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ASU MAGAZINE

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THE MAGAZINE OF ARIZONA STATE UNIVERSITY

Vol. 14, No. 3, March 2011

HIGHLIGHTS

20 My ASU Story

We asked our alums for their ASU stories, and they delivered – sharing tales of inspiring teachers, long-lived friendships, campus scenes etched in memory forever, and much more.

26 ASU Magazine Alumni Writing Contest winners

The long wait is over! Nearly 200 entries submitted by ASU alumni were reviewed by our panel of five judges, and they selected the best of the best! Read excerpts from the top fiction and nonfiction stories and “Briefly Speaking” entries.

DEPARTMENTS



2 President's Letter

Christine Wilkinson discusses top stories and upcoming events.

4 University News

Project Humanities explores the concept of place; Mayo Clinic pairs with ASU to fight cancer with protons; MBA program rated among the nation's 10 best.

16 Sports

Reports on women's tennis, softball and baseball; Ring of Honor program recognizes Sun Devil football legends.

34 Arts & Culture

Two film internship programs give students “real life” experience. Plus, new books by alumni, staff and faculty in Shelf Improvement.



38 Alumni News

A recap of recent ASU Alumni Association events – if you weren't at one of them, come see what you missed!

42 Sun Devil Network

Reports from around the Sun Devil nation.

46 Class Notes

Alumni news, notes and milestones.

56 Sun Devil Snapshot

A look back at 120 years of ASU baseball.



ASU ALUMNI ASSOCIATION BOARD AND NATIONAL COUNCIL 2010–2011

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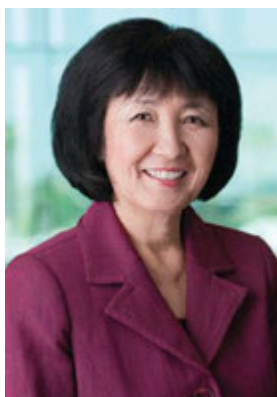
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President's Letter

The Alumni Association's Founders' Day Awards Dinner never fails to amaze me. It's a tradition that is more than 50 years old, and yet every year brings something new or surprising. The event showcases Sun Devil excellence achieved by faculty, staff and alumni, and over the years has recognized the efforts of ASU graduates including the Honorable Ruth

McGregor, U.S. Rep. Ed Pastor, former Tempe Mayor Neil Giuliano, retired PepsiCo CEO Craig Weatherup, professional golfer Phil Mickelson and many others.

This year's dinner, held on Feb. 24 at the Arizona Biltmore Resort & Spa, was no exception. We honored Amanda Borden-Cochran with the Young Alumni Achievement Award and Brian Swette with the Alumni Achievement Award. Milton Sommerfeld, Karen L. Adams and James Eder received our Faculty Achievement Awards in, research, service and teaching, respectively, and Robin Okun Hengl received our Staff Achievement Award. T. Denny Sanford received the Philanthropist of the Year Award.

Another thing that never fails to amaze is the pace with which technology changes our lives. Responding to the sharp rise in the number of alumni with smart phones, the Alumni Association has launched a mobile version of its Web site. This lean, easy-to-use version of alumni.asu.edu allows visitors to RSVP for events, purchase event tickets, become a dues-paying member of the association, and much more.

Our features this issue continue the theme of amazement. You'll find the winning entries for our first-ever Alumni Writing Contest printed in this issue, and we think you'll be impressed with the skill shown by the authors. Our second feature, "My ASU Story," is a section that could only be written by Sun Devil alumni! We selected nine stories to showcase in the magazine; many more are featured online at alumni.asu.edu. All of them highlight the uniqueness of the ASU experience.

Over the next several months, we'll kick off another season of Sun Devil Send-Offs, in which we welcome incoming freshmen into the ASU family with informal get-togethers in their hometowns. You can volunteer to host or assist with a Send-Off in your area – contact us at 480-965-ALUM (2586) for details.

A handwritten signature in black ink that reads "Christine K. Wilkinson". The script is fluid and cursive.

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

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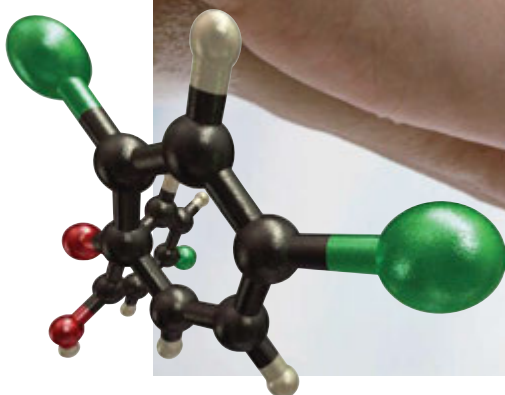
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Fighting the myth of a germ-free world

ASU researchers take a closer look at antimicrobial products

Killing microorganisms has become a national obsession. A pair of antimicrobial compounds known as triclosan and triclocarban are lately the weapons of choice in our war of attrition against the microbial world. Both chemicals are found in an array of personal care products like antimicrobial soaps, and triclosan also is formulated into everyday items ranging from plastics and toys to articles of clothing.

But are these antimicrobial chemicals, as commonly used by people across the nation, really safe for human health and the environment? According to Rolf Halden, a researcher at the Biodesign Institute and an associate professor in the School of Sustainable Engineering and the Built Environment within the Ira. A. Fulton Schools of Engineering, the answer is an emphatic "No."

Halden studies chemicals produced in high volume for consumer use. The antimicrobial triclosan was patented in 1964, and was primarily used in the early years in clinical settings, such as surgical environments. Antimicrobials made their first appearance in commercial hand soaps in the 1980s and by 2001, 76 percent of liquid hand soaps contained the chemical.

Halden and his team conducted a series of experiments aimed at tracking the environmental course of the active ingredients in personal care products. The results of their research indicate that triclosan and triclocarban first aggregate in wastewater sludge and are transferred to soils and natural water environments, where they were observed to persist for months or years.

The chemistry behind these compounds makes them notoriously difficult to break down. Further, they are averse to water or hydrophobic, tending to stick to particles, which decreases their availability for breakdown processes and facilitates long-range transport in water and air.

Both triclosan and triclocarban have been linked to endocrine disruption, with potential adverse impacts on sexual and neurological development. Worse, the accumulation of these antimicrobials in the environment may increase the likelihood that a super-bug, resistant to the very antimicrobials developed to kill them, will emerge, with potentially dire consequences for human health.

While effective regulation of these chemicals is badly needed, Halden says that the inertia of regulatory agencies is a formidable obstacle. In the meantime, the best hope is for consumers to avoid triclosan and triclocarban containing products.

"The culture of fear leads people to make impulsive decisions and buy a lot of antimicrobial products that are not really needed," Halden says. "It's a profitable market to be in, but not one that is ultimately sustainable or a good idea."



OBAMA CONFERENCE FOCUSES ON PRESIDENT'S LEGACY

ASU hosted a groundbreaking national conference March 24-25, which examined the meaning of the trailblazing 2008 presidential election and U.S. President Barack Obama's first three years as commander in chief, paying close attention to issues of race, gender, active citizenship, and international affairs.

The ASU conference, like the first of its kind organized by Peniel E. Joseph at Tufts University in 2010, brought scholars, practitioners, and activists to discuss, debate, and analyze the wider implications of the Obama administration's domestic and foreign policy agendas. Participants included Susan Casper, Catherine Clinton, Jelani Cobb, Peniel E. Joseph, Henry Yu and John Stauffer.

The event was sponsored by ASU's Office of the President, the Office of the Provost and Executive Vice President, the College of Liberal Arts and Sciences, the School of Historical, Philosophical and Religious Studies, Student Affairs and Multicultural Student Services.

CRONKITE SCHOOL LAUNCHES VISITING PROFESSORSHIP PROGRAM, DC BUREAU

The Donald W. Reynolds Foundation has awarded a five-year, \$1.67 million grant to Arizona State University to establish a visiting business journalism professors program.

The program will create 11 visiting professorships at 11 different schools, and

it will be administered through the Donald W. Reynolds National Center for Business Journalism, headquartered at ASU's Walter Cronkite School of Journalism and Mass Communication. The Reynolds Visiting Professorships will be modeled on successful programs at the Cronkite school and Washington and Lee University.

"Our goal in establishing the Reynolds Center for Business Journalism in the Cronkite School at ASU was to have a transformative impact on business reporting and the profession of business journalism," said Steve Anderson, president of the Donald W. Reynolds Foundation. "The faculty and staff at the Cronkite School have done such an extraordinary job in meeting that goal that our trustees have now approved additional funding to expand the reach of the program into 11 additional journalism schools across the country."

Andrew Leckey, president of the Reynolds National Center for Business Journalism and Reynolds Endowed Chair in Business Journalism, will oversee the program. Leckey will collaborate with the Reynolds Endowed Chairs in Business Journalism at the University of Missouri-Columbia, the University of Nevada, Reno, and Washington and Lee University in identifying other top schools to participate.

In another recent development at the journalism school, Cronkite News Service, a multiplatform daily news operation operated by the journalism

school, is opening a year-round Washington news bureau. Advanced students from the school will cover Congress, federal agencies, the White House and the Supreme Court, searching for stories that uniquely impact Arizona news readers and viewers. The bureau will open in May.

Steve Crane, a longtime editor and journalism educator and administrator, has been named director of Cronkite's Washington operations. Crane, a former Washington Times political reporter and editor, ran the Washington bureau of Capital News Service, the University of Maryland's public affairs program, from 1997 to 2005.

Washington stories will be distributed to daily newspapers, TV news operations and news websites across Arizona. The stories also will be featured on Cronkite News, the school's daily news website, and Cronkite NewsWatch, a 30-minute nightly newscast that airs on the PBS channel Eight World, reaching more than 1 million households statewide.

CROW LEADS HIGHER-ED REDESIGN SUMMIT



How can public colleges and universities reinvent themselves to thrive in the 21st century? ASU President Michael Crow and a number of higher education experts weighed in on that question at the "Reimagining Public Higher Education" conference held at the City University of New York (CUNY) on Nov. 9-10.

Crow, who was a co-host for the event, presented a session during the summit on

how universities can embrace change in terms of redesigning their infrastructure. He discussed how ASU has reconceptualized itself as a New American University and shifted its focus to become a more transdisciplinary and entrepreneurial institution that has modified its structures, practices and operations to cope with the challenges facing it in the current environment.

Other presenters at the conference included Chancellor Matthew Goldstein of CUNY, President Mark Yudof of the University of California system, and President Teresa Sullivan of the University of Virginia. Karen Arenson, a former reporter and editor for the New York Times and a Woodrow Wilson Visiting Fellow, led a panel discussion on how universities can chart a course for the future successfully.

ASU NAMED A TOP PRODUCER OF STUDENT FULBRIGHT AWARDS

ASU has been named one of the top producers of students who win Fulbright awards to study and teach abroad by The Chronicle of Higher Education. The university stands out among public colleges, coming in second only to the University of Michigan.

The Fulbright Program is the premier fellowship program of the U.S. State Department. Its aim is to increase mutual understanding between the United States and other countries, while helping develop creative responses to problems as serious as climate change and pandemics.

A record 23 ASU students received Fulbright awards last spring, and 20 currently are representing the school in 13 different countries. Three students declined their awards to pursue other opportunities.

Especially notable is that ASU has the highest winning percentage of any school in the nation, with 46 percent of the university's 50 applicants achieving success. The other schools at the top of the list – Michigan, Yale, Brown, Stanford, University of Chicago and Northwestern – achieved an 18 percent to 33 percent success rate.

ASU students are especially successful at winning these overseas study grants, partly because of ASU's emphasis on global studies and foreign languages, and also because of the strong support of faculty mentors, said Janet Burke, associate dean for national scholarships and internships at Barrett, the Honors College.

"Our students typically get started on their applications early and take advantage of the expertise and generosity of their faculty mentors in formulating their projects," Burke said. "They also write multiple drafts of their essays and carefully implement the suggestions made at their Fulbright campus interview. I believe this seriousness of purpose and willingness to take advantage of the enormous opportunities offered to them at ASU is what leads so many to success."

ASU's Office of National Scholarship Advisement works with students across all four campuses, not only Honors College students, helping them prepare to compete for national and international awards of merit.

MAIENSCHIEIN RECEIVES PROFESSOR OF THE YEAR AWARD

The Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education have named ASU scientist Jane Maienschein the 2010 Arizona Professor of the Year.

Maienschein, a Regents' Professor and Parents Association Professor in ASU's School of Life Sciences, was selected from more than 300 top professors in the United States.

"Teaching is a team sport," Maienschein says, with credit to colleagues and the Distinguished Teaching Academy that has created a culture of teaching and learning excellence at ASU. Amy Ostrom, a professor of marketing with the W. P. Carey School of Business, won a state award in 2004 and serves as president of the academy.

Maienschein was honored at a ceremony in Washington, D.C. She is director of the Center for Biology and Society at ASU, a dynamic center that promotes the exploration of the conceptual foundations and historical developments of the biosciences and their diverse interactions with society. The center works across disciplines, stimulating intellectual ferment and impact through research and educational collaborations and communications.

A fellow of the Association for Women in Science and the American Association for the Advancement of Science, Maienschein has served two terms as a board member for national AWIS in Washington, D.C. She served as the first president for the International Society for History, Philosophy, and Social Studies of Biology, and as president of the History of Science Society.

Maienschein is the 10th ASU educator chosen by CASE and the Carnegie Foundation as a top professor in Arizona. This year's 38 state winners and four national winners were selected from nominations from colleges and universities nationwide.



NURSING SCHOOL BUILDING GOES FOR THE (LEED) GOLD

The College of Nursing & Health Innovation Phase II building (NHI2) has won the Design-Build Institute of America's (DBIA) National Design-Build Award for an Education facility over \$25 million, and was one of two



buildings, out of hundreds of entries nationwide, to be nominated for the Best Overall Award. The structure also achieved Leadership in Energy and Environmental Design New Construction (LEED®-NC) Gold certification from the United States Green Building Council, making it one of just a few LEED®-NC Gold certified buildings in Phoenix.

The five-story, 84,000-square-foot, copper-clad urban building, is owned by the city of Phoenix and was created by the design-build team of DPR Construction and SmithGroup architects. It features classrooms, office and administrative space, a 240-seat conference center, and a 60-seat computer classroom laboratory.

To be considered for the prestigious DBIA National Design-Build Awards, projects must demonstrate successful application of design-build principles, including collaboration in the early stages of the project and the acceptance of single-entity risk. The project must be completed on time, on budget and without litigation. Winning projects are honored for advanced and innovative application of total Integrated Project Delivery and finding unique solutions to project challenges.

The NH12 building features solar water heating, which harvests Arizona's abundant renewable energy while reducing the building's carbon footprint. More than three-quarters of construction waste (967 tons) was diverted from conventional landfills, materials used for the project contained recycled content and 70 percent of all wood products were certified by the Forest Stewardship.

BUSINESS SCHOOL RESEARCHER PUBLISHES SOLAR STUDY

Americans have become more and more concerned with using cleaner energy sources and creating new jobs through the use of solar energy. A new study from the W. P. Carey School of Business takes a closer look at which states might benefit the most both from generating solar energy and from consuming that energy. These are believed to be the first state rankings of their kind.

Assistant research professor Matthew Croucher authored the report, which was published in *The Electricity Journal*. According to Croucher's work, the top 10 states that would benefit from solar deployment through generating and exporting energy to other states are (in rank order): Arizona, Colorado, Georgia, Texas, Hawaii, Arkansas, Wyoming, Alabama, Missouri and California.



Croucher said of Arizona's top ranking, "In terms of potential cost and output efficiency, Arizona has a significant amount of solar potential, but the state, like most other states, is currently constrained by its transmission system, which was created with mainly fossil fuels in mind. If Arizona is going to maximize the benefits from its competitive advantage in solar generation, it will need to figure out how to successfully export significant quantities to other states, which may require investing in infrastructure."

According to the study, the top states for solar energy consumption are Hawaii, Delaware, Alaska, Wisconsin, Maryland and Ohio. This list takes into account the current carbon emissions from electricity in each state and whether electricity prices are high there. However, it doesn't make much sense for states like Delaware and Wisconsin to try to generate their own solar energy. Croucher says that's why it's so important to consider both the generation and consumption lists together.

"If we want to maximize the societal benefits from solar generation, it should be deployed in the most cost-effective states and sold to states that have relatively high electricity prices and/or a relatively high carbon content in their current generation mix," explains Croucher.

The full study, including the rankings of all 50 states, can be found at www.sciencedirect.com/science/journal/10406190. It is called the "Optimal Deployment of Solar Index."

'ASK A BIOLOGIST' WEBSITE WINS SCIENCE EDUCATION PRIZE

The American Association for the Advancement of Science (AAAS) has chosen ASU's "Ask A Biologist," an online resource for children's science education, to receive its Science Prize for Online Resources in Education (SPORE) award.

AAAS, which publishes the journal *Science*, created the SPORE competition to recognize that "being an outstanding science educator is as valuable to society as being an exceptional research scientist." The prize recognizes the Web site's creative content and its developer, Charles Kazilek, who is the director of technology integration and outreach in ASU's School of Life Sciences in the College of Liberal Arts and Sciences.

Kazilek's virtual world encompasses coloring pages, image and zoom galleries, games, stories, science career pages, teacher's resources, experiments, and language translations into Spanish and French. Attracting more than a million visitors a year from across the globe, favorite offerings from amongst the 2,500 pages of content are the Ugly Bug contest and the Ask A Biologist podcast, which injects children's voices as co-hosts in the website's audio programming.

Besides showing that science is fun and answering more than 25,000 biology questions from children, teachers and parents in the last decade, Kazilek has built connections with the public he serves. In one year alone, he met face-to-face with 1,600 educators and nearly 1,000 K-12 students in Arizona, Washington, D.C., Indiana, and Texas.

The Ask A Biologist site is also enhanced by online partnerships, with more than 150 contributors – including scientists, artists and experts from ASU – as well as the talents of volunteers from Panama, Columbia, India, France, England and Canada.

ASU and Kazilek join 11 other awardees selected in 2010 from entries from the United States and abroad. A complete list of winners and their essays can be found at <http://www.sciencemag.org/site/special/spore>. To learn more about Ask A Biologist, which is part of the National Science Digital Library, and which is supported by a grant from the National Science Foundation, visit askabiologist.asu.edu.



NEW CENTER TO BRIDGE DISTANCE BETWEEN US, CHINESE CULTURES

Mutual understanding between the United States and China, along with an exchange of ideas, language and literature, are at the core of a new educational partnership between ASU and Sichuan University (SCU). The SCU-ASU Center for American Culture, officially launched Dec. 13 at Sichuan University in Chengdu, China, is designed to be a model for Sino-American

cultural engagement through university-to-university collaboration.

"The U.S.-China relationship is the most important bilateral relationship in the world," said Thomas Skipper, minister counselor for public affairs at the U.S. Embassy in Beijing. Skipper spoke at the opening ceremony for the center, noting that it "is already generating a lot of interest and excitement in academic communities in both our countries."

Initiatives of the new SCU-ASU Center for American Culture will include: public, socially embedded English language and culture programs; symposia and lectures related to U.S.



history, culture and the arts; and collaborative study of works of literature, language, media, arts and history.

Neal Lester, a professor of English and dean of humanities in the College of Liberal Arts and Sciences, represented ASU at the center's opening ceremony.

"As Americans teach Chinese about America, Americans learn about ourselves as Americans," Lester said. "We hope that Chinese teaching Americans about Chinese culture will also teach Chinese peoples about themselves. Through this very interrogation of difference, we will inevitably come closer to understanding and appreciating that, as poet Maya Angelou has said, 'we are more alike than we are unlike.'"



Promising results

ASU plays role in new Mayo Clinic cancer fighting facility

Mayo Clinic is bringing a powerful new tool to the fight on cancer with the help of Arizona State University. The clinic is spending \$370 million on building two new facilities – one in Arizona and one in Minnesota – employing proton beam therapy, an advanced cancer treatment method. As part of the Proton Beam Therapy Program, ASU will provide a steady stream of physicists who will have the opportunity to work with the Mayo physicians.

Modulated proton therapy, based on pencil-beam scanning, which uses a narrower beam than a traditional proton beam, is a more precise form of therapy treatment of cancer that allows for greater control over radiation doses, shorter treatment times and fewer side effects. Both of the new Mayo facilities will feature the technology.

Mayo will build a new 100,000-square-foot center on its campus near North 56th Street and East Mayo Boulevard in northeast Phoenix. The center, expected to open in late 2014 or early 2015, will employ about 130 staff members, including 13 physicians and nine physicists.

Sethuraman “Panch” Panchanathan, ASU’s chief research officer said that physicists, engineers and technologists trained at ASU will have the opportunity of working at the world-class facility at the Mayo Clinic. He expects these individuals to become fully integrated with the operation.

“This adds another important dimension to our comprehensive partnership and collaboration with the Mayo Clinic,” said Panchanathan. “We expect that the new facilities will allow us to advance research in the broad areas of healthcare, sciences and engineering, especially in particle physics and oncology.”

Creative collaborations

Panel experts: U.S. needs to embrace ‘open innovation’ or be left behind

While antiquated business models and organizations entrenched in tradition are still the norm in America, open innovation by some of the most progressive businesses and universities in our country, plus a new generation of tech-savvy entrepreneurs, are poised to change the way the United States does business.

A forum, “Can Open Innovation Regain America’s Competitive Edge?” convened by ASU President Michael Crow, brought together eight leading “open innovators” from around the United States to discuss the concept of open innovation in the private, academic, and non-profit sectors. The forum took place on Oct. 29, at the National Press Club in Washington, D.C.

Panelists included Mitzi Montoya, ASU’s new executive dean of Innovation and Technology; Diana Wells, president, Ashoka; Amy Stursberg, executive director, Blackstone Charitable Foundation; Jim Whitehurst, president and CEO, Red Hat Inc.; Santokh Badesha, Xerox Fellow and manager of open innovation, Xerox Corp.; Matthew Von Ertfelda, vice president of insight, strategy, and innovation, Marriott International; Chris S. Thomas, chief strategist & director of architecture, Intel Corp.; and Rob Pegoraro, consumer technology columnist, The Washington Post.

“Open innovation is about collaboration – among firms, public-private partnerships, universities and industry,

consumers and producers, etc.,” said Montoya. She suggested the concept is a movement away from closed, proprietary ways of doing business to open, innovative systems where previously disconnected stakeholders, and sometimes even competitors, collaborate to leverage resources and tap disparate knowledge.

Panelists discussed challenges to open innovation, including traditional business models that reinforce proprietary thinking; government policy that has allowed too many technology monopolies through patents and IP copyrights; and what panelist Matthew Von Ertfelda of Marriott International described as “an inherent fear of change.”

The Internet and the personal computer were mentioned as the best examples of using open innovation practices, and it was suggested that the Web would not exist as it does today without Linux and its open source software. Panelists offered that “cloud computing” is poised to further revolutionize the open innovation universe.

“The only way we are going to solve all our problems is by having more problem solvers,” said Wells. She went on to explain that the old model of having a business hub is being re-discovered on the Internet, and that in the non-profit world, the best ideas are being shared so that “anyone can take the idea and run with it for the betterment of society.”

Virtually perfect

ASU launches global classroom partnership with Smithsonian Institution

A novel virtual classroom debuted last fall with the launch of the School of Life Sciences' "Current Topics in Tropical Biology" class. Through high quality, multipoint Vidyo™ video conference exchanges, experts from the Smithsonian Tropical Research Institute (STRI) and scientists at the Smithsonian Institution in Washington, D.C., are sharing real time classroom activities with ASU professors and students.

"Vidyo's groundbreaking technology and video conferencing system transforms mediated classrooms on campus into real time, research and learning environments," said Robert E. Page, Jr., dean of the School of Life Sciences.

"Students can participate in high quality video interactions with researchers from remote areas, plus collect and share data via the Internet, all at the same time, on their laptop or desktop PCs or Mac."

Developed and directed by ASU professors David Pearson and Jürgen Gadau, the tropical biology class features a series of experts from ASU and Panama. In addition to the expanded global classroom activities, Smithsonian researchers are working with ASU colleagues and mentoring students on site in Arizona. Eight students from the fall course did field work in Panama during ASU's winter session, based on the research approaches that they developed with ASU and Smithsonian faculty. The winter cohort also included graduate students from Panama.

Page worked to develop the ASU-STRI partnership with STRI's director, Eldredge Bermingham.

STRI offers facilities in Panama that allow staff scientists, fellows, and visiting scientists to pursue a range of tropical studies. The first test of the Vidyo system in the field was conducted at Barro Colorado Island, an internationally recognized biological research station.

One important goal of the ASU-STRI collaborative is to promote educational



(top) ASU students interact with Smithsonian researchers in Panama via the Vidyo™ videoconferencing system; (lower left) the ASU-Smithsonian Tropical Research Institute collaboration has the potential to advance research in biofuels, social structure, sustainability and species diversity; (bottom left) ASU professors Jürgen Gadau and David Pearson and recent graduate Kate Ihle '10 Ph.D. in Gamboa, Panama.

opportunities globally, including research in the areas of biofuels, social structure, sustainability and species diversity. It is hoped the educational experiences to be created by the ASU-Smithsonian virtual learning sessions will extend beyond the university to users worldwide.

"We would like the benefits of this program to reach other students who would otherwise not have access to such a great resource," said Page.

Cultural matters

Project Humanities explores ways people connect and make meaning

Arizona State University will shine the spotlight on the humanities in a yearlong celebration filled with public events, programs and activities that highlight faculty and student scholarship, research and creative activity.

ASU's Project Humanities, a universitywide initiative involving all four campuses, will focus in its inaugural year on "Humanities at the Crossroads: Perspective on Place." Some of the broad topical areas to be addressed during the calendar year will include: What makes us human? How are humans more alike than unlike? How can civil discourse be used to address conflict? What is the role of social media in creating community? Is technology the liberator or the oppressor?

"The idea of place holds many meanings," said Neal A. Lester, dean of humanities in ASU's College of Liberal Arts and Sciences who is leading the project. "Within higher education the humanities, particularly foreign languages and cultural studies, have increasingly fallen victim to budget cuts. There is the perception that they just aren't important. That is not the case at ASU. They serve a core purpose at our university and we want to tell that story."

At the end of 2011, ASU will produce a publication of original faculty, student and community work relating to the project.

The project kicked off in February with a week of activities. Keynote speakers included noted author and screenwriter Sherman Alexie; Rosemary Feal, executive director of the Modern Language Association of America; and Jim Leach, chairman of the National Endowment for the Humanities.

"The humanities – the study of languages, literatures, cultures, philosophy, religions and history – are vital to creating a literate citizen," said ASU President Michael Crow. "They inform our sense of who we are and our place in relationship to each other. They enhance our lives, give meaning to our professions, and provide us with the tools to think critically about society and transform it in positive and meaningful ways."

For more information on

Project Humanities events, as well as stories on humanities scholarship and research, visit humanities.asu.edu.



Good business

Full-time MBA program rated among nation's 10 best

Bloomberg Businessweek ranked the full-time MBA program offered by ASU's W. P. Carey School of Business in its global top 20 list for MBA programs globally in its most recent survey of such programs. The publication also ranked ASU's program among the top 10 in the United States.

The publication rated ASU's full-time MBA program No. 18 in the world and No. 10 in the nation for "return on investment." The new rankings measure the total costs of attending business school and the median post-MBA pay increase for graduates of the full-time program.

Based on this, the magazine says it will likely take less than five years for a W. P. Carey MBA student to recoup all the costs of getting an MBA. The new list also shows a hefty annual pay increase of about \$40,000 for students who complete the full-time W. P. Carey MBA program.

"The W. P. Carey School is often ranked highly for the quality of our programs, research and world-class faculty," says Professor Beth Walker, associate dean for the W. P. Carey MBA. "In addition, this ranking suggests we are also an incredible value. Our top-rated MBA program is not only affordable, but our graduates also enjoy very high starting salaries. We're pleased to be able to offer real value to our students, helping them get ahead in the global marketplace, especially in this difficult economic time."

When it came to undergraduate programs, Bloomberg Businessweek ranked the Carey school highly for "return on investment," at No. 18 in the nation.

Dean Robert Mittelstaedt noted of the rankings, "We're fortunate to offer a top-tier business education with the relatively low tuition levels of a state school. This allows us to recruit some of the best students in the world and to change lives through education."



Professor
Beth
Walker



ASU Senior Scientist Deidre Meldrum.

Engineering the future

Meldrum taking on new challenges

Deirdre Meldrum, who for four years led the Ira A. Fulton Schools of Engineering as its dean, entered 2011 in a new role, as the university's Senior Scientist directing the Biosignatures Initiative. The initiative's goal is to establish a national center to pursue the engineering and scientific advances needed for progress in personalized pre-symptomatic medical diagnosis and prevention of disease.

"She will guide work with the potential to have an immense impact on improving human health and the environmental health of the planet," says ASU President Michael Crow.

As engineering dean, Meldrum orchestrated a transformation aimed at breaking barriers long cemented in place by conventional ways of organizing engineering schools. Ten departments have been reconfigured into five engineering schools that integrate traditionally separate engineering disciplines, with the goal of fostering more collaborative research – and ensuring students are better prepared to meet the demands of the 21st century engineering marketplace.

Meldrum not only handled the leadership duties of a large school – about 6,000 students and more than 200 faculty members – but has maintained and expanded the multifaceted research she brought to ASU when she departed the University of Washington.

In ASU's Biodesign Institute, Meldrum directs the Center for Biosignatures Discovery Automation (formerly the Center for Ecogenomics). Its research capabilities led to a second five-year \$18 million federal grant – one of the highest individual grant amounts in ASU's history – to continue her lab's work with her National Institutes of Health Center for Excellence in Genomic Sciences. The center's work focuses on better understanding of the causes of many widespread diseases and ailments – in particular, cancer and inflammation – and the search for cures.

Meldrum will continue to be a professor of electrical engineering in the School of Electrical, Computing and Energy Engineering, and to work with engineering faculty and students in her research center.

License to thrive

AzTE highly ranked in recent annual tech transfer survey



Augustine Cheng, managing director and chief legal officer, Arizona Science and Technology Enterprises LLC (AzTE).

Arizona Technology Enterprises (AzTE), the technology-venturing arm of Arizona State University, achieved high marks in an annual report that measures the productivity of university technology transfer offices across the United States.

The Association of University Technology Managers (AUTM) represents more than 300 universities,

research institutions and teaching hospitals in the United States. Member institutions report the outcomes of their technology transfer operations on an annual basis. AUTM's most recent report covers activities in fiscal year 2008.

According to the report, AzTE scores highly in terms of both inputs (inventions disclosed to AzTE by ASU researchers) and outputs (licensing deals and option agreements). Among U.S. institutions with at least \$200 million in research expenditures, AzTE ranked seventh in invention disclosures per \$10 million in

research. In addition, AzTE ranked sixth for expenditure-adjusted licenses and options. Among the 15 peer institutions designated by the Arizona Board of Regents, ASU through AzTE's activities ranked first and second in those categories, respectively.

According to Augustine Cheng, AzTE's managing director, these high rankings are a credit to the entrepreneurial spirit of ASU's faculty as well as the university's ongoing commitment to use-inspired research that aligns research priorities with urgent societal needs.

"AzTE supports ASU's research enterprise by providing an additional, commercial pathway for knowledge dissemination," said Cheng. "Licensing these inventions helps ensure the cutting edge research performed by our faculty has a real-world impact, whether by improving medical treatments, accelerating new technologies, or creating jobs and economic growth through spinout companies based on ASU research advancements."

Although comparative data from AUTM won't be available for some time, ASU faculty submitted a record 187 invention disclosures in fiscal year 2010. These inventions will provide the technology inventory for the next generation of new deals or startups.

For more information on the AUTM report, visit autm.net.

Friends for life

The ASU Alumni Association welcomes the following new life members, who joined between Aug. 27, 2010 and Jan. 5, 2011.

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Xiao Yuan '08 M.Tax.
Jennifer L. Zimmerman

◆= 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.

For the love of the game
Zack is back
Football legends
Throw down
Jumpin' for Joe
School days

For the love of the game

Alumna is the queen of (baseball) diamonds



Jennifer Germer '97 B.S. played a lot of sports when she was growing up, but few of them involved a bat and ball.

Yet, as it has turned out, baseball has played a big part in Germer's life: it's formed the backbone of her career and provided her with a World Series ring. She worked in the marketing department for the Anaheim Angels from 2000 to 2006, and received her ring when the Angels won the series in 2002.

It was that job that developed her love for baseball.

"My co-workers' love for the game was so contagious," she said. "In baseball, you work from 8:30 a.m. to 10:30 p.m. You have to love what you do."

Today, Germer shares her love of the sport with thousands of people in the Lone Star State as the vice president of marketing for the Houston Astros.

"You never have the same day twice," Germer said. "You actually get to start a project and see it through."

Many of the work projects for the Maryland native involve selling baseball in a state she had never visited prior to arriving in Houston.

One of Germer's experiences has been developing and executing the Astros' Play Green campaign. Through that program, the Astros have educated children about organic foods, healthy eating and nutrition. The team also has worked on building projects with Habitat for Humanity.

Germer did not envision a career in professional sports when she was a student at ASU. As an exercise and wellness major, she planned to become a physical therapist. After completing a couple of internships and earning her degree,

Germer had a change of heart. She credits Daniel Landers, a Regents' Professor emeritus in the Department of Kinesiology, with being a good mentor and providing wise counsel about career options. Her next stop was San Diego, where she served as the sports marketing and event manager for Elite Racing, Inc.

"I learned sales, marketing and special events through my first job," Germer said. "My degree gave me a keen understanding of what athletes go through mentally and physically."

Before she started working in baseball, Germer promoted ice hockey in California as a staff member for the National Hockey League's Anaheim Ducks. In the middle of beaches and sunshine, Germer had to convince people to come inside to watch the Ducks. She said it was an easy sell, once the right people knew about its benefits.

"It's a small niche of people who are hockey fans in southern California," she said. "They will come to have a good time. Once you see hockey live, it's a great game."

Germer has brought that same unflagging enthusiasm to baseball. She says hers is not a job that starts on opening day or ends with the final pitch of a season.



(opposite page) Jennifer Germer addresses an audience as part of her job as vice president of marketing for the Houston Astros. (left) Germer (standing, fifth from right) developed the Play Green campaign for the team. (below) Germer and the Astros team participated in a Habitat for Humanity project.



"Most people ask me what do I do in the offseason?," she said. "We are actually busier in the offseason than during the season. There is so much planning and budgeting. During the season, you are executing plans at that point."

But things are not quiet during the spring and summer. During a typical baseball season, Germer attends all of the Astros' home games.

"When the team is on the road, you want to eat a meal and do laundry and do all of the things that you normally do," she said.

Jennifer's husband, Jonathan, also works for the Astros in the finance department as the team's controller. "The amount of nights and weekends you are at the job ... he gets that," Jennifer said. "He understands."

During her time in Houston, Germer has witnessed retired Astro Craig Biggio's 3,000th hit and she has seen the smiles on kids' faces when they are walking around Minute Maid Park holding brand new bobbleheads of a favorite player.

"You get a lot of those a-ha moments," she said.

And she acknowledges that her time at ASU allowed her to transition to the "big time" stage of pro sports gracefully.

"I came from a small town in Maryland," she said. "College taught me about meeting new people and being on my own. I got a lot of my work ethic from ASU."

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

ZACK IS BACK

Sophomore infielder plays "all-out" for baseball team

Zack Mac is back, and that isn't good news for Pac-10 baseball teams.

Arizona State second baseman Zack MacPhee is coming off a sophomore season in which he was named the Pac-10 Player of the Year. It was the fourth straight season that a Sun Devil won the award. The others were Jason Kipnis (2009) and Brett Wallace (2007 and 2008).

MacPhee, a product of Sandra Day O'Connor High School in Phoenix, hit .389 with 89 hits, nine home runs, 64 RBIs, 14 triples and 20 stolen bases.

"It means a lot, being among those guys and the other ASU players who have won it. It's a cool honor to get," said the 5-foot-8, 172-pound MacPhee.

He helped lead ASU to the College World Series (CWS) in Omaha (Neb.), and played in the prestigious Cape Cod League during the summer of 2010.

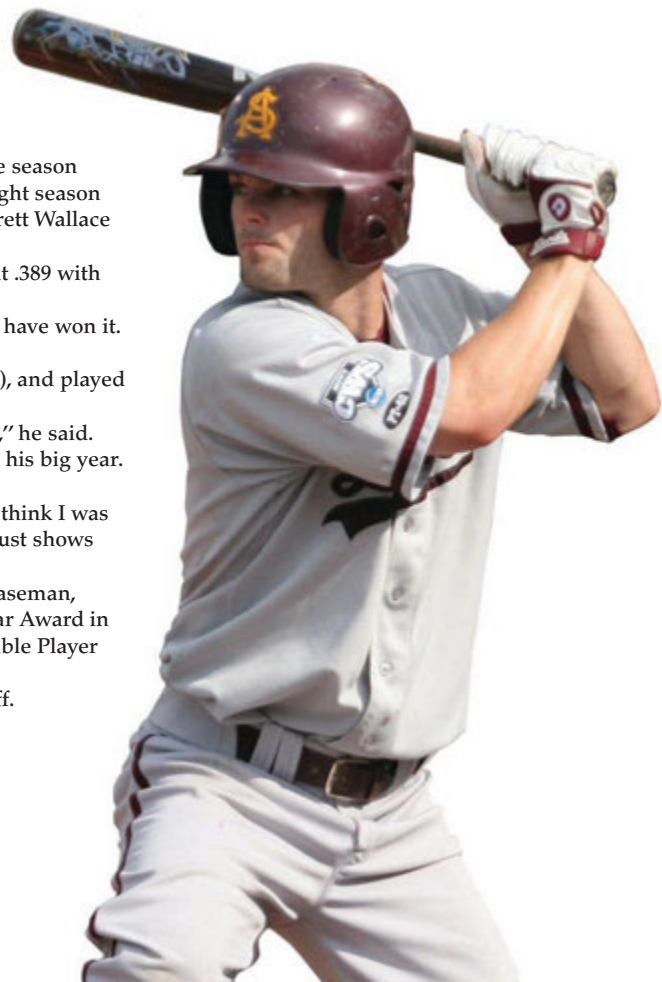
"I started out pretty hot, but then I jammed a thumb and had to back off," he said.

The switch-hitting MacPhee sounded matter-of-fact, not bragging, about his big year. He simply has a lot of confidence.

"Coming in as a freshman, I settled in pretty well (he hit .270), so I don't think I was surprised," he said. "Any way I can get on base and score runs. What I did just shows how much I helped the team. That's the main thing."

MacPhee hopes to follow in the footsteps of another Sun Devil second baseman, Dustin Pedroia, who went on to win the American League Rookie of the Year Award in 2007 for the World Series champion Boston Red Sox and the AL Most Valuable Player in 2008.

Of his approach to the game, MacPhee said, "There's no real rah-rah stuff. I just go out and play as hard as I can every game, go all-out, and whatever happens, happens."





From left to right: Ring of Honor inductees Randall McDaniell, Coach Frank Kush, Wilford "Whizzer" White, Danny White, Vice President for Athletics Lisa Love, Mike Haynes, John Jefferson, Ron Pritchard.

ASU HONORS FOOTBALL LEGENDS AT HALFTIME OF UCLA GAME

Legendary ASU football Head Coach Frank Kush and eight former Sun Devil football players were recognized in a halftime ceremony during the ASU-UCLA football game on Nov. 26. The nine men represented the initial inductees of the newly instituted Arizona State Football Ring of Honor.

The inductees, along with Coach Kush, were running back Wilford "Whizzer" White, running back Bobby Mulgado, linebacker Ron Pritchard, quarterback Danny White, defensive back Mike Haynes, wide receiver John Jefferson, offensive

lineman Randall McDaniel and the late defensive back Pat Tillman.

In the future, membership will be limited to just four inductees per year. To be eligible, a player must have been out of college for a minimum of 25 years, be a member of ASU's Athletic Hall of Fame, and broadly acknowledged to have had an outstanding career at Arizona State University. The player-led initiative also will include a scholarship component.

THROW DOWN

Incoming softball pitcher excited to "go against the best"

Never has an incoming freshman softball player created as much of a buzz as has Arizona State's Dallas Escobedo.

To say she throws hard is an understatement.

In a stellar career at Phoenix St. Mary's High, the 6-foot-1 Escobedo struck out 1,882 batters (believed to be a national record), threw 37 no-hitters and five perfect games. She was the Gatorade Player of the Year for Arizona as a senior and was a two-time Arizona Republic Big School Player of the Year, as a senior and a freshman.

In the summer of 2010, she led the U.S. team to a gold medal by winning three games in the Pan American Games.

As hard as she throws, Escobedo needed a pitch to keep batters off-balance. So with the help of new ASU pitching coach and former USA Softball coach Chuck D'Arcy, she developed a change-up. She continued to work on it virtually every day during the fall and had it ready to go this spring.

"My change-up was pretty horrible, but now it's a lot better. I'm getting a good grip on the ball," Escobedo said.

When it came time for her decide where she was going to play college ball, there was no hesitation on the part of Escobedo, who grew up in Glendale. She decided she wanted to become a Sun Devil when she was a sophomore at St. Mary's.

"My decision was pretty easy," she said. "The Pac-10 has good hitting and good pitching and that's what you want, to go against the best."

She is excited about the possibility of pitching in the Women's College World Series in Oklahoma City.

"We're going to have good pitching. Each of us (junior Hillary Bach, sophomore Mackenzie Popescue and Escobedo) bring something different," Escobedo said.

Her new teammates have welcomed her with open arms. Who wouldn't, if someone can pitch like that?

"I've known a lot of them, played with or against them, so the transition has been pretty easy," she said.



Dallas Escobedo

JUMPIN' FOR JOE

The Arizona State University men's basketball team honored "Jumpin'" Joe Caldwell by raising his No. 32 to the Wells Fargo Arena rafters at its Nov. 20 home opener against the University of Alabama-Birmingham. Caldwell, the only Sun Devil to earn a basketball gold medal for his 1964 efforts in Tokyo, played at ASU from 1961-64 and remains the highest-drafted Sun Devil in history.

Caldwell was inducted into the Arizona State Hall of Fame as a charter member in 1975 after an incredible career that saw his Sun Devil teams post records of 23-4 in 1961-62, 26-3 in 1962-63 and 16-11 in 1963-64. Caldwell was the second overall pick in the 1964 NBA draft by the Detroit Pistons, the highest selection by a Sun Devil. He played with the Pistons from 1964-66, the St. Louis Hawks (1966-68) and the Atlanta Hawks (1969-70) before finishing his professional career in the American Basketball Association with the Carolina Cougars (1970-74) and Spirit of St. Louis (1974-75).



Joe Caldwell

SCHOOL DAYS

Tennis player balances tournaments, student teaching



Arizona State women's senior tennis player Kelcy McKenna has a special group of fans rooting for her this spring.

They are fifth graders from Waggoner Elementary School in south Tempe, where McKenna was a student teacher last fall.

McKenna is following in the footsteps of her parents, who have teaching backgrounds in her native Oregon. They were college athletes, too, mother, Patti, at the University of Oregon (tennis, volleyball) and father, Matt, at Southern Oregon (baseball).

"I love teaching," McKenna said. "You get to experience so many different opinions on things. These kids are so honest.

"There are so many ways of solving problems. It is refreshing to have a life perspective like they have. In some ways, it's kind of a break from the real world."

But McKenna put in the time and the hard work in the classroom, just as she has on the tennis court.

She called her first day at Waggoner "awesome" and worked in the classroom of Erin O'Neill, a former soccer player at ASU. McKenna worked a full schedule, including about three weeks on her own in the classroom, and that forced her to miss a few tournaments in the fall.

On the court, it was quality, not quantity. McKenna won two tournaments, the Cal Nike Invitational and the Thunderbird Invitational, and twice was named ASU Athlete of the Week.

A volleyball and tennis star at North Bend High, she jumped right into the tennis life as a freshman at ASU.

"I adjusted better than I expected," she said. "I was kind of burned out on volleyball, and I had more of a passion for tennis. I appreciate playing it more."

Longtime ASU coach Sheila McInerney helped her in so many aspects, including keeping her balance on the court, "because I was always used to diving for the ball in volleyball," McKenna said.

"We have a cohesive team and hopefully we can peak at the right time. We all get along really well. We celebrate our victories as individuals and as a team. We have lot of pride in our school."

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

Kelcy McKenna



My ASU Story

Alumni share their Sun Devil memories

We asked our alums for their ASU stories, and they delivered – sharing tales of inspiring teachers, long-lived friendships, campus scenes etched in memory forever, and much more. We've selected several of the most intriguing to share here. You can find many of the other entries online at our Web site: alumni.asu.edu.



Dog day afternoon

Category: Campus scenes

The Cady Fountain next to the MU was the place to meet, leave your dog, pick up your dog, and keep an eye on a friend's dog. We knew people by their dog, the breed, name and habits. Cressida, my Springer Spaniel, loved the water, loved playing Frisbee and loved the friends she made. I have friendships that were established at the fountain via our dogs and maintained today, and I periodically run into someone who remembers Cressida!

—Linda Weinberg '76 B.S.W., '83 M.S.W.

For the love of the game

Category: Family Traditions

I always loved the game of basketball, and although I wasn't good enough to play on a college team, I wanted to be involved somehow. My cousin was the basketball manager at USC and told me that I should inquire about doing the same at ASU.

The day I called to inquire about how to become a manager just happened to be the day they were holding a meeting for potential managers. I went to the meeting and learned what it was all about. I volunteered all of my free time my freshman year, as there were only two paid positions, which were already filled. My commitment to the team led to a paid position for the next 3 years.

My time with the team and ASU athletics is the reason why I am so passionate about ASU sports today. I am a football and basketball season ticket holder and take my

young son to all of the ASU basketball games.

My cousin (the USC basketball manager) and

I make annual trips to watch ASU and USC play each other in both football and basketball — a sort of family rivalry that started from our involvement with our respective schools' athletic programs.

Our families love the trips, not only because we get to see each other at least a few times a year, but because of the great family fun and traditions that have evolved out of it. We have been doing it for more than 10 years now, and have no plans to stop. The kids and the adults love the trips, it has become a family tradition, one that we look forward to every year. In fact, as I write this, our family just got back from Los Angeles and the USC ASU football game on Nov. 6. Great game, heartbreaking outcome. Maybe next year!

—David Rindone '94 B.A.

Gryder's gift

Category: Inspiring Teachers

Dr. Robert Gryder, professor of administrative services, was the kindest, most gentle professor that I ever met. He took me under his wing, literally treated me as a son and guided me through my doctoral program. If it had not been for his positive attitude and skillful guidance, I would not have enjoyed a 40-year career in higher education, which has included being dean of the School of Business at New Mexico Highlands University. He made sure that I was prepared for all doctoral requirements, including the dissertation, and led me by the hand throughout the entire process.

He was the most influential person in all of my educational pursuits and I was lucky to have had him as my major advisor. It is solely because of Dr. Gryder that I am a very proud alumnus of

Arizona State University, an institution that me and my family will always cherish. Thank you, ASU, for providing me with the best advisor, and thank you, Dr. Gryder, for all that you did for me and my family.

—*Ronald Maestas '79 Ed.D.*

Pomp and circumstance

Category: Graduation

I recall being in the seventh grade and watching the Hispanic Convocation on Channel 8. At the time I did not know what the Hispanic Convocation was, nor did I know what it meant to be a college graduate, since no one in my family had ever attended a university. I remember telling my mom to look at all the “Mexicanos” on TV, walking across the stage with a cap and gown. I told her one day that would be me.

Thanks to great people like Ken Hollin and Michelle Alcantar, who still work for ASU, I not only enrolled at ASU, but graduated in 1997 with a Bachelor of Social Work. My dream at the young age of 12 had finally become a reality – I proudly walked across the stage in my cap and gown at the Hispanic Convocation. My entire family and my friends where there to cheer me on.

Since then, I can now proudly add that I participated in the Hispanic Convocation when I obtained a graduate degree in higher and postsecondary education. I also continue to

participate in ASU’s Hispanic Convocation as a staff member, supporting other Hispanic graduates.

—*Maria Moreno '97 B.S.W., '09 M.Ed.*

The “music men” who changed a life

Category: Family Traditions

When I was in eighth grade, my parents sat me down at the kitchen table to explain why they wouldn’t be able to financially support me going to college. I was shocked, traumatized. Going to college was expected in our family. Most of my relatives were college educated, and naturally I looked forward to higher education. I already knew my full-time summer babysitting job was not going to provide enough money. What a blow! However, there was still time.

I was born loving music. With my savings, I bought a cornet at the local pawn shop for \$10, listened to records and mimicked artists. I started in beginning band. By sophomore year, I made varsity. In my junior year, I switched to the French horn, at the recommendation of my band director. I played a borrowed school horn, and was enthralled by the sound. Soon I attempted more difficult pieces and an occasional solo.

In my senior year, I auditioned for an ASU music scholarship. And, I got one! It was big. It paid tuition, books, room and board. I would be in the Sun Devil Band! I would go to college after all!

Harold Hines, director of the ASU Marching Band, and Ronald Holloway, assistant director, were task masters. Both were experts. Hines was a gentle soul who loved students; Holloway, an energetic, detail-minded sort, obsessed about perfection. Marching was arduously fun.

We had a great rivalry with the University of Arizona Marching Band. Most would agree, the Sun Devils reigned

superior. The band built a camaraderie playing halftime at football games and traveling. I still played a borrowed horn.

Eugene Chausow, my musical mentor and teacher, was compassionate, musically gifted and demanded the best. Frank Stalzer was a nurturing counselor. Although I didn’t measure up to their standards, there will never be enough words to express my gratitude.

The ASU scholarship I received profoundly impacted my life. I play locally, and have traveled to Europe and Brazil. Next year, I’ll cruise the Mexican Riviera and go to Chicago. Some friends-for-life marching buddies are always there. And today, I have my own horn.

—*Jan Nichols '65 B.S.*

Attached at the hip

Category: My best friend

I met my friend in the spring of senior year in high school as part of the Leadership Scholarship Program. We clicked right away, and decided to become college



roommates in Palo Verde East, back in the day when it was an all female dorm.

We were attached at the hip. We did everything together. You could see us in the same classes, eating in the dining hall, at the parties, and club meetings. We were inseparable. During Homecoming week our freshman year, we dressed up as clowns in a carnival style event. Very few people knew who we were. It was a blast. These are the types of ASU memories that I cherish.

My friend and I are still very close to this day. We see each other almost once a week and now we enjoy watching our daughters playing and growing up together.
—Zulema Naegele '94 B.A.

Both sides now

Category: Campus scenes

One beautiful evening in the spring of '94, after attending two classes and finishing my homework, I went out to catch some fresh air right outside MU, when I bumped into an overly eager (read: persuasive) "journalist."

I could tell he was a student of journalism, and was taking a survey about the fresh tag of "party school," which ASU had just won! Even after toiling hard all day, he had only one set of views (yeah, you can guess that everyone agreed). Much to his chagrin I ended up nodding in excitement

about the tag too – what else would you expect from a student who, after working hard all day, hears about party – huh?

But he was one determined journalist – out to get views from "both the sides" before the day was over. The sun was just about to set, and I could tell he wouldn't take no for an answer to that question. So he reframed the question in a manner that was very demeaning for a proud ASU student. I took the cue, and added some pity for the budding journalist and gave him exactly what he wanted – yeah, this time totally disagreeing with the "demeaning" tag. He penned everything down I said with a wide grin, asked for my ASUID, then



Element of surprise

Category: Inspiring teachers

took a picture, and asked me to initial the statement I'd made. He wished me to "have great evening!" and walked away with a spring in his step.

I knew that the next day there would be a buzz amongst my friends, and perhaps I would be a little embarrassed, too, but what was in store was way more than that. Next morning, upon arriving on campus, the comments, looks, and the embarrassment were beyond my expectation. Not realizing that mine is a guy's name, they'd put a beautiful blonde girl's picture along with my name and the statement. My roommate glued that piece of paper on our door at South Terrace, and it was the only permanent feature there – till we graduated.

—Ashesh Pant '95 M.S.E.

Professors who have an impact on their students' lives are legion—and legend. Those who, by their teaching and example, end up saving lives are rare. Maj. Alexander Moser, who taught classes in Old Main when it was the ROTC building, is a unique example of the latter category.

Al Moser created the Desert Rangers—a group still active at ASU — to teach ASU students the key points of survival on the unconventional battlefield of Southeast Asia. No one will ever know how many Sun Devils' lives were saved by the Rangers' rigorous training — from physical conditioning and crawling through the desert on your belly, to serving as the opposition force for Arizona

guardsmen headed overseas.

During those early days, we even ended up fighting a range fire in the process of our training. While I was one of the admittedly lesser members of the Desert Rangers, Moser inspired me. He ignited a life-long interest in insurgency and terrorism.

Moser not only taught me and other Desert Rangers the survival skills and mental attitude we needed, he fuelled in me a lifelong need — a need to understand the complexities of the type of warfare we faced then, and now face again in worldwide venues.

Moser's unique collegiate influence has been ever-present in my life since those days in the Old Main classroom and the cactus-studded desert where we practiced making and breaking

ambushes to the crack of blanks and the low boom of simulated improvised explosive devices. It led me to publish two international journals on terrorism and insurgency, to deliver numerous talks and classes, and to write four books. Moser was particularly adept at ambush and counter-ambush, a subject from experience I can testify that that others in the ROTC cadre sadly seemed to ignore.

One of the four books I wrote was the direct result of Moser's teaching on how to set and break out of an ambush, something other ROTC instructors had totally ignored. From my Desert Ranger instruction, and with the knowledge that the U.S. military had not had a manual on this key subject since the 1950s, years later I teamed with a former Navy SEAL officer to write "Killing Zone." We put on paper, for others, what Moser had taught the Desert Rangers about this tactic, which has taken so many American lives over the years.

"Killing Zone" took the place of the manual the military hadn't had in decades. That was the good news. The bad news was that two years ago, while at a conference at Gettysburg, Army Lt. Col. Joshua Potter told me that, while he was being trained for Special Forces, his instructors used "Killing Zone" as a supplementary text. But, he said, the book smacked of the Vietnam era and jungle battlefield. His experience in the newer war zones showed the text needed updating. I agreed. Gary Stubblefield, my SEAL co-author, agreed. The publisher agreed. And Lt. Col. Potter agreed to do the heavy lifting for the revision of the book based on Moser's original teaching.

Lt. Col. Potter, now serving his fourth tour of duty in Iraq, said the new edition, renamed "Ambush!," is being used in the war zone and that in its first months it had already saved lives.

Al Moser, through his unique teaching and example, helped protect the lives of his students in Southeast Asia years ago. His teaching and example lives on today in the pages of "Ambush!," continuing to save lives of soldiers—undoubtedly including Sun Devil alumni.

—Mark Monday '68 B.A.E.

Trip of a lifetime

Category: Then and now

In the span of time from 2000 to 2004, I never imagined I would have completed two bachelor's degrees, represented ASU in the Hollywood Squares 2002 College Tournament, been named Outstanding Graduating Senior for the W. P. Carey School of Business, all major highlights while at ASU. In addition to these amazing opportunities and honors, I was very lucky to have met my husband, Jeremy Schultz, during my time at ASU.

My sophomore year started the same as my freshman year, signing up for classes, buying books, moving into a dorm, and starting the process of meeting my neighbors. During the first few days before school, I heard about a trip to Six Flags that the dorm put together. I got two friends to go and then asked Jeremy, who I had met down the hall. The night of the trip, we patiently waited in Lot 52, only to never have the bus arrive; the trip had been cancelled!

Still determined to go, we all hopped in my car and drove to Six Flags in California. That trip started my relationship with Jeremy. We started dating September 2, 2001, were engaged December 15, 2004, and got married July 15, 2006. Hard to believe almost 10 years ago, our story started at Cholla dorm while studying for accounting and going to ASU football games.

Since graduating, our degrees and careers have taken us to Seattle, Columbus, Ohio, and now most recently to Richmond, Va.

I have had the opportunity to work as a high school business

and marketing teacher, and most recently became the first corporate trainer for a national non-profit financial agency, Apprisen Financial Advocates. Jeremy has continued to advance with The Scotts Miracle-Gro Company working in sales and marketing, which has spurred our traveling from state to state as his career progresses.

Our experience at ASU was amazing, and despite our moves around the country, we still proudly say we are Sun Devils wherever we go. Jeremy has most recently returned to ASU to start his MBA in the online program, and could not be more proud to continue as a Sun Devil in his studies.

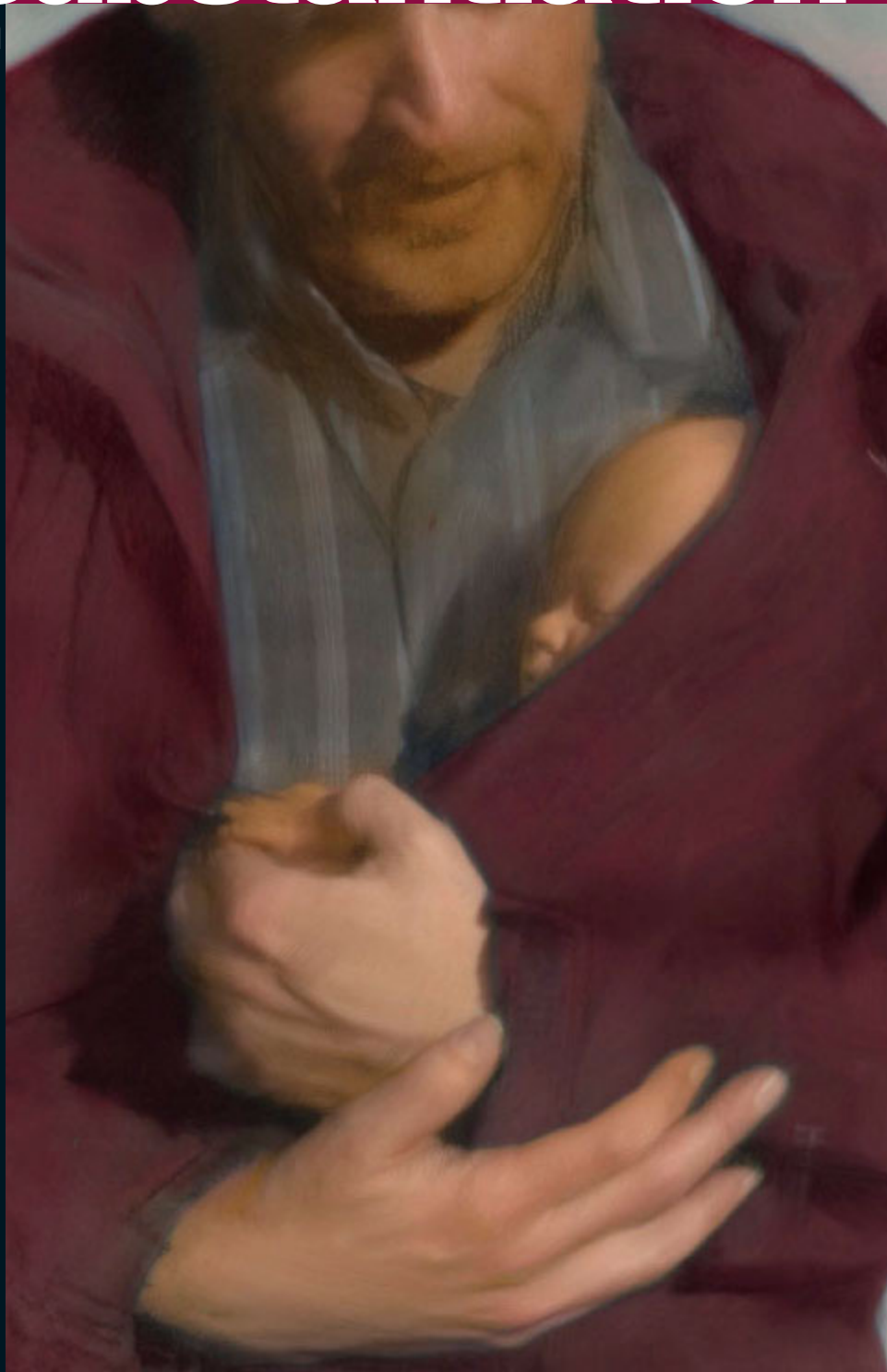
—Samantha (Ferreira) Schultz
'04 B.S., '04 B.A.E.

Transubstantiation

By Steven Cottam

'08 B.A., '08 B.A.

About the author: Steven Cottam grew up in Mesa, where he attended Red Mountain High School. He graduated in 2008 with bachelor's degrees in religious studies and history, and was a student in Barrett, the Honors College at ASU. Cottam is currently a resident of Chicago, where he is pursuing a master's degree in theology at Catholic Theological Union, and is a religion teacher at a Catholic elementary school.



Alumni Writing Contest

NONFICTION WINNER

Sun Devil pens have spoken!

ASU Magazine's first-ever alumni writing contest garnered nearly 200 entries in our three categories: Fiction, Nonfiction and Briefly Speaking. Our panel of judges noted that there were many fine pieces submitted.

In the end, however, we have chosen to print excerpts from the fiction and nonfiction winning entries, as well as an entry chosen for a special Honorable Mention acknowledgement by the judges. We hope you enjoy reading them. To read the excerpted entries in their entirety, visit the writing contest home page at <http://alumni.asu.edu/get-involved/writing-contest>.

I watch him through the glass sliding doors. He is standing in the 10-items-or-less check out aisle, shifting his weight impatiently from his left leg to his right, then back to his left. I hardly recognize the man. I am sitting on a bench outside of Safeway. My good friend of many years is inside buying diapers, and I am holding little Nathan while we wait. It's not a cold day exactly, but all the same I have him wrapped up and placed inside my North Face windbreaker, not unlike some small marsupial. He is breathing in and out slowly. I'm not sure he's really asleep. I think he's just pretending.

Through all of our time as undergrads in the history department at Arizona State, James and I were roommates. He has been a deep and dear friend since high school, when we debated together on the speech team. We were, for a large portion of our later youth, inseparable. Thus it is from a place of the most heartfelt affection that I say: you would have been hard pressed to find a more narcissistic man. Through all of our adventures, James has been self-absorbed to a degree surpassing even the already egregious self-preoccupation of the standard adolescent male. As my roommate, he would consume my perogies, and leave only the dirty pots and sour cream stained plates as thanks. If we went to the local Harkins and one of our party protested James's film choice, he would become petulant and sullen. He's been known, in a flurry of self-righteous vindication, to flip chessboards, Risk boards, and the occasional poker table. If he had ever had a moment of sincere altruism in the days since I'd met him, I must have missed it while I was looking for the twenty bucks he swiped from my "just-in-case" jar.

Which is why I now sit, perplexed, as his offspring draws breath and warmth from beneath my coat. Never has a guest, and an unexpected guest at that, been received with more honor and dignity, more painstaking preparation for his arrival, than little Nathan. On the day James heard of his impending fatherhood, he changed. It's the sort of change I see when I install a new operating system on my computer. James was running one OS, and he blinked off; he blinked back on, and now he's running another one. The man's gruff visage is unchanged, same dark and disconcerting eyebrows, same thick forearms, but what is driving his computation is something altogether different.

To read "Transubstantiation" in its entirety, visit alumni.asu.edu/get-involved/writing-contest.

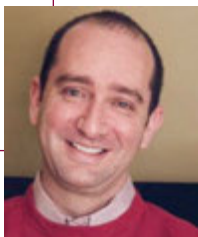
Feedback from the judges

Our judges had these comments on the winning story:

"We were pleased to see such a range of nonfiction writing — everything from brave memoir to well-crafted historical research. With our final choice, I admired the specific details and the author's role as observer."
—Paul Morris '75 B.A., director of the Master of Liberal Studies program, College of Liberal Arts and Sciences.

"There were many strong pieces, but the specificity of Steven's piece, along with a final paragraph that I wish I had written, put it over the top for me."
—Bill Konigsberg '05 M.F.A., faculty associate with the ASU Writing Programs in the Department of English, College of Liberal Arts and Sciences.

Disclaimer: The entries published here are not necessarily representative of the opinions of Arizona State University or the ASU Alumni Association.



REEF

By Dana Bos
'97 M.Ed.

About the author: Dana Bos graduated from ASU in 1997 with a master's degree in education. She is currently works for the nonprofit organization Management Sciences for Health in Cambridge, Mass. Bos grew up outside of Boston and moved back to New England in 2009, after 15 years in Arizona. Travel, reading and writing have always been among her passions.



NONFICTION HONORABLE MENTION

I assumed the sensation was insistent thirst – that parched feeling the previous night as my husband Larry and I sipped a beer, surrounded by the bushy palms of Australia’s Far North. Sadly it was not. That scratchiness portended a nasty cold. During the night, I awoke in the pitch black with my throat scalding.

And I could do nothing. I couldn’t sleep due to the riot in my throat, but I couldn’t leave the room because I was in a damn hotel. I couldn’t go to the bathroom to swig back cold medicine as I didn’t pack any. A heinous omission, I now realized. I didn’t flick on the light and attempt reading, as that would surely wake Larry, which seemed pointless. Just because I couldn’t sleep didn’t mean he should be deprived as well. As I tossed back and forth on the rough sheets, I was snapping inside. With every pulsing nerve in my throat, I wanted to be in my own bed, in my own house, with my own stuff. We’d been planning the details of this dream trip for over a year, but all I wanted was to be home.

In a few hours, we’d be leaving for a day of snorkeling and diving. Lovely. But regardless of how ill I felt, I was not going to miss our one day on the Great Barrier Reef. To forget my throat, I tried conjuring a tryst with Hugh Jackman or Christian Bale. Or both. That must have done the trick because next thing I knew, Larry’s voice was gently stirring me, his hand stroking my hair. He leaned to plant a good-morning kiss on my lips, but I warned him off. My throat still ached like an explosion, and, to further intensify the wretchedness, my head now throbbed.

I beat both these torturers back with an infusion of Advil Larry rustled up from the gift shop. That morning, I completed two snorkels while Larry flippered into the distance with a group of divers. Though I lacked any energy, I managed to float along, feeling weightless as I drifted past royal blue and orange coral. An army of tiny translucent squid glided by my mask. A giant clam rested like a boulder on the ocean floor. A yellow fish the length of my arm swam along looking like he’d just heard a great joke, his face seeming jolly with a smile.

I passed on the post-lunch third snorkel. My head feeling hazy, I sat alone on the boat’s top level staring at the ocean, the splashes from snorkelers rising up from the water below. The tide was on its journey out. A brown stripe lay close to the boat – a section of the reef exposed by the receding tide. Small white caps broke softly just past the coral, then the expanse of the Pacific consumed my gaze. The sapphire color was so vivid you could easily imagine the color blue was born here. A brilliant strip of aqua spanned the edge of the horizon.

To read “Reef” in its entirety, visit alumni.asu.edu/get-involved/writing-contest.

Feedback from the judges

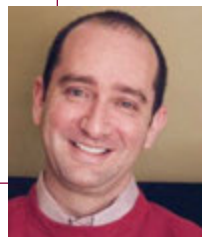
Our judges had these comments on the winning story:

“I was intrigued with ‘Reef,’ especially how it used a travel narrative to frame a story about a relationship. Nicely done.”

—Paul Morris ’75 B.A., director of the Master of Liberal Studies program, College of Liberal Arts and Sciences.

“I loved Dana Bos’ piece ‘Reef’ for the masterful job she did interweaving beautiful imagery of the Great Barrier Reef with the wreckage of a complex relationship. I saw it and I felt it, and it was delightful.”

—Bill Konigsberg ’05 M.F.A., faculty associate with the ASU Writing Programs in the Department of English, College of Liberal Arts and Sciences.



MAO MAO

By Jian Qin
'95 M.TESL.

About the author: Jian Qin left her native town of Suzhou, China in August 1992 to pursue graduate study in Arizona. She earned a master's degree in teaching English as a Second Language (ESL) from Arizona State University in 1995. She now teaches in a high school in Phoenix. Currently, she is working on a novel on post-Mao China.



FICTION WINNER

I had my first encounter with Maomao when I ventured into his master's yard to steal garbage. Nobody wanted to be near Maomao's master. Only Maomao was his faithful shadow. It would wag its tail wherever the old man went, at the riverside where he was hooking up watermelon rinds and bloated cat bodies or at the deserted market where he was picking up yellowed vegetable leaves and dark green fish guts.

The adults called Maomao's master "Old Rightist" and forbade their children to get near him. But groups of boys always taunted the old rightist. They would throw river rocks at him. Maomao would bark and chase away those boys.

I never knew what rightists meant. I was worried that I might be one since I preferred using my right hand to my left. My brother laughed and told me rightists were people who hated Chairman Mao, our savior.

I was desperate when I broke into his yard. I could not meet the daily garbage quota. Our school had started a fertilizer campaign of supporting the People's Communes.

I used to hate it every time I passed old rightist's home. It smelled awful. But now I wished I could carry his piles to school. I had turned in my application for the Young Pioneer, but Teacher Wu told me they wouldn't accept me until I made significant contributions.

That day after lunch, I stopped in front of his yard. Maomao was not there. Maybe his master was taking a nap. Luckily, the front gate was not latched. I tiptoed inside.

As I marveled at the piles of garbage, I realized I didn't bring a tool to scoop the trash. I found a spade. Putting down the basket, I reached for it. But the spade was too heavy. It fell to the ground with a loud thud.

Just then, I heard dog barking and running steps. I managed to push open the gate before the dog was about to snatch my trousers. Just as the gate banged behind me, I remembered the basket. I felt stupid. Now my mother would definitely notice its disappearance and fly into a rage.

My shoe almost flew away. Damn it! The snap broke. I hated the homemade shoes with sewn-on snaps. "Little girl!" As I bent down to put the snap back on, I heard a voice calling me amid barking. "Hush, Maomao! Hush!" He ordered. Amazingly, the dog stopped.

I looked up.

"Don't worry," said the old man, "Your basket?"

To read "Maomao" in its entirety, visit alumni.asu.edu/get-involved/writing-contest.

Feedback from the judges

Our fiction judges had this to say about the winning story:

"Maomao is engaging and transporting. Less is definitely more, as Jian Qin creates a world with emotional and thematic intensity. A fine submission among a wide-ranging, talented field."

—Jewell Parker Rhodes, Piper Endowed Chair and Artistic Director for Piper Global Engagement

"Many of the stories submitted focused on moments of high drama and/or emotion. In 'Maomao,' Jian Qin compresses a large and complex story into a few vivid moments and sensory details, and evokes a dark, powerful force just out of sight."

—Peter Turchi, Director, Virginia G. Piper Center for Creative Writing



Briefly Speaking Winners

Moving Day near. Careful packing morphs into throw-random-items-in-any-box. Too bad 4 gal who has to sort this mess @ other end. Wait! Crap.
—Robin LaVoie '03 M.A.

Structural Engineer, 3 y experience, skilled in 3D modeling & strong proficiency w/ national codes: structuraldesignrphx.blogspot.comMatthew Shepherdson, EIT
—Matthew Shepherdson '04 B.S.E.

Do we really expect children to 'just say no' to drugs when every other commercial on T.V. offers adults free samples of pharmaceuticals?
—Erik Rocklin '95 B.S.

M waiting for bus, guy sleeping. How do drunks sleep without spilling open drink?
—Kolby Granville '97 B.A.E., '00 M.Ed., '07 J.D.

Brief remarks

Here's what the judge had to say about the entries in this category.



"These entries, ranging from utilitarian to witty to profound, capture some of the spirit and diversity that streams through Twitter every day. It's true that nuance doesn't translate well to Twitter, but that leaves plenty of room for useful thoughts."
—Dan Gillmor, director, Knight Center for Digital Media Entrepreneurship, Walter Cronkite School of Journalism and Mass Communication



*I want to write like Jackson Pollack.
Aging, Dripping, Smearing, My words.
Until they spawn a relation without reason*

—Sean Yocham '90 B.S., '95 M.A., '01 M.B.A.



**Dear night Doug.
This is morning Doug.
Don't drink tonight.**

—Kirstin Thomas '03 B.A.

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Screen test **ASU students land starring** **roles as film/media interns**

By Oriana Parker

When future motion picture film credits roll, more than a few ASU alumni names likely will be up there on the screen. There also will be Sun Devil graduates working as film/TV critics, copywriters and publicists for the entertainment industry, and as academics specializing in film studies.

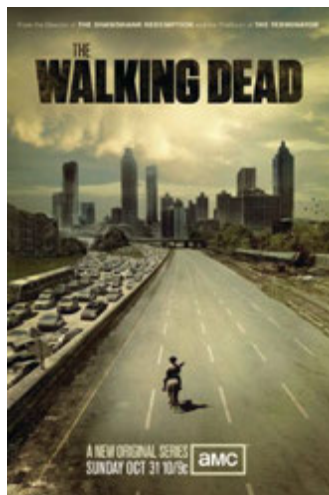
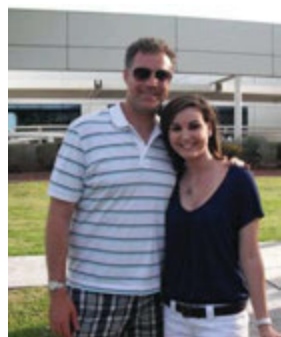
This swell of ASU representation in Hollywood and elsewhere is due in large part to the successful efforts of the Film and Media Studies program in the College of Liberal Arts and Studies and the Film and Media Production concentration in the Herberger Institute of Design and the Arts to secure rewarding internships for their students. Here are the stories of a few of these intrepid interns, and the ASU faculty and alumni supporting their development.

FILM AND MEDIA STUDIES: CHALLENGING JOBS, SUBSTANTIAL REWARDS

Attention to detail and responding fearlessly to unusual assignments are the secret to great internship experiences, say those who have completed them. Emily Hammerslag, who worked in the art department for the feature film "Everything Must Go," starring Will Ferrell, was required to tap her knowledge of the Valley to help the production succeed. Shot in Phoenix, Hammerslag spent much of her time off the set tracking down props. "Interns have an incredible hunger for experience that raises the entire production's energy level," stressed Hammerslag's supervisor,



(Opposite page) Keriann Espersen and John Murphy prepare a lighting set-up. (This page, clockwise from top) ASU alumna Monica Leed, Film and Media Studies director Kevin Sandler, Professor Bambi Haggins, "Walking Dead" advertisement, and intern Emily Hammerslag poses with actor Will Ferrell.



ASU alumna Monica Leed '05 B.A. "Plus Emily's familiarity with Phoenix was a lifesaver when we needed props ranging from a stuffed coyote to a six-foot pagoda!"

Faced with the challenges of an expanding and ever-changing industry, the program considers a wide selection of options imperative. "We have over 300 majors and offer areas of emphasis in screenwriting, media industries, and media and society as well as styles and genres," said Professor Bambi Haggins. "Our coursework helps our students to grow as critical and creative writers and thinkers, whose understanding of narrative, issues of representation and media history will make them more adept and aware as media makers and media consumers."

The program's focus and coursework is complemented by the internships. Austin Zirk '10 B.A. served as a writer's office production assistant on AMC's blockbuster TV series, "The Walking Dead." Interested in pursuing screenwriting and acting, Zirk said he learned how to create emotionally compelling characters while answering phones for the office and collating scripts to include updates. "I also discovered how much influence producers and the network have on the writing process," he said.

Some internships lead directly to full-time work. Miki Palich '10 B.A. landed a job with Scott Free Productions after interning in the features department of Ridley Scott Associates.

Intent on becoming a producer, he honed these skills while working on the set and running an office on a daily basis. Palich said the Film and Media Studies program had invested deeply in the success of its interns.

"There's a strong commitment on the part of both students and faculty, he said. "The professors underscore the feeling that the program really wants the students to succeed."

Director Kevin Sandler, who joined the program in 2008, buttressed the fact that the program was making its mark with prospective students nationally.

"I believe our academic offerings and intern placement compare to any in the country," Sandler said.

For more information on the program, visit: film.asu.edu.

FILM AND MEDIA PRODUCTION: TAKING THE FAST TRACK TO INSIDER KNOWLEDGE

Nick Ramirez '10 B.A. had a simple – yet intimidating – assignment as he commenced his ASU-Universal Co-op internship as a production assistant on "It's Complicated", a romantic comedy starring Meryl Streep, Steve Martin and Alec Baldwin.

"My job was doing whatever it took to keep everyone – and everything – happy and moving on the set," says Ramirez. "I loved every minute of it." Quickly promoted to the first



(Clockwise from upper left) Film and Media Production founder F. Miguel Valenti, an intern working on a production set, camera lens, and interns Freddy Pinion (arms raised) and Ryan Thill (holding paper).

team, which dealt with the principal cast, Ramirez traveled around southern California and New York City as the production shot on location as well as on sound stages.

Ramirez describes how the Universal internship furthered his aspirations of becoming a film director or editor: "The internship didn't just help me form a better career path, it began to pave it for me," he said. Describing it as a life-changing experience, the ASU student said he was able to view the film industry's top levels on both coasts, and made many contacts that will help him realize his personal ambitions in the future.

Film and Media Production has been sending students to work at Universal every term since the partnership was introduced in 2008. F. Miguel Valenti, Lincoln Professor of Ethics and the Arts at ASU who founded the Film and Media Production concentration in 2004, said that the internships are an essential part of providing real-world experiences for the

more than 400 Film and Media Production and Filmmaking Practices students in the Herberger Institute of Design and the Arts.

"This is just one way we help prepare ASU students to jump in immediately and start making their contributions to the world of filmmaking," said Valenti.

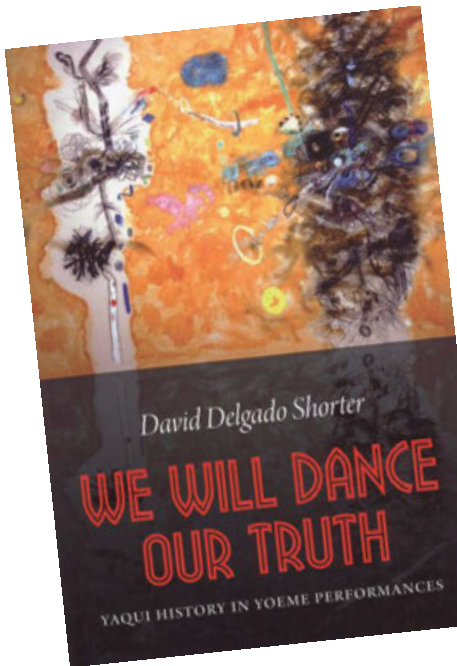
In addition to benefitting from the Universal partnership, ASU students have interned at Circle of Confusion, an LA-based management and production entity that attracts the industry's top writers and directors. Dreamworks Studio, founded by film icon Steven Spielberg, is another coveted option for students. One intern just wrapped work on "I Am Number Four," a paranormal science fiction romance slated for release this year, Valenti said.

For more information, visit: theatrefilm.asu.edu.

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

SHELF IMPROVEMENT

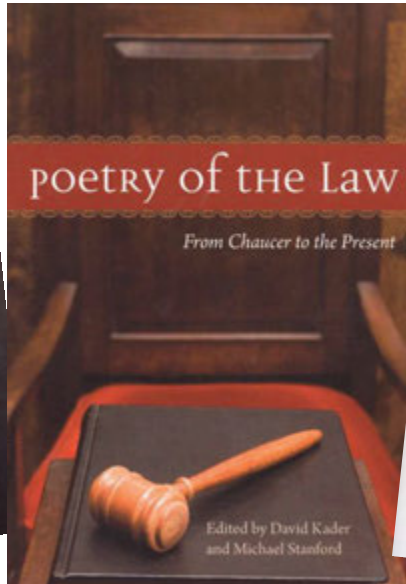
BOOKS AND MEDIA PRODUCED BY ALUMNI, STAFF AND FACULTY



We Will Dance Our Truth: Yaqui History in Yoeme Performances

By David Delgado Shorter '93 B.A., '96 M.A., University of Nebraska Press.

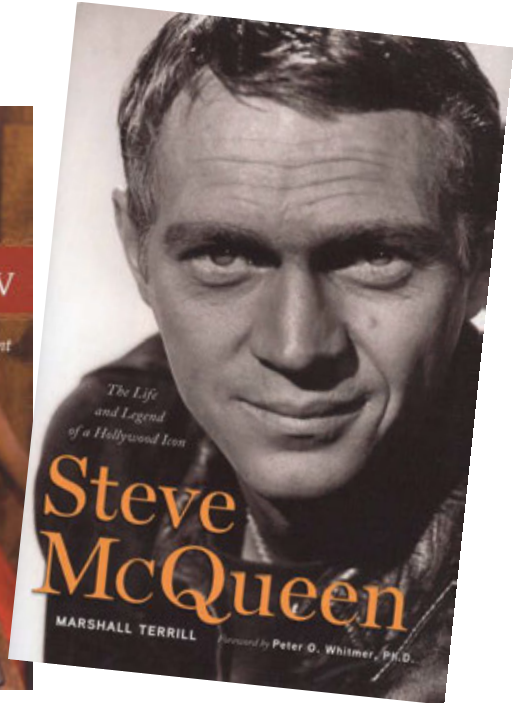
At a time that many fear the loss of diverse aboriginal cultures around the globe, David Delgado Shorter identifies the means by which the Yoeme (Yaqui) culture maintains its identity in spite of imposed displacement and the integration of Catholicism. Numerous trips to and through the eight pueblos area of Sonora, Mexico, and close collaboration with Yoeme communities afforded Shorter access to the oral history, dances and localities of this culture. His rigorous investigation of associated traditions provides not only a fresh perspective that holds promise for future ethnological investigations but also a book that engages readers in the process of discovery.



Poetry of the Law: From Chaucer to the Present

Edited by David Kader and Michael Stanford '05 J.D., University of Iowa Press.

Despite not seeming to be natural thematic allies, poetry and law come across as old friends in this anthology, edited by Kader, professor in the Sandra Day O'Connor College of Law, and Stanford, an attorney in the Office of the Maricopa County Public Defender. With contributions from bards ranging from Geoffrey Chaucer, John Donne and William Shakespeare to Emily Dickinson, Edna St. Vincent Millay and Rita Dove, the tome is a soaring tribute to the ability of poetry to capture the essence of jurisprudence in just a few lines.



Steve McQueen: The Life and Legend of a Hollywood Icon

By Marshall Terrill, Triumph Books.

In 1993, Terrill, who is media relations officer for ASU's Downtown Phoenix campus, wrote the instant bestseller "Steve McQueen: Portrait of an American Rebel." Widely acclaimed, that book is considered the definitive biography of McQueen. Why, then, a second biography of the same legend? Because, according to Terrill, the author has matured and better appreciates the origins, depth and complexities of McQueen's multi-faceted persona. The second book explores the difficult early years of McQueen's development and traces their expression in the public persona and private man whose talent captivated so many. It is a sensitive, appreciative and personal account of McQueen's life that complements and extends the original work, thereby presenting a richer and more complete picture of this Hollywood icon.

Maroon and gold madness
Taking the work
out of finding a job

Maroon and gold madness



Above: ASYA members cheer at a Sept. 18th game watch.

ALUMNI ASSOCIATION EVENTS EXCITE AND CONNECT

Events are the backbone of the ASU Alumni Association experience – whether it's an event in Phoenix or a chapter meeting thousands of miles from the Valley of the Sun, get-togethers connect ASU alums and supporters in a vital way. This is a brief roundup of some of the events hosted by the Alumni Association between September 2010 and February 2011.

SENIOR YEAR EXPERIENCE: YEARLY KICK-OFF

Nearly 200 seniors got their final year off to a great start on Sept. 9 with Senior Year Experience (SYE) events held at all four campuses. The kick-off parties featured a raffle for IKEA furniture, free food, games and giveaways, and the chance to relax with other seniors before buckling down for that last stint of studying!

U DEVILS: CUPCAKE PARTY

A sweet new event treat made its debut at Old Main on the Tempe campus on Sept. 15, when 50 members of the U Devils faculty and staff group celebrated the start of a new school year with a cupcake-decorating party. Honey Moon Sweets Bakery & Dessert Bar of Tempe donated cupcakes, frosting and decorations, from which the U Devils crafted their culinary masterpieces. A vote held within the U Devils Facebook group page determined the winner, who received a gift certificate to Four Peaks Brewery for his excellent efforts.

SPARKY'S TOUCHDOWN TAILGATES

The Alumni Association's popular away-game tailgate series had a banner year in 2010, with more than 1,400 Sun Devils from 25 different states taking part in the festivities. Tailgates were held in Madison, Wisc.; Seattle, Wash.; Berkeley, Calif.; and Los Angeles.

Each tailgate had its own distinctive memories and highlights. Chicago alums boarded buses to travel to the Wisconsin tailgate in style; more than 200 alumni "sailgated" aboard a ship in the rain (and some sun) with Dexter Davis before the game against the University of Washington in Seattle, guest speakers Moey Mutz and Jeff van Raaphorst rallied the crowds before the Cal game; and hundreds of Sun Devils enjoyed a spirited event with Christine Devine, Fox 11 News anchor, in Los Angeles before the ASU-USC game.

SUN DEVIL GENERATIONS: GRANDPARENTS' DAY BRUNCH

Sun Devil Generations, the Alumni Association's family group, celebrated Grandparents' Day on Sept. 11 with a brunch at the University Club on the Tempe campus. About 75 Sun Devils, many of them multiple generations of ASU families, enjoyed delicious food, camaraderie and a visit from Sparky!

SUN DEVIL GENERATIONS: 4TH ANNUAL CARNIVAL

Demonstrating that passion for ASU knows no age or station, more than 300 people attended the Sept. 25 carnival held in the Memorial Union on ASU's Tempe campus. Sun Devil families were able to take part in demonstrations and interactive activities sponsored by the Ira A. Fulton Schools of Engineering, the School of Sustainability, the ASU Police, the women's basketball team, and many others. They also had their faces painted, listened to live entertainment, decorated cookies provided by Cookies from Home and met Sparky and PBS regulars Maya & Miguel.

ARIZONA STATE YOUNG ALUMNI

The Alumni Association's group for Sun Devils under age 35 had a busy fall, after celebrating its



Upper Left: Alumni enjoy Sparky's Touchdown Tailgate. Center and upper right: Jake Plummer (left) and Danny White (right) signed autographs at Homecoming Legends Luncheon. Lower left: ASU Women's Basketball Coach Charli Turner Thorne.



first anniversary in August. Nearly 75 young alumni cheered as the Sun Devils took on the Wisconsin Badgers at a Sept. 18 game-watching party at The Lodge in Scottsdale. Twenty alumni attended an etiquette dinner at the University Club in early October, which discussed proper table manners in a business setting. In October and November, ASYA members enjoyed performances of "Beauty and the Beast" and "HAIR" and relaxed in a holiday environment during December as they enjoyed Las Noches de las Luminarias at the Desert Botanical Gardens. As the winter progressed, ASYA members attended networking events, and participated in volunteer opportunities.

CAREER CONNECTIONS

More than 700 students came to Old Main on Oct. 19 to tap the vocational wisdom of 60 alumni, who represented a wide variety of careers. This annual event allows underclassmen to get inside information about their intended profession from ASU graduates. One alum said about the experience afterward, "It was gratifying to be able to inform and advise students by simply talking about what I did after graduating."

LEGENDS LUNCHEON

The Alumni Association started Homecoming weekend with a bang on Friday, Oct. 29, at The Buttes, a Marriott Resort, with its annual Legends Luncheon. The event saluted ASU's quarterbacks and more than 30 signal-callers from the past six decades attended and signed autographs afterward. The "voice of the Sun Devils," announcer Tim Healey, led a panel discussion with superstar Sun Devil QBs Andrew Walter, Jake Plummer, Jeff van Raaphorst, Danny White and Lt. Gen. (Ret.) John Goodman. Topping things off was the unveiling of the new all-gold Sparky license plate at the luncheon!

STUDENT ALUMNI ASSOCIATION

The Alumni Association's student group has surged to a membership of more than 4,000 and has returned to its time-honored role as the university's tradition-keeper. A new partnership with the Student Sun Devil Club helped the group soar to new heights. During football season, thousands of students participated in Pitchfork Pep Rallies, held weekly on all four campuses. SAA students were active on game days, too, leading the fun at pre-game student tailgates in Wells Fargo arena and participating in Sparky's Stampede and

the Devil Walk, which leads ASU football players from the locker room into Sun Devil Stadium.

During the week leading up to the Dec. 2 "Duel in the Desert" against the University of Arizona, the SAA "A-Team" stayed awake all night on Hayden Butte, protecting the "A" from marauding Wildcats. The strategy worked: the "A" stayed gold all week!

MAROON & GOLD PROFESSIONALS

More than 200 Sun Devils attended fall and winter networking events hosted by the Alumni Association's Maroon & Gold Professionals group. Venues included The District in downtown Phoenix, as well as Rula Bula and Canteen Modern Tequila Bar in Tempe. Each event attracted scores of ASU alums from all walks of life, and attendees were able to learn more about the association's Alumni Career Resources program and how it could boost their career. In November, students participating in the ASU Innovation Challenge competition joined the mix, recruiting alumni mentors to add experience to their team.

WOMEN IN BUSINESS: FAST BREAK WITH COACH CHARLI TURNER THORNE

ASU grads had an opportunity to meet with women's basketball Head Coach Charli Turner Thorne, who presented "Fast Break: Success Tips from Coach Charli Turner Thorne" on Nov. 9 at the state-of-the-art Weatherup Center, which is the practice facility for the men's and women's basketball teams. Turner Thorne offered professional and personal leadership advice, and the 150 event attendees enjoyed breakfast and a tour of the center. Twenty autographed basketballs were the fun giveaway that complemented the practical nature of the subject matter of Turner Thorne's talk.

Taking the work out of finding a job

Alumni Career Resources initiative expands vocational tools for Sun Devils

Arizona State University recently burnished its reputation as the go-to place for workplace talent – a 2010 article in the Wall Street Journal revealed that a survey of recruiting executives placed the university fifth in the nation in terms of producing the “most prepared and well-rounded” graduates.

To continue the advantage of a Sun Devil background after graduation, the ASU Alumni Association is expanding its career programming and service offerings. As it prepared to revitalize the career component – now known as Alumni Career Resources – the association took stock of what other institutions were doing, according to President Christine K. Wilkinson.

“We did a comprehensive survey of our peer institutions early last year,” Wilkinson said. “We decided we wanted to reposition our current offerings, as well as expand what we offered, in order to be of maximum usefulness to our graduates.”

The program, which has partnered with ASU Career Services for some components, incorporates two successful networking mixer programs that the association has been hosting for the past two years: Maroon and Gold Professionals and Women in Business. It also augments materials found on the Alumni Association’s Web site, such as profiles of successful alumni, a calendar



of local and national networking events sponsored by alumni chapters, and links to other career education resources.

Wilkinson said Alumni Career Resources will host additional special events in the coming year, featuring keynote speakers who can provide insights on career-related issues. Another new service that the association will offer is access to career coaching. Members of the Alumni Association are eligible to receive coaching sessions from the ASU alumni career coach for \$25 per session. (Non-members pay \$75 for each session.) It’s quite a bargain, considering that career coaching sessions purchased elsewhere can cost as much as \$125 per session.

Valley of the Sun residents can make an appointment for a twice-monthly “Career Coach and Coffee” session, held at Old Main on the Tempe campus, by calling 480-965-2350. Those closer to the other three campuses, or living outside the metropolitan Phoenix, can call

the same number to arrange coaching sessions at a more accessible location, or to receive coaching via e-mail and/or phone.

Wilkinson said, “We added the coaching component, which we’re very excited about, to provide individualized career assistance to our alumni. People who visit a career coach will get advice relevant to their professional path.”

Alumni Career Resources also will help alumni better utilize ASU-based educational tools – such as degree programs offered through ASU Online or lectures available on ASU’s iTunes U channel – in order to further their career. The association plans to launch a series of its own webinars and teleseminars, featuring experts discussing various aspects of career management.

For information on the Alumni Career Resources program, visit alumni.asu.edu/career.

Liz Massey is managing editor of ASU Magazine.



The ^{at} *venue*
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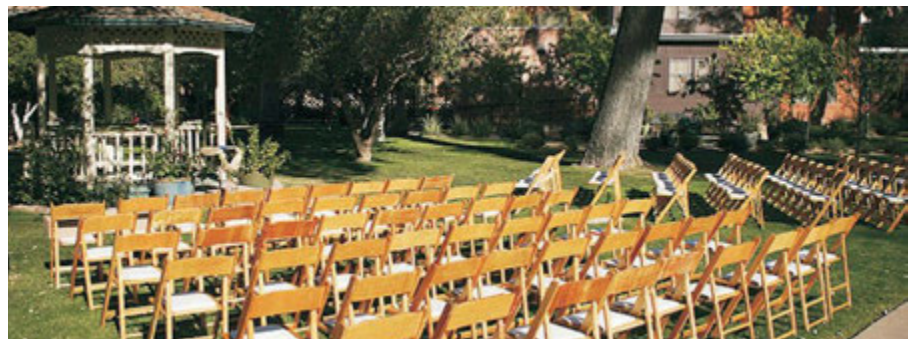
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Reports from around the Sun Devil nation



AUSTIN

After a fall and winter of football game watching parties and networking events, we're currently gearing up for our annual spring golf tournament, traditionally one of the largest events of the year for our chapter. The event will be held in April. For more information on our chapter, contact Brianne Baird at austin.sundevils@gmail.com, or find us on Facebook and Twitter by searching "Austin Sun Devils."

BLACK ALUMNI

We had a great time organizing and executing our 2011 Soul Bowl Fundraiser this winter! Our chapter has partnered with ASU's "Soulful Sundevils" to establish the Soulful Sundevils Scholarship Fund! This is a great opportunity to collaborate with those who paved the way for current chapter members and work together to give back to our community.

To learn how to donate to the Soulful Sundevils Scholarship Fund, e-mail blacksun-devils@gmail.com. For more information on how to get involved with the Black Alumni chapter, visit us on Facebook at facebook.com/blacksundevils.

CHICAGO

We've had a great winter of activities, with Chicagoland Sun Devils participating in the "Pac the Stockings" holiday fundraiser, game-watching parties and many others.

As things warm up this spring and summer, you will want to join us for Pat's Run on April 16, our Cubs and White Sox baseball outings, and the Pac-10 Boat Cruise. To become involved, visit our Facebook group (search for "ASU Alumni Chicago Chapter"), or e-mail us at Asuchicagoalumni@gmail.com.

COLORADO

Early 2011 has been great for Colorado Sun Devils, as we've enjoyed a number of happy hours, volunteer service events, and had a blast at our ASU Ski and Board Days on Jan. 29-30.

We're currently gearing up for the Pat's Run Shadow Run here in Denver on April 16. Please consider coming out for the run – it's an inspiring way to salute the bravery of the late Pat Tillman.

If you live in Fort Collins or Colorado Springs, e-mail chapter president Dave Kem at cambodave@asualumni.org. We're planning to develop more of a presence in those cities this year.

GREATER NEW YORK

Our chapter celebrated another successful edition of its annual Pulmonary Fibrosis fundraiser this winter. As the magazine goes to press, we're making plans for our April 9 Ranger game event.

Looking ahead, we'll have our Siete de Mayo dinner on May 7. You're invited to come join the fun! To learn more about our chapter, e-mail us at ny_sundevils@thesundevils.com.



PAT'S RUN SHADOW RUNS AROUND THE COUNTRY IN APRIL

The 7th Annual Pat's Run to benefit the Pat Tillman Foundation will take place in Tempe on Saturday, April 16. That same day, hundreds of Sun Devils and Pat's supporters will participate in Shadow Runs, sponsored by ASU Alumni groups around the country. Alumni will run/walk 4.2 miles in their local community, and enjoy after-run picnics and socializing. To participate in a Shadow Run near you, register at pattillmanfoundation.org/pats-run.php.

(left) Sparky leads the pack at the start of Pat's Run;
(below) The Black Alumni chapter celebrates Homecoming 2010.



GREATER PHILADELPHIA

Our chapter members were very busy at the end of last year! We wrapped up our football game-watches on Dec. 2 with the Duel in the Desert, watching the game with local U of A alumni. We started a Philadelphia Pac-10 group, so our members can network and watch games with alumni from the institutions ASU plays.

Our group also attended a wine and chocolate tasting at Crossing Vineyards in Bucks County. After sampling six wines paired with six decadent chocolates, we toured the facility, learning how the wine is made on the premises. It was a relaxing afternoon catching up with old friends and getting to know new ones. We will definitely be going back!

During March, we volunteered with Philabundance for ASU CARES Day on March 19. We will be hosting our third Pat's Run Shadow Run on April 16. You can keep up to date on Philadelphia chapter events on our Facebook Fan Page – search for "Philly Sun Devils." Or e-mail us at PhillySunDevils@gmail.com.

HISPANIC BUSINESS ALUMNI

Our chapter is preparing for its May 20 spring fundraiser, Noche de Loteria, an

affair centered on the iconic game of Loteria. The gathering helps raise scholarships funds, supports the emerging art community in Phoenix and is a chance to share our Latino heritage.

More than 300 guests attended the inaugural Noche de Loteria in 2010. Several local artists exhibited their art and donated a portion of the proceeds of their art sales to benefit HBA.

We look forward to hosting this event year after year with the help of our generous supporters. You can learn more about this event at wpcarey.asu.edu/alumni/hba/index.cfm.

HOUSTON

Our group has experienced incredible growth in the past year, and we are now an official club with the ASU Alumni Association! We thank everyone who has helped us get to where we are now and look forward to meeting even more alumni at our upcoming events.

We host a networking happy hour every second Wednesday of the month at 6 p.m. at St. Dane's in Midtown, 502 S. Elgin St., Houston. For more information on the Houston alumni club, e-mail us at MichaelABarney@gmail.com.

LGBT DEVILS' PRIDE

Our club is the first LGBT alumni organization established in Arizona, and is open to anyone interested in social/professional networking and supporting the efforts of ASU's current LGBT students.

More than 50 ASU alumni attended the LGBT Devils' Pride Kickoff Event on Oct. 6, which was held at the home of Neil Giuliano, the former mayor of Tempe. Guest speakers included Kyrsten Sinema, now a state senator representing District 15; Phoenix City Councilman Tom Simplot; and President Christine Wilkinson, representing the ASU Alumni Association.

It's been thrilling to see our club get started on such a high note. This would not have been possible without the hard work of our officers and club advisers. You can learn more about the club at alumni.asu.edu/devilspride.

LOS ANGELES

Our club has had a variety of fun events this spring, appealing to a wide spectrum of alumni.

We started March with trips to the women's and the men's Pac-10 basketball tournaments at the Staples Center,



(top) Sun Devil alums and Alumni Association President Christine Wilkinson (second from right) at an event held in Los Angeles in November; (bottom left) School of Sustainability alums at a booth at Homecoming; DC alums celebrate a Sun Devil Crab Feast.

holding a pre-event pep rally prior to the first men's game of the tournament. We also hosted two ASU CARES community service events: participation at the Beach Clean Up on March 19 and volunteering with the L.A. Marathon on March 20.

Looking ahead, we are holding our third annual Pat's Run Shadow Run in Pasadena on April 9. We are also working on some museum events at The Getty Villa in Malibu and at Huntington Library and Gardens, as well as a family event at the beach. We've continued our networking events around LA and have

kicked off our Media and Entertainment Devils. If you are working in the media or entertainment industry and would like to get involved with this group, send us an e-mail.

For more information, contact Eddie DeVall at devall@aol.com or visit our website alumni.asu.edu/lasundevils.

NATIONAL CAPITAL

Winter and spring have been busy, busy, busy for our chapter. In May, we will welcome summer to the Mid-Atlantic with our second annual Sun

Devil Crab Feast. You can register on our chapter Web site at alumni.asu.edu/dcsundevils. For more information about our chapter, please email us at dcsundevils@gmail.com.

OHIO

Ohio recently joined the Sun Devil nation with a connection group of its own! We want to meet all ASU graduates here in Buckeye country. To get involved, contact Lexi Killoren at 602-680-8145 or lexinoice@gmail.com for more information.



(above) The Hispanic Business Alumni chapter celebrates at Noche de Loteria; (left) Sparky gets in the swing for the White Mountain Steak Fry and Golf Tournament, coming in June.

ORANGE COUNTY

In December, we had another great turnout for our annual Newport Beach Boat Parade. We again filled the Rusty Pelican restaurant to capacity. Next year we are going to see how many Sun Devils we can fit into the upstairs restaurant area!

We're always on the lookout for fun things to do, so don't hesitate to contact us via our chapter president Chris Bissonnette at chrisbissonnette@aol.com. You can find our Facebook page by searching "Orange County ASU Alumni Association."

SCHOOL OF SUSTAINABILITY

Our academic affiliate chapter held its first-ever alumni reception during Homecoming weekend, with 12 alumni (more than 10 percent of our alumni base!) in attendance, as well as faculty, staff, students, and guests, for a total of 30 attendees. Alums had an opportunity to meet with Global Institute of Sustainability Director R.F. "Rick" Shangraw, who, along with Associate Dean Chris Boone, gave an update on the future of the institute and the school, and how alumni and students will benefit going forward. Our next reception is scheduled for May – please join us and support your school!

For more information, e-mail Michelle Schwartz at michelle.schwartz@asu.edu.



WESTERN PENNSYLVANIA/NORTHERN APPLACHIA

Our club's signature event was held Oct. 2, and featured a tour of Pittsburgh on a gold-colored Ducky boat, tours of three breweries, a plethora of ethnic desserts and watching ASU-Oregon State game. This winter, we also hosted an alumni lunch break at Station Square in Pittsburgh on Jan. 21.

Don't forget that we have game-watching parties for all ASU sporting events televised in our area. For information and to RSVP for any of our events, contact club president Charles Tichy at charles.tichy@sru.edu.

WHITE MOUNTAIN

The tradition continues! Please join us for the fourth annual ASU White Mountain Steak Fry and Golf Tournament, to be held at the Pinetop Country Club June 24-25 2001.

We are once again expecting more than 500 people for this year's event, which will include our Cruz Tequila Cocktail Party on June 24 that will be highlighted by appearances by past ASU football and basketball players and legendary Sun Devil coaches! The next day, we'll have the main event, the golf tournament (you can get in a foursome with your favorite player or coach!), which will be followed by the steak fry dinner, which also features more legendary players and coaches speaking to the gathering. And don't miss the live and silent auctions that we're holding on Friday and Saturday night.

VETERANS CHAPTER FORMING!

All ASU alumni who have served in the military are invited to join the Alumni Association's new chapter for veterans! Contact Doug Zimmerman, chapter president, at DougZ@jsslaw.com, if you are interested in becoming involved.

Shaping Stories

Caitlin Horrocks,
'07 M.F.A.



Although Caitlin Horrocks has led a pretty interesting life — she's lived in China, England, Finland and the Czech Republic — she is making a name for herself by inventing even more interesting lives for fictional characters.

"A big part of making interesting fiction is being willing to twist and transform and obscure and segment our actual lives," Horrocks said.

Her first book of short stories will be published this summer, and she has begun to amass a long list of literary awards. She won the PEN/O. Henry Prize in 2009, the George Plimpton Prize for Fiction from *The Paris Review* in 2010 and a 2011 Pushcart Prize, among others. Horrocks has been described as "a very promising writer," "a rising star" and someone who is going to "be a national name very soon."

Her story "This is Not Your City," which won the O. Henry Prize and is the title of her forthcoming book, was inspired by a lonely fifth-grade girl she taught while living in Finland for a year after college. The girl's mother was Russian and her father was Finnish, and they couldn't understand each other. Horrocks' story is about a Russian mail-order bride living in Finland whose teenage daughter goes missing. She notes that fiction writers, when using source materials from their own lives, should not be expected to be documentarians.

"Fiction isn't verisimilitude — it's taking elements from our world and mixing and matching and shaping them," she said.

After years of laboring to create tiny masterpieces in the short story format, Horrocks, an assistant professor of writing at Grand Valley State University in Michigan, is currently working on her first novel.

"I recently had a story explode into a novel on me," she said. "Every teacher I had at ASU kept promising this would happen, but for six years it never did. I just kept writing short stories. Now there's one that demands to be turned into something more, so I'm trying to find the time to do it justice."

By Barbby Grant, a Phoenix-based freelance writer.



Timothy Condon



Jessica Maziarz



Brittany Richardson



Aimee Haws



Darin R. Shebesta



Jennifer Van Winkle

2000s

Natalie Vie '10 B.F.A., '10 B.S. took the gold medal in Division 1A Women's Epee Event at the 2010 summer fencing nationals and is a contender for the U.S. Olympic fencing team. She is the seventh-highest-ranking American in the world and is in the top 20 in the United States.

Andy Yates '10 M.B.A. was elected president of the board of the Arizona Capitol Museum Guild.

◆ **William "Billy" Cioffi '09 B.A.** is a collaborator in the AmeriCamera Project, a blend of music, poetry, prose and photography. He performed last November at the Songwriters' Showcase in Tempe with project collaborator TR Hummer.

Timothy Condon '09 B.S. has joined McMurtry, Inc., as an editor specializing in strategic content, marketing communication and custom media.

Silvio Delgado '09 M.Ed., Rachel Bennett Yanof '09 M.Ed. and Michael Zimmerman '09 J.D. were panel participants at a presentation entitled "Education Entrepreneurs: Teach For America and Arizona State University," which was held in November on ASU's Tempe campus.

Jessica Maziarz '09 J.D. has joined the international law firm Bryan Cave LLP as an associate in the firm's Phoenix office. She practices with the class action and commercial litigation groups.

Gerard J. Petit '09 B.A. completed U.S. Navy basic training at the recruit training command in Great Lakes, Ill., last fall.

Casey Ratlief '09 B.S. has joined Smith & Harroff, Inc., a public relations and advertising firm in Alexandria, Virginia. He will coordinate the Clean Energy America program, a nationwide speaker's bureau for the Nuclear Energy Institute, and provide media relations and research service to the firm's clients.

Brittany Richardson '09 B.A. has joined HMA Public Relations, a marketing and communications agency in Phoenix, as an account coordinator.

◆ **Michael Barney '08 B.S.** has been named 2010 Long Course Duathlon Age Group National Champion for males ages 20-24 following his first place finish for his age group in the USA Triathlon held in Oklahoma City on July 10, 2010. He lives in Houston, Texas.

William Endres '08 Ph.D., an assistant professor of English at the University of Kentucky, was featured in an article published in the Chronicle of Higher Education in December. The story discussed his efforts to have digital images created for the St. Chad Gospels, an eighth-century illustrated Latin manuscript.

Andrew J. McKenna '08 B.S., '09 M.TAX. was promoted to senior associate in the strategic tax services department at the Phoenix office of Grant Thornton LLP.

Joaquin Rios '08 B.S. received a 40 Hispanic Leaders Under 40 award from Univision Radio and Chicanos Por La Causa in recognition of his efforts on behalf of future generations. He is currently a student in the Sandra Day O'Connor College of Law and co-founder of the Law Journal for Social Justice.

Jameson Fincher '07 B.S. earned the designation of Naval Aviator following his recent completion of flight training at the Naval Air Station in Kingsville, Texas.

Matthew Gavin Frank '06 M.F.A. authored a book of poetry, "Warranty in Zulu," that was published recently by Barrow Street Press.

Aimee Haws '06 B.A. was recently promoted to senior transaction & marketing coordinator in the Phoenix office of Marcus & Millichap Real Estate Investment Services.

◆ **Darin R. Shebesta '06 B.S.** received CFP® certification from the CFP Board of Standards. He is an Associate Planner with Jackson Financial Advisors, Inc. in Scottsdale.

◆ **Jennifer Van Winkle '06 B.A.** is a 2010 Thomas R. Pickering Foreign Affairs Fellow. The fellowship will provide support for her completion of a graduate degree at George Washington University prior to her entry into the United States Foreign Service.



David Moore



Michael Catlett



Alon Shnitzer



Missy M. (Anderson) Brost



Andrew Moody



Barbara Little



Dawn Valdivia

Brittany Hilgers Hollenbrau '05 B.A., an assistant writer for the television show "Psych," returned to ASU in November 2010 to host three screenings of the show's fall season premiere episode.

David Moore '03 B.A. has joined the Omaha, Neb., law firm of Gross & Welch as an associate. His practice will focus on civil litigation.

Katie Cappello '02 B.A., '07 M.F.A. had a poem selected by former U.S. Poet Laureate Ted Kooser featured on the Poetry Foundation Web site. Her poem, "A Ghost Abandons the Haunted" from her debut collection "Perpetual Care," was posted to the site in honor of Halloween 2010.

Michael Catlett '02 B.S. has joined the Phoenix office of Quarles & Brady, a national law firm. He is an associate in the commercial litigation group.

Alon Shnitzer '02 B.I.S. recently was promoted to vice president - investments in the Phoenix office of Marcus & Millichap Real Estate Investment Services.

Missy M. (Anderson) Brost '01 B.S.E. received the Distinguished New Engineer of the Year Award from the National Society of Women Engineers at their annual conference in November 2009, in Orlando, Fla.

Courtney Hathaway '01 B.A. has joined the accounting, tax and business advisory firm of Grant Thornton International, as marketing manager in the company's Phoenix office.

Scott A. Hamilton '00 B.S., '02 M.TAX. was promoted to senior manager in the strategic tax services department of the Phoenix office of Grant Thornton LLP.

1990s

Isabela de Freitas Villas Boas '99 M.TESL. was featured in a blog interview as "NNEST (Non-Native English Speakers in TESOL) of the Month" in September 2010. The blog is associated with the international association for Teachers of English to Speakers of Other Languages, Inc. (TESOL).

Andrew Moody '99 B.S. received the Robert Ross Personal Achievement Award from the Muscular Dystrophy Association, in recognition of his accomplishments and community service. He is an information and referral coordinator with Arizona Bridge to Independent Living.

Jo Alice Blondin '98 M.A., '98 Ph.D. received the 2011 Woman of Distinction award from the Girls Scouts - Diamonds of Arkansas, Oklahoma and Texas in recognition of her service as a role model and leader and her donation of time and expertise in the community. She also was selected

as a board member for the Women's Foundation of Arkansas.

◆ **Bob Connelly '98 B.A.** and his wife, Rosemary, of Live Cheap & Make Art Studios have opened studio space at the Riverwalk Center for the Arts in Milford, Del. Bob's photograph "Little Saint, Good Friday, Enna" was displayed at the Delaware Art Museum's exhibit, "Eye-I Witness," that honored photographer Gordon Parks.

Tracy Lea '98 B.S., '03 M.B.A. completed U.S. Navy basic training at the recruit training command in Great Lakes, Ill., in August 2010.

◆ **Barbara Little '97 M.Ed.** joined the tax and wealth management department of the trusts and estates practice group of Schnader Harrison Segal & Lewis LLP law firm in Philadelphia.

Claudia Barbosa Nogueira '98 M.F.A. has joined the faculty at the University of Tulsa as an assistant professor of English.

Dawn Valdivia '97 B.A., a partner with Quarles & Brady's Phoenix law office, was selected to the inaugural class of the Hispanic National Bar Association and the Association of the Corporate Counsel Pilot Project on Value-Based Skills: Equipping the Next Generation of Latina Corporate Practice Leaders. She also was selected as a 40 Hispanic Leaders Under 40 honoree by Phoenix's Univision Radio and Chicanos Por La Causa.



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Keeley K. Smith



Rick Revoir



Rafael Romo



Srinath Ekkad



Julian Wright



Kris Mayes



Victor Mendez



Steven Corey

Keeley K. Smith '96 B.S., '07 J.D. has been appointed to the board of directors of the Real Estate Section of the Maricopa County Bar Association. She is an associate with the Phoenix office of the law firm of Quarles & Brady LLP and is a member of its commercial bankruptcy, restructuring & creditors' rights group.

Rick Revoir '96 M.B.A. was appointed by the Duluth (Minn.) City Council to the Duluth Seaway Port Authority Board of Commissioners. He is an assistant professor in the School of Business & Technology at the College of St. Scholastica in Duluth.

Lydia Perez '95 B.A. received a 40 Hispanic Leaders Under 40 award from Univision Radio and Chicanos Por La Causa in recognition of her efforts on behalf of future generations. She is project director for the Upward Bound Program at ASU.

Rafael Romo '95 B.A. has been inducted into the Walter Cronkite School Alumni Hall of Fame in recognition of his work at CNN.

◆ **Julian Wright '95 B.A.** has opened Canteen Modern Tequila Bar in downtown Tempe. This is the fourth restaurant he has initiated on Mill Avenue.

He is also a member of the Alumni Association's National Alumni Council.

Kris Mayes '94 B.A., '03 J.D. has been appointed director of the law and sustainability program at the Sandra Day O'Connor College of Law at ASU. The program is a partnership of the law school and ASU's Global Institute of Sustainability.

Victor Mendez '94 M.B.A. returned to ASU in November to give a keynote address as part of the inaugural International Symposium on Advances in Transport Sustainability held on the Tempe campus. Mendez works in Washington, D.C., as the Federal Highway Administrator, overseeing the Federal Highway Administration within the U.S. Department of Transportation.

Tishin Donkersley '94 B.S. is the editor of Green Living AZ Magazine, a recently launched monthly publication that seeks to educate the public about simple ways to decrease the impact that the activities of their daily lives have upon the environment.

Chris Benguhe '92 B.A. was a keynote speaker at the Arizona Marian Conference in September 2010. He is an author and columnist for the Catholic Sun.

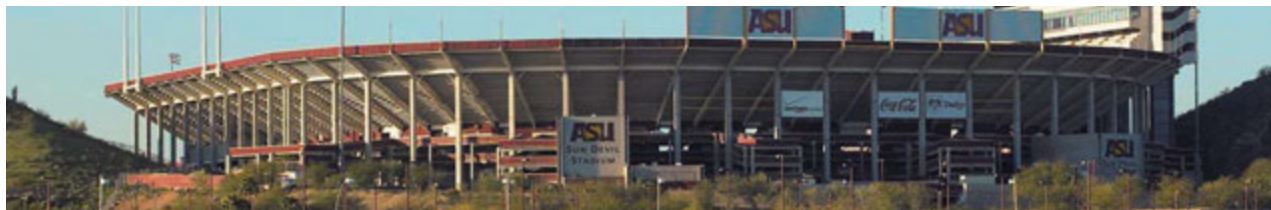
Mark Zachry '92 M.A., associate professor at the University of Washington, was honored by the Department of English at Iowa State University with an Outstanding Alumni Award.

Srinath Ekkad '91 M.S. has been named a fellow in the American Society of Mechanical Engineers in recognition of his years of active engineering practice and contributions to the field. He is an associate professor of mechanical engineering in Virginia Tech's College of Engineering.

Roberta Gibbons '91 M.A. was appointed human services assistant professor in Metropolitan State University's College of Professional Studies in Minneapolis – St. Paul, Minn.

Andrew Ziker '91 B.A., '97 M.Ed. with his band, Jed's a Millionaire, has released a CD entitled "Invincible Summer." His latest book, "Drum Aerobics," was released recently by the Hal Leonard Corporation.

Steven Corey '90 M.S. has been named the 27th president of Olivet College, located in Olivet, Mich.



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Tales too good to be true

Adam Johnson '92 B.A.

As an undergraduate at ASU, Adam Johnson majored in journalism. But a few trifling obstacles kept thwarting his articles: the facts. Frustrated by sources not sharing what he perceived to be the whole, soul-stirring truth, Johnson often took poetic license with dialogue. His professors, however, always caught his fabrications.

"I guess I'd been trained to sacrifice fact for emotional truth," Johnson says.

Not one to let the facts interfere with a good story, Johnson turned to creative fiction instead. He enrolled in his first creative writing class at ASU looking for an easy 'A,' but quickly realized he'd found his passion.

"As a young man, I was often told that I was a daydreamer, a rubbernecker, an exaggerator," Johnson says. "But in a fiction class, all the things I had been criticized about came together to create something meaningful. That was a very powerful feeling for me."

His shift in focus turned out to be the right decision, as Johnson is now an associate professor of English at Stanford University. He received the prestigious Whiting Writers' Award in 2009, an honor given to 10 young writers annually who exhibit "extraordinary talent and promise." He is the author of the short story collection "Emporium" and a novel, "Parasites Like Us."

Johnson's work ranges from the absurd to highly realistic and has been described as weird, disturbing and inventive. He says the more outlandish features of his stories are simply a reflection of reality.



"Some people say my stories are weird, but they feel perfectly normal to me," Johnson says. "The world is a dark, humorous, strange place."

"The surfaces of my stories can be outlandish or simple. They're just the vessels for the heart that I hope I'm communicating. It doesn't matter if it takes place on another planet or in a zoo. It's what's happening between the people inside that matters."

After graduating from ASU, Johnson refined his literary voice at McNeese State University in Lake Charles, La., and Florida State University. It was also in graduate school that he discovered a passion for teaching, which provides balance in his professional life, he said.

"Writing drains my batteries, but teaching recharges me," Johnson said.

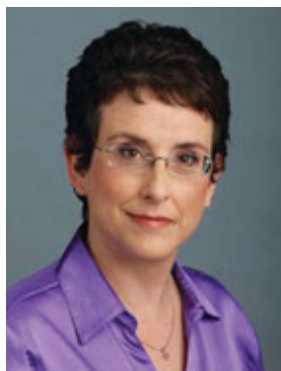
By Tracy Mueller, a Tucson-based freelance writer.



Mei-Yan Lu



Weidong Zhu



Diane E. D'Angelo



Martin M. Quintana



Robert Casarona

1980s

Tom Boltz '88 B.S. has joined W.J. Maloney Plumbing Co. as a commercial plumbing estimator.

Mei-Yan Lu '88 Ph.D. was featured in the VIP section of San Jose State University's home page in recognition of her work as a professor of education. She specializes in the use of technology to address teaching and learning issues and to solve problems.

Weidong Zhu '88 M.S. was named a fellow of the American Society of Mechanical Engineers. He is a professor of mechanical engineering at the University of Maryland Baltimore County.

Kathleen (Kate) Gale '87 B.A., a poet, literary activist and founding editor of Red Hen Press, was featured in an article about her recent poetry reading at the University of California-Irvine. The article appeared in that university's student newspaper, New University.

◆ **Martin M. Quintana '87 B.S., '04 M.B.A.** was inducted into ASU's W. P. Carey School of Business Homecoming Hall of Fame in recognition of his successful leadership in finance in for-profit and nonprofit organizations.

Diane E. D'Angelo '86 B.A. has been named chair of the Phoenix Human Relations Commission by Mayor Phil Gordon. D'Angelo also holds a board position with Kids Voting Arizona.

David Knight '86 B.S.D. has launched in Orlando, Fla., a new renovation project management company, Trinity Design & Construction Groups, for the lodging and timeshare industries.

Len Munsil '85 B.S., '88 J.D. recently accepted the position of president of Southwest College in Phoenix.

◆ **Nancy Gonzales '84 B.S.,** a professor of psychology at ASU's Tempe campus, received the inaugural Dr. Eugene Garcia Award for Outstanding Latino/a Faculty in Research in Higher Education from the Victoria Foundation in recognition of her study of children and adolescents in ethnically diverse families and her efforts to help Mexican American youth stay in school.

◆ **Robert Casarona '83 B.S.** was recognized by Chambers USA for his work in environmental litigation in Ohio. He is the national director of litigation practice for the law firm of Roetzel & Andress.

◆ **Robert L. (Trey) Maxwell III '83 B.S., '85 M.A.C.C.** has launched M2 Management, LLC, a tax CPA firm committed to using a collaborative, interdisciplinary approach to maximizing retained earnings of Arizona-based businesses and their stakeholders.

◆ **Vada O'Hara Manager '83 B.S.** recently joined APCO Worldwide, a global communication consultancy, as a senior vice president.

◆ **Gary Trujillo '83 B.S.** was a panel participant at a presentation entitled "Education Entrepreneurs: Teach For America and Arizona State University," which was held in November on ASU's Tempe campus.

Jeffrey Andelora '82 B.S., '92 M.Ed., '05 Ph.D. provided book recommendations for a College Times story published Sept. 9, 2010. He is chair of the English Department at Mesa Community College.

Neil Farber '82 B.S. authored "The Blame Game. The Complete Guide to Blaming: How to Play and How to Quit," which was released recently by Bascom Hill Publishing.



Robert L. (Trey) Maxwell III



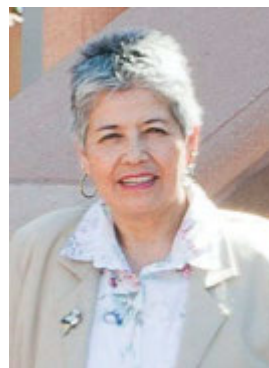
Vada O'Hara Manager



Neil Giuliano



Carol Nelson Shepherd



Christine Marin

Chris Crowe M.Ed. '80, Ed.D. '86, a professor of English at Brigham Young University, recently received the Ted Hipple Service Award from the Assembly on Literature for Adolescents of the National Council of Teachers of English.

1970s

◆ **Neil Giuliano '79 B.A., '83 M.Ed.** was hired in December as CEO of the San Francisco AIDS Foundation.

◆ **Mike Ahearn '79 B.S., '82 J.D.** was inducted into ASU's W. P. Carey School of Business Homecoming Hall of Fame in recognition of his successful leadership of First Solar, Inc., which he co-founded.

◆ **Ray Grace '79 B.S.** celebrated the 30th Anniversary of his business, Ray the DJ Professional Mobile DJ Service, in December 2010.

◆ **Geneva Escobedo '78 B.S.** was among the contemporary Corn Mothers who were featured in Return of the Corn Mothers, a photographic exhibition at the ASU Museum of Anthropology. Contemporary Corn Mothers are women who have earned accolades for community activism and creative endeavors.

Kiranada (Betsy) Sterling Benjamin '77 M.A. was ordained into the Triratna Buddhist Order in 2009. She continues to produce art, travel and exhibit, in addition to teaching surface design at the Massachusetts College of Art and Design in Boston.

April Dobbs '77 B.S. is co-founder of Shepherd's Love, a California non-profit that built an orphanage in Kabale, Uganda. The orphanage is home to 16 children, and has the capacity to accommodate 64 children.

Don Doucette '77 M.A., '83 Ph.D. was named among the finalists for the position of president of Edmonds Community College in Washington state. He is currently senior vice president and provost at Ivy Tech Community College of Indiana.

Carol Nelson Shepherd '75 B.A. has been named a fellow of the Litigation Counsel of America, a selective trial lawyer honorary society. She is a founding partner with the personal injury law firm Feldman Shepherd Wohlgelernter Tanner Weinstock & Dodig LLP in Philadelphia.

Christine Marin '74 B.A., '82 M.A., '05 Ph.D., archivist emerita at ASU Libraries, received a "World of Learning" award on Dec. 4, 2010, from the Arizona Cactus-Pine Council of the Girl Scouts. This award recognizes Arizona Girl Scout alumni who exemplify the Girl Scout Promise and Law.

◆ **Edward Blechschmidt '74 B.S.** was inducted into ASU's W. P. Carey School of Business Homecoming Hall of Fame in recognition of his successful leadership in the corporate world.

Anna Solley '72 B.A.E., '72 M.A.E. received the Dr. Loui Olivas Award for Distinguished Leadership in Higher Education from the Victoria Foundation in recognition of her work to increase the number of Latino students in math and science and the creation of the Raul H. Castro Institute "Do Tank" at Phoenix College, where she is president.



Alice O'Barr Sliger '27 2 yr. participated in the ASU Alumni Association's Golden Reunion festivities in 2007, when she attended the Golden Circle induction ceremony with her grand-nephew, Stephen O'Barr '97 Ph.D.

Alice O'Barr Sliger 1906-2010

Alice O'Barr Sliger '27 2 year, a proud ASU alumna and the co-founder of the Buckhorn Baths, a one-of-a-kind mineral bath spa, died on Nov. 9, 2010. She was 103.

Sliger, who is believed to have been one of the oldest graduates of ASU at the time of her death, began her teaching career after graduating from Arizona State Teachers College in a one-room schoolhouse in Sasabe, Ariz. She also taught in Tucson and Mesa before

founding Buckhorn with her late husband Ted. The business, located at Recker Road and Main Street in what was then the desert east of Mesa, started out as a combination trading post, Greyhound bus stop and post office, then expanded into the spa business when Ted struck mineral water while digging a well on the property.

The hot springs underneath the property attracted the attention of the New York (later San Francisco) Giants,

who began bringing the team's players there in 1947 to prepare for the professional season. Other teams followed suit, eventually forming the Cactus League, a popular spring training venue for Major League Baseball teams.

Sliger ran the spa until 1999, and operated the Buckhorn Baths Motel until 2006. Sliger is survived by one son, Ted N. Sliger, and a grand-nephew, Stephen O'Barr '97 Ph.D.



Frances Kush

1930-2010

Frances (Fran) Kush, wife of legendary ASU football coach Frank Kush, died Nov. 21, 2010. She was 80.

Kush was born in Indiana and met her husband at Michigan State University, where Frank was an All-America guard on the football team. The couple moved to Tempe in 1953, and the couple was married for 57 years. Frank was ASU's head coach from 1958 until 1979.

Kush is survived by her husband and her sons, Dan, David and Damian.

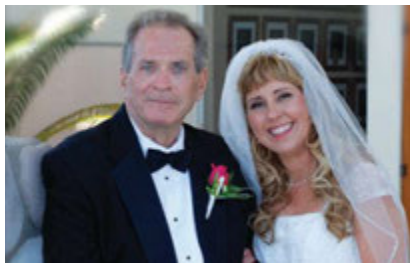
SUN DEVIL MARRIAGES



Kimberley (Brown) Utter and Ryan Utter

Kimberley (Brown) Utter '05 B.A. and Ryan Utter '05 B.A. were married Oct. 17, 2009, in Tempe.

Valorie (Baumann) Salcido '00 B.A.E. and Daniel Salcido celebrated their ninth anniversary on Dec. 28, 2010.



Dan and Diane (McGuire) Roth

◆ **Dan Roth '64 B.A. and Diane (McGuire) Roth '89 B.A., '92 J.D.** were married on July 13, 2010, in Coronado, Calif.

SUN DEVIL BIRTHS



July Veronique Baraban

July Veronique Baraban was born to ◆ **Mike Baraban '87 B.S.** and Yvonne Baraban on Dec. 29, 2009, in Scottsdale.



Ryder Dougherty

Ryder Dougherty was born to ◆ **Jeanine Sipple Dougherty '00 B.S.D.** and ◆ **Scott Dougherty '99 B.S.** on June 20, 2010.



Finley Dublin Keighron

Finley Dublin Keighron was born to ◆ **Craig Keighron '95 B.S.E.** and Susan Keighron on March 9, 2010 in Detroit, Mich.



Anastasia Grace Zock

Anastasia Grace Zock was born to ◆ **Chris Zock '00 B.S.** and Shannon Zock on June 16, 2010, in Barrington, Illi.



Ed Sandidge

Bonnie Mowinski Jennings '70 B.S.N., '75 M.S. has been named to the National Priorities Partnership (NPP) Evaluation Advisory Panel that will guide the NPP as it addresses efforts to improve the quality, affordability and accessibility of health care. Currently an independent health care consultant and adjunct professor, she retired from the U.S. Army as a colonel in 2002.

1960s

Joanne (Munsil) Burnett '63 B.S.N. is the author of "Granny Smith's Sudoku Solver," a puzzle-solving guide recently published by Authorhouse.com.

◆ **Ed Sandidge '62 B.S.** was recently elected president of the Greater Phoenix chapter of the Society of Financial Service Professionals.

1950s

Hadley Hicks '59 B.A.E. authored the book "So You Wanna Be A Legend. So Did I. The Reflections of a Teacher-Coach. A Search for Significance," which was published by Westbow Press in 2010.



Photo courtesy University Archives, Arizona State University Libraries.

SUN DEVIL SNAPSHOT

Knocking it out of the park

ASU baseball celebrates 120 years of America's favorite pastime in 2011. The Territorial Normal School played its first baseball squad in 1891, but this photo, dated 1907, is the first known picture of the team.

During the 1907 season, the Normals (as they were then called) played under Coach Frank Ayer and accumulated a respectable 7-2 record.

the ASU connection that goes where you do

Visit the ASU Alumni Association mobile website directly from your phone to get the latest news when you need it most. alumni.asu.edu



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Reconnect with fellow Sun Devils and be a part of the action at ASU.facebook.com/asualumni

Linked in

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twitter

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