

ASU

MAGAZINE

THE MAGAZINE OF ARIZONA STATE UNIVERSITY

Sweet success

**Young alums savor
early achievement**

**Exploring media's
new frontier**

**Origins Symposium goes
back to the beginning**



MAY 2009 | VOL. 12 NO. 4

A young boy with freckles and light brown hair is shown from the chest up, looking off to the side with a thoughtful expression. He is wearing a brown sweater. The background is a soft, out-of-focus light brown.

**when only 1 in 10
ninth graders goes on to
complete college...**

**how do we improve
the odds?**

Arizona State University is taking on the big issues of our time. Challenges in education,

the environment, the economy, health, cultural identity. We're committed to the students of Arizona and to sharing

discovery-based solutions. You can help make a difference.

ASU Foundation

ARIZONA STATE UNIVERSITY

Learn more: asufoundation.org



THE MAGAZINE OF ARIZONA STATE UNIVERSITY

Vol. 12, No. 4, May 2009

HIGHLIGHTS

16 Today's Titans

Our amazing 2009 class of young alumni showcases Sun Devils inspiring future generations and reshaping the world.

38 Brave New Media

ASU's Cronkite school leads the way in equipping students to navigate the future of an industry that has experienced seismic changes in both media consumption and production.

DEPARTMENTS

2 ASU View

ASU Alumni Association hosts Grad Blast.

4 University News

The greatest minds in science come together for ASU's Origins Symposium; Navy ROTC to come to ASU by fall 2010.

12 Sports

Lady Sun Devils dance at the Elite Eight and the men's basketball team finishes a strong season in the Sweet 16.

48 Arts & Culture

Civic tourism promotes a region's attractions as it relates to the environment and the community.

50 Alumni News

Using social media tools, the Alumni Association connects with alums around the globe in new ways.

52 Sun Devil Network

Reports from around the Sun Devil nation.

56 Class Notes

Alumni news, notes and milestones.

ASU MAGAZINE

The official publication of Arizona State University
Volume 12, No. 4

PUBLISHER
Christine K. Wilkinson

EDITOR-IN-CHIEF
Tracy Scott

MANAGING EDITOR
Liz Massey

ART & DESIGN DIRECTOR
Robert Cao-Ba

SENIOR GRAPHIC DESIGNER
Karen Windsor-Worrel

GRAPHIC DESIGNER ASSISTANT
Alyssa Yatabe

ADVERTISING SALES,
DIRECTOR OF BUSINESS RELATIONS
Rhonda McClintock
(480) 965-5051

WEBMASTER
Benita lafrat

PRINCIPAL PHOTOGRAPHY
Tim Trumble
Tom Story

ASU Magazine is printed on paper that is certified
to the Forest Stewardship Council (FSC) Standards.



ASU MAGAZINE
PO Box 873702
Tempe, AZ 85287-3702
(480) 965-2586
alumni@asu.edu

ASU Magazine (USPS 024-438; ISSN 1940-2929) is published quarterly by the Arizona State University Alumni Association, PO Box 873702, Tempe, AZ 85287-3702, (480) 965-2586, FAX (480) 965-0225. Subscriptions are sent to all ASU alumni. You may become a friend of the Alumni Association regardless of university affiliation. Annual dues to become an active member or friend are \$45 for individuals and \$60 for couples. Life member dues are \$500 for individuals and \$650 for couples. Periodicals Postage is paid at Tempe, AZ and additional mailing offices. Postmaster: Please send address changes to ASU Magazine, Attention: Circulation, PO Box 873702, Tempe, AZ 85287-3702. Permissions: Portions of this publication may be reprinted with the written permission and proper attribution. Contact editor.

ASU VIEW

Grad Blast

Hundreds of graduating seniors participated in the ASU Alumni Association's Grad Blast on Old Main Lawn and enjoyed a variety of activities, such as swinging from a trapeze, sumo wrestling and jousting. Grad Blast served as the capstone of the Alumni Association's Senior Year Experience program, which provides ASU seniors with information, programs and networking opportunities designed to smooth the transition from college into the working world and the ASU alumni community.





Before the beginning
National presence
University news briefs
High-flying research
Losing our bite
War of the words

Before the beginning

Science's greatest minds gather at ASU's 'origins' symposium



Some of the greatest minds in contemporary science, including six Nobel Laureates, met at a public symposium at ASU Gammage on April 6 to discuss the origins of everything from the universe to humanity.

The Origins Symposium featured discussions by some of the world's most noted scientists, authors and public intellectuals, including Stephen Hawking, Steven Pinker, Richard Dawkins, Donald Johanson, Brian Greene and Craig Venter. Six Nobel Laureates – Baruch Blumberg, Walter Gilbert, Sheldon Glashow, David Gross, John Mather and Frank Wilczek – were part of a panel discussion on the key mysteries in science moderated by National Public Radio's Ira Flatow.

Science writers also were part of the mix, as they participated in an April 2 pre-symposium event aimed at journalism students on how to write about science.

The event garnered a great deal of top-level media attention. Beyond the live radio broadcast of Flatow's "Science Friday" program, the Chronicle of Higher Education covered the event and noted that participants were calling it "the scientists' Woodstock." MSNBC's Cosmic Log said that ASU theoretical physicist Lawrence Krauss, Foundation Professor in the School of Earth and Space Exploration and Physics Department, and Inaugural Director of the Origins Initiative at Arizona State University, "brought in the

brightest luminaries of the scientific set to add sparkle to the discussion."

Topics discussed at the gathering included the origins of human language and consciousness, how discoveries in science impact human self-understanding, the intersection between science, culture and religion, and theories of the beginning and possible end of the universe.

One of the highlights of the event was to have been a special evening with physicist Stephen Hawking. Hawking, who fell ill shortly before the symposium, was represented by his daughter Lucy and a digitally recorded presentation Hawking prepared especially for the event. Another highlight was a magic demonstration by Jason Latimer, a world champion of magic.

Krauss said the symposium "provided an unprecedented opportunity for students, staff, faculty and the public to have direct exposure and interact with some of the world's leading scientists and scholars."

To view a webcast of the symposium and other videos from the event, visit origins.asu.edu/symposium/video.



(top left) A number of scientific luminaries contributed to the groundbreaking Origins Symposium at ASU, held April 3-6.



(above) National Public Radio's Ira Flatow broadcast Science Friday live from ASU's Origins Symposium on April 3. The show included a pair of science panels: "Physicists and the Origin of the Universe" and "Origins and Evolution of Life."

(left) Nobel Laureates attending the symposium included (from left to right): Baruch Blumberg, John Mather, David Gross, Sheldon Glashow, Frank Wilczek, and Walter Gilbert.

University News Briefs

Navy approves ROTC unit at ASU for 2010

The establishment of a Naval Reserve Officers Training Corps (NROTC) at ASU by fall 2010 was announced April 7 by Rear Adm. Cliff Sharpe during a visit to the university's Tempe campus, after ASU's application for a NROTC unit was approved by the Secretary of the Navy.

Plans are to have teaching and administrative staff in place by the summer of 2010 to support the arrival of students in August 2010. ASU already is home to Air Force and Army ROTC programs, both of which are housed in the College of Liberal Arts and Sciences.

"We are looking forward to a long and productive relationship with Arizona State University," said Sharpe, commander of the Naval Service Training Command. Sharpe oversees the Navy and Marine Corps ROTC programs.

A four-year NROTC scholarship features full tuition at a select college or university, all college or university educational fees, a stipend for text books, all uniforms, up to three summer training events and a subsistence allowance for each academic month.

There are two other NROTC host units in the Southwest: at the University of Arizona and the University of New Mexico.

For more information about NROTC, visit <https://www.nrotc.navy.mil>.



ASU will welcome midshipmen on campus beginning in the fall 2010 under a new Naval Reserve Officers Training Corps unit. "Everything we've seen in the short time on board makes this exciting," Rear Adm. Cliff Sharpe (left) told ASU President Michael Crow during a campus visit April 7.



National presence

President Obama speaks at ASU commencement

U.S. President Barack Obama addressed a graduating class of more than 8,000, along with their families and friends, at Arizona State University's spring commencement ceremonies on May 13. Obama was announced as the featured speaker less than eight weeks before commencement, initiating a whirlwind of logistical restructuring to accommodate the president's visit, which marked the first time ever that an American president (past or present) addressed a Sun Devil graduation.

At the time Obama's visit was announced, ASU President Michael Crow said that the president's views on education reflected priorities embraced by the New American University concept.

"President Obama's stand and priority on education has been applauded by thousands of educators throughout the United States," Crow said. "The progressive leadership he has already displayed and the values he espouses are a great example for our students and for the extended community that surrounds us."

"The president's emphasis on building the next generation of leaders in science, technology and sustainability, as well as the arts, mirrors ASU's mission as a New American University," continued Crow. "His advocacy for representation of women and people of color, engaging a broader spectrum of leadership, models significantly for others at the highest level."

More than 71,000 persons attended the event, held at Sun Devil Stadium, including students, staff, faculty, alumni and community supporters.

Coyote Crisis tests ASU during spring break

Arizona State University's Tempe campus was the site of a major disaster drill during the week of spring break.

The main event during the week of March 9-13 occurred on Tuesday, March 10, when a mock "improvised explosive device" created a scenario that required the response and resources of numerous police and fire units from throughout Arizona that participated in the drill.

Approximately 1,200 volunteers took part in the exercise, many of whom played people injured in the incident. Some participants wore makeup to simulate injuries.

Students from the Walter Cronkite School of Journalism and Mass Communications contributed to the

exercise by playing the part of print and broadcast reporters during the faux crisis. The journalism students came back during their spring break to learn the craft of reporting under pressure during an incident where things unfold quickly and regular communications can break down or become inoperable.

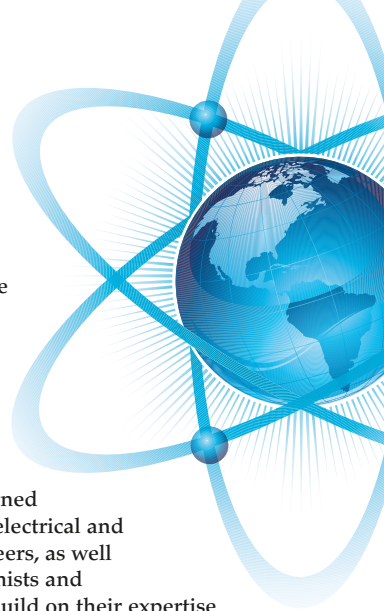
Michael Wong, Cronkite School director of Career Services, who advised the participating students, said "We're happy the Cronkite School students have this opportunity to assist in this exercise and to practice the skills they are learning in the classroom."

Kosovo president receives leadership award at ASU

Kosovo President Fatmir Sejdiu became the first recipient of the Arizona



Kosovo President Fatmir Sejdiu



State University Distinguished Global Leadership Award on Feb. 23, when he was recognized in a ceremony attended by more than 250 members of the Albanian-American community in Arizona.

Sejdiu visited ASU's Tempe campus just days after the first anniversary of Kosovo's Declaration of Independence (Feb. 17) and just days before he was scheduled to meet with U.S. Secretary of State Hillary Rodham Clinton.

Sejdiu was a professor of law at the University of Prishtina when he spent a semester in residence at ASU in 2003. He was among 17 participants from Kosovo who were part of an educational partnership administered by ASU's Melikian Center for Russian, Eurasian and East European Studies through a grant from the U.S. Department of State.

"President Sejdiu has the distinction of leading this new nation on its exciting path," said Anthony "Bud" Rock, ASU vice president for global engagement. "He brings the experience of government, the wisdom, the objectivity, and the

compassion associated with a career in the justice arena and a strong association with the generation that will most assuredly implement the visions he sets forth – the students with whom he continues to be engaged."

Anticipated nuclear energy surge spurs engineering certificate offering

A rapidly growing demand for more electricity – from cleaner energy sources – has nuclear power poised for a revival in the United States. To respond to the demand for more expertise in the field, the Ira A. Fulton School of Engineering at Arizona State University is launching a graduate-level program in nuclear power generation.

"The nuclear power industry workforce is not only graying, but there are far too few experts in this area to meet the needs of the near future," said Keith Holbert, an ASU associate professor of electrical engineering and a nuclear engineering specialist who will direct the new program. "The industry will want experienced

engineers to fill those jobs, not just entry-level engineers," Holbert said.

ASU's certificate program is intended to train experienced professionals to take on more advanced roles in the nuclear industry. It's designed to help chemical, electrical and mechanical engineers, as well as physicists, chemists and mathematicians, build on their expertise and become qualified for an array of jobs necessary to manage and operate nuclear power generation facilities. It will offer a graduate certificate requiring 18 hours of course credit, and all of the courses will be available online.

For more information on the program, visit asuengineeringonline.com/online/.



High-flying research

ASU helps keep nation's military aircraft healthy

An ASU research project to help the nation protect the health of its military aircraft and aerospace systems has been awarded additional funding from the U.S. Department of Defense. The project is led by Aditi Chattopadhyay, a professor of mechanical and aerospace engineering in the Ira A. Fulton School of Engineering and director of ASU's Adaptive Intelligent, Materials & Systems Center. She is overseeing work to develop systems and techniques to better monitor the structural health and predict potential wear and tear in aerospace systems.

The Air Force Office of Scientific Research is administering the project, which is funded by the Defense department's Multidisciplinary University Research Initiative program. The decision to grant an optional two years of support brings total Department of Defense funding for the project to \$6 million over five years.

Chattopadhyay said the project's goal is to make major progress in the ability to provide reliable estimates of the life cycles of current and future aircraft systems. Her team is using advanced sensor data, information management, computer modeling and algorithms to develop damage diagnosis and prognosis techniques that reach down to the microscopic level.

Chattopadhyay said the ASU team is working closely with the Air Force to ensure the project addresses critical issues for the military, and to help develop a plan for how the military can readily put to use the knowledge gained from ASU's research.

Losing our bite

Computer simulation shows early humans had 'jaws of steel'

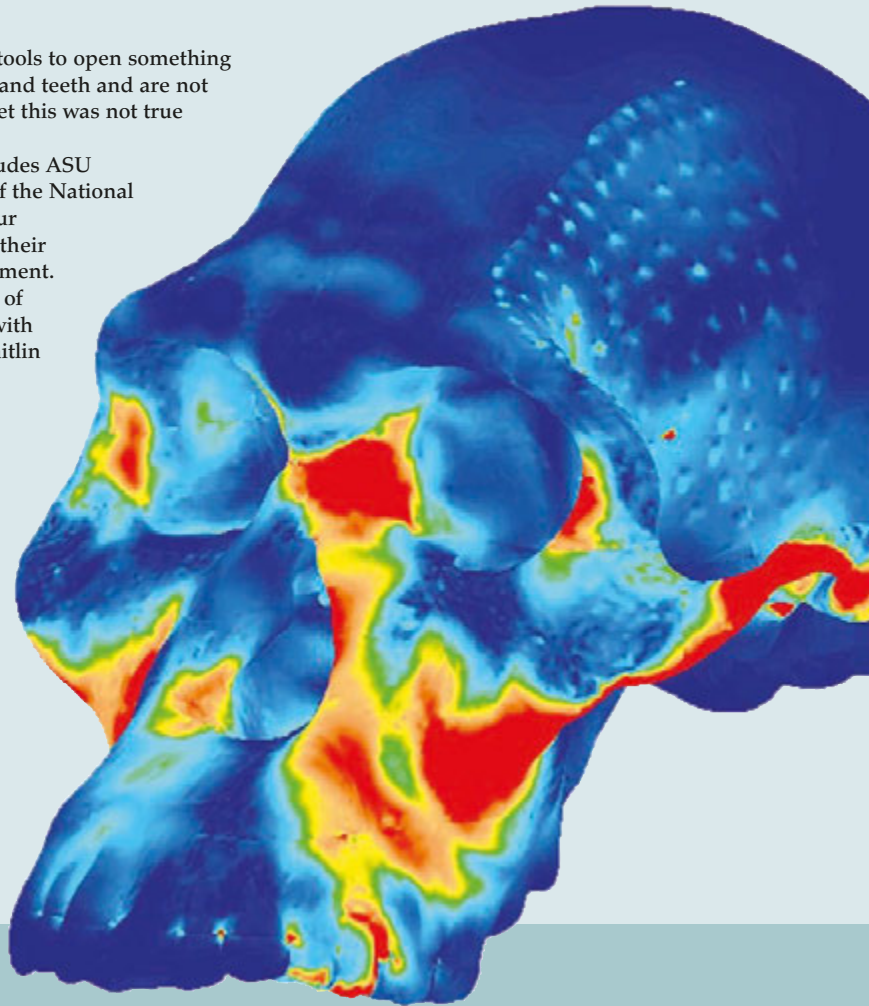
Your mother always told you not to use your teeth as tools to open something hard, and she was right. Human skulls have small faces and teeth and are not well-equipped to bite down forcefully on hard objects. Yet this was not true of our earliest ancestors, say scientists.

New research published by a scientific team that includes ASU researchers in the February 2009 issue of (Proceedings of the National Academy of Sciences) reveals nut-cracking abilities in our 2.5-million-year-old relatives that enabled them to alter their diet to adapt to changes in food sources in their environment.

Mark Spencer, an assistant professor in ASU's School of Human Evolution and Social Change and a researcher with the Institute of Human Origins, and doctoral student Caitlin Schrein are part of the international team of researchers who devised the study. Using state-of-the-art computer modeling and simulation technology, evolutionary scientists built a virtual model of the *A. africanus* skull and were able to see just how the jaw operated and what forces it could produce.

Spencer said the results reinforce "the body of research indicating that facial specializations in species of early humans are adaptations due to a specialized diet." In other words, early humans had to figure out how to eat what was available.

"These 'fall back' foods – hard nuts and seeds – were important survival strategies during a period of changing climates and food scarcity," he added. "Our research shows that early, pre-stone tool human ancestors solved problems with their jaws that modern humans would have solved with tools."



War of the words

Researchers studying counter-radical movements earn inaugural Minerva Award

Arizona State University is one of seven U.S. universities to receive a Minerva award for a Department of Defense research project titled "Finding Allies for the War of Words: Mapping the Diffusion and Influence of Counter-Radical Muslim Discourse." Awards are for an initial five-year period with a five year-option for renewal.

Spearheaded by Mark Woodward, an associate professor in ASU's School of Historical, Philosophical and Religious Studies, the project is funded by the Minerva Research Initiative, a program that focuses on areas of strategic importance to U.S. national security policy. Other universities to receive a Minerva award include Princeton University, San Francisco State University and the Massachusetts Institute of Technology.

The project is a collaborative effort that involves ASU faculty members from religious studies, communication, political science, mathematics, sociology and computer science disciplines. The aim of the ASU project is to describe and track diverse strategies that Muslims in West Africa, Western Europe and Southeast Asia use to counter and thwart the advance of what Woodward terms "Wahhabi colonialism."

"Many in the part of the world I study are becoming increasingly concerned by what they see as an attempt by Middle Eastern groups to use wealth and prestige to establish an exclusivist, puritanical understanding of Islam as the voice of Islam. While this understanding of Islam is not inherently violent, it does, in some cases, provide theological cover for violent extremists," Woodward says.



ASU engineering professor Brad Allenby

ASU's Allenby speaks out on sustainability

Arizona State University engineering professor Brad Allenby will help lead a major international effort to broaden public awareness and understanding of sustainability and the technological and social evolution it is sparking.

Allenby has been named chair of the newly founded Presidential Sustainability Initiative of the Institute of Electrical and Electronics Engineers (IEEE), a leading professional association for the advancement of technology. The IEEE has more than 375,000 members from 160 countries.

The organization's initiative committee is being established with 10 members chosen from around the world for their expertise. The group is to lay groundwork for increasing contributions from the IEEE membership as a whole. Much of the organization's work – from research

on the creation of a "smart electrical grid," renewable energy resources, computers and virtual travel systems – already provides a substantial information resource on sustainability. Allenby came to ASU in 2004. He is a professor in the Ira A. Fulton School of Engineering's Department of Civil, Environmental and Sustainable Engineering. He also is a professor of law and the Lincoln Professor of Engineering and Ethics in ASU's Joan and David Lincoln Center for Applied Ethics. He's considered a pioneer in the field of industrial ecology. He recently was named winner of one of the 2008 U.S. Professors of the Year Awards from The Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Higher Education.



encourage
them to take
the next step

collegiate scholars program

Help your high school student explore academic interests and get a head start so they can be one step closer to their future.

To create a pathway to college for high school senior scholars, we offer a program that enables students to connect earlier with ASU academic programs and university experiences. Encourage your student to take the next step and apply today.

Program offerings:

- more than 120 on-campus courses at all four ASU locations
- more than 60 on-line class options available
- summer enrichment programs for students in grades 9 - 11



Applications available at
promise.asu.edu/csp

Friends for life

The ASU Alumni Association welcomes the following new life members, who joined between December 15, 2008 and April 7, 2009.

Andrew D. Abarca '08 B.S.E.

Mahilani C. Akiona '05 B.A.

◆ Toni L. Allen '75 B.A.E.

◆ William H. Allen '75 B.A.E., '87 M.Ed.

Kathleen F. Ames '07 B.S.W.

Jeremiah G. Art '05 B.S.

◆ Dale P. Ashlock '95 B.S.

Roger B. Baymiller '63 B.A.

James W. Bazan '07 J.D.

Dean J. Benedetto

Preston G. Bigler '99 B.A., '08 M.A.S.

◆ Daniel J. Blanco '96 B.A.

Irene Bloom

◆ Nina Bondarook '77 B.A.

Sherly M. Bonillas '97 B.S.

◆ Alan L. Borhauer, Sr. '82 B.A.E.

◆ Lt. Col. Rachel D. Borhauer '84 B.S.

◆ Guy V. Bork '94 B.S.E., '08 M.B.A.

◆ Cindy L. Brillhart-True '77 B.M., '83 M.B.A.

◆ Scott A. Bringmann '91 B.S.

◆ L. Lee Burklund '49 B.S.

◆ Barbara L. Burton '70 B.A.E.

◆ Gary M. Burton '70 B.S.

◆ Scot E. Burk '87 B.S.

◆ Sandra R. Cail '99 B.S.

◆ Robert L. Campoy '75 B.A.E.

Barb J. Cesarano

Ted M. Cesarano '70 B.S.

◆ Steven R. Chapman '64 B.S.

Alexander J. Cherry

◆ Dale Cillian

◆ Rhonda K. Cillian

Jennifer E. Cole '86 B.S., '07 M.B.A.

Juliana W. Condon '81 B.S., '07 M.S.

Thomas W. Coniam

Sarah M. Cortez '07 B.F.A.

Humberto Cruz '03 B.S.

Sherelle V. Cruz '07 B.S.

◆ Jack S. Davis '82 B.S., '00 B.S.

◆ Sandra A. Day '65 B.A., '73 M.P.A.

Robert A. Degan, Jr.

Kimberlee A. Demaree '07 B.A.

Leah E. Eisen '07 B.S.

Nathaniel C. Eutsler

◆ Randy Filipic '04 B.S.

Jeffrey E. Fletcher

◆ Kurt M. Freund '79 B.S.

Benjamin S. Garcia '07 B.S.

◆ Carlos N. Garcia '99 B.I.S.

Prairie Garcia '02 B.A., '06 M.S.

Lindsey N. Garrett '07 B.A.E.

◆ H. Jeffery George '82 B.S., '06 M.S.

◆ Robert C. Gonzales '73 B.S.

◆ Kevin F. Graven '86 B.S.

◆ Dwayne D. Gremler '80 B.A., '90 M.B.A., '95 Ph.D.

Elaine Groppenbacher '84 M.S.W.

◆ Debra Hagler '05 Ph.D.

◆ James Hagler

◆ William H. Halstead '86 B.S.E.

◆ Shawn G. Harden '99 B.S., '99 B.S.

◆ Gerry Lynn Haskins '70 B.A.E., '71 M.A.E.

◆ Lawrence J. Heckathorn '79 B.S.E.

David Highfield '02 M.S.

◆ James E. Hollansworth '69 B.S.

◆ Roderick D. Holley '70 B.S.E.

Brian T. Indrelunas

Deborah J. Isler '84 B.S.E.

◆ Martha L. Jacobson '65 B.A.E.

Melissa M. Jimro '07 B.A.

◆ Beverly A. Joder-Collier '72 B.A.E.

Bryant K. Johnston

◆ Philip G. Karlin '85 B.S.

◆ Michael Keleher '89 B.S.

◆ Brandy A. Kelso '95 B.S.E., '99 M.S.E.

◆ Gary L. Keyfauber

Kory C. Kober '06 B.I.S.

◆ Andrew Lach '07 B.I.S.

◆ Cary L. Lackey '95 J.D.

Anthony G. Larrarte

◆ Rosemary A. Ledbetter

Brian W. Lee '00 B.A.

◆ Michael L. Lisi, Jr. '75 B.S., '05 M.Ed.

Chase F. Marsh '07 B.S., '07 B.S.

Jonathan W. Mattos '08 B.I.S.

◆ Kevin M. McBreen '85 B.S.

Keely C. McCarthy '07 B.S., '07 B.A.

◆ E. G. Miller '70 B.A.E.

John Milliron

◆ Paula A. Mills '75 B.A.E.

Kristen D. Morse Lee '00 B.A.

Michael D. Murphy '91 B.S.

Narayan Nagendra

Richard E. Napolitano '83 B.S., '88 M.B.A.

Sheryl L. Napolitano '87 B.S.

Heather N. Newsom

◆ Victor A. Nordlund '87 B.S.

Katie L. Oestreich '07 B.S.

◆ Daniel Ortega '83 B.S.

Janice D. Paul '80 B.S.W., '85 M.E.P.

◆ Perry A. Pearson '96 B.S.

Matthew B. Petterson

Jennifer A. Porto

◆ William D. Roach '02 B.S.

◆ Anthony A. Rojas '76 B.S.

Kelly J. Romero

Adriana M. Rosenblum '03 B.S., '03 B.A., '07 J.D.

◆ Michael V. Rosenthal '82 B.S., '84 M.B.A.

◆ Thomas R. Ross '79 B.S., '80 M.B.A.

◆ Andrew C. Rymer

◆ Gail M. Rymer '76 B.S.

◆ Derek J. Schaible '04 B.A., '04 B.S.

◆ David P. Sebesta '03 B.S.

◆ James L. Seeman '62 B.A.E.

◆ Nicole L. Severson '99 B.S., '02 J.D.

Charles R. Shumway '54 B.S., '64 M.A.E.

Scott D. Sifferman '04 B.S.E.

◆ L. Joseph Sandoval '85 B.S.

Vikram R. Shah '08 M.S.E.

Aaron Somers

Erica P. Spiro

Blake R. Sutton

Ann M. Toca '82 B.S.

Joseph B. Todd '06 B.S.

Susan L. Truax '80 M.Ed.

Cary S. Truelick '93 B.A.

Kristie L. Turner '08 B.S.

Srinivas Vadrevu '08 Ph.D.

◆ Jason M. Walker '05 B.I.S.

◆ Christine R. Washington '04 B.S.

Jenna M. Weidman '07 B.S.E.

◆ Diana Whittle '06 M.P.A.

◆ Shannon A. Wilson '87 B.S.

◆ Marie A. Wood '03 B.S.

◆ Thomas R. Wolf '68 B.S.E., '72 M.S.E.

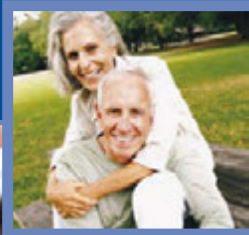
◆ Patsy S. Wright Wissinger '68 B.A.E., '69 M.A.E.

◆ Nicholas E. Yakubchak

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

Show your Sun Devil pride for life. Become a life member or upgrade to the Gold Devil life level at www.asu.edu/alumni or by calling 1-800-ALUMNUS.

THE GREATEST THING ABOUT HAVING A
CHOICE IS THE FREEDOM TO MAKE IT.



Life can be a wonderful adventure at any age, especially when you have the freedom to choose a place to live that will enhance your lifestyle today — and as your needs evolve. Brookdale® Senior Living communities offer unique lifestyles, one of which is sure to meet your needs or those of a loved one.

Call to schedule your visit at a Brookdale Senior Living
community today and stay for lunch.

Brookdale® Senior Living offers over 500 communities in 35 states.

www.brookdaleliving.com



**BROOKDALE®
SENIOR LIVING**

Our People Make the DifferenceSM

CENTRAL

**BROOKDALE PLACE
PARADISE VALLEY**
INDEPENDENT LIVING
PERSONALIZED ASSISTED LIVING
(602) 953-3600

FREEDOM INN SCOTTSDALE
PERSONALIZED ASSISTED LIVING
ALZHEIMER'S & DEMENTIA CARE
(480) 948-6950

WEST

STERLING HOUSE PEORIA
PERSONALIZED ASSISTED LIVING
(623) 583-1704

**FREEDOM PLAZA
RETIREMENT COMMUNITY**
INDEPENDENT LIVING
(623) 876-2416

FREEDOM PLAZA CARE CENTER
REHABILITATION & SKILLED NURSING
(623) 815-6100

INN AT FREEDOM PLAZA
PERSONALIZED ASSISTED LIVING
(623) 815-6160

CLARE BRIDGE PLACE
ALZHEIMER'S & DEMENTIA CARE
(623) 815-6160

PLAZA DEL RIO CARE CENTER
REHABILITATION & SKILLED NURSING
(623) 933-7722

FREEDOM INN SUN CITY WEST
PERSONALIZED ASSISTED LIVING
ALZHEIMER'S & DEMENTIA CARE
(623) 584-2338

CLARE BRIDGE SUN CITY WEST
ALZHEIMER'S & DEMENTIA CARE
(623) 975-4000

EAST

PARK REGENCY
INDEPENDENT LIVING
PERSONALIZED ASSISTED LIVING
ALZHEIMER'S & DEMENTIA CARE
REHABILITATION & SKILLED NURSING
(480) 345-7171

STERLING HOUSE CHANDLER
PERSONALIZED ASSISTED LIVING
(480) 855-7100

CLARE BRIDGE TEMPE
ALZHEIMER'S & DEMENTIA CARE
(480) 777-9334

THE SPRINGS EAST MESA
INDEPENDENT LIVING
PERSONALIZED ASSISTED LIVING
(480) 985-8900

STERLING HOUSE MESA
PERSONALIZED ASSISTED LIVING
(480) 807-6600

TUCSON

CLARE BRIDGE ORO VALLEY
ALZHEIMER'S & DEMENTIA CARE
(520) 544-4300

SANTA CATALINA VILLAS
INDEPENDENT LIVING
PERSONALIZED ASSISTED LIVING
ALZHEIMER'S & DEMENTIA CARE
REHABILITATION & SKILLED NURSING
(520) 742-6242

FREEDOM INN VENTANA CANYON
PERSONALIZED ASSISTED LIVING
(520) 577-6940

STERLING HOUSE EAST SPEEDWAY
PERSONALIZED ASSISTED LIVING
(520) 722-8841

Our People Make the Difference is a Service Mark of Brookdale Senior Living Inc., Nashville, TN, USA.
© Reg. U.S. Patent and TM Office.

PHOM3-RES02-0908



IMMEDIATE AVAILABILITY...INQUIRE ABOUT ALUMNI MOVE-IN INCENTIVES!

Women's basketball team returns to Elite Eight

The ASU women's basketball team made a return appearance in the Elite Eight in 2009, advancing to the regional finals of the NCAA Tournament for the second time in three years.

ASU advanced to the tournament's final eight with a 84-69 victory over Texas A&M. The Sun Devils fell in the quarterfinal round to the undefeated University of Connecticut Huskies, who beat ASU to advance to the national semifinals for the ninth time in the last 14 years.

The Sun Devils survived a tough road to get to the regional finals. After accruing a 23-7 record in the regular season, the team lost star guard Dymond Simon to an injury in the last game of the season against Stanford, and they were beaten in their first game of the Pac-10 tournament.

Arizona State regrouped and beat host Georgia in the opening round of the NCAA tournament. The Sun Devils then went on to upset No. 3 seed Florida State before knocking off second-seeded Texas A&M.

Senior guard Briann January summed up the tournament, and the season, this way after the loss to UConn.

"We definitely had to face some obstacles this year. One thing we can take (with us) is how our team came together and grew so much," January said. "We got so close as a team, and that's what allowed us to be so successful and make a run in this tournament as we did."

The Sun Devil women's basketball team celebrates a victory during the NCAA Tournament (right).



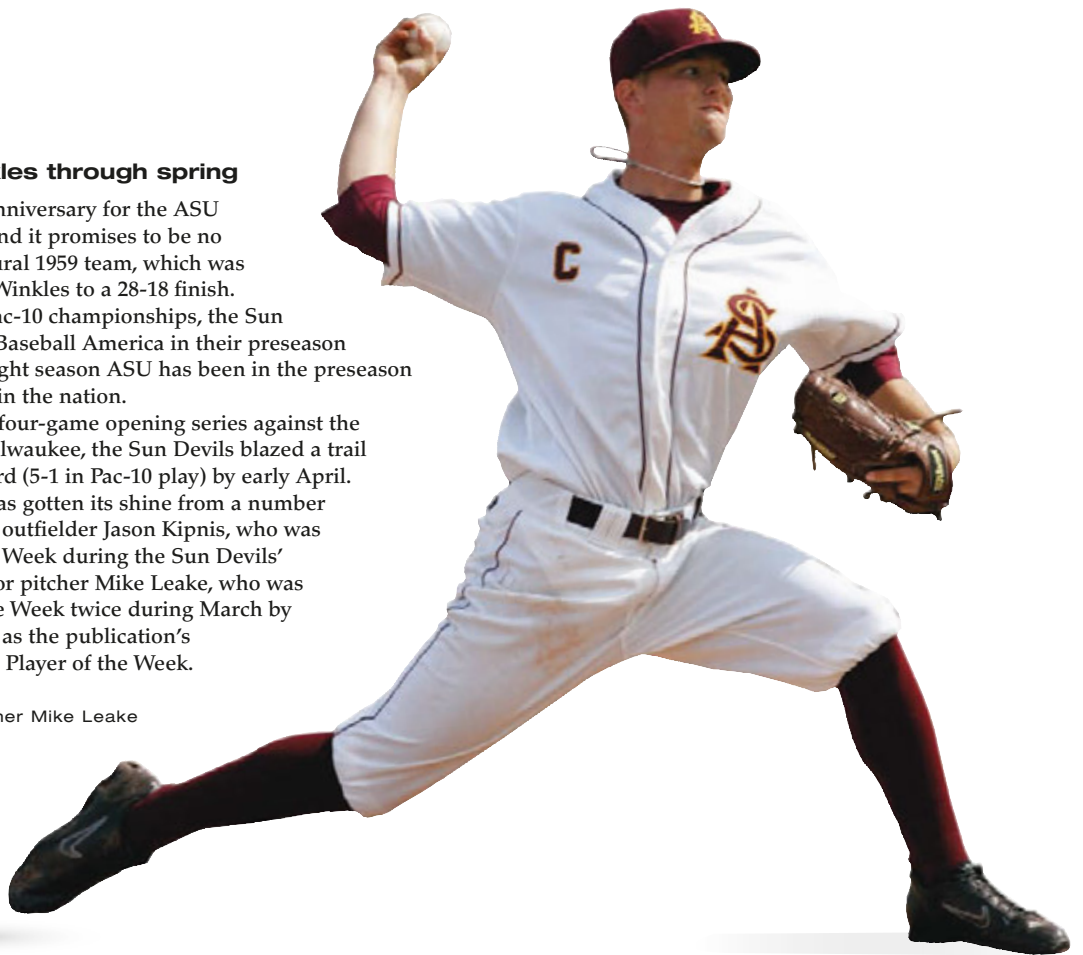
Baseball team sparkles through spring

This season is the 50th anniversary for the ASU Sun Devils baseball team and it promises to be no less golden than the inaugural 1959 team, which was led by Head Coach Bobby Winkles to a 28-18 finish. Coming off back-to-back Pac-10 championships, the Sun Devils were ranked #13 by Baseball America in their preseason poll, marking the 23rd straight season ASU has been in the preseason Top 25 – the longest streak in the nation.

After blasting through a four-game opening series against the University of Wisconsin-Milwaukee, the Sun Devils blazed a trail of hits, rising to a 19-4 record (5-1 in Pac-10 play) by early April.

The Sun Devils season has gotten its shine from a number of players, including junior outfielder Jason Kipnis, who was named Pac-10 Player of the Week during the Sun Devils' opening weekend and junior pitcher Mike Leake, who was named Pac-10 Pitcher of the Week twice during March by Collegiate Baseball, as well as the publication's Louisville Slugger National Player of the Week.

Pitcher Mike Leake



Snyder passes away

Football head coach led Sun Devils to 1997 Rose Bowl

Bruce Snyder, the head football coach at Arizona State University for nine seasons (1992-2000), passed away on April 13 after being diagnosed with cancer in June 2008.

A collegiate head coach for 20 years, Snyder is the second-longest tenured head coach in ASU history, and led the Sun Devils to four appearances in bowl games.

The highlight of his time in Tempe came in 1996 as he guided the Sun Devils to an unblemished regular season record (11-0), including a stunning 19-0 home upset of two-time defending national champion and top-ranked Nebraska. Following the season, the Sun Devils played in their second Rose Bowl, falling to Ohio State (20-17) on a last-minute touchdown.

During his career at ASU, he was voted as the 1996 National Coach of the Year and won 13 major coaching awards, including the Paul 'Bear' Bryant Award. Snyder ended his coaching career following the 2000 season with an all-time record of 126-106-5 (.542).

Snyder, who was 69 at the time of his passing, is survived by his wife, three daughters, a son-in-law, two grandchildren, four sisters and two brothers.

Coach Bruce Snyder in the locker room after winning the Pac-10 title.

Men's basketball gets back in "the big dance"

Members of ASU men's basketball team had plenty to feel good about during the 2009 season, as they made it into the second round of the NCAA post-season playoffs.

This year's Sun Devils, led by Head Coach Herb Sendek, posted 25 wins for the first time since the 1974-75 season, and came within one game of the school record for wins, 26, set in 1962-63. The team stayed in the Associated Press rankings all season for the first time in school history, peaking at No. 14.

After a strong season, the Sun Devils made their first trip to the NCAA tournament since 2003. The team made a strong first-round showing by beating Temple University 66-57, but fell to Syracuse 78-67 in the second round.

ASU's "Sweet 16" finish tasted especially sweet to sophomore James Harden, who

earned Associated Press first-team All-America honors. Harden, who was named as an honorable mention All-American in 2008, becomes the first Sun Devil ever to be named to the AP's first team. Harden also was named the Pac-10 Player of the Year, earned first-team All-American honors from the Sporting News, the United States Basketball Writers Association, CBSSports.com and FOXSports.com, and finished the year averaging a Pac-10 best 20.1 points per game.

ASU's lone senior, Jeff Pendergraph, who earned his bachelor's degree in economics in December in just three and a half years, left the school on a high note. He posted a school-record 126 games played and 120 starts and led the nation in field goal percentage at 66.0 percent.

Softball winds up for pitch-perfect season

Where do you go once you've reached the top? Coming off their victory in the College World Series in 2008, the ASU softball team is answering that question with a variety of standout individual and team performances.

The team began the season with a bang, going 11-1 in their first 12 games. In late March, the Arizona State Sun Devil Softball team swept a Pac-10 weekend for the first time in program history with consecutive run rules. Freshman pitcher Hillary Bach's complete-game 8-0 shutout against the Oregon State Beavers on March 29 propelled the sixth-

ranked Sun Devils to a 31-5 overall record and an astounding 30-0 record in conference play.

Beyond Bach's performance, senior outfielder Kaitlin Cochran continues to set the bar for playing offense. In the same game as Bach's shutout, Cochran surpassed Kara Brun's record for ASU career doubles by claiming her 51st double as a Sun Devil. Earlier in the year, she was named, along with sophomore teammate Krista Donnenwirth, who plays third base, to the pre-season watch list for the Amateur Softball Association of America's National Player of the Year Award.



Photo: Brilee Young



Top Right: Sophomore basketball player James Harden. Above: Senior Kaitlin Cochran (at bat) continues to set the bar for playing offense.

Crow to head Pac-10 CEO Executive Group

ASU President Michael Crow has been selected to serve a two-year term as chairman of the CEO Executive Group of the Pac-10 Conference. Crow's selection to the position, which becomes effective July 1, was announced March 30.

The executive group is comprised of university officials who are responsible for the governance of the athletics conference; it meets two times per year. Crow's focus as chairman will be on helping the Pacific-10 Conference set the gold standard for student-athlete success in academics and competitive sports.



Get ready for the big game at Sparky's Touchdown Tailgates! Join us for this pre-game experience and share in the excitement of Sun Devil football with alumni and fans at the official ASU tailgate. Sparky's Touchdown Tailgates are open to ALL Sun Devils, and members of the ASU Alumni Association receive special discounts. Sparky's Touchdown tailgates include special guest speakers, the ASU marching band, Spirit Squad, Sparky, great food, cheer, lots of maroon and gold, and fun for the whole family! Get ready for ASU football Sun Devil style at Sparky's Touchdown Tailgates! Reserve your tickets today at asu.edu/alumni/stt

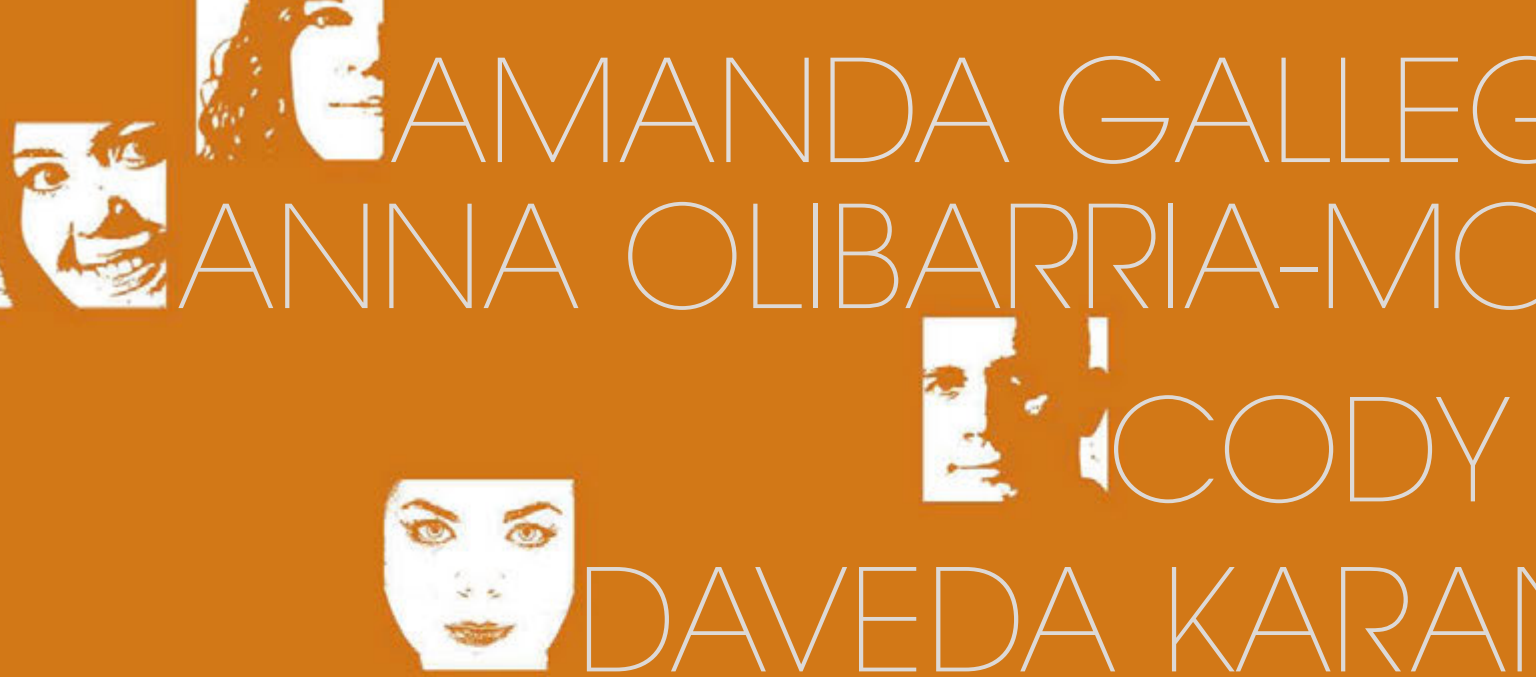


University of Georgia
September 26
Stanford University
October 24
UCLA
November 21

Sponsored by



ASU **ALUMNI**
ARIZONA STATE UNIVERSITY
www.asu.edu/alumni



AMANDA GALLEGGIO

ANNA OLIBARRIA-MC



CODY



DAVEDA KARAN

Today's titans



**Young alumni
already making
their mark on state,
nation, world**

A degree at Arizona State University can lead a Sun Devil just about anywhere: into the classroom to teach elementary-school students, to America's entertainment capitals to sing opera, or to the Middle East to play a key role in a crisis. Our 2009 class of young alumni showcases a wide variety of talented lives and proves that Sun Devil spirit is reshaping the world.



RICK



KIRSTEN WEISS



SH



RAY THOMAS



GOS BEN BLEVINS

DORE DARREN WO

FRIESEN ASHLE

NAS JOHN STEVENS

JOSHUA KELMAN TR

K GOLDEN JUSTIN FIR

RYAN GLIHA SCO

STEPHANIE MOYA

MICHELLE K

HANNON LOUGHRIN HUM

RODNEY COLE

Blood simple

Unlike the detectives on the “CSI” television series family of shows, Amanda Gallegos doesn’t spend her days analyzing bullet trajectories, blood spatter patterns and fingerprints. She treks a lot of miles between the police lab and the courthouse, however, and she sees plenty of blood.

She’s a forensic scientist for the Phoenix Police Department, having worked in its toxicology lab for the past four and a half years. She specializes in DUI cases, analyzing the blood of drivers who are trying to stay out of jail.

Gallegos graduated from ASU summa cum laude with a dual degree in chemistry and justice studies in 2004, capping an active college career with participation in numerous activities. She’d thought she might go to medical school. But after volunteering in the police lab the summer after graduation, she found herself fascinated with toxicology.

Gallegos has testified 175 times in Phoenix Municipal Court about the effects of drugs and alcohol on individuals, holding her own on the witness stand in some of the most adversarial, highly litigated cases in the court.

“I try to be as objective as possible,” says Gallegos, 27. “I’m very analytical and detail oriented. I really like what I do. I look on it as educating a panel of jurors, talking to them to help them understand a concept.”

For relaxation, Gallegos plays full-contact women’s rugby, a sport she took up at ASU. Now she plays forward twice a week with the Scottsdale Lady Blues.

In the courtroom, that competitive streak may well make her as tough-minded as any detective on “CSI.”

By Sarah Auffret





ANNA OLIBARRIA-MOORE

Bio-logical

It may take a village to raise a child, but in Anna Olibarria-Moore's situation, it's taken a virtual village of people to help a smart young girl develop into a scientific researcher.

From her mother's encouragement of a career in the sciences to her now-husband's discovery of a possible research internship, Olibarria-Moore, 26, says she has been blessed with an "amazing series of mentors and supporters" who have pushed her to reach her full potential.

And the "village" concept hasn't stopped there. As a research associate in the Multiple Myeloma Research Consortium Genomics Initiative at Phoenix's Translational Genomics Research Institute (TGen), Olibarria-Moore was part of a collaboration generating a database of genomic information about the plasma cell cancer. "Making this information available to the research community will advance understanding of the disease, hopefully leading to new therapies," Olibarria-Moore explains.

After two years at TGen, Moore became a biosafety specialist with ASU's Department of Environmental Health and Safety, which provides training and monitors compliance with biohazardous material regulations. Among Moore's many tasks includes development of an online biosafety course to increase training options.

"It's interesting being on the other side of research now," she explains. "I may not be at the bench, but I'm happy that the work we do in this department helps others to continue to do research safely."

By Kim Hill



ASHLEA DEAHL

The real Deahl

Ashlea Deahl gets puzzled looks when she tells people what she does. But it doesn't bother the Phoenix Magazine managing editor, who turns 30 this year. "I love my job, have fun with it, and I think my team and I have made the magazine better than it's ever been," says Deahl, who graduated in 2004 with a degree in journalism.

Looking back, Deahl's path to graduation was a bit like an obstacle course. Originally a communications major, Deahl was convinced by a journalism professor to switch majors, so that she could apply for newspaper internships. A pivotal move, it led to her interning with Phoenix Magazine and the Boston Globe.

"The Boston Globe was always my dream paper growing up," recalls Deahl. Her 2004 internship afforded her the opportunity to write in-depth feature articles, front-page stories and music and comedy reviews.

Mixing several ongoing writing jobs with going to school and being diagnosed with multiple sclerosis at 20, she says, lengthened her timeline to graduate. But it did not, however, deter her.

"I always knew what I wanted to do, so I took the right steps to get there," she explained.

Today, Deahl manages her MS with medication, monitors her energy levels and rests when she needs to.

"I don't have the stamina to go out and be as social as most of my peers do, and I've learned to be OK with that," she said. While her body may need more time to rest these days, her mind makes up for it, only gaining motivation for her work and her career.

"Just knowing that I'm doing exactly what I always set out to do keeps me motivated and inspires me to always reach for higher goals."

By Cecile Duhnke

World Wide Worth

After graduation from ASU, Ben Blevins took a job in real estate, found it unfulfilling, and was at loss of what to do next. Through ASU's study abroad program, he'd met Peace Corps volunteers. He was intrigued by the program, but wary of the time commitment.

"The two-year commitment seemed like a very long time," Blevin, 29, admits. "But I convinced myself that the next two years would pass whether I liked it or not, so I might as well do something worthwhile with my time."

Blevins' commitment led to a 26-month tour with the Peace Corps in Ecuador and was provided with a view of the immigration battle that few Americans consider — what happens to those who are left behind.

"In my town of 3,000 people, half of the people were living in the U.S. The material wealth was obvious; many people owned nice houses, cars, even iPods," he explains. "But the social cost was high. Some children were being raised by elderly relatives because the kids had not seen their parents in over 10 years. Children were committing suicide from depression."

Even with his town's relatively high standard of living, the Peace Corps assignment was hardly a cushy one for Blevins. In his first village, he slept on the ground. Water was only available for part of each day. And despite being considered one of the healthiest volunteers during his commitment, Blevins found himself afflicted with parasites and rashes during parts of his stay. Despite the challenges, he was able to help local citizens plant more than 10,000 indigenous trees to fight erosion, taught HIV/AIDS awareness and nutrition classes, and worked on side projects that included gardening, creating murals, tree pruning and producing paper and soap.

Today, his tour in the Peace Corps completed, he's a graduate student in international relations at Aberystwyth University in Wales. He credits his foray into global issues to his experiences with the Peace Corps.

"The Peace Corps made the idea of living and working abroad a plausible reality," he says. "It was an experience that helped me discover a bit more of who I am and what I have to offer. I wouldn't trade it for anything."

By Kim Hill





CODY FRIESEN

Renewing his energy

At 30, Cody Friesen already has made his mark in the emerging field of renewable energy. Two years ago he started a company that produces ultra high-density, low-cost renewable energy storage – a metal-air fuel cell that can store wind and solar power all day, discharging it at peak demand times. Fluidic Energy already employs 24 people, many of them engineers and Ph.Ds, and the company just moved into a 16,000-square-foot building.

Friesen also leads an 11-member research group as an assistant professor of engineering in the ASU School of Materials, working on alternative energy research. Already he has won a National Science Foundation CAREER award for young scientists and has brought in a U.S. Department of Energy grant, among other funding. He also teaches, helped rewrite the ASU curriculum for materials engineering, and does outreach with science teachers working with the White Mountain Apache Tribe.

He's an intense, creative guy. "I'm a serial entrepreneur," says Friesen, who received a B.S.E. from ASU in 2000, before going to M.I.T. for his doctorate. "What attracted me back to ASU was Michael Crow's vision of entrepreneurial faculty, taking research and spinning it out of the university setting to create jobs. There's an opportunity here to have a huge impact."

Friesen has had seven patent disclosures to date and has raised substantial research contracts that support students. The head of his department, who put him up for tenure a year early, thinks he'll do great things.

"I'm here for the long term," says Friesen. "What we're doing is really transformational."

By Sarah Auffret

DARREN WOODSON

Running man

When Darren Woodson arrived on campus at Arizona State University, no one would have bet on him becoming a successful businessman.

Great football player? Sure. After starring for the Sun Devils, Woodson played 13 seasons for the Dallas Cowboys, won three Super Bowls and was selected to the Pro Bowl five times. Since retiring in 2004, he's worked for ESPN as a football analyst.

But he's also the vice president of business development for NeXplore, an Internet search company.

Not bad for a guy who showed up at ASU without anything resembling study habits, whose best friend in high school would soon go to prison.

"I came in as a kid from the Maryvale area," Woodson, who now lives in Dallas, said. "I don't think I was as well-rounded a person. I was pretty much in my own little world on the west side of Phoenix."

His coaches, including Lovie Smith, then the ASU linebackers coach and now the head coach of the Chicago Bears, helped turn Woodson around.

"It was more than just football," Woodson, 40, said. "He was a guy who really helped me as far as becoming a man. I didn't have a father figure in my life. He was the guy who took on that role for me. ... I matured in a one-year span. I became a totally different person."

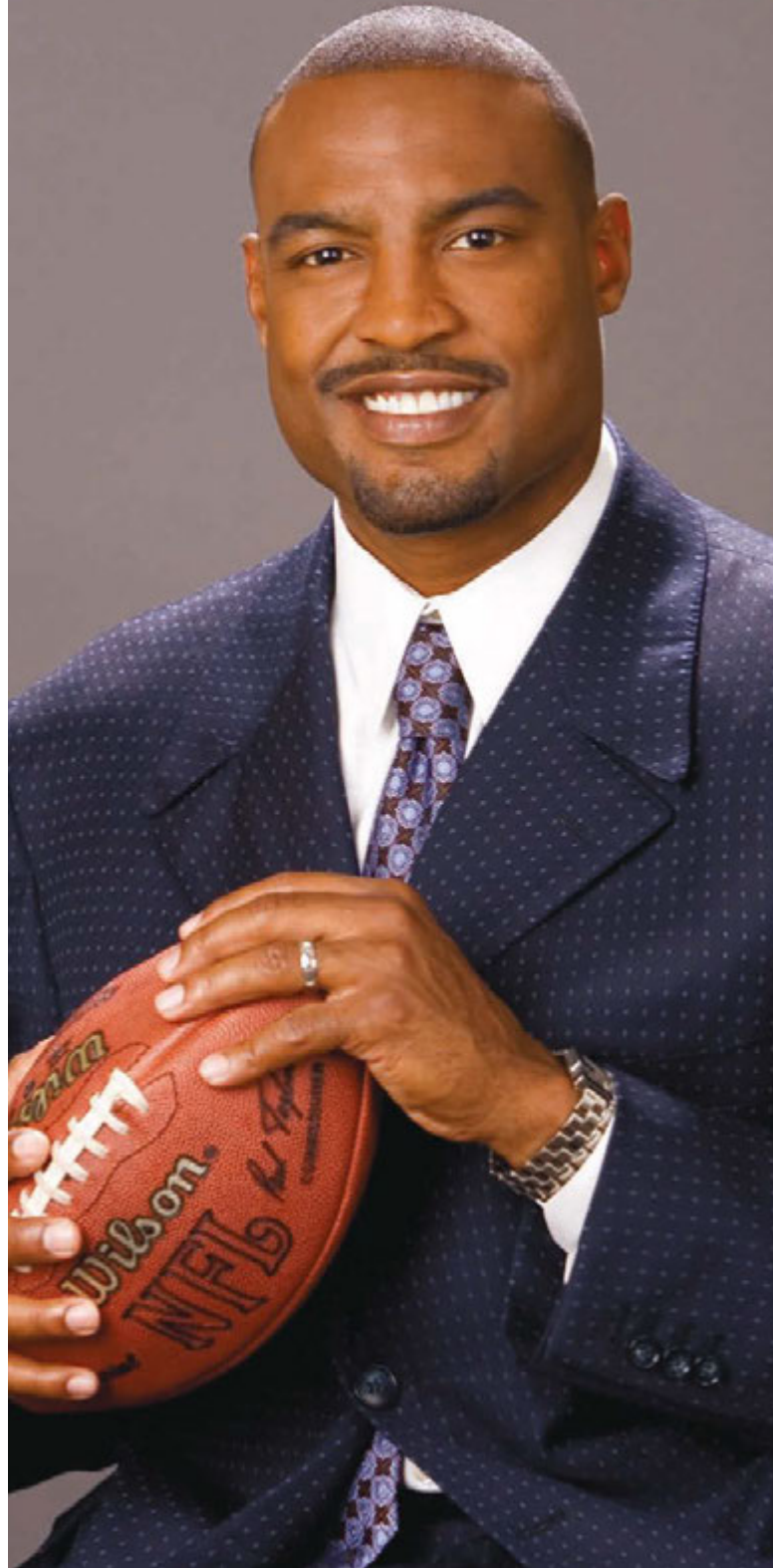
The search-engine business is a highly competitive game. It's one that football prepared Woodson well for – on and off the field.

There was then-head ASU coach Larry Marmie's mandatory 6 a.m. study hall, for instance. Missing that event had consequences, he noted.

"If you missed study hall, you'd be running ALL DAY," Woodson said, laughing.

He's still running, only now it's from one opportunity to another.

By Bill Goodykoontz



DAVEDA KARANAS

Diva on the rise

Daveda Karanas, winner of the 2008 Metropolitan Opera National Council Auditions and a recipient of the Marilyn Horne Foundation 2006 Encouragement Award, is enjoying a meteoric career path through the intensely competitive world of opera. But the 29-year-old says she has a soft spot in her repertoire for one particular composer—Giuseppe Verdi.

"I would love to sing all the great Verdi mezzo characters," says Karanas, who has had roles in Verdi's "Suor Angelica" and "Il Trovatore." "The crazier they are, the more I'm attracted to them."

Crazy or not, the mental stability of Karanas' characters have had little impact on critical perception of the diva's singing, which is phenomenal. James Keolker of the San Francisco Classical Voice has praised the Mandeville, La., native for having "sculpted her large golden voice with glistening beauty," while Joshua Kosman of the San Francisco Chronicle noted that her voice possessed a "capacious power and vaunting athleticism."

Karanas, who debuted last October with the San Francisco Opera as Mamka in Modest Mussorgsky's "Boris Godunov," says that her teaching assistantship at ASU during her master's degree program and the combining of numerous performances with intensive studies have led her to look back on her Sun Devil experience with fondness and gratitude.

"So many faculty members helped and inspired me," she says.

By Oriana Parker

Mary Soti Photo



Putting the business in show business

Are you smarter than a 5th grader?

If you're reading a university alumni magazine, it's a fairly safe bet. But are you smart enough to come up with a game show based on the concept, call it "Are You Smarter Than a 5th Grader?" and see it become a success?

John Stevens is. The Arizona State University graduate is one of the executive producers of the Fox network show, hosted by Jeff Foxworthy, in which contestants are asked questions taken from textbooks. (That's harder than it sounds.)

It's not Stevens' first show. He's also been the executive producer for the "Mandy Moore Show," "Redneck Dreams" and "Busted," among others.

Yet when he was at ASU, Stevens wasn't working behind a camera. He was a business major – a choice for which he's grateful. Television is, after all, first and foremost a business.

"For me, the idea in business school, of taking concepts and deconstructing them and figuring out how they work ... prepares you for the real world better than any other degree," he said.

Stevens, 37, is a founding partner of Zoo Productions, based in Los Angeles, which produces "5th Grader." He sold commercial real estate after graduating, but memories of an internship on "Late Show with David Letterman" brought him back to TV.

While ASU's image as a "social" school in decades past is something some might seek to downplay, Stevens doesn't. He saw it as an opportunity.

"I think the social climate at ASU, the number of people and types of people all over the country I got exposed to was really good training to prepare me for the business world," he said. "It was the perfect place for me."

By Bill Goodykoontz



JOSHUA KELMAN

Live-action hero

The exhilaration of being in front of a live camera under the hot lights of a TV studio seeped into Joshua Kelman's blood at an early age. His appearance on Phoenix children's television program, "The Wallace and Ladmo Show" – and winning a Ladmo Bag – when he was 10 set the stage for his future success.

"I was hooked on electronic media long before I knew there was a career in it for me," admits Kelman, who is a 2001 graduate with a B.S. in Broadcast Journalism and an award-winning FOX Sports Arizona producer.

His parents' video camera played a key role in the development of his passion for TV production. "I started playing around with that (camera), and my passion just grew and grew," he continues. "By high school, I was editing highlight videos, cutting commercials, campaign videos – you name it!"

By the time he landed at ASU, Kelman's propensity for educating and entertaining people was full blown. Continuing to enjoy his time in front of an audience, he joined ASU's resident comedy troupes, the Farce Side Comedy Hour and Barren Mind Improv.

"It was undoubtedly my favorite on-campus experience at ASU," said Kelman, 31.

After he graduated, FOX Sports Arizona hired him to produce the Sun Devil Insider newsmagazine show, eventually transitioning him to produce original programming for the sports department. Kelman has created two new shows in the last year – the weekly Devilball with Herb Sendek and Planet Orange Primetime – and picked up two regional Emmy Awards along the way.

Even though Kelman left ASU eight years ago, he credits his alma mater for many opportunities he wouldn't have had otherwise: studying abroad, interning with the Arizona Diamondbacks, and last but not least, meeting his wife, the former Christy Naumann '06 B.A.

"ASU opened – and continues to open – a lot of doors for me," Kelman said.

By Cecile Duhnke





JUSTIN FIRESTONE

Jet setter

A serial entrepreneur whose BlackBerry is jammed with the numbers of A-listers in sports, entertainment and business, Justin Lee Firestone is flying high as the founder and CEO of Asia Jet Partners, a private aviation service based in Hong Kong.

A veteran of the industry, through stints with Marquis Jet/NetJets as well as Sentient Jet in the United States, Firestone recognized the potential for growth in the Pacific Rim.

"The number of private jets at the Hong Kong airport has grown 20 percent each year for the past five years," he said.

Firestone's company provides the convenience, privilege and services of private ownership through a pre-paid jet card program. "In the simplest terms, it's like a debit card," explains Firestone, who's been named by Elite Traveler magazine as a "leader in luxury" and was honored by Sports Illustrated as one of the top 30 marketing executives in America. "A client tells us where he or she wants to go and when, and we arrange all the details and the exact cost for that trip. The card is then debited for that amount."

A Miami native, Firestone, 31, learned the value of connections early on. As the Miami Heat's visiting team's locker room attendant, Firestone came to know Phoenix Suns players Kevin Johnson and Charles Barkley when the Suns played the Heat.

"They were kind enough to introduce me to Jerry Colangelo, who gave me a job with the Suns so I could work and go to ASU," said Firestone, whose brother lives in Tucson. "When I was with NetJets, Jerry was to be inducted into the Basketball Hall of Fame. We had the 737 available rather than the smallest jet that had been ordered, and so I arranged for Jerry to fly on our finest and largest aircraft. Once the complimentary upgrade was confirmed, I put a handwritten note for Jerry on-board the plane that just read 'thanks.'"

By Kim Hill

Road to recovery

Mental illness and violence existed under the same roof as Kirsten Weiss did while she was growing up. They were difficult to ignore for the ASU grad, who is now director of education and training at Phoenix's Recovery Empowerment Network.

"I had felt powerless as a child and decided that when I grew up I would work to help those that were powerless, as well, be they children or adults," recalled Weiss, 30, who received a master's degree in social work in 2007 with a minor in law.

Exactly how that experience would manifest itself in her professional life was initially unclear, and she rejected the social work path handily. "I don't want to work for CPS and take people's children away," she recalls saying to her sister, who is also a social worker.

Not only did she have to overcome her initial misgivings about the field of social work, she was forced to look at herself in the mirror repeatedly during that time. Prior to that point, Weiss had almost gotten to the end of her coursework without taking a single class relating to mental health. By the end, it was unavoidable — and ultimately fortuitous.

She needed one elective and the only class that would work was an evening mental health and recovery class, she remembers. "I tried to rework my schedule for days before registration, so that I wouldn't have to take the class. Needless to say, I ended up in the class, and it ... changed my life. I found answers, comfort and peace during that class."

Today, she helps clients with mental illness travel down their own paths toward employment and self-sufficiency by teaching recovery support training classes and developing recovery-based curricula.

And once again, she has found peace.

"The area of domestic violence has always been a passion of mine, but never in a million years did I think I would work in the field of mental health," Weiss said.

By Cecile Duhnke



Law provides finishing glaze to business idea

Two years after receiving her law degree, Michelle Kort opened the doors of As You Wish Pottery with two key components for success already in place: a ready-made market and an upscale Scottsdale locale. The idea was simple: take families, provide them unfinished pottery, gather them around a kiln, and encourage them to explore their creativity.

As You Wish soon grew to include several thriving Valley locations, reaping the benefits of walk-in traffic and generous word-of-mouth recommendations. Happy customers enjoyed the store's magical way of bringing people together for birthday parties, bridal showers, corporate events and giving them something fun to do.

In addition to having a well-researched business model, Kort, 40, ascribes her retail success to her experience in commercial litigation.

"Law school taught me to see problems realistically from all different angles," she says. "I had confidence in my ability to understand leases, negotiate with the landlords and vendors, and solve many overall business issues."

Her exposure to the creative interests of her contract law professor, Charles Calleros, also inspired Kort to think about how to use her legal training outside of the courtroom.

"Charles plays in a band and has performed as a Flamenco dancer," she points out. "This showed me it was okay to pursue other interests and use my law degree to implement the right opportunities."

Kort sold As You Wish Pottery approximately 18 months ago and has been consulting for a New York company while exploring other ideas. Whatever her next idea turns out to be, you can be assured she'll be fired up about it.

By Oriana Parker



Spreading the teaching bug

Ray Thomas is the kind of teacher children never forget. When his fifth-graders are launching rockets, he cheers them on, steadying the tripod, once getting hit in the chest by an errant cylinder. When they learn fractions with M & Ms, he eats as much as the students.

And when he reads a story he whispers and yells, changing his voice for each character.

"If I'm bored, the kids are bored," says the Cordova Middle School teacher. "So every day I try to create an environment where it's fun, where the kids want to be there."

Thomas, 34, won an exemplary teacher award in the 2004 Rodel Teacher Initiative, the first year the program began giving \$10,000 savings bonds to outstanding teachers in low-income schools who would then mentor student teachers. Now he's the first participant to come full circle, as a teacher that he has been mentoring won the Rodel award this year.

Having grown up in Bisbee and attended a school on the Arizona-Mexico border, Thomas enlisted in the Air Force after high school and later worked as an electrician. His wife taught fourth grade after graduating from ASU, bringing home stories about the kids each night. Soon he volunteered in her classroom and was bitten by the bug.

In December 1999, he earned an ASU degree in elementary education, stepping into his current teaching position the following month. He's known for his ambitious class projects, such as building greenhouses and bringing cow hearts to school. He can't imagine having a better job.

"I have friends who don't like what they do," he says. "I get to make a difference in the life of a kid every day. What could be better?"

By Sarah Auffret





RICK GOLDEN

Quite a sight

The three-pound baby isn't supposed to be in surgery. He's supposed to be safe inside his mother's womb, not ready to be born for another two months.

But premature infants are born every day, and sometimes they need laser surgery or other treatment for retinopathy of prematurity, a potentially blinding condition. That's when Dr. Rick Golden of Columbus, Ohio, steps in.

As a pediatric ophthalmologist, Golden, 34, treats children and infants, including preemies, for amblyopia (lazy eye), ocular misalignments, congenital cataracts, congenital glaucoma, and other conditions or disorders.

"The way the eye works has always fascinated me, and the delicate and intricate nature of ophthalmic surgery appeals to my perfectionist side," Golden explains.

Telling new parents that their baby is blind is always horrible, but Golden says he can help most of his patients, and that the majority of his cases result in happy endings.

"I like working with kids not only because there is such a tremendous potential to impact the quality of their lives," he said, "but they also present constant challenges with respect to diagnosing various problems since they are not often able to communicate their symptoms due to their age or developmental delays. And, they are a lot of fun."

A Phoenix native, Golden majored in zoology at ASU. He credits the Leadership Scholarship Program with helping him build the confidence to follow his dream of becoming a physician. Today, Golden helps others fulfill their dreams as a clinical assistant professor of ophthalmology at The Ohio State University College of Medicine.

By Kim Hill

RODNEY COLE



Green as a matter of course

What would be more fun, building golf courses or playing on them?

Why not both? That's what Rodney Cole does – for a living.

Cole, 40, is a Class A-16 PGA Professional, a status that recognizes him as both a playing pro and a golf-course architect. He recently became a partner in Bunker Hill Golf, which has offices in Texas, Kansas and Tennessee.

"We have some exciting new projects on the books," he said, "and our approach to business is unique, as well as complete."

Unique is key. Things have changed when it comes to golf-course design, as cities and municipalities have realized that they can't use unlimited amounts of water to keep the greens, well, green.

When Cole was at ASU, the city of Scottsdale implemented a policy that limited the amount of irrigated turf on new courses. His degree in landscape architecture and land planning helped him tackle the challenges – a good thing, since a lot of places have similar requirements now.

"We embrace this type of environmentally sensitive approach in all of our work," Cole said. "ASU helped me appreciate that we all have a responsibility to the environment, and that our work is important to future generations."

Cole's route to ASU was somewhat circuitous. He worked as a golf pro before returning to school at 28. He found the experience exhilarating. Even if the courses he took weren't specific to golf, "ASU professors were always very supportive of my aspirations and passion and understood my love for the game and the business of golf, as well as education," he said. "They inspired me indirectly to go after my dreams."

By Bill Goodykoontz



RYAN GLIHA

Ambassador of empathy

Ryan Gliha was working in his United States embassy office in Yemen last September when terrorists attacked, setting off car bombs just outside the gates and killing 16 people. As public affairs officer he went into crisis management mode, gathering information about the attack and fielding phone calls from around the world, explaining that the United States wouldn't leave Yemen.

Two years earlier, he was a cultural affairs officer in Lebanon when war broke out between Hezbollah and Israel. He put aside his role overseeing exchange programs for Lebanese youth and swung into action to coordinate the evacuation of more than 1,500 Americans in small helicopters, a handful at a time.

Before that, he was a unit chief at the U.S. consulate in Jeddah, Saudi Arabia, which was under critical threat as ground zero for a major Al Qaeda thrust in that country.

It's a long way from Gliha's days as a religious studies major at ASU, where he graduated in 1998. But in the field of diplomacy, Gliha says he uses the skills he learned at ASU every single day.

"A religious studies degree is like a degree in empathy," he says. "You learn how people view themselves and the world, and how this affects behavior. That's a very important skill to have, seeing the other side and predicting what will happen."

Gliha, 31, speaks Uzbek, Persian, Arabic and Turkmen. He was finishing his master's in Islamic Studies at the University of Pennsylvania when the 9/11 attacks occurred and his career plans changed.

"I recognized I could spend the rest of my life as an academic, influencing a few people, or I could bring my skills and expertise to help my country," he said.

By Sarah Auffret



SCOTT SOMERS

Making cities slicker

Let's face it, in a faltering economy, when a new city manager takes over he has to hit the ground running – and some cities require a longer run than others.

"I've been running for two months," said Scott Somers, an Arizona State graduate who recently took over the city manager post in Reedsport, Ore. "I'm totally out of breath. It's amazing how many issues a small town can have."

Somers, 41, moved to Reedsport from Savage, Minn. He had spent more than five years in the upper Midwest, but the Arizona native, who also lived in Oregon growing up, wanted to return to his West Coast roots. He has family living in Oregon, as well.

"It felt like it was time for me to take a leap, the leap from being an assistant to being the manager," Somers said. "Reedsport felt like a good fit. It was a good size for starting off."

Somers majored in social work at ASU, then went to a certain school farther south for graduate work in public administration. But he thinks the skills he developed at ASU serve him well when he's trying to meet the challenges of running a city, which, unsurprisingly in the current economy, include budget concerns.

"I work with the public, different populations, different socioeconomic levels, counseling skills, communications skills, research and statistical skills – all those things were taught in social-work classes," he said. "I think my social-work schooling did provide a great foundation."

By Bill Goodykoontz

SHANNON LOUGHRIN HUNT

Plucky charm

Hunting for a job after graduation, Shannon Loughrin-Hunt spotted a job advertisement for Star Magazine and hopped on a plane to New York. Told she wasn't qualified but impressed by her obvious initiative, the tabloid's editor gave the plucky novice a chance. If she did well on a speculative story, she was in.

Loughrin-Hunt proceeded to nail a great story in Toronto, which was picked up by news outlets around the country. Hired the next day, she said she experienced what she characterized as a constant adrenaline rush working for the publication – “you'd get a phone call in the middle of the night and fly off to someplace like Paris” – for the next five years.

Determined to stay in the New York City area after Star Magazine relocated to Florida, Loughrin-Hunt freelanced for several months before accepting a full-time job at Woman's World. Now, rather than flying around the world, the editor explores the world from her home office, telecommuting from Lebanon, N.J., where she lives with her husband and three-year-old son.

As special features editor, Loughrin-Hunt brings more than eight million readers up to speed on such subjects as organizing one's life, entertainment, cooking and nutrition. It's a tall order, but one that she says her activities at ASU prepared her well for.

“Being around that kind of motivation to succeed encouraged me to take advantage of opportunities I normally wouldn't have had the courage to try,” said Loughrin-Hunt, 36.

By Oriana Parker



STEPHANIE MOYA

A Recipe for Success

Stephanie Moya has been obsessed with food since she was a child — in a good way.

A competitive gymnast as a youth, Moya noticed that eating certain foods resulted in more energy and better concentration during meets. Her nutritional expertise and impressive ambition have taken her all the way from the gym to Phoenix's Carl T. Hayden Veterans Administration Medical Center, where she is chief of hospitality and food service.

"Nutrition piqued my interest at a very young age," says Moya, 30, who holds a master's degree in human nutrition. Her health-conscious mother's values blended with her own interest in nutrition, creating a stew of passion for the subject that continued bubbling throughout high school and college.

While at ASU, Moya completed a dietetic internship with the VA hospital, graduating in 2004 and immediately going to work for Phoenix Children's Hospital. That didn't last long, as she hopscoched to Scottsdale Culinary Institute that fall, then returned to the VA in 2008 as a training dietician. There she flexed her training muscle, offering education on everything from food safety to stress reduction.

Moya's days start early, with her department charged with serving healthy meals from 5:45 a.m. to 8 p.m. seven days a week to approximately 200 people on site. She spends much of her time in meetings, training and then more meetings.

Outside of work, Moya loves to hike, catch dinner at one of her favorite restaurants (which include Postino or Ticoz) or — surprise — cook for her friends.

However when she's exploring her culinary interests, Moya admits she has at least one ulterior motive.

"I wish to encourage those around me — whether it is family, friends, co-workers or patients to be more engaged in what they put into their bodies," she said.

By Cecile Duhnke





TROY GAMBLE

Miles ahead

If Troy Gamble calculated the miles he's racked up over the past two decades, chances are planet Earth was circled several times. At 21, the Washington State University student interrupted his education to serve in the Persian Gulf. According to Gamble, the Navy helped him learn how to improvise, develop a greater sense of urgency, and pay attention to detail.

Returning as a highly decorated veteran, Gamble sought to complete an undergraduate degree in international business and marketing. He also managed to work part-time for a Chinese foreign trading corporation.

"I would try to broker deals via fax (e-mail was not prevalent) in the middle of the night," he says.

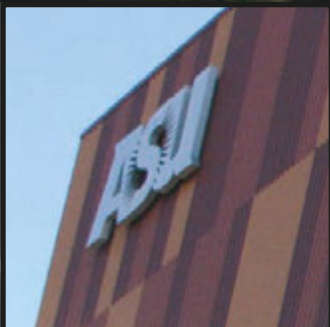
After those kinds of challenges, little wonder Gamble quickly became a top Icon/Canon US sales person following graduation. Eager to gain international business experience, he worked in Korea, Japan and China during the Asian economic crisis.

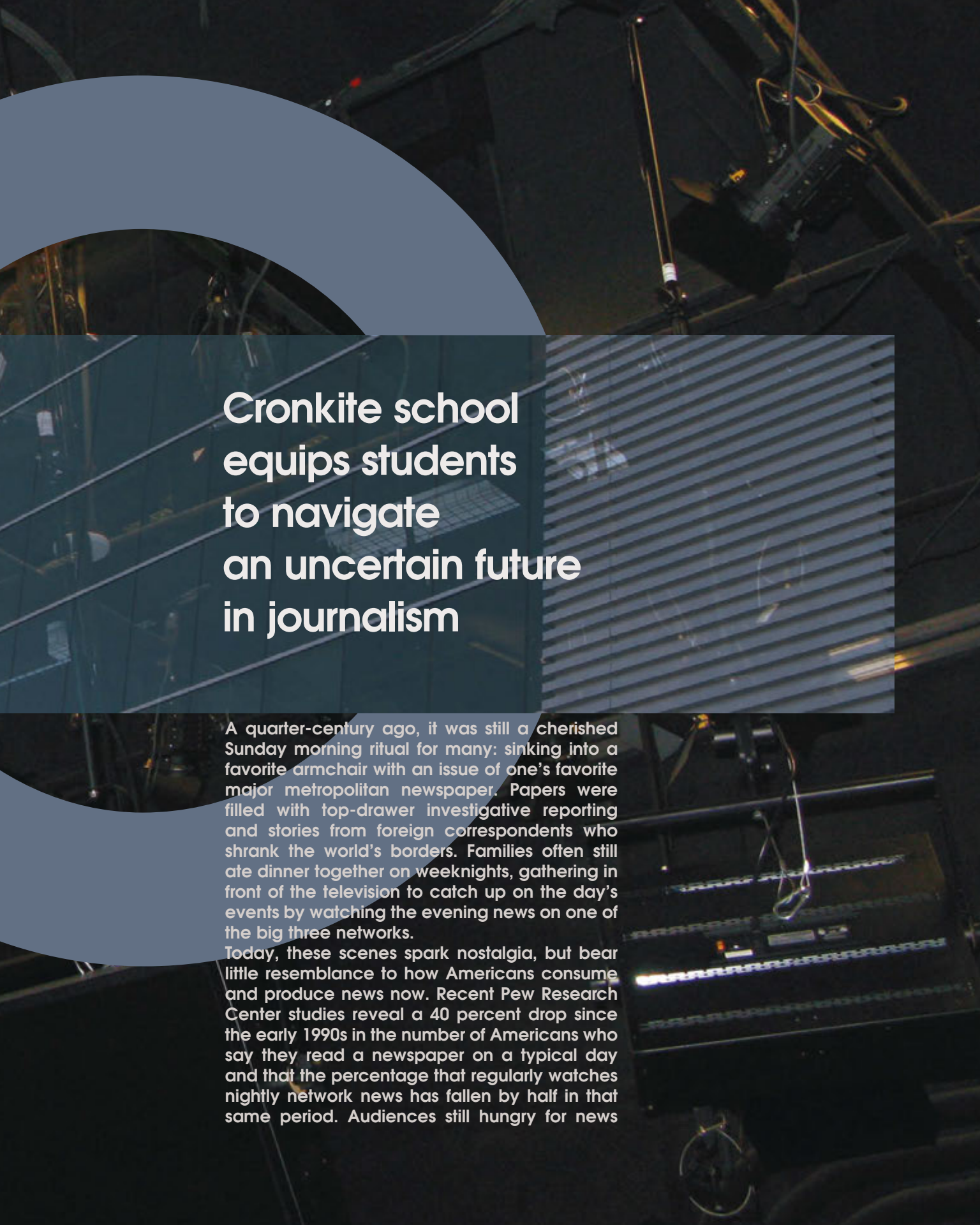
Interested in pursuing a general management career, Gamble decided to round out his skills and seek an MBA specializing in Supply Chain Management. After graduation, he joined Honeywell and was responsible for operations in 11 countries located throughout the Middle East, Africa, India, Asia and the United States.

The 40-year-old currently lives in Central Florida, where he is CFO for Sun Orchard, a premium juice company with operations in California and Arizona. If the past is any indication of the future, Gamble will continue to pile up those frequent flyer miles.

By Oriana Parker

BRAVE NEW MEDIA





Cronkite school equips students to navigate an uncertain future in journalism

A quarter-century ago, it was still a cherished Sunday morning ritual for many: sinking into a favorite armchair with an issue of one's favorite major metropolitan newspaper. Papers were filled with top-drawer investigative reporting and stories from foreign correspondents who shrank the world's borders. Families often still ate dinner together on weeknights, gathering in front of the television to catch up on the day's events by watching the evening news on one of the big three networks.

Today, these scenes spark nostalgia, but bear little resemblance to how Americans consume and produce news now. Recent Pew Research Center studies reveal a 40 percent drop since the early 1990s in the number of Americans who say they read a newspaper on a typical day and that the percentage that regularly watches nightly network news has fallen by half in that same period. Audiences still hungry for news

A photograph of Christopher Callahan, Dean of the Cronkite School, sitting on a stool in a news studio. He is wearing a dark suit, a white shirt, and a red patterned tie. His hands are clasped in his lap. In the background, there is a large screen displaying a fiery, orange and red image, and various pieces of studio equipment are visible.

CHRISTOPHER
CALLAHAN

Dean of the
Cronkite School

*"At the
Cronkite School,
we're not trying
to catch up
to the industry,
we're trying
to lead where
it's going."*

now often satisfy that hunger with a growing number of cable news channels and the Internet's endless array of news sites, bloggers and social networks such as Twitter.

In 1984, Arizona State University upgraded its Department of Journalism and Telecommunications to a school of journalism and named the program in honor of the legendary American broadcast journalist and long-time CBS Evening News anchor Walter Cronkite. In the quarter-century since the school, now known formally as the Walter Cronkite School of Journalism and Mass Communication, opened its doors, the profession has experienced monumental changes, both in terms of the technology used to deliver the news and consumption patterns by its readers and audiences.

Business blues

The news media generally, but particularly print journalism, has had a difficult time adjusting to the rise of the Internet and other shifts in media technology and consumption, according to Callahan, who is also author of "A Journalist's Guide to the Internet."

"The media is an industry that wasn't looking ahead of the curve at what was coming," Callahan said. "In the past, the newspaper industry in particular was very comfortable with very large profit margins using the same economic model, while investing very little in research and development."

As online news became a competitor for readers' attention, newspaper and magazine executives bought into the notion that an ad-supported Web was the future and also began supplying online content free of charge. But in the fourth quarter of 2008, Web advertising sharply declined.

The effects of this financial implosion have been immediate and painful. The Web site Paper Cuts, which monitors closures of newspapers worldwide, reported that since January 2008, more than 120 U.S. newspapers have shut their doors, taking with them more than 21,000 jobs.

New ways of telling stories

One path out of this seeming media apocalypse involves embracing producing news specifically for online audiences and that means rethinking a journalist's basic storytelling kit.

Jody Brannon, who has held editing positions at MSN.com, USATODAY.com and washingtonpost.com, heads up an experimental digital media program at the Cronkite school called the News21 Initiative. The initiative, funded by a \$7.5 million grant from the Carnegie Corp. of New York and the John S. and James L. Knight Foundation, includes "incubators" at 12 leading universities across the country.

Brannon sees her role as preparing the next generation of reporters to become what she calls "technologic journalists."

"Journalists will have to be very technologically savvy, but they'll also have to be logical and to understand what is the best way to tell the story," she said. "Sometimes it's through audio, sometimes it's very visual, sometimes it's complicated and needs to be explained through words, or maybe a graphic."

"At News21, our goal is to make quality journalism that's fun and rewarding to consume. Quality journalism depends first and foremost on the basics of exceptional reporting. But another key is recognizing the best manner to present your information for your user. There will be times when you have to craft your story differently for the different media."

Students develop in-depth multimedia projects through the News 21 Initiative that stretch the use of the digital medium.

"I tell the students, 'Go make something. Play with it. Push it,'" Brannon says. "Then we come back and talk about what it can do, what it can't do and what they would have liked to have done if they had the ability. In a round about way, it tells the story about what every digital worker faces."



(top) A view through the camera in the Cronkite NewsWatch studio.

The NewsWatch, a student-produced newscast, is broadcast locally on KAET/EIGHT Digital and ASUtv.

(bottom) The Cronkite News Service is a converged print/online newsroom for advanced students, who produce story packages on government and public policy issues that win play in news outlets statewide.

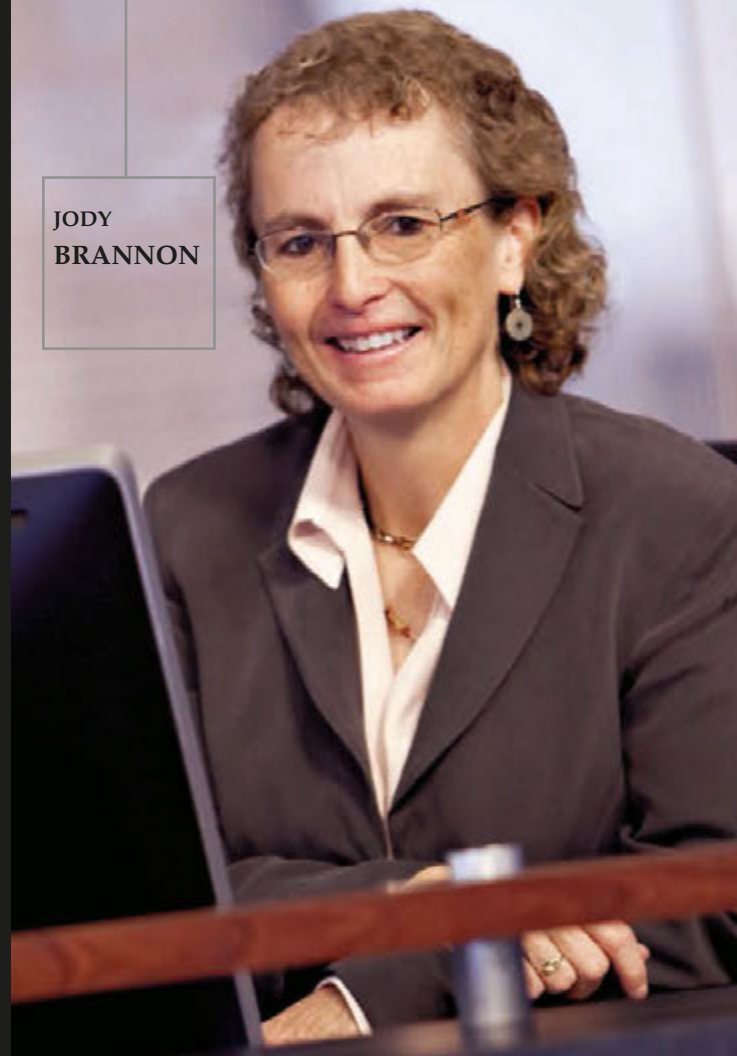


JOSH
SPRAGUE

KAHLEY
EMERSON

"Journalists will have to be very technologically savvy, but they'll also have to be logical and to understand what is the best way to tell the story."

JODY
BRANNON



KEY MOMENTS IN CRONKITE HISTORY

1984 ASU's Department of Journalism and Telecommunication is elevated from department to school status and named the Walter Cronkite School of Journalism and Telecommunication in honor of the legendary CBS News anchor.

1988 The school launches an annual two-week Summer High School Journalism Institute sponsored by The Arizona Republic.

1989 The school's student-produced weekly TV newscast begins.

1990 The Cronkite School finishes first in the Hearst writing division for the first time.

1991 The school takes first place in the Hearst broadcast division for the first time.

1992 A visiting professionals program is started with a \$200,000 grant from the William R. Hearst Foundation.

1993 The Cronkite School establishes a Hall of Fame to honor outstanding graduates. ABC sports commentator Al Michaels and ABC news correspondent Bill Redeker are the charter inductees.

Becoming a new media mogul

In spite of the dire economy, Dan Gillmor, a Silicon Valley digital media innovator who's the founding director of the Cronkite's School Knight Center for Digital Media Entrepreneurship, still believes in new media's strong potential. "Everything in media is up for grabs—everything," he says.

Like other digital media pioneers, his early career path was forged in print, including a stint as a business and technology columnist for the San Jose Mercury News. Turning his attention at the dawn of the new millennium to news generated by non-journalists, Gillmor literally wrote the book on citizen-generated media, in his 2004 book, "We the Media: Grassroots Journalism By the People, For the People." He also has co-founded or invested in several new media startups.

While traditional media job prospects look grim, opportunities are ripe for digital media entrepreneurs, Gillmor says. "I see my role here as helping students to understand they can create their own jobs. To create new media products and services doesn't cost you anything except your time, essentially. You can do things in short order that would have been difficult, expensive or downright impossible before. There's never been a better time."

The first step in becoming an entrepreneur is developing an entrepreneurial mindset, and Christopher-John "CJ" Cornell, a professor of media entrepreneurship and entrepreneur-in-residence for the Cronkite School, helps young journalists understand the business side of the news.

Cornell, who has more than 20 years experience as a media executive, entrepreneur, venture advisor and investor, says he views the Cronkite School's digital entrepreneurship training as a sort of new media boot camp.

"It's like a stint in the army," Cornell says. "When you leave here, you'll have an experience you can take with you. You'll learn how to work through a creative problem. You'll develop a tolerance for people criticizing your idea. You'll learn to sharpen your idea early on—the sharper it is early on, the easier it is to execute. And you'll develop a tolerance for ambiguity: not knowing how it's going to turn out, not knowing what's in the future."

As part of this "basic training" regimen, Cornell brainstorms with students eager to hatch their ideas. He says that he helps those in his classes put themselves in their potential customers' place.

"What I want to hear is what the people need. Talk to me about trends. Talk to me about the pain and pleasure of people. The best ideas come from that, not, 'I have a cool new technology, let's commercialize it,'" Cornell says.

Two of his protégés, JJ Olsen and Josh Sprague, hope to be among the next generation of media moguls. Olsen, an MBA student from the W. P. Carey School of Business, Sprague, a Cronkite graduate student, and Kahley Emerson, a Cronkite undergrad, have teamed up to create Project Boomstick, an online community for Phoenix-area video creators to connect, swap tech tips and showcase their work on the Web.

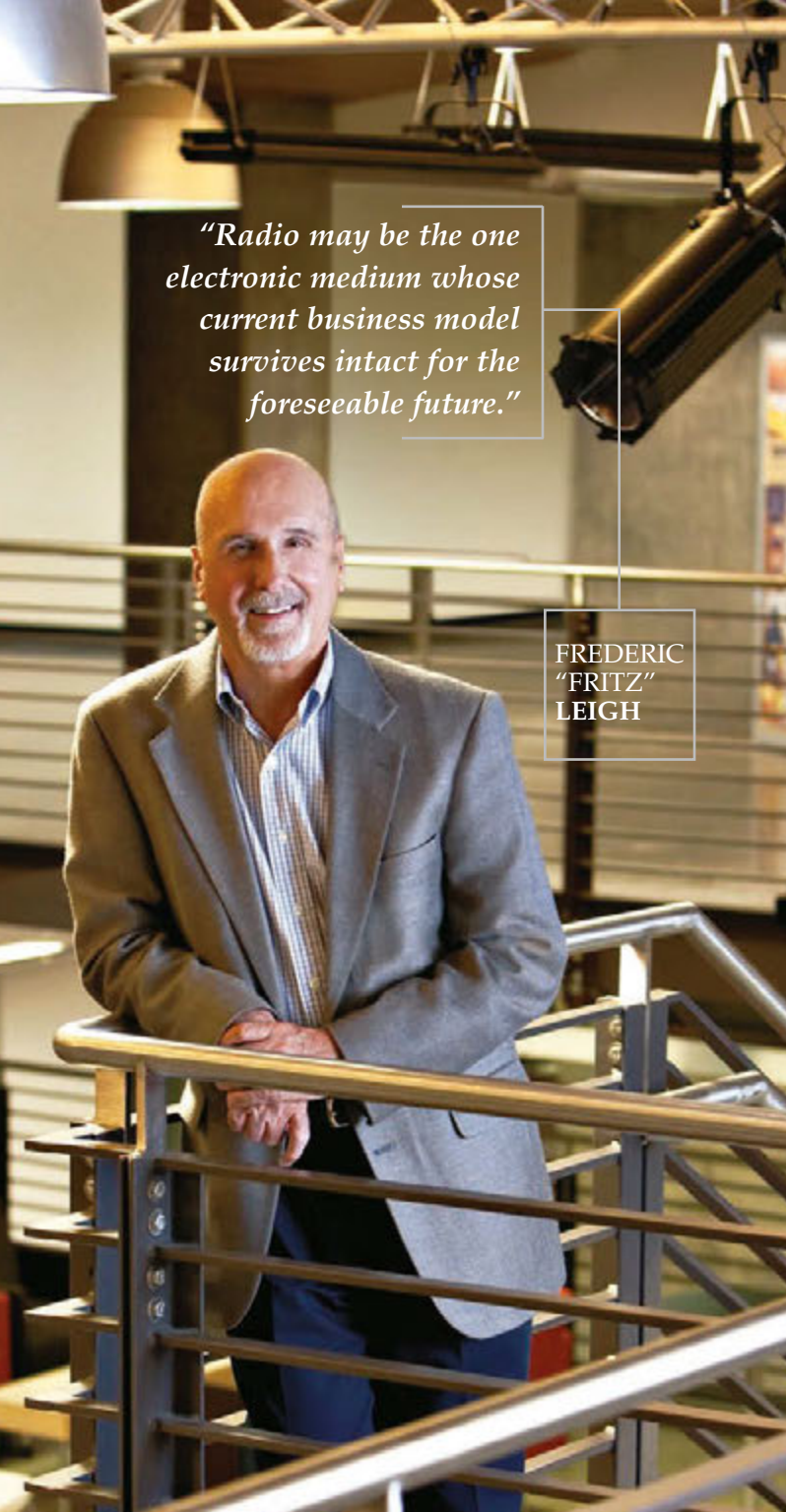
New ideas such as Project Boomstick, as well as the numerous media start-ups popping up in the wake of layoffs at local newspapers, will need to be tested by the market, says Cronkite Professor Tim McGuire, the former editor and senior vice president of the Star Tribune in Minneapolis, who teaches a class called "The Business and Future of Journalism."

For digital media initiatives to succeed, McGuire says founders must first ask themselves: "What is it that we can do for our market that nobody else can, and how valuable will that be to the market?" The goal is to differentiate a product from the competition and make it indispensable to readers.



(top) The training control room in the Cronkite school's new downtown Phoenix campus location allows aspiring broadcast students to learn how to operate cutting-edge equipment.

(bottom) The study lounge on the Cronkite school's second floor allows ample room for student journalists to stretch out and collaborate on projects between classes.

A photograph of Frederic "Fritz" Leigh, a man with a grey beard and balding head, wearing a grey blazer over a blue and white striped shirt. He is standing on a metal staircase with a railing, leaning on the railing with his hands. The background is a radio studio with various equipment, including a large microphone on a boom arm and studio lights.

"Radio may be the one electronic medium whose current business model survives intact for the foreseeable future."

FREDERIC
"FRITZ"
LEIGH

A photograph of Dan Gillmor, a man with grey hair, wearing a tan blazer over a blue and white striped shirt. He is standing in a newsroom, leaning on a blue chair. In the background, there is a large screen displaying a map with various markers.

"Everything in media is up for grabs—everything."

DAN
GILLMOR

1994 Professor Sharon Bramlett-Solomon receives the Barry Bingham Jr. Fellowship for her work with journalism students of color.

1995 The John S. and James L. Knight Foundation gives the school \$1.5 million to endow a chair in computer-assisted reporting.

1998 The school launches an annual two-week Summer High School Broadcasting Institute sponsored by the Arizona Broadcasters Association.

2000 The Arizona Republic gives ASU \$1 million to create the Frank Russell Chair in the Business of Journalism in honor of the former

chairman of Central Newspapers Inc.

2001 Cronkite faculty vote to change the school's name from the Walter Cronkite School of Journalism and Telecommunication to the Walter Cronkite School of Journalism and Mass Communication.

2002 The school finishes in the Top 10 of the Hearst awards, starting a string of Top 10 finishes that remains unbroken.

2005 The Cronkite School becomes an independent unit at ASU. Christopher Callahan of the University of Maryland joins the school as the founding dean.

Sorting out mixed signals

The pressures on print newspapers over the past decade have been well documented in all types of media, but changes impacting radio and television news have been equally immense.

A combination of advancing digital technology, the rise of the Internet, and federal deregulation of the airwaves during the 1980s contributed to what Craig Allen, an associate professor at the Cronkite school terms “audience fragmentation” for both national television networks and their local affiliates.

“In the last 10 years, the market that television can reach has shrunk so much ... we’re constantly challenged to think of how to make what we’re teaching relevant,” Allen, author of “News is People: The Rise of Local TV News.”

The traditional path from small market to medium market to large-market stations, then onto a national network, has evaporated; many small-market stations have closed and corporate ownership of stations has encouraged broadcasters to produce shows for numerous markets out of a regional hub.

If current trends continue, Allen notes, “It’s possible a local TV station could dispense with a newsroom and have its content produced elsewhere.”

On the radio side of the dial, deregulation also has fostered large corporate radio networks, resulting in what Frederic “Fritz” Leigh, associate dean of student affairs for the journalism school, calls “cookie-cutter” program formats. An early ‘80s ruling eliminating mandatory public-affairs programming also dried up many jobs in radio journalism, with many stations deciding to drop internally produced news segments entirely.

One bright spot for the radio industry may be tied to the fact that it is by its very nature a localized and customized medium. Leigh, who joined ASU in 1979 to be the station manager at ASU’s fledgling student radio station, indicated that local advertising dollars have continued to stay with radio stations and that radio still can provide results for advertisers that print and TV outlets can no longer provide.

“Radio may be the one electronic medium whose current business model survives intact for the foreseeable future,” he asserted.

Diving deep for market immersion

Cronkite professors are shifting strategies to help broadcast students adapt to these changes in their job market. When the Cronkite school moved to its new building on the Downtown Phoenix campus in fall 2008, ABC News opened a branch of its News on Campus program under the j-school’s roof. Student teams involved in the program work about 20 hours per week to produce young adult-related content for ABC’s assets, including “Nightline,” mtvU, ABCNews.com and “Good Morning America.” Teams learn how to pitch stories, how to use each reporter’s strengths, how to produce on a real-world deadline and how to deliver the final story packages to the network in New York.

Another experience offering real-world deadlines and the chance to see one’s work in the marketplace is the Cronkite News Service (CNS), an intensive professional experience for advanced print, digital media and broadcast students in the Cronkite School. Top undergraduate and graduate



(top) The school has a comprehensive library and resource center.

(bottom) The Marguerite and Jack Clifford Gallery features artifacts from journalism history and items from Walter Cronkite's broadcasting career.



"In the last 10 years, the market that television can reach has shrunk so much ... we're constantly challenged to think of how to make what we're teaching relevant."

CRAIG
ALLEN

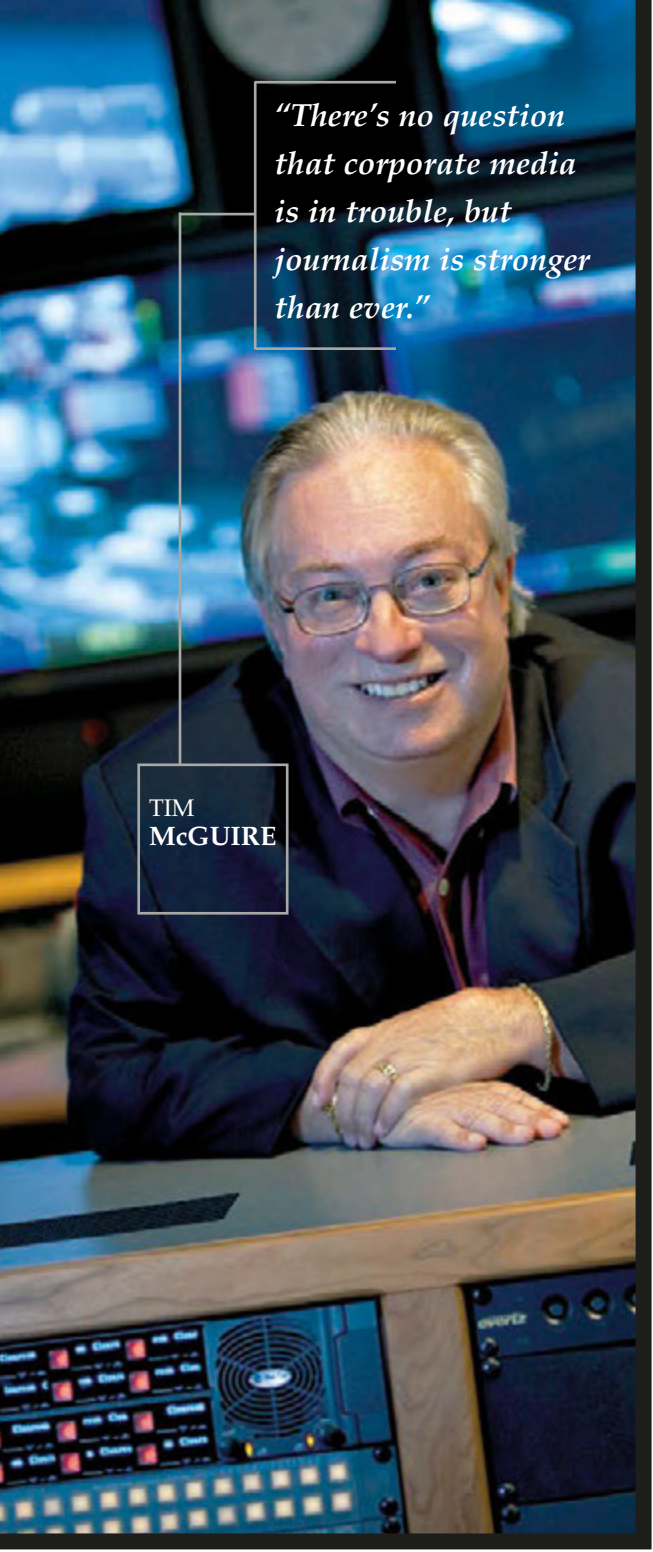
SUSAN
GREEN

"It used to be that broadcast students would work on a story for a couple of hours, go to class, come back, work on something else."

2006 In the largest infusion of teaching talent in the school's history, six new full-time faculty members join the school. Phoenix voters pass a bond issue that paves the way for a new \$71 million building for the Cronkite School and KAET in downtown Phoenix, and the school receives \$3.5 million to bring the Donald W. Reynolds National Center for Business Journalism to ASU. The school launches the New Media Innovation Lab.

2007 The school establishes Cronkite News Service, in which advanced journalism students provide newspaper and TV stories daily to

professional news outlets statewide. The Knight Foundation gives a major grant to create the Knight Center for Digital Media Entrepreneurship. The Cronkite School moves into its six-story, 223,000-square-foot state-of-the-art education complex in the heart of downtown Phoenix. Meanwhile, the Carnegie Corporation and the Knight Foundation announce that the Cronkite School is the new national headquarters of News21, a \$7.5 million experimental media program involving 12 of the nation's leading universities.

A photograph of Tim McGuire, a man with glasses and a dark jacket over a red shirt, smiling and leaning on a newsroom desk. In the background, multiple computer monitors display various news-related graphics and data. The scene is lit with the cool blue tones of a broadcast studio.

*"There's no question
that corporate media
is in trouble, but
journalism is stronger
than ever."*

TIM
McGUIRE

students work out of a converged newsroom in the Cronkite building, covering state government and public policy issues and producing packages that win play in news outlets around Arizona.

Susan Green, professor of practice and director of CNS, said the full-immersion atmosphere of the program prepared students for the fast-paced rhythm of the daily news cycle.

"It used to be that broadcast students would work on a story for a couple of hours, go to class, come back, work on something else," said Green, a 1985 graduate of the Cronkite school who spent 21 years working as a producer in markets as diverse as Phoenix, Los Angeles, Washington, D.C. and New York City. "With the changed curriculum, the students begin their day at our 9 a.m. meeting and end their day with a 5 p.m. newscast. They're working to turn a story that day—that's what the real world is like."

A third experience that blends the rigors of field and studio production with the guidance of skilled professionals is the Cronkite NewsWatch, a student-produced newscast that airs three times per week on KAET/Eight Digital and ASUtv's cable channel. The show has a long history of success, with its crew being named the Best Collegiate News Team in America by the Broadcast Education Association for 2007-08. In 2008-09, NewsWatch students led the Cronkite School to second place nationally in the prestigious Hearst Journalism Awards competition.

The new frontier

How will all this churn in the media mix turn out? It's hard to say, but despite the shakeup in traditional news, McGuire remains steadfastly optimistic about the future of journalism.

"There's no question that corporate media is in trouble, but journalism is stronger than ever," he says. "It's the corporate media model that's under attack because the advertising model has gone bust. We've funded journalism on the backs of advertisers who wanted to reach the eyeballs of our customers. That model is broken, and we have to find another way to fund the journalism that we value so highly."

Culture club

Alum's promotion
of civic tourism
brings hope in dark
economic times

By Bill Goodykoontz



Times are tough for nearly every industry in this present economic climate. In a state like Arizona, where tourism is so crucial to the equation, that's especially discouraging.

Yet Dan Shilling, an Arizona State University alumnus and the co-director of the Aldo Leopold Summer Institute for the university's Institute for Humanities Research who preaches "civic tourism," sees hope – and his passion might be part of the answer.

"We've got to see this downturn as an opportunity, as clichéd as that sounds," Shilling said.

Shilling is a proponent of civic, or heritage tourism. It stresses the selling of a place's innate attractions, especially as they relate to the environment and community.

This idea is no passing fancy for Shilling. He guided Arizona's early research on

heritage tourism, eventually editing three publications and earning several awards, including the Arizona Office of Tourism Person of the Year Award and the Museum Association of Arizona's Distinguished Service Award.

"We recognize that healthy environments and healthy cultures are good for tourism," he said, and that tourism is good for the economy. "If you invest in the unique culture of a place – its history, its architectures and foods, its mountains and streams – it's good for economic development."

Civic tourism offers something for local residents, as well, said Kathleen Andereck, the director of ASU's School of Community Resources & Development. That's particularly important when there isn't a lot of disposable income to toss around.

"The development associated with tourism is often a benefit to residents of the community, as well as tourists," she said. "Even when people are less able to travel, they often have interesting and educational attractions in their own communities that may not be there if it were not for the added visitation from tourists. Tourism is a major contributor to community quality of life."

Deepak Chhabra, an assistant professor in the School of Community Resources & Development, also sees the economic potential of Shilling's stance.

"Cultural tourists can enhance the economy of rural and urban regions by facilitating visitor spending ... sectors that can receive (a) substantial economic boost include lodging establishments, restaurants, grocery stores, gasoline stations, souvenir stores and handicraft shops," she said.

Despite governmental budget cutting in many states threatening cultural heritage efforts, Shilling is hopeful that a silver lining will be found in the federal stimulus plan, "with its focus on green technologies and community-building projects."

He also thinks the economy may spark more change at the grassroots level.

"Some of these cuts may finally force residents to act," he said. "Perhaps people will finally realize what this relatively modest 'heritage tourism' product contributed to their economy and sense of place, and they will get more involved in the design of their tourism and economic development program."

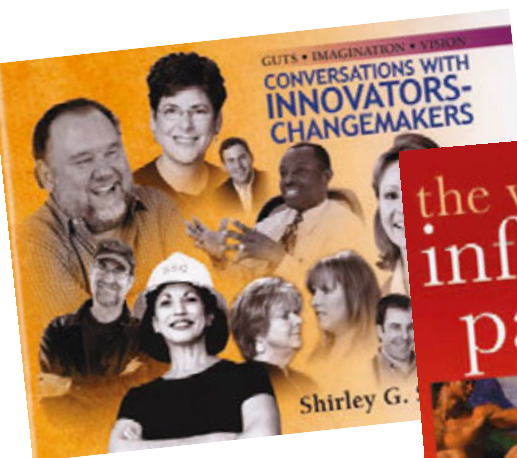
Such a movement would, in fact, be an extension of the tenets of civic tourism.

"Just like the auto industry will be forced to build smaller, more efficient and more dependable cars, so too will some tourism programs have to reinvent themselves," he said.

Bill Goodykoontz is a Chandler-based freelance writer.

SHELF IMPROVEMENT

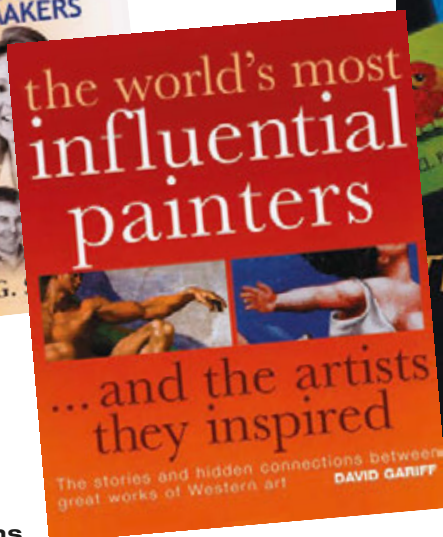
BOOKS AND MEDIA PRODUCED BY ALUMNI, STAFF AND FACULTY



Guts, Imagination, Vision: Conversations with Innovators – Changemakers

By Shirley G. Schmitz '49 B.A.E., TechPress, Inc.

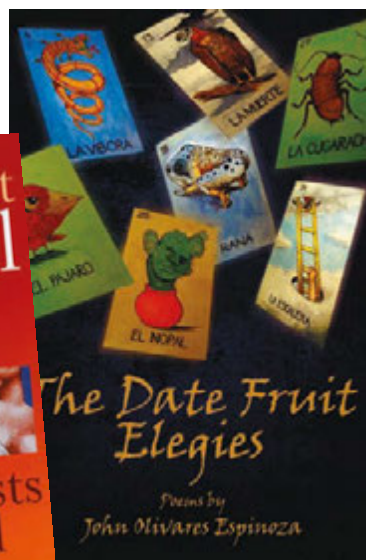
Schmitz, a teaching graduate of Arizona State who succeeded as a business owner in an era before being a popular career option for women, has mined the life stories of 11 local movers and shakers (including John Ridgway '75 B.F.A., Doug Ducey '86 B.S. and Kristin Den Herder-Rezler '89 B.A.) to help readers better understand the entrepreneurial mindset. Key stepping-stones and opportunities are examined, as well as how those profiled dealt with failure. Schmitz's interviews paint a vibrant portrait of how Arizona-based or Arizona-influenced innovators are leavening the state's business scene with hope, fresh thinking, and good old-fashioned stick-to-itiveness.



The World's Most Influential Painters and the Artists They Inspired

By David Gariff '76 B.A., '80 M.A., Barron's Educational Series

Want to understand Western art better? You couldn't start with a better primer than Gariff's new book, which blends information graphics and scores of illustrations, photos and paintings to provide a comprehensive look at fine art from the Renaissance to the present. Gariff, an art historian and lecturer at the National Gallery of Art in Washington, D.C., deftly describes the influences that informed each featured painter's work, as well as the impact they had on their contemporaries and those making art many generations later. Using timelines and other useful techniques, he is also able to provide insight on the role that evolving technology and social movements had on the artists.



The Date Fruit Elegies

By John Olivares Espinoza '04 M.F.A., Bilingual Press

Espinoza, an alumnus of ASU's Creative Writing MFA program, has built a time machine with this book. His poems, filled with sharp, clear imagery, take us back to Espinoza's childhood and adolescence in Indio, Calif., and introduce us to the proud working-class Latino who populated that world. A shared meal at McDonalds, his first kiss (at the public library!) and his trips to the local dump with his brother are all given loving and skilled attention. The book creates an indelible portrait of a life often short of money but never devoid of feeling or substance.



Soft Spots: A Marine's Memoir of Combat and Post-Traumatic Stress Disorder

Clint Van Winkle '05 B.A., St. Martin's Press

Say what you will about America's current war with Iraq—there is no doubt that the soldiers who have fought in this conflict are coming home changed. Van Winkle, a former Marine who earned his degree at ASU after his tour of duty, has written a gritty, emotionally charged memoir of his war experiences and the memories that followed him home and fueled his post-traumatic stress disorder diagnosis. Whether describing life-and-death decisions he had to make in the heat of combat, or his struggle to heal after returning home, he shines at making 21st Century warfare, and all its attendant ambiguities, real for the reader.



Technical considerations

Alumni Association joins Sun Devil crowd in the social media mix

By Bill Goodykoontz

Tweeted anyone lately?

If you're not particularly technologically savvy, don't worry – that's not as salacious as it sounds. Translated, it simply means have you sent anyone a message on Twitter, one of a number of social-media sites on the Internet.

If you currently attend or work at Arizona State University, the answer is increasingly likely to be "yes." If the Sun Devil in question hasn't tweeted, perhaps they've updated their status on Facebook, or added a few contacts on LinkedIn.

It's not that ASU is new to all this. It's just stepped things up considerably recently.

"ASU has had a presence in the various types of the social media for a long time, mostly on an individual and unit level," Gary Campbell, the executive editor of ASU Media Relations and Public Information, said. "For example, President Crow has maintained a blog and podcast for most of the time he's been here. (But) the focus on the university level has really gone up in the last 12-16 months."

The reach is virtually unlimited.

The Alumni Association alone, for instance, "has networking groups on Facebook, LinkedIn and Twitter, a career-related blog on Jobing.com and frequently posts videos and information on YouTube," said Jennifer Holsman, the Association's executive director of operations. "The Association is also effectively using Facebook to promote its events, programs and services, along with distributing information to participants in the Senior Year Experience program, Greek alumni outreach initiative, alumni chapters and clubs, and the Student Alumni Association."

Got all that? It's a bundle, but Holsman sees value in it.

"This provides the association with a way to effectively, quickly and strategically provide relevant and pertinent information to our alumni," she said.

Each form of social media serves a different purpose. Facebook allows people to "friend" each other, and then share information, pictures, video and any and all personal details they care to pass along.

Twitter, in theory, allows you 140 characters to answer the question, "What are you doing?"

In reality, though, like Facebook, it's much more. Seasoned users post links, find information, promote their work (or themselves) and more.

LinkedIn, meanwhile, is geared more toward making business contacts, and less about sharing photos of your family's ski trip – thus, it appeals to older users.

Great. So what good does all this do the University?

"We know we need to be there," Campbell said. "We have to go where our current, future and even former students are, and reach out in a way that is relevant to them." Students can share positive – and negative – experiences without a filter. Faculty members can, as well. Social-media sites thrive on personal interaction, conducted on an informal level that encourages honesty.

"It is really about breaking down barriers and building that personal connection," Campbell said.

The University isn't just using what's out there, however. It's also working to create new projects, as well. Emily Dalton Smith, the director of the office of the executive vice president and provost, said a company is developing an application within Facebook specific to ASU – "only ASU people can get in."

Students feed in their course data – the classes they're taking, their major, their college and their home ZIP code. It's also open to incoming freshmen, so if you're wondering if you're the only person from Idaho coming to ASU in the fall, with a couple of clicks you can find out. And with a couple more, you'll have a new friend by the time you get here.

"The goal is, we started looking at student retention," Smith said. "We looked at things that help them ... It's not going to replace their regular social activity on Facebook, and we don't want it to. We just want them to find each other."

Of course, the Internet is notorious for a flavor-of-the-month mentality and once-popular applications getting overexposed. That's something Smith is well aware of.

"We started looking at this," she said, "and we're already looking ahead to the next thing we're going to do."

ASU ALUMNI ASSOCIATION BOARD AND NATIONAL COUNCIL 2008–2009

OFFICERS

CHAIR

Maria L. Hesse '77, '84 M.B.A.

CHAIR-ELECT

William D. Kavan '92

TREASURER

Gilbert Jimenez '67

PAST CHAIR

Michael A. Pressendo '90

PRESIDENT

Christine Wilkinson '66, '76 Ph.D.

BOARD OF DIRECTORS*

Robert Boschee '83, '85 M.B.A.

Barbara Clark '84 M.Ed.

George Diaz Jr. '96, '99 M.P.A.

Andy Hanshaw '87

Joseph E. Koehler '87, '90 J.D.

Kathleene Paul '72

Tara McCollum Plese '78, '84 M.P.A.

Martin Quintana '87, '04 M.B.A.

Todd Siffren '91

Christopher Spinella '83

NATIONAL ALUMNI COUNCIL*

Dave Benner '02

Charlie Broucek '93

Dave Covert '78

Eddie DeVall '93

Mark Duplissis '92, '97 M.Ed., '06 Ed.D.

Theresa Esparza '93

Curtis Frasier '77

Matt Gervin '01

Chris Kyselka '87, '92 M.P.A.

Jonell Lucca '95

Vada O'Hara Manager '83

Phillip Moore '66, '67 M.S.E.

Dan Mullen '66

Jeffrey Olen '96

Margot E. Richardson '93, '99 M.M.C.

Anne Sawkiw '99

James Shaughnessy '72

John Sparks '57

Joseph Udall '92 J.D.

*Members of the Board of Directors are also members of the National Alumni Council.



President's Letter

Just a few weeks ago, U.S. President Barack Obama addressed ASU's Commencement ceremony. This is the first time a sitting president has spoken at our commencement, and it is one of only three such addresses President Obama presented this spring. Sun Devil alumni across the political spectrum can be proud of this affirmation of the university's development as a New American University, and confident that the

significant research and scholarship being done here will continue to attract national and international attention.

Our cover story—a section showcasing some of our most accomplished alumni age 40 and under—demonstrates that ASU continues to influence its graduates after they leave the university. To see so many leaders in so many different fields, all of whom share a connection to ASU, is simply breathtaking.

One industry in which ASU has excelled in preparing graduates for dealing with sudden, dramatic change is journalism. Our feature documenting some of the changes that American media has undergone in the past quarter-century underscores the success of the Walter Cronkite School of Journalism and Mass Communication in giving students the experience, and the mindset, to thrive in a work environment that looks little like it did when Walter Cronkite became the name-designate of the school in 1984.

We had an exciting spring here at the Alumni Association. Our March 3 signature event, Founders' Day, was transformed into a showcase for the Challenges Project at ASU, to which readers were introduced last issue. We honored a number of ASU faculty members and alumni for their work on issues which concern us all, including better educating our children, developing cleaner, more sustainable energy sources, and assisting developing nations in crafting solutions to their regional issues.

You can become more involved in all our efforts to build a better university, and a better world, by joining the Alumni Association. In addition to a number of great benefits, we also provide numerous communication options for "plugging in" to ASU's programs and research projects. We hope to introduce even more options for alumni to participate in the life and work of the university—stay tuned!

A handwritten signature in cursive script that reads "Christine K. Wilkinson".

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

Reports from around the Sun Devil nation



The College of Design hosted its "Art by Alumni" event Feb. 7th.



College of Design

Our chapter hosted its first-ever "Art by Alumni" Wine Tasting and Art Show at Su Vino Winery in Scottsdale on Feb. 7. The event was a great success with 15 alums showing more than 45 pieces of work. Everyone had a great time tasting and bottling their own wine to take home with them. Afterwards, the exhibit remained up for an entire month and three pieces were sold! We look forward to hosting the event again next year.

Our mentor committee invited panelists to discuss the public, private, and nonprofit efforts in recognizing our rivers as important community assets at an event we held at the Phoenix Urban Research Laboratory recently. During the presentation, Jay Hicks (of the urban planning and design firm EDAW), Doug Williams (Flood Control of Maricopa County), and Norris Nordvold (Friends of the West Valley Recreation Corridor) spoke on efforts that are being undertaken locally to turn our waterways into important community-defining open space elements. The presentation will be available on the website www.asudesign.org.

Chapter contact: Gretta Hansen, 480-296-5426, Hansen.gretta@yahoo.com.

Georgia

All Sun Devil alumni are invited to join us on Sept. 26 for the Sparky's Touchdown Tailgate that will be held prior to the ASU game against the Georgia Bulldogs. Come on down for a full weekend of fun, festivities and bona fide Southern hospitality. Get on the e-mail list to be the first in line for registration for this exciting event—visit www.asu.edu/alumni/forms/09sparkys_touchdown_tailgates today!

Our group will sell 50/50 raffle tickets to help the Rally Foundation raise money for childhood cancer research at the Atlanta Braves baseball game on July 16. Proceeds from the raffle ticket sales will be split between the Rally Foundation and the Braves Foundation.

Chapter contact: Seth Deitchman, sethsundevil@yahoo.com

Hispanic Business Alumni

The 17th Annual Budweiser Shootout on Friday, Nov. 21 at the Wigwam Resort & Golf Club was a tremendous success, with a total of 292 players participating, and \$53,000 raised to benefit the ASU Hispanic Business Alumni Scholarship Fund, along with the National Hispanic Scholarship Fund. Special thanks to our sponsors, including APS, Fry's, Wells Fargo, Hensley and Anheuser Busch. Thanks also to Manny Frklich and Deanna Carrera, as well as the Hispanic Business Alumni golf committee members.

For more information on all our activities, visit the Hispanic Business Alumni website at www.wpcarey.asu.edu/alumni/hba.

Chapter contact: Marisa Calderón, at marisax20@gmail.com.



Ira A. Fulton School of Engineering

Several members of our chapter supported E-Day at the Arizona Science Center on Feb. 21 by hosting a table for children of all ages to demonstrate their skills in building unique structures of all sizes and shapes from toothpicks and



Golfers wait to hit the course during the Hispanic Business Alumni chapter's 17th Annual Budweiser Shoot Out held Nov. 17th (above). Members of the Leadership Scholarship Program enjoyed a family picnic in Scottsdale on March 1st.

Interdisciplinary Studies

Our chapter hosted its 2009 Alumni Bash at Dos Gringos restaurant on May 15. Alumni of the bachelor's level interdisciplinary studies program, mingled with faculty and new graduates and everyone had a good time.

We have a new page on Facebook. Join this social network, and visit our page for rapid updates on what our group is doing. You can find a link to our page at the Alumni Association's social media Web page: www.asu.edu/alumni/news/flltwitter.html.

Chapter contact: Megan Dorn, bis_alumni@yahoo.com.

various types of candy. As they finished their work, each structure was provided the opportunity to be tested for its strength. Parents, kids and chapter alumni members had a great time at this annual event. This spring, chapter members also have enjoyed attending the School of Engineering's 2009 Dean's Spring Lecture Series.

Our final event for this school year will be a social gathering at Gordon Biersch in Tempe, 5-7 p.m., Thursday, June 18. The scheduled special guest for this event is Bill Ditto, chair for the Harrington Department of Bioengineering.

You can find exciting chapter events and opportunities on our Web site, www.fulton.asu.edu/fulton/alumni/index.php.

Chapter contacts: Cassius McChesney, Cassius.McChesney@aps.com.

Leadership Scholarship Program

Our chapter launched a new event in January, when Patrick Maurer hosted LSP Hockey Night for out-of-state LSP program participants past and present. It was another great opportunity for current students to visit with LSP alumni. We continued our spring tradition on March 1 with the 4th Annual LSP Alumni Family Picnic in Scottsdale. In April, the chapter hosted its annual wine-tasting event to welcome the graduating seniors to the LSP alumni family, and on April 28, we awarded our 7th Christine K. Wilkinson Leadership Award to another outstanding junior Leadership Scholar.

We hope to have plenty of exciting events in the fall for LSP alumni and students. This year marks the 25th anniversary of LSP's partnership with Key Club International, a collaboration that continues to help us welcome new Leadership Scholars each year from outside Arizona.

Chapter contact: Eddie Lopez, LOPEZ@asu.edu.

College of Nursing and Healthcare Innovation

This spring, our chapter started a Celebrating Nursing Movie event on Saturday mornings, as a way for alumni and current nursing students to take a break and socialize with each other. In February, we marveled at the bravery of a group of U.S. Army nurses who served their country during World War II in "So Proudly We Hail." On April 4, we watched "Sister Kenny," a tale about the nurse who brought her treatments for polio to the United States in 1940.

During the April movie event, we launched a mentorship program between alumni and undergraduate nursing students. We will need more mentors to continue to grow this program. If you are interested in participating, contact Carol Rogers.

Our last event of the year was a May 9 celebration of nursing icon Florence Nightingale. The event was a salute to our alumni nurses and a welcome event for new graduates.

Chapter contact: Carol Rogers, carol.rogers@asu.edu.

Los Angeles

It's been a busy spring for LA Sun Devils. We've kicked off our once-a-month Sun Devil Sunday events to provide more events around the city, hosted ASU Cares community service events with Heal the Bay beach clean-up and the Revlon Run/Walk For Women, continued to honor Pat Tillman's legacy with our inaugural "shadow" Pat's Run outside of Tempe and a post-run picnic, and cheered on the Sun Devil baseball team when they played USC in March.

As we roll into summer, we're planning boat tour of L.A. Harbor on May 16, an "L.A. Stories" panel and networking event on May 17 featuring alumni in the entertainment industry, plenty of social gatherings and much more!

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

Old Pueblo (Tucson)

We're planning a Sun Devil Send-Off over the summer for local high school seniors heading to ASU in the fall on June 27.

We can always use more Sun Devil volunteers to help us build a thriving chapter in the heart of Wildcat country! Contact Sandra Bensley to become an event chairperson or contribute new ideas for chapter events.

Chapter contact: Sandra Bensley, sandrabensley@yahoo.com.

San Diego

Thanks to all who joined us for our Pat's Run Shadow Run and our ASU Cares event this spring, as well as those who attended the annual Crew Classic event on April 4.

This summer, we'll be volunteering at the Rock and Roll Marathon water station on May 31 and hosting a Sun Devil Send-Off on July 19. You can keep up to date on our events by visiting our chapter home page at www.asu.edu/alumni/chapters/geographic/san_diego_news.shtml.



ASU Cares Day, held March 21 at locations across the nation, included beach clean ups in Los Angeles (above) and San Diego (below).

Chapter contact: Andy Hanshaw, 619-977-2989, info@sandiegochapter.org.

Western Pennsylvania/ Northern Appalachia

This year, our group has enjoyed ASU nights at the Pittsburgh Symphony, the Pittsburgh Opera, as well as at numerous game-watch parties and other gatherings.

Join us on July 18 for an exuberating Sun Devil Send-Off, and mark your calendars now for our signature event – a genuine Western Pennsylvania Oktoberfest on October 17. This event will include a beer-brewing contest, samplings of members' beers, visits to microbreweries, German food, and cheering on ASU football as they take on the Washington Huskies. If you wish to contribute your own home-made brew at this event, make your reservation by Aug. 1.

Chapter contact: Charles Tichy, charles.tichy@sru.edu.

White Mountain

As the magazine goes to press, we're gearing up for our Annual White Mountain Sun Devil Steak Fry and Golf Event at the Pinetop Country Club

in the cool mountains of east-central Arizona! This year's event, slated for June 20-21, will benefit the Sun Devil Club and our chapter's scholarship fund.

June 20 will feature a great day of golf with present and past ASU coaches, including Dennis Erickson, Herb Sendek, Frank Kush, Clint Myers and Charli Turner-Thorne, as well as Hall of Fame ASU quarterback Danny White.

That evening, golfers will join other Sun Devils for a steak dinner at the Pinetop Country Club, a discussion of ASU sports today by the coaches and Danny White, and exciting live and silent auctions. The golf continues on June 21, Father's Day, with a "create your own foursome" arrangement.

Our event often sells out early, but you can check to see if a space is still available by visiting

www.asu.edu/alumni/09steakfry.

Chapter contact: Ted Cesarano, tedcesar@cox.net.

Sun Devil Send-Offs supply sizzling summer sensations for new freshmen

Every summer the ASU Alumni Association coordinates with alumni and ASU families around the country to welcome our new freshmen students to the ASU family at our Sun Devil Send-Offs.

Sun Devil Send-Offs provide a personal welcome and offer opportunity for incoming Sun Devils to connect with ASU alumni and new and continuing students from their home area. Send-Offs are held across the country from California to New England, and all alumni are invited to attend the Send-Off in their area.

2009 Sun Devil Send-Offs:

6/27 Denver, CO	7/18 Pittsburgh, PA
6/27 Tucson, AZ	7/19 Kansas City, KS
7/11 Portland, OR	7/19 San Diego, CA
7/11 Minneapolis, MN	7/25 Austin, TX
7/12 Washington, DC	7/26 Philadelphia, PA
7/18 New York, NY	8/2 Cambridge, MA
7/18 Orange County, CA	

For more Sun Devil Send-Off dates and locations, go to www.asu.edu/alumni/programs/sundevil_sendoffs.

stay connected to arizona state university

Keep your connection to Arizona State University alive! If you have not updated your information with ASU recently, please provide us with your current contact information so we can update our records.

ASU Student ID#

ASU Alumni ID#

Alumni Association Member ☐ Yes ☐ No

Current Alumni Association Member ID #

Graduation Date

Degree

First Name

Middle Name

Last Name

Maiden Name

Spouse's First and Last Name

If ASU Alum, Spouse's Maiden Name

Number of Children Name(s)

Home Address

Home Address 2

City/State/Zip or Postal Code

Home Country

Home Phone

Preferred Email Address

Preferred Mailing Address ☐ Home ☐ Business

Employer Name

Job Title

Business Address

City/State/Zip or Postal Code

Business Phone

List Community Involvement

Award(s) Received

Student Activities

Additional Information



Please return this form to: ASU Alumni Association, P.O. Box 873702, Tempe, AZ 85287 • Or, fill it out online at: www.asu.edu/alumni/update

CLASS NOTES

Sun Devil hits bulls-eye
Sun Devil Marriages
Sun Devil Births
In memoriam
Collector extraordinaire

Sun Devil hits bull's-eye with archery, law career

Kari Jill Granville '00 B.S.,
'04 J.D.

Kari Jill Granville stands at the top of the heap of women's archery in the United States, as evidenced by her winning the sport's prestigious Shenk Award.



Photo: Dan Vermillion

But that's not where she started.
 "The first arrow out of my bow was so bad I hit a light on the ceiling," she said.
 "The light came crashing down, and I was hooked."

Granville, 42, persevered, a trait that has served her well. She came to ASU on a tennis scholarship, but blew out her knee. She was 19 and her tennis career was over. Her brother told her she should give archery a try, and she did — though not for the reasons you might suspect.

"I went into the archery shop one day," she said. "The male-to-female ratio was 25-to-1. I thought, 'This isn't a bad sport. I don't need my knees. And the odds are pretty good.'"

Granville excelled at the sport, finishing in the top 10 in the nationals. But then life intruded. She had to take custody of her younger brother (who now has three degrees from ASU himself), and was working three jobs.

Something had to give. In her case, it was school and archery. "You just have to drop out of school," she said. "You drop out of life."

Once her brother was safely deposited in college, she decided she needed a break. She bummed around for a while, traveled.

"I needed those years back, so I sort of played around for a while," she said. It was while in Italy Granville had an epiphany of sorts.

"I was living in Italy and I was engaged," she said. "Literally, I just woke up one morning and thought, 'This is not who I am. There are things that I need to finish.' I turned over and explained it to my fiancé, and he said, 'I wouldn't expect anything less. We'll always be friends.'"

She went back to school, earning her undergraduate degree in 2000 and her law degree in 2004, both from ASU. She has her own practice, and splits time between business, entertainment and criminal defense law.

She also picked the bow up again. "It came back insanely quickly," she said. "Though in fairness, I am older, and things ache a lot more than they used to."

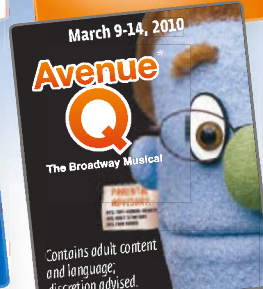
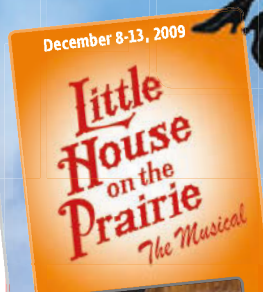
She's back on top in archery, and is aiming for the 2012 Olympics. Meanwhile, she has her law career to balance. Archery helps.

"It's a very personal sport," she said. "It's very Zen. It helps you focus on just about everything else in life, while at the same time you block everything else and concentrate on what you're doing. 'At this moment, this is what I'm doing.' You have to slow your breathing down. You really have to pull the whole world down into that moment, that arrow. You do that over and over."

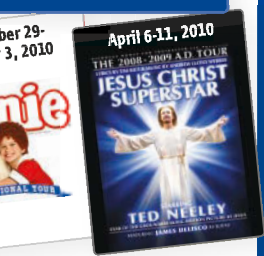
BROADWAY  ACROSS AMERICA
ARIZONA

ASU GAMMAGE
ARIZONA STATE UNIVERSITY

ASU GAMMAGE 09/10 BROADWAY SEASON



SPECIAL RETURN ENGAGEMENTS



Check out the brand NEW
asugammage.com

- Show video and audio clips
- Behind-the-scenes 'show scoop'
- FAQ...and more

Season Tickets:

ASU Gammage: 480.965.3434

BroadwayAcrossAmerica.com/Tempe

*Avenue Q has not been authorized or approved by The Jim Henson Company or Sesame Workshop, which have no responsibility for its content.

Subscribe today! Season tickets start at \$112!



Homer A. Ferguson III



Melissa Ho



Zachary D. Cain

2000s

Samuel Kessler '07 B.S., '07 B.S. recently participated in the Commission on the Prevention of WMD (Weapons of Mass Destruction) Proliferation & Terrorism, which released its final report on the chances of a terror attack on a major city using weapons of mass destruction.

Jameson J. Fincher '07 B.S. is currently attending a 13-month jet pilot training course at the U.S. Navy's air station in Kingsville, Texas.

Derek Wilkinson '06 M.F.A. was recently awarded an Artist Project Grant by the Arizona Commission on the Arts, a grant designed to support the professional development of Arizona artists.

Andrew Blanchard '05 B.S.E. has completed his first year of naval nuclear propulsion training. He currently serves as a nuclear propulsion officer in the reactor department of a nuclear aircraft carrier.

Gregory B. Iannelli '04 B.A. recently joined Bryan Cave LLP with the law firm's commercial litigation client service group.

Richard J. Stumpf II '04 B.S. published his honors thesis, "Learning Desert Geomorphology Virtually vs. in the Field," in the *Journal of Geography's* September 2008 issue.

Gannon Burleigh '03 B.S. recently joined the Phoenix office of Grant Thornton LLP as an audit manager.

Colleen Brown '02 B.A., '02 B.S. received a doctoral degree in veterinary medicine from Western University of Health Sciences on May 16, 2008.

Homer A. Ferguson III '02 M.M. has been named organist at La Casa de Cristo Lutheran Church in Scottsdale.

Trent R. Rehfeldt '02 B.I.S. has been elected the 2009 president of the Southwest Washington Contractors Association.

Judith Shelling '01 J.D. recently accepted a position with Symbus Law Group, located in Santa Barbara, Calif.

Staff Sgt. David H. Jenkins '01 M.M., a member of the U.S. Marine Corps' "President's Own" band, performed in January at the presidential inauguration ceremony in Washington, D.C.

Gregory M. Esser '01 M.F.A. recently received the fourth annual contemporary catalyst award from the Scottsdale Museum of Contemporary Art. He was recognized for raising the profile of art, architecture and design in the Valley and for contributing to the area's cultural growth.

Amy J. Hahn '01 M.M.C. released her first book, "Mr. Jack Frost," in December 2008.

Melissa Ho '01 B.A. has joined Shughart Thomson & Kilroy's team of white-collar criminal defense and government investigations team.

Michael A. Fahlman '00 B.S. was recently certified as insolvency and restructuring advisor, and is currently a senior manager with Grant Thornton, LLP of Phoenix.

Vincent T. Mauga '00 B.S. has recently completed the U.S. Navy's basic training camp in Great Lakes, Ill.

Zachary D. Cain '00 J.D. has joined Shughart Thomson & Kilroy's team of white-collar criminal defense and government investigations team.

1990s

Dusty Vogelpohl '99 B.S.E. recently joined Bryan Cave LLP as an associate with the intellectual property group.

Hilary Barnes '99 J.D. has joined Quarles & Brady LLP as an attorney and focuses her practice on secured creditors rights and remedies in state and federal court.

Gwynne (Hamilton) Heiser '99 B.A. recently opened A/R Collection Services in Phoenix.

Janice V. Mitrius '97 J.D. was recently named president of Banner & Witcoff, Ltd.



Several Sun Devils alums who are members of the U.S. Marine Corps Band "The President's Own" played at the January presidential inauguration in Washington D.C. ASU graduates who are part of the 130-member band include Staff Sgt. David H. Jenkins, Master Sgt. Leslye Barrett, Master Sgt. Thomas Holz and Col. Michael J. Colburn (director).

Henry "Hank" Fradella '97 Ph.D., currently a professor and chair of the criminal justice department at California State University, has been named the 2008-09 recipient of the Fellows Award from the Western Society of Criminology.

Master Sgt. Leslye Barrett '96 M.M., a member of the U.S. Marine Corps' "President's Own" band, performed in January at the presidential inauguration ceremony in Washington, D.C.

◆ **David Morris Callaman '95 B.S.E., '00 M.B.A., '04 J.D.** was promoted to principal and Phoenix area leader at CGE&Y.

◆ **Paul Senseman '94 B.S.** recently joined Arizona Gov. Jan Brewer's office as director of communications.

Timonie X. Hood '92 J.D. was awarded the U.S. Environmental Protection Agency's gold medal for her work on the Lifecycle Building Challenge, an innovative green building competition.

Master Sgt. Thomas Holtz '91 B.M., a member of the U.S. Marine Corps' "President's Own" band, performed in January at the presidential inauguration ceremony in Washington, D.C.

◆ **Scott A. Smith '91 B.S.** was recently appointed director of legislative affairs by incoming Arizona Gov. Jan Brewer.

1980s

Michael J. Colburn '86 B.M. director of the United State Marine Corps Band "The President's Own," performed in January at the presidential inauguration ceremony in Washington, D.C.

Walter D. Rhodes '82 B.A. was elected in November to a four-year term on the Lafayette, Ore., city council.

◆ **Denise Resnik '82 B.S.** was recently named 2008 Woman of the Year by Valley Leadership, the largest and most established leadership development organization in the greater Phoenix metropolitan area.

Heidi Donlan Osselaer '82 M.A., '01 Ph.D. recently published the book "Winning Their Place: Arizona Women in Politics 1883-1950."

Nicholas Bernard '81 B.F.A. was recently awarded an Artist Project Grant by the Arizona Commission on the Arts, a grant designed to support the professional development of Arizona artists.

Cyprian Devine-Perez '80 B.S., currently Pfizer's head of global risk management, will be in Switzerland for a six-month assignment providing strategic planning support to the International AIDS Society.

Daniel McCausland '80 B.S. was recently appointed director of program management services by LAN, a full-service consulting firm offering planning, engineering and program management services.

1970s

Daniel H. May '78 B.S. was elected in November to the post of district attorney for the 4th Judicial District in Colorado.

Deborah Ford '77 B.F.A., '87 M.A. was recently awarded an Artist Project Grant by the Arizona Commission on the Arts, a grant designed to support the professional development of Arizona artists.



Denise Resnik



Cyprian Devine-Perez



Marvin W. Manross



Martin L. Shultz



Daniel H. May



J. Derald Morgan

Kay Bridger-Riley '76 B.A. was recently re-appointed for a third one-year term to the executive board of the American Bar Association's Center for Human Rights.

Barry Hochfelder '74 B.S. is editor-in-chief of Advanced Imaging Magazine and the AdvancedImagingPro.com Web site in Arlington Heights, Ill.

Marvin W. Manross '71 B.S., '72 J.D. joins Shughart Thomson & Kilroy, P.C., in Phoenix as a counsel to the litigation team.

Maurice Gandy '71 M.A. recently published *The Calpocalypse: An Allegory in Verse*.

1960s

Ronald E. Lewis '68 B.S.E., '69 M.S.E. was recently inducted into the Engineering Fellows Program at Teledyne Brown Engineering, Inc., a designation that recognizes Lewis as an employee who has made outstanding lifelong contributions in the field of science and engineering.

◆ **Martin L. Shultz '66 B.A.E., '67 M.A.E.** was recently named 2008 Man of the Year by Valley Leadership, the largest and most established leadership development organization in the greater Phoenix metropolitan area.

J. Derald Morgan '68 Ph.D. was recently elected to chair the Board of Governors for the Order of the Engineer, a professional group active in many university-level engineering programs. Morgan retired in January from his job as vice president of the University of Alabama-Huntsville and executive director of the UAH Foundation. He currently practices as a forensic electrical engineer and is licensed in four states.

SUN DEVIL MARRIAGES

◆ **Amanda (Kaminsky) Wilfert '06 B.S.** and John Wilfert were married October 25, 2008.

SUN DEVIL BIRTHS



Ashton James Nebeker



Jacob Khalil Antoun Davis

Tyler H. Brown was born to **Colleen Brown '02 B.A., '02 B.S.** on November 15, 2006 in Pomona, Calif.

Whitney Madison Bettis was born to **u Brandon Bettis '05 B.S.** and **Erin (Fasnacht) Bettis '07 B.I.S.** on December 23, 2008 in Colorado Springs, Colo.

Isabella Rose Oliveira was born to **u Valerie (Galvan) Oliveira '98 B.S.** and Ryan Oliveira on September 26, 2008 in Castro Valley, CA.

Gannon Ford Berkson was born to **u Jennifer (Higgins) Berkson '95 B.A.** and **u David Berkson '92 B.A.** on December 3, 2008. Gannon joins big brothers Maddox and Briggs.

Ashton James Nebeker was born to **Amy Morford Nebeker '04 M.S.W.** and **u Brent Nebeker '90 B.S.E., '92 M.S.E.** on September 28, 2008 in Tucson.

Jacob Khalil Antoun Davis was born to **u Rachel (Yetter) Davis '06 B.I.S.** and Mark Davis on October 30, 2008.

got a business card?

Starting in the August/September issue you can promote your business in the ASU Magazine/Business Card Marketplace .

As an ASU Alumni Association Member you have the opportunity to advertise your business card on the new Business Card Marketplace page of the ASU Magazine.

ASU Magazine is mailed to 300,000 + alumni homes four times a year. The Business Card Marketplace is also available on our new online virtual magazine with hotlinks that can deliver potential customers directly to your website.

Sign up now!

ASU Business Card Marketplace Introductory Rates:

Print

Per issue – ~~\$625~~ **\$500**

Print & Virtual

Per issue – ~~\$1,000~~ **\$750**

Virtual Only

Per issue – ~~\$500~~ **\$375**

**Prices reflect one year contract (four issues), one business card per contract.*

ISSUE	AD RESERVATION DUE	AD ARTWORK DUE
Aug/Sept.	June 15th	July 2nd
Nov/Dec.	Sept. 14th	Oct. 1st
Feb/Mar.	Dec. 14th	Jan. 8th
May/June	Mar. 22nd	Apr. 5th

Contact: Robin Hawkins at 480-965-4631
or robin.hawkins@asu.edu

ASU ALUMNI
ARIZONA STATE UNIVERSITY
asu.edu/alumni

u = Active, dues-paying member of the ASU Alumni Association

2000s

Sylvester A. Washington '07 B.F.A.
February 2, 2009

Jacqueline R. Dixon '05 B.S.
January 30, 2009

Julia L. Vega '04 B.A.
January 5, 2009

Gayle (Duncan) Rojas '03 B.A.
January 16, 2009

Heather A. Gross '03 B.A.
December 14, 2008

Matthew B. Hill '02 B.A.
January 24, 2009

Paul A. Mossuto '01 B.A.
September 21, 2008

Donna Berlier '00 B.S.E.
February 7, 2009

David M. Romley '00 B.S.
January 12, 2009

Stephan Hopp '00 B.A.
December 21, 2008

1990s

Christopher M. Garifo '98 M.F.A.
February 2, 2009

Patrick B. Mikolajczyk '97 B.S.
January 12, 2009

James "Jim" Haklik '96 M.E.P.
May 6, 2008

Carrie L. Voegtli '95 B.S., '99 J.D.
November 28, 2008

Kenneth S. Cavanaugh '94 B.S.
January 23, 2009

Bruce O. Burley '91 B.S., '94 M.Tec.
November 16, 2008

Walter J. Lawrence '90 B.S.
December 7, 2008

1980s

Georgia (Brownell) Newkirk '89 B.A.E.
February 4, 2009

Ralph W. Cote III '89 B.A.
September 4, 2008

Cynthia L. Fuller '88 B.S.N.
October 29, 2008

Lynn (DeRosier) Samer '88 B.S.
January 23, 2009

Sherry Jackson-Cameron '87 B.A.
February 2, 2009

Jennifer (Pizzo) Lorraine '87 B.A.
February 2, 2008

Tara S. Mitchell '87 B.S.N., '94 M.S.N.
December 12, 2008

Joseph E. Carter Sr. '86 M.A.E.
December 5, 2008

Tammy G. Robinson '85 B.A.E.
September 25, 2007

Denise (McKenna) Pena '85 J.D.
January 20, 2009

Barbara (Maxwell) Bolin '85 J.D.
January 21, 2009

Gerald T. Hickman '85 J.D.
December 20, 2008

Barry A. Silbergeld '85 B.S.
May 28, 2008

Durence H. Clarke '84 B.S.
November 8, 2007

Harold R. Keltner Jr. '83 B.S.
January 5, 2009

Carl "Randy" Vaughan '83 M.S.
November 23, 2008

Laurie Diffley '83 B.A.E., '90 M.A.E.
July 26, 2007

James G. Murray Jr. '82 B.S.
January 16, 2009

Ann H. Bagley '82 B.S.N.
November 18, 2008

Rudolf "Rudy" Jarolim '80 B.A.E.
January 22, 2009

Nancy (McKinney) Robinson '80 M.S.W.
February 3, 2009

Elizabeth (Batsell) Richards '80 B.A.E.
January 21, 2009

Timothy R. McNelis '80 B.A.
December 9, 2008

1970s

Susan G. Isbell '79 M.B.A.
January 21, 2009

Edward Gotschall '79 B.S.
January 8, 2009

Suzanne Wineck '78 B.S.
November 30, 2008

Gary J. Lammers '78 B.A.E.
November 24, 2008

Roger W. Steill '78 B.A.
January 8, 2009

Benny B. Patrick '78 B.S.W.
January 27, 2009

Beverly (Anderson) Ries '77 B.F.A.
January 28, 2009

Christie (Matschullat) Herrington '77 B.S.
October 15, 2008

Sharon A. Firestone '77 M.A., '03 Ph.D.
October 27, 2008

Bruce M. Pollard '77 B.S.
December 31, 2008

Howard E. Lawton Jr. '77 B.S.
December 4, 2008
John T. Venetis '76 B.S.

August 10, 2008

Roland S. Strawn '76 Ph.D.
December 31, 2008

James W. Weipert '76 B.S.
January 28, 2009

Robert R. Munkachy '76 B.A.
February 3, 2009

Dennis M. Blackman '75 B.S.
September 5, 2008

MaryPat (Ganes) Garry '74 B.A.E., '77 M.A.E.
January 3, 2009

Rita (Daigre) McConnell '74 B.A.
November 15, 2008

Charles S. Koopman '74 B.S.
November 22, 2006

Kay Greene '74 B.F.A.
January 15, 2009

A.L.Tannenbaum '74 B.S.
October 19, 2008

Elaine (Deeb) Carty '73 B.A.E.
January 30, 2009

Talmage D. Barney '73 B.S.
January 5, 2009

Christine Rucker '72 M.A.E.
November 15, 2007

Patricia A. Hom '72 B.A.E.
December 17, 2008

Edward J. Topp '72 Ed.D.
December 1, 2008

Elden W. Poehlein '71 B.A.E.
February 1, 2009

Lisa Holman Jewell '71 B.A.E., '74 M.A.E.
December 6, 2008

Shirley B. Sofferin '71 M.A.E.
April 11, 2007

M. Linda (Kirsner) Grannis '71 B.A.
December 9, 2008

William E. Frankhauser '71 B.S.E.
January 5, 2009

Barbara (Britton) Russell '71 B.S.N.
January 29, 2009

Nelson V. Nemeth '71 B.S.
March 3, 2007

Marie (Johnson) Clark '70 M.A.E.
January 6, 2009

Margaret Neugent '70 M.A.E.
February 1, 2008

Esther (Hendrickson) Seavey '70 B.A.E.
July 16, 2008

James R. Morley Jr. '70 B.A.E.
November 25, 2008

Joe Braswell '70 M.S.W.
November 22, 2008

Arlie L. Hunt '70 B.A.
May 22, 2008

1960s

Judy M. Moody '69 B.S.
November 24, 2008

Ronald D. Shinn '69 B.S.
December 2, 2008

Lt. Col. Donald B. Hicks '69 M.S.
January 4, 2009

Charles L. Steele '69 B.S.
January 17, 2009

Sharlot "Bebe" Clements '68 B.S.N.
December 14, 2008

Raul H. Bustamante '68 B.S.
November 30, 2008

Claudia Jo Johnson-Corlis '68 M.S.W.
January 12, 2009

Thomas Fogelberg '67 B.A.E., '69 M.A.E.
January 5, 2009

Frank G. Hill '67 Ed.D.
December 4, 2008

William D. French '67 B.A.
November 19, 2008

Gerald W. Campbell '67 B.S.E.
February 3, 2009

Richard A. Asch '67 B.S.
November 20, 2008

Jess W. Awtrey Jr. '66 B.A.E.
November 7, 2007

Gwen E. Vowles '66 M.A.E.
November 3, 2008

Wanda (Gruchacz) Smith '66 B.A.E.
July 18, 2008

**Ruben "El Coach" Calderon '66 B.A.E.,
'71 M.A.E., '73 M.Ed.**
December 21, 2008

James B. Richmond '66 B.A.E., '68 M.A.E.
January 5, 2009

Robert J. Scibienski '66 B.S.
August 18, 2008

Bruce Thornburg '65 B.S.
February 3, 2009

Virginia (Sample) Knudtson '65 M.A.E.
January 3, 2009

William H. Harms Jr. '64 B.A.E., '67 M.A.E.
August 23, 2008

James M. Hold '64 B.A.E., '68 M.A.E.
November 7, 2008

Keith C. McPherson '64 B.A.E., '66 M.A.E.
November 10, 2008

Remie Vidrine '63 M.A.E.
April 19, 2008

Robert G. Whittemore '63 Ed.D.
December 28, 2008

Ronald H. Miller '63 M.A.E.
January 15, 2009

James W. Cherry III '63 B.A.
November 20, 2008

Blanche (Lawson) Douglas '63 B.A., '81 M.A.E.
December 12, 2008

Frank S. Crosswhite '62 B.S.
December 12, 2008

John "Jack" Matlock '62 B.S., '70 J.D.
November 11, 2008

James "Jim" Blair '61 B.S.E.
January 21, 2009

Harold L. Wright '61 B.A.E.
December 31, 2008

Blonnie D. Krewson '61 B.A.E., '69 M.A.E.
December 15, 2008

Daniel B. Forrest '60 M.A.E.
January 23, 2009

Maude (Wang) Lim '60 B.S.
January 21, 2007

1950s

Roy A. Clark '59 M.A.E.
May 30, 2008

Edward Rondthaler IV '59 B.S., '66 M.S.
November 27, 2008

James A. Fowler '59 B.S.
December 5, 2008

Robert E. Novascone '58 B.S.
January 29, 2009

Robert D. Groth '58 B.S.
November 17, 2008

Kenneth J. Leonard '58 B.A.E.
November 4, 2008

Arwin C. Eiker Jr. '58 B.A.E., '61 M.A.E.
December 11, 2008

Charles B. Tanner '57 B.A.E., '59 M.A.E.
December 26, 2008

William D. Hunt '57 M.A.E.
October 5, 2008

Loyde C. Edmonson '57 B.S.
November 15, 2008

Thomas H. Wilson '56 B.S.
November 21, 2008

Rosalyn (Tommy) Grigsby '55 M.A.E.
November 9, 2008

Donald E. Weischedel '55 B.S.
December 21, 2008

Adeline M. Pleasant '53 B.A.E., '55 M.A.E.
November 21, 2008

Allison "Al" Edward Williams Jr. '53 B.S.
November 16, 2008

Curtis W. Janssen '52 B.S.
January 8, 2009

Lillie E. Williams '52 M.A.E., '70 Ed.D.
October 23, 2007

Benjamin P. Ashby '51 B.S.
December 6, 2008

Franklin E. Gray Sr. '51 B.S.
January 13, 2009

James J. Kinnerup '51 B.S.
December 26, 2008

Otto Korup '51 B.S.
November 7, 2008

Ralph E. Johnson '50 B.A.E., '55 M.A.E.
January 7, 2009

William A. Isley '50 B.S., '52 M.A.E.
December 20, 2008

William J. Saunders '50 B.A.E., '55 M.A.E.
December 30, 2008

Theodore J. Eicher '50 B.S.
December 16, 2008

Lillian (Kusek) Hominda '50 B.A.
November 25, 2008

Billy B. Mitchell '50 B.A.E.
December 4, 2008

Rose (Thompson) Goodman '50 B.A.E.
November 9, 2008

1940s

Senon "Baldy" Castillo '49 B.A.E.
January 31, 2009

Parley V. Heap '48 B.A.E., '55 M.A.E.
December 24, 2008

Elsie (Plevel) Herndon '48 B.A.
February 2, 2008

Regina "Jean" (Schermann) Mason '47 B.A.E.
January 14, 2009

Malva (Smith) Holyoak '44 B.A.E.
November 19, 2008

Bula L. Byars '43 B.A.E., '57 M.A.E.
November 16, 2008

Bonnie Junken '42 B.A.E.
December 18, 2008

1930s

Lois E. Schepman '38 B.A.E.
November 16, 2008

Madeline (Giacoma) Wyatt '34 3 Yr., '50 B.A.E.
January 10, 2009

*Gone
but not
Forgotten*

The "In Memoriam" section of ASU Magazine is moving. Beginning with the August 2009 issue, alumni deaths will be reported on the ASU Alumni Association Web site.

Please visit asu.edu/alumni and click on "In Memoriam" to see the listing.

Collector extraordinaire

Jeff Figler '72 B.A., '73 M.B.A.



Jeff Figler may have built his reputation around an extensive collection of sports, entertainment, and presidential memorabilia that he's amassed during the last 40 years, but he certainly knows whom to credit for starting him on the road to treasure hunting.

"My mother never threw away my baseball cards and comic books," said Figler.

The two-time ASU alumnus built a museum on his San Diego estate in 1998 to house more than 2,000 of his showpieces. One of the uncontested "stars" at his museum is a T206 Honus Wagner baseball card,

depicting the Pittsburgh Pirate shortstop considered one of the sport's all-stars prior to 1920. The card, which is extremely rare, is regarded as the "Holy Grail" for sports collectors. Another entry on Figler's not-to-be-missed list is Action Comic #1, dated June 1938, the comic book issue which introduced the world to the Superman character.

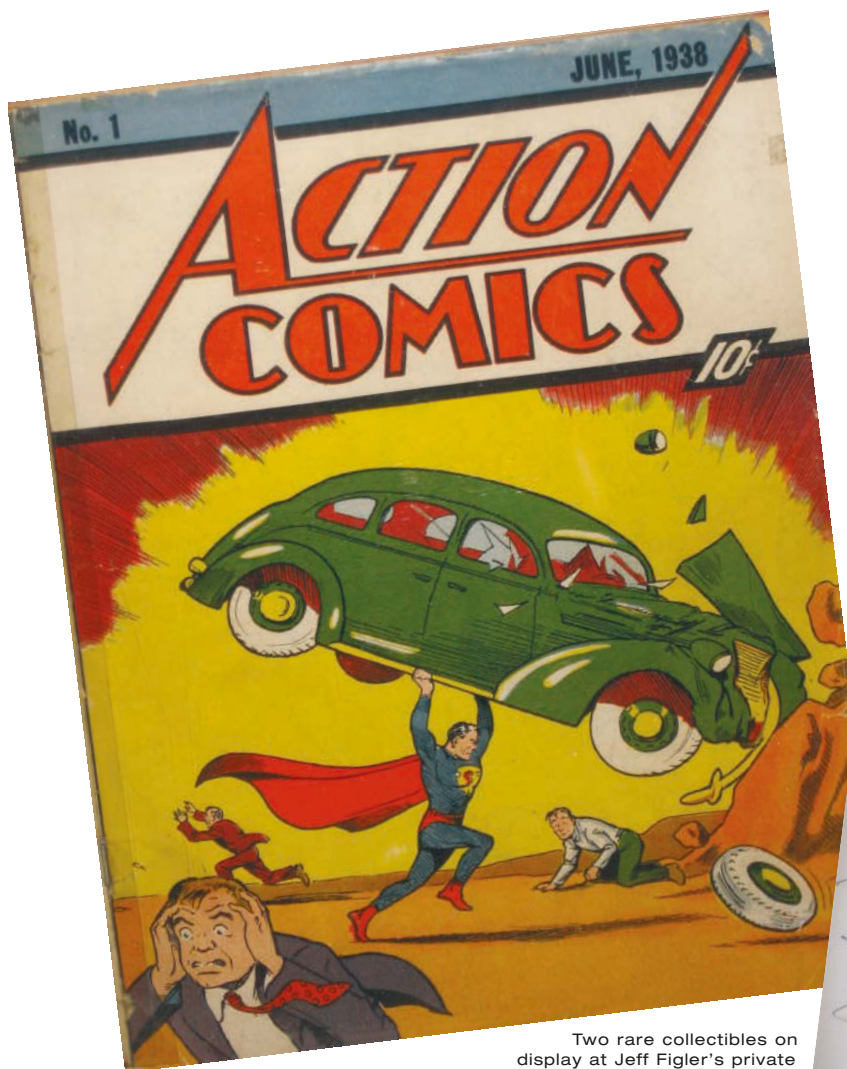
In addition to these popular culture jewels, the museum also houses a dazzling collection of historical collectibles. Figler owns handwritten letters from every U.S. president, including George Washington. This collection includes one of the 14 documents composed by William Henry Harrison, America's ninth president, who died after only a month in office.

Despite raising his stature in the collecting world by hosting a weekly radio show on sports memorabilia on St. Louis, Mo., Fox affiliate AM 1380 KSLG and serving as collectibles editor for Hall of Fame News magazine, many of Figler's fans say his amazing collection hasn't gotten the credit or audience it deserves.

"Jeff's museum is one of the nation's best kept secrets," said Andy Hanshaw '87 B.A., president of ASU's alumni chapter in San Diego. "From the rare Beatles items to baseballs signed by U.S. presidents, it's a unique view of American presidential and pop culture history."

While happily preserving the nation's past, Figler also seeks to assure the future happiness of its children. In 2006, he and his wife Linda established the Figler Foundation, which underwrites initiatives in health care and community projects.

By Oriana Parker, a Scottsdale-based freelance writer.



Two rare collectibles on display at Jeff Figler's private San Diego museum.



Did you know that ASU alumni could save on auto insurance with Group Savings Plus®?

Responsibility. What's your policy?



You may already know that you could get a special group discount on auto insurance through Liberty Mutual's Group Savings Plus program.* But did you know that Liberty Mutual offers many other discounts on both auto and home insurance?* In fact, you could save hundreds of dollars a year on auto insurance alone. And you could save even more by insuring your home, as well.

AUTO

HOME

Contact us for your FREE no-obligation quote:

- Call 1-888-674-5644 and mention client #9697
Monday - Friday, 7am - 12:30am; Saturday, 7am - 11pm; Sunday, 9am - 10pm
- Go to www.libertymutual.com/lm/asualumni
- Or visit a Liberty Mutual office near you

ASU ALUMNI
ARIZONA STATE UNIVERSITY

This organization receives financial support for allowing Liberty Mutual to offer this auto and home insurance program.

*Discounts and savings are available where state laws and regulations allow, and may vary by state. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify.

Coverage provided and underwritten by Liberty Mutual Insurance Company and its affiliates, 175 Berkeley Street, Boston, MA. A consumer report from a consumer reporting agency and/or a motor vehicle report, on all drivers listed on your policy, may be obtained where state laws and regulations allow.

© 2008 Liberty Mutual Insurance Company. All Rights Reserved.



you know a
beautiful deal
when you see one.

ASU Alumni are entitled to receive preferred pricing on selected office supplies and print services from OfficeMax®!

To enroll in the Retail ConnectSM savings program, please contact Karen Hart at 602-484-5769 or karenhart@officemax.com. Or, register online at www.officemaxsolutions.com and enter username **251437reguser520** and password **KHIFTM**.

©2008 OMX, Inc.

