student involvement and community engagement also get a boost from this type of living environment, according to Mitzi Montoya, vice provost and dean of the College of Technology and Innovation (CTI), which opened its CTI House Residential Community at the new Century Hall on the Polytechnic campus last fall. For colleges like CTI and CLAS, where students are studying a broad array of related but unique subjects, the residential college model also helps to promote cross-disciplinary collaboration – a key component in the 21st century workplace that students will encounter after graduation, she notes.

“By creating collaborative living spaces, ideas started in the lab or classroom can be refined and developed in residential halls and social spaces on campus,” Montoya explains. “This set up also helps cross-platform relationships and ideas flourish outside of the classroom, empowering our students to think and create in the same way it happens in the real world.”

Faculty have embraced the living-learning model because it fosters interaction with students. Callahan, for instance, frequents the Taylor Place cafeteria to share a meal with students (and encourages his staff to do the same); the Engineering Residential Community hosts several Feasting with Faculty programs each month; and Montoya started Donuts with the Dean sessions for her students in Century Hall. (She also will teach her fall semester “Make Your Ideas Happen” class right in Century Hall.)

Bridging Social Connections

For students, the residential college model is not only integral to academic success, but also



Paul LePore

helps them quickly form the social connections that make campus life enjoyable. Again, the idea of bringing together like-minded people is at the root of the success.

“To me, the most beneficial aspect of the residential colleges was finding people I could easily relate to. I met one of my best friends in my building [San Pablo]; we bonded quickly and realized we were in three of the same classes, so we studied and worked together all year,” says Rebecca Lynch, a CLAS student majoring in psychology.

The colleges also help to promote the social atmosphere by organizing a variety of fun events like the Halloween parties, field trips to baseball and football games, and end-of-semester barbeques. This dynamic especially can be helpful for freshmen, who may be overwhelmed by ASU’s massive size and student population.



Paul Johnson

“This model lets our students experience an intimate environment that is more analogous to a small liberal arts college, while also gaining all the assets and resources of a large research institution,” says Callahan.

Interestingly, the residential college model also helps improve social bonding for off-campus students, who can access all the residential college activities and programs in one place.

“Our non-residential students have the chance to connect to campus in a more meaningful way under this model because these programs help them form attachments and give them a college-specific space to go to when they are on campus taking classes,” Hightower says.

While ASU is already one of the largest schools successfully employing the residential college model—and doing it across four separate campuses—the university does not plan to stop here. Says Hunter, “It is our vision to be a global leader in residential college experiences, and I believe we are on that trajectory.”

By Amy Roach Partridge, a freelance writer based in Thornwood, N.Y.



Mitzi Montoya



Getting fit for life—right on campus

Tamra Garstka

Combining living and learning to boost academic success are the key goals of ASU's residential college model. But mind and body fitness are also an important part of the overall aim of giving students a holistic residential experience. As such, after extensive renovations and new construction, Sun Devil Fitness Centers (SDFCs) are now available to ASU students on all four campuses.

Located close to many of the residential colleges, Sun Devil Fitness offers a variety of recreation, fitness and sport opportunities that include intramural, group fitness, personal training and sport clubs, says Tamra Garstka, director of the Tempe SDFC. "ASU's Sun Devil Fitness Complexes enhance the ASU experience by providing programs, services and facilities that promote healthy lifestyles, build communities and enable student success," Garstka says.

The fitness center projects were a direct result of student financing, including a student facilities fee implemented in 2011 to pay for the construction, so the amenities in the facilities reflect student desire, notes Mark Naufel, former student body president for the Tempe campus with Undergraduate Student Government. "Because students funded the building projects, we had a full say in what we wanted to see in the

facilities," Naufel explains. "And we wanted all four of our campuses to have equal services."

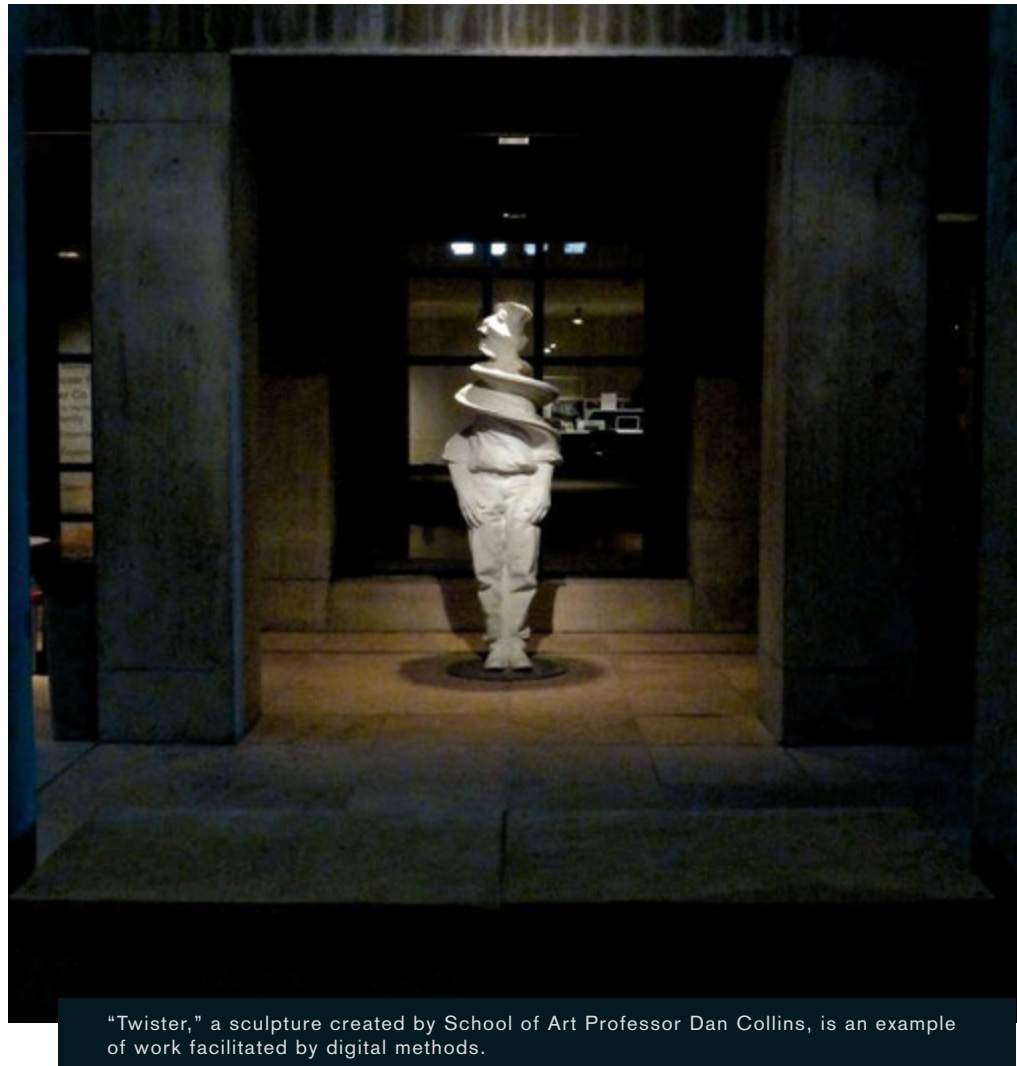
In Tempe, the expanded SDFC now boasts an additional weight and fitness area, two multi-purpose studios for group fitness classes and student sport/activity clubs, a three-court gymnasium for sports and campus events, and a wellness suite. The new Downtown Phoenix center features three multi-purpose studios for group fitness and mind/body classes, a two-court gymnasium, a rooftop outdoor leisure pool, and a multi-purpose area for student clubs. Two soccer fields, a softball field, a state-of-the-art weight and fitness area, a multi-activity gymnasium, and two racquetball courts are some of the amenities at the new Polytechnic SDFC. And the West Campus is now home to a gym with a six-acre multipurpose field, a three-lane indoor running track with exterior exercise terraces, two racquetball courts, a wellness space and three alternative medicine studios, and a pool with lap lanes.

The fitness centers complete the residential experience because they allow students to develop healthy habits they will carry with them for life, Naufel says. "The ease of access to these facilities on all four campuses greatly enhances our experience here as students," he explains.

A chip off of the digital block

Digital sculpture evidence of a new Industrial Revolution

By Oriana Parker



"Twister," a sculpture created by School of Art Professor Dan Collins, is an example of work facilitated by digital methods.

Often called the third industrial revolution, the transfer from analog to digital mechanical technology took place around 1980 and heralded the beginning of the Information Age. Some parts of this revolution have brought the world to our doorstep – as with the rise of the public's access to the Internet. And the digital revolution also is impacting the arts in positive ways, including, for instance, the digital remastering of films from the past.

Sculpture, at first glance, might not seem to be a discipline that would benefit from becoming computerized. Yet digital technology is transforming the creation of sculpture at Arizona State University. The School of Art within the Herberger Institute for Design and the Arts has joined the Partnership for Research in Spatial Modeling (PRISM) in the Ira A. Fulton Schools of Engineering to re-imagine the sculpting process with recent advances in data acquisition techniques, computer visualization and rapid prototyping technologies.

According to Dan Collins, PRISM co-director and a School of Art professor, the new cutting-edge digital technology and traditional sculpting techniques are similar in one crucial way.

"Both involve a deep understanding of three-dimensional form and its possibilities for expression and building new metaphors," Collins said. Today's challenge is much the same as that confronting Michelangelo, who claimed in the 1500s "every block of stone has a statue inside it and it is the task of the sculptor to discover it."



(above) Bobby Zokaites, an MFA student, notes that the amount of time that can be saved by using digital sculpture methods can be mind-boggling. (right column) Two digital images created by Mary Neubauer, School of Art professor.

Prototyping provides new options

Creating the prototype is where the two methodologies diverge radically.

“Constructing the prototype digitally gives you a ton of opportunities to change details,” says Aubrey Winger, a doctoral candidate at ASU. “In a short amount of time, you can experiment with colors, shape, texture, etc. before proceeding to the final creative stages.”

In some instances, the amount of time saved by using the digital methods can be mind-boggling.

“The Digital Stone Project in New Jersey offers a great example,” points out Bobby Zokaites, MFA candidate. “Employing digital technology, less than 10 people completed a sculpture project in one week that would have taken 30 people one year using traditional methods.”

Collins notes that rapid computer-based prototyping can provide digital sculptors with a physical model of a proposed design that they can touch, examine in detail, and ship to others for inspection and review. Little wonder that this type of prototyping – often called “layered

manufacturing” – is becoming increasingly popular with fields such as medicine, aerospace and industrial engineering, as well as sculpture.

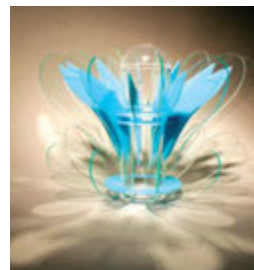
Technology with deep historical roots

According to Mary Neubauer, School of Art professor and PRISM affiliate, many of the principles that figure prominently in today’s revolutionary digital techniques have been in existence for some time.

Consider the pointing machine, a measuring tool created in the 1700s that’s been used by stone sculptors and woodcarvers to copy plaster, clay or wax models into stone or wood.

“Thanks to the speedy, lateral expansion offered by computerization, the pointing machine has been transformed into laser scanning,” says Neubauer, who facilitated the “Generation XYZ” digital sculpture exhibit at ASU’s Night Gallery in 2012. Her digital sculptures and images have appeared in 12 solo exhibitions and more than 30 group exhibitions in the last few years and the artist/teacher played a prominent role in the “Balance/Unbalance: The Floating Land Festival Intersection of Art/Technology” staged May 2013 in Brisbane, Australia.

“Much of our life is influenced by technology long before we are aware it is around,” points out Herberger instructor Donald E. Vance III. He cites as an example the aerospace industry, whose existence was based in large part on the computer numerical control (CNC) milling machines that became popular in the 1960s. “I would love to see a School of Art owned digital fabrication shop,



where students could spend all four years learning how to manipulate, control and innovate form with a CNC laser cutter/etcher,” says Vance.



(above) Mary Neubauer, School of Art professor, at a local bronze foundry. (left) ASU doctoral student Aubrey Winger.

New technology = new jobs

“One of the most rewarding aspects of digital sculpture is that it creates jobs that never existed before,” says Neubauer, who is responsible for the foundry program for the School of Art. Located in Tempe, Bollinger Fine Art Atelier, a full-service bronze foundry for sculptors, is one of many commercial centers where ASU students can apprentice.

With 3-D computer printers now available for less than \$500, as well as free software and tutorials that can be downloaded by anyone with a computer, it would appear that an explosion of art-oriented design can be anticipated as another benefit.

“As with any new technology, the real challenge will be to not fetishize the machines or their products as ends in themselves, but to focus on the quality of the activities enabled by the technology,” cautions Collins. No one would dispute our status as consummate tool designers and makers. The challenge is for all of us to become better tool users.”

Oriana Parker is a freelance arts writer based in Phoenix.



just published

2010s

William Kiser '11 M.A. announced the publication of his book, "Dragoons in Apacheland: Conquest and Resistance in Southern New Mexico, 1846-1861," by the University of Oklahoma Press.

2000s

Jessica Hawkins '06 B.S. announced the publication of "Come Undone," the first in a series of three adult contemporary fiction books. The series name is "The Cityscape Series." The first work is available through Amazon and Barnesandnoble.com.

1990s

H. Lee Barnes '92 M.F.A. announced the release of his new novel, "Cold Deck," by the University of Nevada Press. The book tells a story of crime and redemption in the casinos of Las Vegas.

Darian Lane '95 B.S. announced the release of his third novel, "The Girlfriend Experience."

1980s

Tim Ramsey '81 B.S., '86 M.Ed., who has spent the past three decades as a teacher at levels that range from elementary school through college, announced the publication of his e-Book, "The Hugs on My Shirt." The book is a collection of stories about the lives of students beyond state assessment scores. It is available in several e-Book formats.

Catherine Swan Reimer '81 M.C. announced the release of her second book, "The Circle of Swans," which is subtitled "Journey of a Native American Counselor."

1960s

Ann Revere Reed '79 B.S. announced the publication of her novel, "On a Dime: Senseless in Lewes," through CreateSpace Independent Publishing Platform. The work is available through that distributor and amazon.com.

Elizabeth Bruening Lewis '69 M.A. reported renewed interest in her 2011 book, "To Live or Die in Arizona," following her successful transplant necessitated by polycystic kidney disease. The fiction work grew from Lewis' efforts to publicize the disease that is one of the most prevalent and life-threatening of hereditary diseases.

Faculty and Staff

Elizabeth Horan, professor of English, announced the 2013 release of "Motivos: The Life of St. Francis, by Gabriela Mistral" that she edited and translated. The book was published by Bilingual Review Press.

M. Beatriz Arias, associate professor of English, and Christian J. Faltis announced the release of "Academic Language in Second Language Learning," which they co-edited, by Information Age Publishing.

Sally Ball, assistant professor of English, announced the release of her latest poetry collection, "Wreck Me," by Barrow Street Press.

Gregory Castle, professor of English, announced the release of the second edition of his text, "The Literary Theory Handbook," by Wiley-Blackwell. The new edition includes updated and refined chapters and new sections on contemporary theories.

Beckian Fritz Goldberg '81 B.A., '84 M.A., professor of English, announced the release of her book, "Egypt from Space," by Oberlin College Press. The work is a collection of prose poems.

Maureen Daly Goggin, professor of English, announced the release by W.W. Norton of the third editions of two of her books: "The Norton Field Guide to Writing, with Readings and Handbook" with co-authors Richard and Francine Weinberg and "The Norton Field Guide to Writing, with Readings" with co-author Richard Bullock.

Elly van Gelderen, Regents' Professor of English, announced the release of two new works: "Clause Structure: Key Topics in Syntax" published by Cambridge University Press and "Argument Structure in Flux: The Naples-Capri Papers" (part of the Studies in Language Companion Series) with co-editors Jóhanna Barðdal and Michela Cennamo published by John Benjamins.

Jewell Parker Rhodes, founding director and professor, Virginia G. Piper Center for Creative Writing, announced the release of her new book, "Sugar," by Little, Brown and Company.

Awards and Recognitions

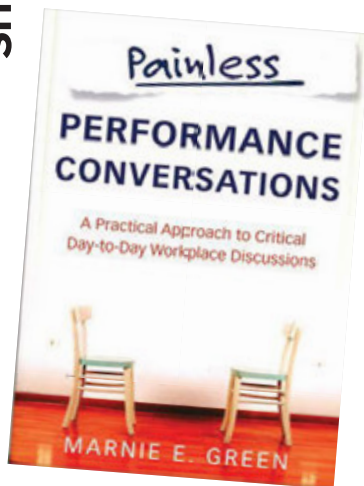
Amelia Gray '04 B.A. was selected as a finalist for the 2013 PEN/Faulkner Award in fiction for her novel, "Threats."

Bonnie Nadzam '04 M.F.A. had her novel, "Lamb," long-listed for the 2013 Women's Prize for Fiction (formerly known as the Orange Prize).

H. Lee Barnes '92 M.F.A., author of "Cold Deck," "Minimal Damage," and "Gunning for Ho, When We Walked Above the Clouds," received the Excellence in the Arts Award from the Vietnam Veterans of America.

Adam Johnson '92 B.A. received two major literary awards recently: the 2013 Pulitzer Prize for fiction for his novel, "The Orphan Master's Son," and recognition as a 2013 Guggenheim Fellow in Creative Arts for Fiction.

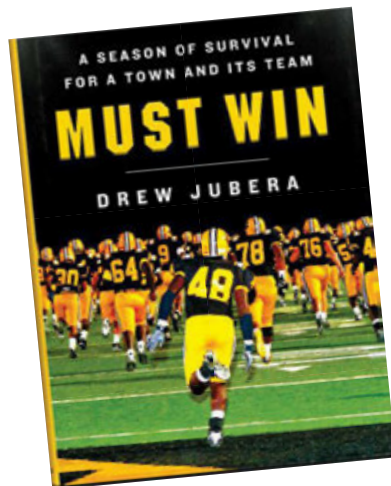
Conrad Storar '83 M.M.C. and co-author Lynda Exley have a book, "Arizona Way Out West & Witty," on the 2013 list of books that represent the literary heritage of the 50 states, the District of Columbia and the U.S. Virgin Islands. Each year, this list is distributed by the Library of Congress' Center for the Book during the National Book Festival. Only one book is chosen from each state.



Painless Performance Conversations: A Practical Approach to Critical Day-to-Day Workplace Discussions

By Marnie Green '87 B.S., '91 M.B.A., Wiley, 2013.

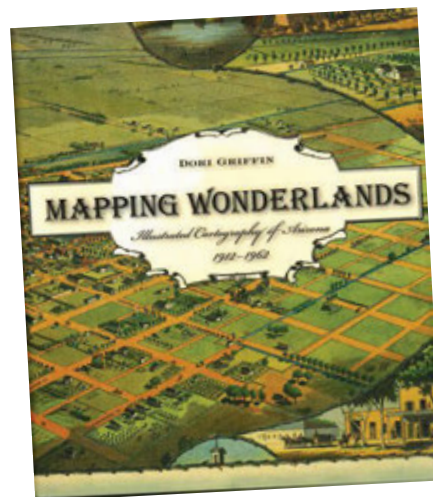
If you as an employee dread performance evaluations, you're not alone – it's likely your boss dreads preparing to evaluate you, too. Marnie Green, principal consultant for the Management Education Group, Inc., asserts in her new book that this mutually uncomfortable situation can be avoided by breaking down these annual exercises into less formal daily discussions. She covers the importance of setting and communicating clear expectations, focusing on observable behavior rather than making judgments about an employee's attitude, and fostering a culture of ownership that reaches beyond mere calls for accountability. Filled with real-world examples, helpful checklists and thought-provoking questions for reflection, this book is potentially useful both to managers who want to use their position as a "leader" to catalyze their work team, and to employees who want to take command of their destiny at their current workplace.



Must Win: A Season of Survival For A Town And Its Team

By Drew Jubera '77 B.S., St. Martin's Press, 2012.

Valdosta, Ga., was known for many years in the late 20th century as "Title Town, U.S.A.," because the Valdosta High School Wildcat football team was one of the winningest high school teams in the country. However, by 2010, things were changing – several head coaches in a row had been fired for failing to perpetuate the Wildcat legacy, and the racial composition of the school had shifted from mostly white to mostly black – and it felt for many townspeople that the city, not just the team, was fighting for its very existence. Drew Jubera has produced a highly readable narrative that flows like fiction but is built on fact. Readers don't have to be sports fans to be drawn in by his prose – just appreciative of the cast of colorful characters who populate Valdosta, and of Jubera's considerable talents as a storyteller.



Mapping Wonderlands: Illustrated Cartography of Arizona 1912-1962

By Dori Griffin '10 Ph.D., University of Arizona Press, 2013.

Picture the old-style tourist maps – the ones that are populated by cartoon-like characters, buildings and geographic features. These maps are often better for showing where one feature lies in relation to another than for estimating distances between locations. Known as cartographs, such maps may fudge a little in their implications and have been known to exaggerate characteristics of peoples and places to the point of stereotyping. Nonetheless, they reflect an image that illustrators and regional tourism promoters hold and wish to promote of a geographic area. According to Griffin, cartographs use visual and narrative strategies to contribute to narratives and imaginaries of place. New builds on old and these narratives continue across time.

In this book, Griffin draws on illustrated maps to deepen existing historical narratives of Arizona's first 50 years of statehood. Of particular interest is the role played by created images in the development of the state and its identity as perceived by residents and visitors alike. Qualities of formal and rhetorical images of the state continue to influence tourist maps (and, presumably, those who use them) today. With this book, Griffin offers new perspectives from which to view the state of Arizona and its route to the state it is today. History buffs, storytellers and historians of graphic design are likely to find this book refreshing and informative.

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Making the connection

Incoming board chair sees Alumni Association as key to post-grad engagement



The Alumni Association is what keeps Theresa Esparza connected to the rapid-fire changes at Arizona State University.

"There is so much going on here that if I wasn't involved, I probably wouldn't know about these things," Esparza said. "And so I think that's the great aspect of becoming a member of the Alumni Association. You get reconnected."

Growing the association's membership is one thing Esparza hopes to do as the chair of the 2013-14 ASU Alumni Association board of directors and National Alumni Council.

"I think that there are a lot of programs that folks may not be aware of, in addition, there are so many campuses now compared to when I first attended," Esparza said. "So you have Polytechnic, you have the West Valley, you have the Downtown campus."

Esparza, who is the vice president of tax for Spirit Realty Capital, got her master's degree at ASU in 1994. She is also a graduate of the university's Hispanic Leadership Institute.

"I'm very fortunate to work someplace that supports my volunteer role here with ASU," Esparza said.

Esparza understands the importance of volunteering. She joined the National Alumni Council back in 2009 and the board of directors two years later.

"I think the more people get involved they'll realize that there are a lot of different resources available to them," Esparza said.

Alumni Association members can stay connected by attending sporting events when the association and Sun Devil Athletics host Member Appreciation Nights and networking mixers sponsored by its Women in Business or Maroon and Gold Professionals groups. They also can take advantage of the organization's Alumni

Career Resources program, which coordinates a variety of career-related assistance, including coaching and workshops.

"We saw with the downturn in 2008, a lot of folks coming back to the university wanting to get involved for help with career counseling, assessments to figure out a different career, different opportunities with interview skills," Esparza said.

She also wants to increase awareness of many other programs supported by the Alumni Association, including its Medallion Scholarship program and Sun Devil Generations, which introduces children aged 0 to 13 to the university's traditions, "so that they know early on that there is a path to a college career," Esparza said.

Getting involved also shows alumni the other programs that ASU offers on campus, including those that assist military veterans and non-traditional students.

"So maybe you came here, as my dad did, an adult, out of the Army, you know, that is why the Pat Tillman [Veterans] Center is such a great resource for individuals like that," Esparza said.

Esparza hopes the Alumni Association's board members can be the voices that encourage alumni – both the newly minted and those who've been away for a while – to see the benefits of becoming informed when they become a part of the ASU Alumni Association.

"What better way (is there) to keep someone connected with the university?" Esparza said.

By Brandy Aguilar '96 B.A., a freelance writer and video producer based in Phoenix.



State of the plate

The all-gold Sparky license plate is a one-size-fits-all pride solution

While even the most dedicated ASU fan might find it hard to dress in Sun Devil apparel every day, in every social situation (although there are some who try!), there is a much easier way to express pride in one's alma mater everywhere one goes – by driving a vehicle with an official ASU collegiate license plate. The license plate is the ultimate display of support for ASU's traditions and accomplishments. Today, there are more than 15,000 plates on the roads in Arizona, and many more being purchased every day.

The plate itself has undergone many changes since it was first introduced in the 1980s. Today, the plate has a new all-gold look after a design makeover, while ASU's beloved mascot remains on the plate. Vehicle owners may personalize their plate and there are some Sparky license plates with interesting messages on the road, including "GLDDVL", "DVLJOB", "GO2USA", "U DEVL", "FORKEM" and "AZ ST8."

More than an accessory – plates provide student support

Beyond being a visible demonstration of Sun Devil spirit, the Arizona Sparky license plates support the ASU Alumni Association's Medallion Scholarship Program.

In Arizona, Sparky license plates are purchased through the Motor Vehicle Department for \$25, and \$17 goes directly to the scholarship fund. This program gives deserving Arizona high school students financial support as well as the opportunity to foster their personal development and leadership skills while attending ASU. More than \$2 million has been raised to support this scholarship program and every year more than 100 students benefit from this program.

As ASU Alumni Association's former executive director Donald V. Dotts '58 B.A. said of the plate's origin, "The (Alumni) association helped convince the Arizona Legislature to approve the collegiate license plate program. Now everyone who buys a Sun Devil license plate contributes to a scholarship fund. The potential for future student aid is almost unlimited."

Medallion Scholarship recipients actively promote the sales of the license plates during football season through "Sparky's Plate Patrol." Clad in black T-shirts emblazoned with ASU's collegiate plate, Medallion Scholars "patrol" parking lots before home games to reward fans who have the Sparky license plate on their vehicle with complimentary ASU-themed promotional items and encourage those without such plates to show their support for the university by purchasing one.

Plates in other states

The association also is actively expanding the concept of the Sparky plate outside of the Arizona to augment ASU affinity nationwide. Sparky license plates are currently available in Maryland, and in 2013 Sparky license plates were launched in Texas. Close to 100 Sun Devils purchased a Sparky license plate on the first day they went on sale, and Texas Sun Devils continue to spread the word about the plates. Work is currently being done to launch the plates in Pennsylvania and other places as well.

Emblazon your ride with ASU pride

All ASU alumni and supporters are encouraged to show their pride with a Sparky Plate. The plates are sold at MVD locations throughout the state of Arizona, including a special unit based at Old Main on the Tempe campus, and online through <http://servicearizona.com>. Out of state Sun Devils who would like to help bring an ASU license plate to their state can contact alumni@asu.edu to become involved in promotion efforts.

To learn more about the Medallion Scholarship Program and Sparky license plates, visit sparkyplates.com.

By Rekha Athreya, marketing and communications specialist for the Alumni Association.

The main event(s)

Alumni activities build ASU connections

By Liz Massey



These happy incoming Sun Devils from Los Angeles were a few of the hundreds of students treated to Sun Devil Send-Offs, hosted by alumni chapters at more than 40 locations between June and August.

Each month, the ASU Alumni Association hosts activities, ranging in size and scope from modest to spectacular. Whether they happen on an ASU campus, at an event hosted by an Alumni Association chapter across the country, or at one of the association's emerging global groups located around the world, they all have the same overarching goals: to enhance the alumni experience and strengthen affinity to ASU. Here are highlights of association activities hosted during the summer months.

Sun Devil Send-Offs welcome newcomers to the ASU fold

More than 40 alumni chapters and geographically based alumni groups hosted **Sun Devil Send-Offs** between June and August. The events offered a casual, relaxed setting for new and returning members of the ASU community to meet each other and provided a personal welcome to ASU for incoming students and their families, as well as opportunities to connect with ASU alumni and continuing students. More than 800 students, family members, and alumni attended the Send-Offs.

Family and career activities spark summer fun

As the temperatures soared in the Valley of the Sun, the Alumni Association's family and career programs offered cool (and fun) alternatives to staying at home.

ASU alumni and their offspring enjoyed the popular **Movie Mania** day on June 18, which featured screenings of the movies "Shark Tale" and "Dolphin Tale." Families spread out on pillows and blankets, enjoyed complimentary snacks, and made the most of the gathering in Old Main.

Professionally minded Sun Devils kept their career momentum going during the hot season by attending three exciting mixers. On June 19, the **Women in Business** group gathered at Salut Kitchen Bar in Tempe for networking and wine-tasting some exquisite vintages. This group also gathered at Brush Bar in Scottsdale on Aug. 14 for an evening of painting and socializing with other successful Sun Devil alums. Then, on Aug. 21, the **Maroon & Gold Professionals** group met at Fogo De Chao in Scottsdale to catch up on what's new in each other's careers and to help each other succeed professionally.

Additional events

Traditions – old and new – were the driving force behind several other recent events hosted by the association.

A new tradition among the Alumni Association’s group for ASU employees, U Devils, **the U Paint** event was held in late May. Dozens of happy faculty and staff members enjoyed a painting lesson from the artists of Brush Bar, and were able to relax during their painting session by listening to music and sampling delicious wines.

More than 1,000 students made the traditional trek up Hayden Butte (otherwise known as “A” Mountain) to **Whitewash the A** in late August. Those engaging in this event, which has been a beginning-of-school hallmark for more than 70 years, signaled their readiness to start fresh in the new year.

Liz Massey is managing editor of ASU Magazine.



U-Devils U Paint



Movie Mania



Maroon and Gold Professionals



Women in Business



Whitewash the “A”

Reports from the Sun Devil Nation



Fall for National Capital alumni means flag football games with the Capital Alumni Network league!

Austin

Our chapter has had quite an eventful summer! We had our annual Wine Tour in May and tasted vintages from three different wineries in Driftwood. It all ended with some amazing barbecue at none other than the famous Salt Lick restaurant.

On June 17, we held a mixer at Coal Vines in conjunction with ASU's College of Technology and Innovation (CTI) and heard remarks from Mitzi Montoya, dean of the college and vice provost for the Polytechnic campus. It was a fascinating introduction to CTI's approach of infusing hands-on, real world experience into students' curriculum!

In July, we held our Sun Devil Send-Off at Coal Vines and celebrated our area's eager freshmen and new students who are bound for ASU. We wish them the best as they embark on their college experience!

This fall, we're hoping local alums will get "on board" for our cruise around Lake Austin, as well as our game-watching tailgates during football season. We are ALL IN! We're also excited to be traveling to Arlington for the ASU-Notre Dame game on Oct. 5.

For updates on events, like us on Facebook or follow us on Twitter (@AustinSunDevils).

Chapter contact: Amy Olivares, austin.sundevils@gmail.com.

Chicago

We hosted a record number of events earlier in the year, including a team dinner for the ASU hockey team before their game at the ACHA National Championship series.

Our chapter has been fortunate to have so many representatives from ASU's schools and colleges come visit us. This year, Dean Amy Hillman from the W. P. Carey School of Business, Dean Mari Koerner from the ASU's Mary Lou Fulton Teachers College, Dean Teri Pipe of the College of Nursing and Health Innovation, and Keith Lindor, M.D., dean of the College of Health Solutions. We've also had visits from Barrett, The Honors College at ASU, and we were pleased to host ASU President Michael M. Crow as he met with alumni in the Chicagoland area.

Beyond enjoying the visits from ASU's leadership, our alumni chapter won this year's Pac-12 trivia night, coming in one point ahead of the combined UCLA/USC team. Our first winter bowling team, "Sparky's Strikers," beat U of A and ranked third overall in the league out of 48 teams.

Chapter contact: Mike Kedzie, asuchicagoalumni@gmail.com.

College of Public Programs

Several alumni chapters came together to host a Downtown Phoenix campus new grad/alumni mixer on Tuesday, April 30, at the Arrogant Butcher inside CityScape. Nearly 100 graduating students and alumni from the Walter Cronkite School of Journalism and Mass Communication, College of Nursing and Health Innovation, College of Health Solutions, and College of Public Programs participated in the inaugural event.

If you're an alumni from a school or college based on the Downtown Phoenix campus, contact Dan Turbyfill at Dan.Turbyfill@asu.edu.



Austin's chapter hosted a networking mixer featuring CTI Dean Mitzi Montoya in June.



Chicago alums received an update about ASU's accomplishments from President Michael M. Crow (fourth from left) when he visited the area.

Los Angeles

Our chapter had a busy summer, with networking, happy hours, our annual trip to Dodger Stadium (with a pregame meet-n-greet with former Sun Devil baseball player Andre Ethier), and our favorite type of event – new-Sun Devil-student Send-Offs in Arcadia, El Segundo and Westlake Village, where we met at the homes of local alumni and welcomed new students and their families to the Sun Devil family.

Fall can only mean one thing for ASU fans – FOOTBALL! Join other LA Sun Devils for our game-watching tailgates in Burbank, South Bay and Hollywood for a “Devil” of a good time. We’ll be hosting an away-game tailgate before the Nov. 23 ASU-UCLA football game at the Rose Bowl. Let’s paint Pasadena GOLD!

On the professional side, we’re

looking for alumni-owned or –managed businesses in the area who would like to host one of our events. Send us a note so we can explore the opportunities. If you’re in the media or entertainment industry, our LA Media and Entertainment group always needs volunteers and ideas to help make it useful to alums and Sun Devil students alike.

You can connect with us by visiting our website at alumni.asu.edu/chapters/los-angeles or looking for us on Facebook (LA Sun Devils).

Chapter contact: Eddie DeVal, devall@aol.com.

National Capital/ Washington D.C.

ASU alums are back on the field for the 2013 Capital Alumni Network Flag Football season. Games are held on

weekends at Anacostia Park. Come play on our team or cheer your fellow alumni on!

We’re also cheering on the Sun Devils at football game-watching tailgates all season long at Crystal City Sports Pub in Arlington, Va. This year, we will introduce a silent auction and prize drawing at one tailgate to benefit our scholarship fund. Look for more information on this opportunity as it gets closer.

To become involved with our group, feel free to email us at dcsundevils@gmail.com or touch base with us on Facebook at www.facebook.com/#!/groups/dcsundevils/.

Chapter contact: Scott Gore, dcsundevils@gmail.com.

Greater New York

Our chapter’s been busy, as always. This spring and summer, we had a very successful Pat’s Run shadow run, participated in the Pac-12 alumni cruise and held our annual Sun Devil Send-Off, in addition to other events. Now that fall is here, we’re preparing for a full slate of game-watching tailgates for ASU football. We’ll gather at Boomer Esiason’s Stadium Grill in Bowlmor to watch the Sun Devils stomp the competition.

Chapter contact: Josh Cohen, jmcohen419@gmail.com.

Nonprofit Professionals

We are excited to be one of the Alumni Association’s newest alumni clubs! We aim to bring together Sun Devils from all degree programs and academic disciplines who have an interest in the nonprofit sector. Additionally, Phoenix area nonprofit professionals, community board members and volunteers, and students with a passion to serve their community are invited to get involved with the ASU Nonprofit Professionals Alumni Club. We’ve gotten off to an active start, hosting networking events where participants established relationships by discussing potential collaborative opportunities, exchanging information on new resources and programs, and advising one another on issues and challenges. We hope to host more networking mixers and community service opportunities throughout the year, and we hope that you will join us!

Be sure to “like” us on Facebook at facebook.com/ASUNonprofitAlumni or email us at nonprofit.alumni@gmail.com for more information.

Chapter contact: Colleen Dunbar, nonprofit.alumni@gmail.com.

Greater Philadelphia

After another successful Sun Devil Send-Off and our fifth annual Sun Devil "Southwest Style" Family Picnic, we are ready to watch our Sun Devils take the football field! Thanks to the Pac-12 Network, we expect to be able to watch every game at our home pub, Tavern on Broad, in Center City Philadelphia. We will watch games with other local Pac-12 alums as often as we can. We'll also watch the Duel in the Desert Territorial Cup game on Nov. 30; at last year's game, we outnumbered the local Wildcats two to one, so let's have a repeat!

Find us on Facebook at www.facebook.com/PhillySunDevils for game-watching details, as well as information about our Pac-12 football season kick-off mixer, Pennies for Points, the Philly Pac-12 Alumni Brunch Club, and the new member networking events we are planning for the fall.

Chapter contact: Fernando Torres, PhillySunDevils@gmail.com.

Seattle

Dozens of incoming Sun Devils, their families and Seattle area alumni gathered in Ballard in July to host a Send-Off designed to celebrate those future alumni in style. Thank you to alumna Audrey Church for hosting this successful event for the second year in a row.

Seattle Sun Devils set sail around Lake Union and Lake Washington during our annual boat cruise event. The sold-out crowd enjoyed socializing, food and drinks as they took in the sights with Captain Larry on the m/v Fremont. We're already making plans for the 2014 event, which is tentatively scheduled for Aug. 9.

Chapter contact: Andrea Flatley, aeflatley@asu.edu.

Twin Cities

We'll be cheering our Sun Devils all through football season at game-watching tailgates. These are a great opportunity to mix and mingle with ASU and Pac-12 alumni in the Twin Cities. Don't forget to sign up for the Pennies for Points Program and support our newly established Twin Cities ASU Scholarship fund!

Connect with us on our Facebook Page, LinkedIn Group or Twitter account for upcoming events and see what we have been up to.

Chapter contact: Kate Lyons, Katelyons80@gmail.com.



Golfers at the White Mountain Steak Fry and Golf Tournament enjoyed visits from Sparky and legendary players such as Randall McDaniel (third from left).

Veterans

As the magazine goes to press, our chapter is looking forward to participating in the annual "Sun Devil Salute to Service" activities at an upcoming ASU home game. We appreciate that the university honors all our nation's veterans and military personnel.

We're also looking forward to the presentation of veterans cords to winter semester graduates. Both events have been an unqualified success as our chapter has grown, and we hope to meet even more veterans and military families at this fall's activities.

Chapter contact: Corey Harris, armyharris@gmail.com.

W.P. Carey School of Business

The summer was full of travel for our academic affiliate, as it hosted events for business alumni in a variety of cities, including Flagstaff, San Francisco, San Jose, Orange County, New York, and more! We appreciated meeting so many alums and providing an enhanced connection to the school and to ASU!

Next month, we'll be participating in ASU's Homecoming celebration on Oct. 19. Join us on Old Main Lawn at ASU's Tempe campus, then come to the game as the Sun Devils gear up to take on the Washington Huskies.

For a complete listing of upcoming business alumni events, visit: alumni.wpcarey.asu.edu.

Chapter contact: Theresa DeLaere, wpcareyalumni@asu.edu.

Western Pennsylvania

Our chapter enjoyed a festive Cinco de Mayo program in May; in June, we

attended a performance of "42nd Street." We hosted a Sun Devil Send-Off for area students and their families in July, and in August, we helped organize the area's first Pac-12 picnic.

All ASU alums are invited to our Sept. 28 signature event, which features a tour of the famous Pennsylvania Horseshoe Curve area, visits to local vineyards and watching the ASU-USC game. This is an all-day event, with many enjoyable moments spent in the company of Sun Devil alumni and friends.

Chapter contact: Charles Tichy, zaychikabc@verizon.net.

White Mountain

The White Mountain alumni chapter had an amazing Steak Fry event in June! More than 500 Sun Devils joined us for the Tate Auto Group Golf Tournament, the San Tan Ford Heritage Night Cocktail Party, and our signature Steak Fry event.

We had an incredible group of ASU coaches joining us, including Todd Graham, Herb Sendek, Clint Meyers, Shawn Charles and Melissa Luellen. More than two dozen ASU football legends participated in the weekend festivities, including Ron Pritchard, Jeff Van Raaphorst, Joe Spagnola, Juan Roque, Curley Culp, Jim Warnes, Danny White, Jeff Pentland, Joe Caldwell, and Randall McDaniel.

With more than \$100,000 raised, the chapter will be providing six student scholarships during the 2013-14 academic year. Next year's event is tentatively scheduled for June 27-28, 2014.

To become involved in our chapter, find us on Facebook at "White Mountain Sun Devils." Chapter contact: Dave Lyons at asusteamfry2014@gmail.com.



What are you waiting for? **You've graduated** from one of the top-ranked universities in the world, and it's time to show your **Sun Devil pride** by joining the **ASU Alumni Association**.

Membership in the ASU Association entitles you to wide variety of benefits including discounts on ASU merchandise, special pricing for ASU Alumni Association events and an extensive chapter network. Whether you want to advance your career, travel the world or support student scholarships—or do it all—membership in the ASU Alumni Association makes it happen. Please select appeal code RANK.

Show your Sun Devil pride!
alumni.asu.edu/join • 1-800-ALUMNUS

ASU ALUMNI
ARIZONA STATE UNIVERSITY
alumni.asu.edu

**News
maker**
John Misner,
'10 B.L.S.



Being a “lifelong learner” has a special significance for John Misner, whose formal education caught up to his career several years ago when he earned a bachelor’s degree from ASU.

Now the president and general manager of 12 News (KPNX-TV) and the chief operating officer of Republic Media, Misner’s early college career at UCLA was cut short in the mid-1970s when he was hired as sales manager for a radio station. His star rose quickly, and the talented executive moved up through the Gannett organization in Minneapolis and Atlanta, landing in Phoenix in 2002.

Before deciding to complete his undergraduate degree via the university’s Bachelor of Liberal Studies program, he never imagined he’d be downloading ASU classwork on a US Airways flight to Virginia, or writing a term paper in a New York hotel room. He hadn’t anticipated rushing to the ASU Computing Commons on his lunch hour, bent over a computer in a suit and tie as a group of young students tutored him in designing web pages and writing code.

“It was exhilarating,” says Misner. “The TV station was moving quickly into the digital age at that time, and I was creating a new role in my job.” He walked down the aisle for graduation at Wells Fargo Arena one month into the merger of the Arizona Republic and KPNX-TV.

Though the timing was good, Misner’s goal in going back to college was simply to broaden his knowledge, studying political science and immigration, two areas of interest that also were hot topics in the news. Today he is blazing new territory, overseeing the only Gannett operation in the country that combines a print newspaper, TV station and digital news platform.

He’s a strong ASU supporter, serving as president of the board of trustees for the Walter Cronkite School of Journalism and Mass Communication. His organization hires about 80 ASU student journalists as interns each year, who work on breaking news teams, write stories, monitor Twitter, and dispatch news crews. His oldest son graduated from ASU’s W. P. Carey School of Business and Barrett, the Honors College in May.

“My son already has a job lined up, three months before graduation. Many of the journalism grads have jobs upon graduation. That says a lot for ASU,” Misner asserted.

By Sarah Auffret, a freelance writer based in Tempe, Ariz.



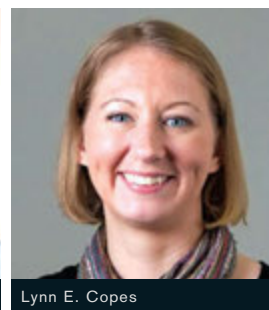
Bryan Tune & Herbie Duran



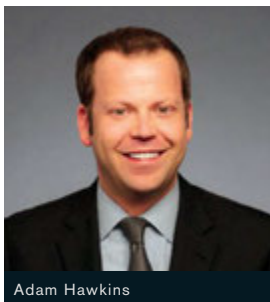
Anne M. Littlejohn



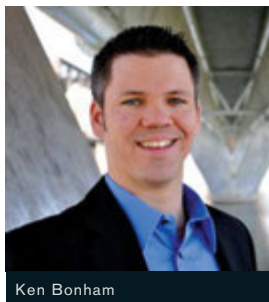
Molly Montgomery



Lynn E. Copes



Adam Hawkins



Ken Bonham

2010s

Christian Muma '12 B.A. has accepted a position as client advocate with Satrix Solutions, a provider of customer feedback programs and consulting services in Scottsdale, Ariz.

Seth Derouen '12 B.S.E. is now an application engineer with Quadna, a company that fabricates and services mechanical systems that move fluids and gases for industrial applications.

Ian Danley '11 M.P.P., a member of the Phoenix Union High School District governing board member, was honored by the White House as one of 11 Cesar Chavez "Champions of Change" for his work as a community organizer for immigration reform.

Lauren Gilger '11 M.M.C., an investigative producer with KNXV, the ABC affiliate in Phoenix, received the prestigious George Foster Peabody Award for a series that exposed an acceleration defect in Ford Escapes and led to a large-scale recall of the vehicles.

Myrlin Hepworth '11 B.A., co-founder and director of Phonetic Spit, an organization that provides a safe space to empower young people to establish their voice and use it to become driven and contributing citizens of the world using the art of spoken word poetry, received the Humanities Rising Star Award from the Arizona Humanities Council in April.

Bryan Tune '11 D.N.P., program director, Nurse Anesthesia Program, National University, Fresno, Calif., and **Herbie Duran '99 B.S.N.** completed a medical relief mission in Haiti during which they provided anesthesia care, critical care patient management, and anesthesia education and mentoring to the Haitian staff.

Tianyu Zhang '11 M.Acc. received a Certificate of Distinguished Performance from the Institute of Certified Management Accountants in recognition of his high exam score on the Certified Management Accountant exam.

◆ **Nora Aver-Page '10 B.A.**, formerly a receptionist and a night copy editor with the Herald and News in Klamath Falls, Ore., has joined the reporting staff of that news service.

Anne M. Littlejohn '10 M.S.D. accepted an appointment as healthcare interior designer in the Orlando office of HKS, Inc., an architectural design firm.

Derrick Loud '10 B.S.E., '12 M.S., founder of BOOGÜD, a bamboo bicycle company in Phoenix, Ariz., launched a crowdfunding project on RocketHub to raise funds to increase the mobility of disabled children in Kenya. The project will fund a manufacturing facility in Kenya where local workers will build BOOGÜD's handcycles that attach to wheelchairs and enable children's independent navigation of rough paths and roads.

Molly Montgomery '10 M.Tax., a senior associate with Grant Thornton LLP, was named to the Arizona Society of Certified Public Accountants Board of Directors for a two-year term that began May 1.

2000s

◆ **Kenneth Jones II '08 B.S.** contracted with the city of Timpson, Texas, to research a sudden rash of small-magnitude earthquakes. Jones established two operational field stations, plus a third temporary site to allow triangulation and produce clear results. His findings were used to create a unique map and were reported in a meeting at Timpson's city hall.

Will Strong '07 B.S. was promoted to associate director of Industrial Services Group in the Phoenix office of Cushman & Wakefield, Inc.

Benjamin Tietgen '07 J.D., previously with Etherton Law Group, LLC in Tempe, joined the Phoenix office of Quarles & Brady, LLP as an attorney in the intellectual property group.

Thomas Brown '06 B.A. was a member of the winning team at Arizona Student Startup Demo Day, a new competition developed by ASU Venture Catalyst. Brown's team, Pollen-Tech, received for ASU the Startup Territorial Cup and \$10,000 in startup

funding for Pollen-Tech, which is a high-tech way to pollinate crops without dependence on bees.

Lynn E. Copes '06 M.A., '12 Ph.D., previously a lecturer in the Department of Surgery at the Yale School of Medicine, was appointed assistant professor of medical sciences on the founding faculty of the Frank H. Netter MD School of Medicine at Quinnipiac University in Hamden, Conn.

Adam Hawkins '06 B.I.S., formerly with Rio Tinto, joined Polsinelli Shughart's Phoenix office.

Cassandra Kuba '06 Ph.D., assistant professor at California University of Pennsylvania, is helping to build her academic department while also serving as an on-call technical consultant for Entertainment Research Consultants, which allows her to inform fictional work like the television show, "Bones," and represent her field of study in the best possible light. For her many contributions, she received her university's Gala Outstanding Service Award and an outstanding alumna award from her undergraduate institution, Mercyhurst University.

Christopher S. Walker '06 B.A., formerly with Cushman & Wakefield, joined Cassidy Turley as associate vice president in the office group.

Ken Bonham '05 B.A.E., partner and vice president at the Lucid Agency in Tempe, was appointed to the board of directors for the Better Business Bureau of Central, Northern and Western Arizona.

Thomas Dalziel '05 Ph.D., associate professor of entrepreneurship and strategic management, was named executive director of the University of Cincinnati Center for Entrepreneurship Education & Research that is part of the Carl H. Lindner College of Business.

◆ **Kevin George '05 M.B.A.** accepted an appointment as executive director of the Reputation Industry Association, based in Dallas, Texas, and is the official voice of reputation management professionals around the world.

◆ **Courtney Klein Johnson '05 B.I.S., '10 M.N.P.S.** and ◆ **Mary-Ann Miller '01 M.B.A.** were included in the Phoenix Business Journal's list of Top 25 Dynamic Women in Business for 2013, which highlights women who have achieved outstanding success in the Greater Phoenix business community.



Shayna Balch



Lauren Elliott Stine



Diane Darling



Craig J. O'Loughlin



Assigned seating placed **Brandon Lehmeier '05 B.S.** (left) and **Mike Robinson '02 B.S.** next to each other on a flight to Ushuaia, Argentina, the southernmost city on earth. The two alums soon discovered their shared ASU connection and remembered their Sun Devil heritage during their 11-day expedition to Antarctica in April 2013.

Stacia Schacherer '05 B.A. accepted a position as senior account executive with Morgan Marketing and Public Relations, LLC in Irvine, Calif.

Shayna Balch '03 B.A., '06 J.D., an attorney in the Phoenix office of Fisher & Phillips, was named in the 2013 "Southwest Rising Stars" list by Southwest Super Lawyers magazine, one of only 2.5 percent of attorneys in the state to be selected. In addition, she has been named as one of five women under the age of 35 in AZ Business Magazine's ranking of the 50 Most Influential Women in Arizona.

David Coggins '03 B.S.E. was promoted to vice president of manufacturing operations for audio processor manufacturer Orban.

Jessica Harvey '03 M.A. joined the faculty at St. Vincent College as assistant professor of communication.

Katie Orr '03 B.A., previously with National Public Radio member station KPBS in San Diego, joined Capital Public Radio Network as a government reporter.

Valerie Piacitelli '03 M.S.W. accepted a position as executive director of Montecatini, an eating disorder treatment center based in Carlsbad, Calif.

Lauren Elliott Stine '03 B.A., '06 J.D. and **Rowan Smith '02 B.S.E., '07 J.D.**, both attorneys in Quarles & Brady LLP Phoenix office, were named in the 2013 "Southwest Rising Stars" list by Southwest Super Lawyers magazine.

Lauren (Hill) Farrelly '02 B.A., coordinating producer for Bleacher Report's Video Department in New York, received the RTDNA 2012 Edward R. Murrow Award for Best Video News Documentary for the video "Billions Behind Bars: Inside America's Prison Industry."

Justin Hawkins '02 B.S. was promoted to global brand marketing manager within the Boys Intellectual Property Division of Mattel Toys. He will launch a new global brand worldwide in the spring of 2014.

George Maloof '02 B.A., '02 B.A. has accepted a position as curator of the El Paso, Texas, Museum of Archaeology.

◆ **Tania Torres Marquez '02 B.A.**, president and CEO of Torres Marquez Communications, was featured in Latino Perspectives Magazine. Among the most successful Hispanic communications agencies in Arizona, the firm comprises a team of bilingual and bi-cultural communications professionals who draw clients from varied industries from corporate, government and non-profit sectors locally, regionally and nationally.

◆ **Meghan Dorn '01 B.I.S.** was appointed to the board of directors for the Phoenix Women's Sports Association, an organization designed to help girls and women find power through sports.

Heather Propper '01 B.A. was promoted to director of national promotions for Stoney Creek Records. In her new position, she will aim to increase airplay for such artists as Thompson Square, Randy Houser, Parmalee and Lindsay Ell.

Matt Simpson '01 B.A., formerly with Bulbstorm, has initiated a new adventure that he calls the Meander, during which he will travel in the footsteps of Chris McCandless, the adventurer made famous in Jon Krakauer's book "Into the Wild."

Marc L. Panoff '00 M.B.A., previously senior partner and vice president of finance at GroupM North America, was named chief financial officer and chief accounting officer of Retrophin, Inc., a biopharmaceutical company headquartered in New York.

1990s

Diane Darling '99 B.S., previously tax manager at CBIZ-MHM, LLC, accepted a position as manager in the corporate Tax Service practice of Grant Thornton LLP.

Billy (William) Johnson '99 B.S.E. accepted a position as director of engineering for Erickson Air-Crane, a heavy-lift helicopter manufacturer and operator.

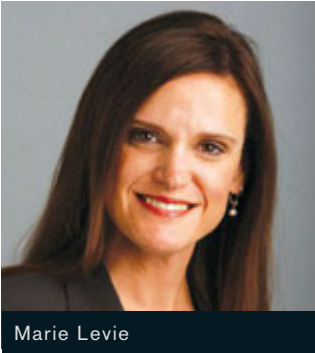
Craig J. O'Loughlin '99 B.A., '03 J.D. and **James L. Ugalde '99 B.S., '03 J.D.**, both attorneys in Quarles & Brady LLP Phoenix office, were named in the 2013 "Southwest Rising Stars" list by Southwest Super Lawyers magazine.

Jo Alice Blondin '98 M.A., '98 Ph.D., previously chancellor at Arkansas Tech University-Ozark Campus, has been named president at Clark State Community College in Springfield, Ohio.

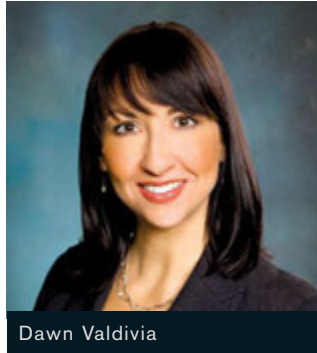
Mona Dworsack-Dodge '98 M.S. accepted a position as director of audiology services with GN Otometrics and served recently as a committee member for the American Academy of Audiology's Audiologic Guidelines for the Assessment of Hearing in Infants and Young Children.

Cathy Frost '98 B.A. was named corporate HSET program manager at Ukpeagvik Iñupiat Corporation, where she will be responsible for the administration of health, safety, environmental and training programs in Barrow, Alaska.

Ekaterina (Katya) Schwallie '98 B.S., '00 M.B.A. was promoted to vice president and treasurer for financial planning and analysis, with Beazer Homes USA, Inc. in Atlanta, Ga.



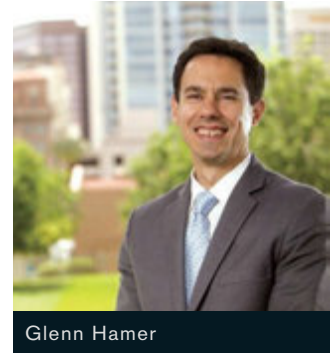
Marie Levie



Dawn Valdivia



Andrew Ching



Glenn Hamer

Heather Zorge '98 B.S. was named Chief Financial Officer with American Traffic Solutions. She had served as interim CFO since November 2012.

Jeremy Bethancourt '97 B.S., safety program director for a building company, received the inaugural Triangle Award for Heroic Dedication from the American Society of Safety Engineers at the U.S. Department of Labor in Washington, D.C. The award recognizes a safety, health and environmental professional who, in the course of going beyond his or her normally assigned duties, either prevents or minimizes physical injury, loss of life or substantial property damage in a workplace.

Vanae Carson '97 B.S., '00 M.A., professor of history at Central Arizona College, was named one of five recipients of the college's George Fridell Excellence in Teaching Award recipients. Awardees are selected based on their willingness to further their own knowledge; engage and support students and student knowledge; use of varied concepts and teaching methods; and participation in the college's community activities.

◆ **Marie Levie '97 M.P.A.** accepted a position as program manager for the Center for Indian Education in ASU's School of Social Transformation.

◆ **Carter Eugene Scites II '97 M.P.A., '10 Ph.D.**, administrative services officer with the State of Arizona Department of Economic Security, has accepted the additional position of professor of public administration at Northern Arizona University.

Dawn Valdivia '97 B.A., '97 B.A., chair of the Quarles & Brady LLP Phoenix office Labor and Employment Group, was recognized as one of the 25 Most Influential Hispanic Business Leaders in Arizona by AZ Business Magazine. In addition, she will participate as a member of the 2013 class of fellows in a program offered by the Leadership Council on Legal Diversity.

Christopher Anderson '96 B.S., previously vice president of development for Forest City Enterprises, Inc. in Albuquerque, N.M., re-joined the Phoenix office of Hines as managing director of operations in Arizona and New Mexico.

Michelle Ahlmer '96 B.A. was included in the Phoenix Business Journal's list of Top 25 Dynamic Women in Business for 2013, which highlights women who have achieved outstanding success in the Greater Phoenix business community.

Michael Braun '96 B.S., '05 M.Arch. was promoted to vice president with DWL Architects + Planners in Phoenix.

◆ **Peter Gasca '96 B.S.**, co-founder and CEO of Wild Creations, used the crowdfunding site, Kickstarter.com to raise funding for the publication of his book, "One Million Frogs," that is about the growth of Wild Creations from start up to an Inc. 500 company in 2010 and 2011.

Rosanna Caswell '95 B.S., formerly with the Arizona Department of Public Safety, accepted a position as manager of the St. Paul, Minn., Police Department crime lab.

Rob Kort '95 J.D. joined the litigation team at Brownstein Hyatt Farber Schreck as a shareholder in the Phoenix, Ariz., office.

Darian Lane '95 B.S. announced the online release of his new movie featurette, "The Collector."

Bob Mast '95 B.S., formerly vice president of marketing of Columbia Marketing International, was appointed to the position of company president.

◆ **Wade Swanson '95 B.A., '99 J.D.** accepted a position as general counsel with Bar-S Foods, a Sigma Company that is headquartered in Phoenix, Ariz.

Andrew Ching '94 J.D., formerly with the Tempe City Attorney's Office, accepted the position of Tempe city manager following a Tempe City Council vote to make permanent his position as interim city manager.

Kevin L. Chlarson '94 B.A. was named a director with the law firm of Middleton Reutlinger in Louisville, Ky.

Joseph de la Huerta '94 B.A.E., '00 M.Ed., '03 M.Ed. accepted a position as principal of Desert Garden Elementary School in Arizona's Glendale Elementary School District.

Michael Goddard '94 M.B.A. accepted a position as senior vice president and corporate retirement consultant for the Retirement Benefits Group, LLC (RGB) Torrance, Calif., office.

Glenn Hamer '94 J.D., president and CEO of the Arizona Chamber of Commerce and Industry, was honored by The Phoenix Business Journal among the 2013 Most Admired Leaders.

Nanu Ramamrutham '94 M.C.S. was named Vice President of Engineering with appsFreedom, a provider of cloud-based enterprise mobility solutions for the company SAP.

Bill Binch '93 B.S. is senior vice president and general manager of Marketo, a marketing automation software firm in San Mateo, Calif.

Rich Brody '93 Ph.D., the Douglas Minge Brown Professor of Accounting at the University of New Mexico and a Daniels Fund Business Ethics Fellow, has been elected to the Association of Certified Fraud Examiners (ACFE) Board of Regents and honored as the ACFE's 2012 Educator of the Year.

William J. Comer '93 B.A., previously senior vice president of operation for Nueterra Healthcare, accepted a position as CEO of The Surgical Hospital of Phoenix.

Susan Hazelett '93 B.A.E.S.E., '00 B.S.E., previously an environmental engineer with the North Dakota Department of Health, accepted a position as project engineer in the Bismark office of Advanced Engineering and Environmental Services, Inc.

Troy Monthye '93 B.S., managing partner of the Chicago-based private equity firm Plenary Partners, co-led the acquisition of Galaxie Home, which has been an iconic Chicago brand for more than two decades.

Laura Vela '93 M.B.A., formerly healthcare practice leader with Harris, joined MSS Technologies, Inc. as consulting service director of healthcare.

Michael D. Duchemin '92 M.A., formerly with the Autry National Center of the American West in Los Angeles, accepted a position as executive director of the C.M. Russell Museum in Great Falls, Mont.



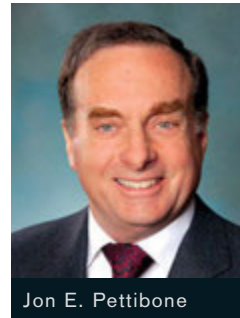
Rich Brody



Susan Hazelett



Jeff Gochoco



Jon E. Pettibone



Gail B. Fisher

Lisa D. Duran '92 J.D., a partner in the Phoenix office of Quarles & Brady LLP, was named to The International Who's Who of Corporate Immigration Lawyers 2013 by Who's Who Legal.

Patti McFarland '92 B.S., formerly with Central California Alliance for Health, accepted the position of chief financial officer at CalOptima, Orange County's health plan in California.

◆ **Joel Namie '92 B.S.**, formerly managing director at Accenture, accepted a position as vice president of client partnerships and West Coast operations with Carlisle & Gallagher Consulting Group.

Jeff Gochoco '91 B.S., formerly community development coordinator with The Village at Kelly Drive, was named director of sales and marketing for that senior living community in South Central Pennsylvania.

Jason Holmes '91 B.S. is senior vice president for client services with Marketo, a marketing automation software firm in San Mateo, Calif.

David A. Randall '91 J.D., formerly with Dickstein Shapiro, joined the Los Angeles office of Sheppard, Mullin, Richter & Hampton, LLP as a partner in the firm's intellectual property practice group.

J. Jeffrey Smythe '91 B.S., previously chief of police in Show Low, Ariz., accepted the position of chief of the Burlington Police Department in Burlington, N.C.

Kari McCormick '90 B.S., director of client services for the Native American market with Kitchell Contractors, was named among the 2012 Great Women of Gaming by Casino Enterprise Management.

Dean Mix '90 B.S., formerly executive vice president and senior relationship manager at Construction Lending NW, accepted a position as production officer for the Home Builder Lending division of Sabal Financial Group, L.P. in the Pacific Northwest region.

Kelly Udall '90 B.S., previously town manager of Pinetop-Lakeside, Ariz., accepted a position as town manager of Sahuarita, Ariz.

1980s

◆ **Shelly Esque '82 B.A.; Charley Freericks '83 B.S., 94 M.B.A.; John Halikowski '89 B.A.; Maria Harper-Marinick '84 M.A., '89 Ph.D.; Edmundo Hidalgo '88 B.A., '00 M.B.A.; Denise Resnik '82 B.S.; Gregg Tryhus '81 M.B.A.** were honored by The Phoenix Business Journal among the 2013 Most Admired Leaders.

Brad Grannis '89 B.S.D. joined the Phoenix East West Commercial Real Estate office as its new commercial real estate senior associate.

James H.T. Riddell '89 B.S. was appointed to the board of directors for Strategic Oil & Gas, Ltd in Calgary, Alberta, Canada.

Abbas Johari '88 M.Tec., '98 Ph.D., a professor in the Department of Computing and Technology at Cameron University, received from that university the Award for Excellence and Innovation in University Service in recognition of his outstanding and sustained contributions to the university community.

Randy Goldberg '88 B.S., vice president of talent management for Hyatt Hotels Corporation, was interviewed last spring by 4 Hoteliers magazine due to his success with talent acquisition for the company.

◆ **Philip Breedlove '87 M.Tec.**, a general in the U.S. Air Force, was appointed by President Obama to serve as commander of U.S. and NATO forces in Europe.

Steve Pemberton '87 B.S., formerly with Abbott Diagnostics, Ventana Medical Systems and Roche Diagnostics, joined Rheonix Inc. as vice president of marketing and sales.

◆ **Roberta Shank '87 B.S., Abbie Fink '86 B.A., '96 M.M.C. and Cathy Valenzuela '86 B.S.** were included in the Phoenix Business Journal's list of Top 25 Dynamic Women in Business for 2013, which highlights women who have achieved outstanding success in the Greater Phoenix business community.

Robert Cleave '86 B.S., previously director of new business solutions at Lockheed Martin Space Systems Company, became president of Lockheed Martin Commercial Launch services in May 2012.

Kevin Prins '86 M.B.A. joined the leadership team of Ryan, a global tax services firm, as principal in the firm's fraud and forensic recovery practice. He will be based in Ryan's Los Angeles office.

◆ **Claudia Andres '85 M.M.**, choral director for Wilson (N.Y.) High School and previously with the Niagara Falls School District, was named the 2013 Youngstown Citizen of the Year in recognition of her contributions to quality programming for that city.

John Orsini '85 B.S., previously with Presence Health, was appointed chief financial officer and executive vice president of Cadence Health, the health system created by the merger of Central DuPage Health and Delnor Community Health System in Winfield, Ill.

Maria Harper-Marinick '84 M.Ed., '89 Ph.D., executive vice chancellor and provost of the Maricopa Community Colleges, was named one of the most influential Hispanic business leaders in Arizona by AZ Business Magazine.

Lois Roma-Deeley '84 B.A., '88 M.F.A., poet-in-residence and director of Creative Writing and Women's Studies Programs at Paradise Valley Community College, was named the U.S. Community College Professor of the Year by the Carnegie Foundation for the Advancement of Teaching and The Council for Advancement and Support of Education. She is the first national winner of this award from Arizona.

James Holmes '83 B.S., '83 B.S., '86 J.D., a partner in the Los Angeles office of Sedgwick, LLP, was appointed chair of the American Bar Association's Commission on Sexual Orientation and Gender Identity. This is his second consecutive year in this position.

Deniz Nouri '83 B.S., previously with Peoples Mortgage Company, joined the Gilbert, Ariz., office of Waterstone Mortgage Corporation as a senior mortgage consultant.

◆ **Chris Shlemon '83 B.S.**, a video journalist for the Washington, D.C. Bureau of Independent Television News of London, was named the 2013 Television Editor of the Year by the White House News Photographer's Association for an unprecedented fourth time.

Bringing everyone together

Iyad Bin Amin Madani '69 B.S.

When Iyad bin Amin Madani of Saudi Arabia becomes secretary-general of the Organization of Islamic Cooperation (OIC) in January 2014, he will oversee the second largest inter-governmental group after the United Nations. Encompassing 57 nation-states spread throughout Asia, Africa, Europe and Latin America, OIC is the collective voice of the Muslim world dedicated to promoting international peace and harmony.

Administering such a diverse and widespread membership gives new meaning to the word challenging, especially during these tumultuous times. However, Madani brings a unique and impressive background in government, journalism and non-government organizations to the task awaiting him.

The national cabinet post as Minister of Hajj for Saudi Arabia was one of his most demanding previous positions. Hajj is a ritual journey to Mecca in Saudi Arabia that every Muslim is commanded to perform in his or her lifetime. In addition to its tremendous religious significance, this pilgrimage is also a staggering management and logistical responsibility, involving more than 4 million people from 100 countries and dozens of languages and dialects. "This job required a worldwide network of communication and exchange," points out Madani.

Prior to working as Minister of Hajj, Madani worked as general director in a Saudi Airlines' administrative office, was editor-in-chief of the Saudi Gazette, and the general director of the Okaz Organization for Press and Publication. He says his ASU coursework lay the groundwork for his many management and leadership roles.

"I had the good fortune to be taught the principles of economics and management by top professors and lecturers at ASU," said Madani, who received his production management



Photo courtesy of the Office of HE Mr. Iyad A. Madani

degree in 1969. "Plus the spirit of cross-cultural debates and the search for equilibrium and balance have remained an integral part of my life."

The latter may help the new secretary-general implement what he envisions as basic challenges to OIC, which is to correct the assumption that being Muslim means being diametrically opposed to other cultures and their social and religious convictions and to articulate a common voice.

"For Muslim countries to maintain their sense of well-being and find their own roads to development, they need to develop a strong sense of identity within," stresses Madani. "It is critical for the OIC to play a leading role in regaining and strengthening that 'within.'"

By Oriana Parker, a freelance writer based in Scottsdale.

◆ **Gary Trujillo '83 B.S.**, president and CEO of Southwest Harvard Group, received a Lifetime Achievement Award from the Phoenix Business Journal for his efforts on behalf of his organization and the community.

Timothy D. Allen '81 B.S. was named chief operating officer and chief financial officer of appsFreedom, a provider of cloud-based enterprise mobility solutions for the company SAP.

Lisa Scafuro '81 B.S.D., founder of Mona Lisa Film Productions, announced completion of the feature length, biographical documentary "The Vision of Paolo Soleri: Prophet in the Desert" that was chosen for 2013 Official Selection at the New Hope Film Festival. Scafuro served as producer, writer, director and editor for the film.

Bill Williams '80 B.S. is writing investigate pieces for examiner.com. A recent story he wrote discussed developments at Yavapai Downs in Prescott Valley, Ariz.

1970s

◆ **John D. Rockefeller '79 B.S.**, previously director of social venture initiatives with Clinton Health Access Initiative, was named CEO of the California Autism Foundation.

Edward Liebow '78 M.A., '86 Ph.D., affiliate associate professor of anthropology and interdisciplinary studies at the University of Washington and formerly with Battelle Memorial Institute, was named executive director of the American Anthropological Association, the world's largest organization of anthropology scholars.

◆ **Trish Stark '78 B.S., '79 M.B.A.** was included in the Phoenix Business Journal's list of Top 25 Dynamic Women in Business for 2013, which highlights women who have achieved outstanding success in the Greater Phoenix business community.

David G. Huelskamp '77 M.B.A. was elected CEO of Merrick & Company by the firm's board of directors. He will continue to serve as the firm's president, a position that he has held for the past year.

Alan Flory '75 M.C., president of ReDiscover, was elected to a three-year term on the board of directors of The Health Care Foundation of Greater Kansas City.

Carol Nelson Shepherd '75 B.A., a founding partner with Feldman Shepherd Wohlgerlenter Tanner Weinstock & Dodig LLP in Philadelphia, Pa., was recognized among the Top 100 Pennsylvania Super Lawyers and was named to the Top 50 Women Super Lawyers list in Pennsylvania.

Jon E. Pettibone '73 B.S., '76 J.D., an attorney with Quarles & Brady, LLP, was selected for inclusion in the 2013 "Southwest Rising Stars" list by Southwest Super Lawyers magazine.

1960s

◆ **Gail B. Fisher '67 B.A., '70 M.A.E.**, freelance writer and retired teacher, received the 2013 Howard Pyle Vocational Service Award from the Tempe South Rotary Club. The award recognizes meritorious service to the city of Tempe and surrounding community. Fisher is the founder, past president and current board secretary for the Friends of Tempe Center for the Arts.

1950s

Earl Halverson '59 B.A.E. is retired, remembering good times at ASU and still going strong in Fulda, Minn.



How to submit class notes

Online: alumni.asu.edu/classnotes

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◆ Active, dues-paying member of the ASU Alumni Association



Jane Morris became the new executive director of the Phoenix-Mesa Gateway Airport in March; it was a fitting move for her, considering she's filled a number of crucial roles that have propelled the growth of the Valley of the Sun's infrastructure — such as overseeing the rollout of the Sky Train at Phoenix Sky Harbor International Airport — and now wants to help the area progress even further.

Working for Gateway represents a shift of scale for Morris, though, as she has spent much of her career working for the city of Phoenix. Her roles have included assistant aviation director and deputy director of planning and environmental services at Sky Harbor, and non-aviation roles such as assistant economic development director, downtown development administrator and special project administrator.

Having worked for Sky Harbor, the largest airport in the Valley, she freely admits that Gateway always will be the second largest.

"We have a motto: 'just plane easy ...'" she says. "We're an alternative to Sky Harbor, which can be a large complicated place. We find people like flying out of Gateway because complexity is not there—the curb is right there, the counter, the checkpoint."

But despite inheriting a military runway, what's also not there are international flights. Morris hopes to change that.

"In 10 years, we want to have two or three more airlines providing service than we have today and I'd like to see us a part of international and having job generation (from that)," she says.

Morris feels Arizona State University helped her own career take off.

"It's hard for me to separate career stuff with personal stuff," she says. "I received my master's in public administration, that's a generalist degree, and it gave me the foundation to move through probably 10 municipal departments. I ran the convention center, the parking program ... (The degree) provided me the skill set with budgeting, planning in the municipal structure of governance and personnel ... I also met my husband at graduate school!"

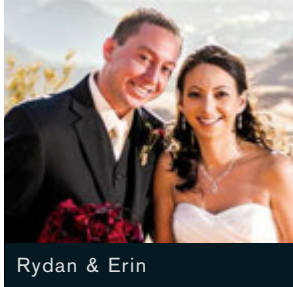
For Morris, it may be a different feeling trying to shoot for being an improved number two rather than the best possible number one, but with Arizona so spread out, she knows that Gateway is vital to the area's success.

"In today's environment, it's even more important that when the community sees the investment of the airport they can be proud of it ... but that they also see the investment in it with the right dollars for the task."

By Eric Butterman, a freelance writer based in McKinney, Texas.

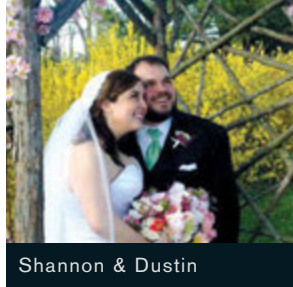
sun devil marriages

sun devil births



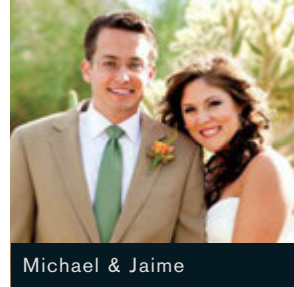
Rydan & Erin

Erin (Enriquez) Case '03 B.I.S. and **Rydan Case '01 B.S.** were married on March 22, 2013, in Sedona, Ariz.



Shannon & Dustin

◆ **Shannon Rae Green '09 B.A.** and ◆ **Dustin John Terrill '07 B.S.E.** were married on April 13, 2013, in Middleburg, Va.



Michael & Jaime

◆ **Jamie (Adams) Kowaleski '07 B.A.E.** and **Michael Kowaleski '07 B.S.P** were married on Nov. 10, 2012, in Palm Springs, Calif.

Stephan LaBar '93 B.S.D. and **Laurie (Engman) LaBar** were married on Aug. 31, 2012, in Marquette, Mich.



Elle Caden



Quinn Ireland

Quinn Lauren Fassett was born to Kate (Baldwin) Fassett '03 B.A., '03 B.A. and Jeff Fassett on June 1, 2012, in Scottsdale, Ariz.

Quinn Ireland Hayes was born to ◆ **Elisha (Elder) Hayes '04 B.S.** and **Kevin Hayes** on Nov. 15, 2012, in Tucson, Ariz.

Madeline Hon was born to Devin Hon '12 B.S. and Krystal Adair Hon '08 B.S., '09 M.Tax. on Nov. 16, 2012, in Mesa, Ariz.



Joseph Grant



Madeline Hon

Courtney Rebecca Oberheide was born to Jason Oberheide '00 B.S. and Stephanie Jett Oberheide on July 23, 2012, in Lake Forest, Ill.

Keeleigh Rose O'Brien was born to ◆ **Abby (Lewis) O'Brien '00 B.I.S.** and **Robert O'Brien** on Feb. 19, 2013. The family, including older brother Dominic, is at home in Huntington Beach, Calif.

Rory Elizabeth O'Connor's birth on Dec. 28, 2012, was announced by grandparents ◆ **Kevin O'Connor '81 B.S.** and ◆ **Beth (Vaughan) O'Connor '82 B.S.C.J.**



Courtney Rebecca



Samuel Thomas

Zachary Young Orr was born to ◆ **Christoff Orr '10 B.I.S.** and ◆ **Melissa Orr '11 B.S.** on Dec. 30, 2012, in Mesa, Ariz.

McKenzie Elisabeth Reid was born to ◆ **Betsy (Boardman) Reid '04 B.A.** and **Rob Reid** on March 9, 2013, at Shea Medical Center in Scottsdale, Ariz.

Samuel Thomas Renc was born to Heather (Leonard) Renc '03 B.S. and Thomas Renc '03 B.S. on Nov. 19, 2012, in Scottsdale, Ariz.



Keeleigh Rose



Rory Elizabeth

Elle Caden Romero was born to Zack Romero '96 B.S. and Larissa Romero on Feb. 7, 2013.

Andrew Jameson Small was born to Jacqueline (Hering) Small '03 B.S. and James Small on March 24, 2013.

Joseph Grant Whetstone-Robichaud was born to Jennifer Whetstone '04 B.A. and Phillip Robichaud on Nov. 11, 2012. The family is at home in Kansas City, Mo.



Home away from home

Going to school isn't all about classes, professors and coursework; many alumni have memories that took place at their favorite campus hangouts.

For more than 40 years the Varsity Inn served as ASU's unofficial student hangout. Located on the corner of College Avenue and University Drive (then known as 8th Street), the restaurant was established, owned and managed by Bill Bailey from the late 1920s until 1944. The student landmark was razed in 1964. The photos on this page show Bailey and friends in front of the Varsity Inn in 1938, as well as an interior scene from the same time period.

Bailey had a unique window into student life during the Great Depression and World War II. The ASU Libraries have in their collections two sets of home movies shot by Bailey in the late 1930s, which depict students hiking Hayden Butte (which became known as "A Mountain"), campus scenes taking place near the Varsity Inn, Homecoming parades, and football games at Goodwin Stadium, as well as boxing matches and track meets. The videos can be accessed online by visiting hdl.handle.net/2286/1ek3mhbu9c8 and hdl.handle.net/2286/htcbpr88kqy.

Do you have an indelible memory associated with your favorite campus hangout? The Alumni Association will be dedicating an upcoming episode of The Alumni Experience podcast to the topic! Email us at phxadmin@asu.edu if you're interested in participating – use the subject line "My Favorite Campus Hangout."

Photos courtesy University Archives, Arizona State University Libraries.

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An advertisement for the ASU Magazine iPad app. The background is a view of Earth from space. In the foreground, a hand holds an iPad displaying an aerial view of the ASU campus. A finger is pointing at the screen. The text is overlaid on the left side of the image.

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