

ASU

MAGAZINE

power strobe box
to light the subject.

photographer.

stylist and
makeup artist.
uses makeup
to balance
skin tone hue
to daylight and
the strobe.

photographer
assistant.
also spotter for
the safety of
our alums.

art director
reviews
shots on the
laptop inside
the case.

our alums.

shoe.

Ahead of their time

Young alumni build on early success



"It's Time" for a new look
for Sun Devil Athletics

Coping with technological change

Playwrights explore drama
in the desert

ASU

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today's biggest challenges?

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President's Letter

This month, we celebrated the achievements of the Class of 2011 at Spring Commencement. This year's graduating class is filled with thousands of talented, accomplished students, many of whom have not only studied the top challenges in their professions, but taken the first steps toward being part of the solution to those challenges. We also have welcomed back

the Class of 1961 whose members participated in Commencement and other activities provided by the Alumni Association as part of Golden Reunion, the 50th anniversary of their graduation from ASU. This is such a special time as we bring back alumni to the university to see what ASU looks like today, tour some of the new facilities, learn about new programs and share their fondest college memories.

As they leave the university, ASU's newest alumni already have a strong relationship with the Alumni Association, thanks to programs such as the Student Alumni Association (SAA) and the Senior Year Experience (SYE), as well as events such as Whitewash the A. Our SYE program educated seniors about opportunities to affiliate with Arizona State Young Alumni (ASYA), connect with our network of chapters and clubs, and attend mixers and programs sponsored by Alumni Career Resources.

This theme of building life-long Sun Devil connections continues in our young alumni showcase feature in this issue. Here you will find 21 outstanding graduates, selected from a wide range of professions and walks of life, who have impacted positively their communities early in their professional careers. Our other feature highlights efforts by ASU faculty to monitor rapidly advancing technology and its impact on our social, emotional and political lives. This article illuminates research the university has produced that may help ensure that these impacts are mostly positive.

Although Spring Commencement closes out the school year and finalizes a graduate's course of study within the university, it is important to remember that "commencement" also refers to a beginning. Graduation represents a chance to renew one's relationship to ASU, and find new ways to contribute to the education and support of current students and fellow Sun Devil alumni.

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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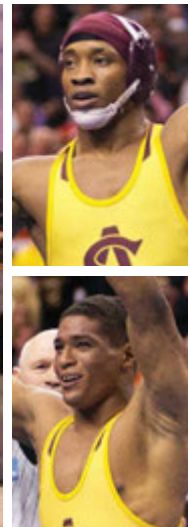
A LOOK BEHIND THE LENS

Our cover this issue takes readers behind the scenes of a photo shoot for our Young Alumni Showcase feature, "Ahead of their time," which begins on page 24.

The photos of the featured alums were carefully orchestrated by a team that included ASU Magazine's Art & Design Director, Robert Cao-Ba, Graphic Designer Assistant Mindy DuPonte, the Alumni Association's Sales & Marketing Coordinator Robin Hawkins, and professional photographers from Phoenix and cities across the United States.

For each shoot, locations were scouted that provided a panoramic view of the current hometown of the alumni. Photography crews set up the desired lighting and exposure for the photograph; elevation props were used to lift the alums above the roofline; and spotters were retained to ensure those being photographed were safe. The results from this complex undertaking are the breathtaking pictures included with the profiles in the feature section.

DEPARTMENTS





THE MAGAZINE OF ARIZONA STATE UNIVERSITY

Vol. 14, No. 4, May 2011

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It takes something special to be a visionary. One must be able to imagine a better future in a world demanding solutions to long-term problems. The 21 young alumni showcased in this issue have this sort of foresight. Discover how these alumni achievers have made a name for themselves, as well as how they have enriched the lives of those around them.

42 Rapid revolution

In the last generation or two, humanity has had to wrestle with the societal and moral implications of gene splicing, nanotechnology, climate engineering, artificial intelligence, the Internet and social media, just to name a few. Thanks to intensive collaboration and innovation at ASU, the university is becoming a thought leader on the topic of how to deal with technology-driven change.

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Extra Credits
ASU Mourning for Milt Glick

Fork fabulous

Sun Devil Athletics adopts new look for varsity teams

There is something new at the New American University that gives significance to the phrase "Fear the Fork." Beginning this fall, Sun Devil Athletics will use a pitchfork as its primary symbol, Vice President for University Athletics Lisa Love announced on April 12. As a result of this change, each of the 21 varsity athletic teams will don redesigned uniforms.

"This is an exciting time for the Sun Devils," said Love. "As the Pacific-10 Conference evolves into the Pacific-12, it's time for the athletics department at the nation's largest public university to write the next chapter. We are inherently adaptive and innovative. Change is in our blood."

Love's statement echoed promotional videos produced this spring to educate fans about the change. The short clips describe the long history of innovation in ASU's history – from the 1958 passing of Proposition 200 that transformed Arizona State College into Arizona State University to the birth of the Fiesta Bowl and all the way up to President Michael Crow's vision of "one university in many places" – and demonstrate how the university has embraced its role in





pushing the envelope beyond perceived limitations.

Members of the Sun Devil Nation reacted with enthusiasm to the change. ASU partnered with Nike, the premier athletics branding company in the world, to create the pitchfork symbol and the overall look of the uniforms. A strategic team of Nike staffers worked on the project, which took more than a year to complete, taking the new concept from research to the production line. Throughout the process, ASU and Nike conducted focus groups and solicited feedback from student-athletes, coaches, students, faculty/staff, alumni, and fans.

"We are proud of the longstanding relationship we have had with Arizona State," said Todd Van Horne, Nike's Global Creative Director. "Nike is a company that was born out of innovation. This combined with ASU's spirit of innovation and change has helped us create a bold and powerful brand for Sun Devil Athletics."

Nike's research yielded a set of recommendations for the development of the Sun Devil brand architecture, comprised of: an updated primary and secondary color palette, a custom Sun Devil Athletics font, and an exclusive and contemporary mark to be used consistently across all Sun Devil teams.

The rebranding adds two colors to the athletics color palette of maroon and gold: copper, for its prominence in Arizona history, and black, a long-anticipated nod to the football teams of the '50s that wore black helmets. Nike also developed a custom athletic font called Sun Devil Bold. This font, which is exclusive to Sun Devil Athletics, incorporates unique characteristics intended to represent the horns of its mascot Sparky or the tines of the pitchfork he carries. Each of the three tines on Sparky's pitchfork represents one of the foundational principles of Sun Devil athletics: integrity, winning and scholarship.

With updated gold and new black helmets headed to Sun Devil Stadium, one common question arises: Does this

mean the end for Sparky? Designed by Disney animator Berk Anthony in 1946, the impish mascot has adorned the football helmet for 30 years. No, it's simply part of the evolution of the ASU athletics dynasty, Love explained.

"The research showed us that we needed a strong and unifying symbol for Sun Devil Athletics that resonates with fans of all ages," said Love. "Whether it was being stabbed into the field by victorious Sun Devils or being thrown up on the hands of fans across the country, the pitchfork has a strong place in Sun Devil history. Our new mark respects the traditions of the University while looking ahead to a promising future."

Love's comment is supported by the fact that Sun Devil uniforms have varied greatly over time. Danny White, quarterback during the early 1970s, wore a gold helmet with maroon numbers. A few years later, John Jefferson wore a sunburst logo. Jeff van Raaphorst and Jake Plummer, signal callers in the 1980s and 1990s respectively, went to the Rose Bowl with Sparky on their helmets.

Love also asserted that Sparky had not been forgotten in the new design scheme.

"Sparky isn't going anywhere," she noted. "He remains our mascot and ambassador of the university. (Coach) Dennis Erickson expects him to be doing lots and lots of push-ups on the Sun Devil sidelines this fall!"

Current ASU athletes said they liked the new design.

"Our new uniforms are on point," said Sun Devil senior football student-athlete Omar Bolden. "In particular, the jerseys are fly. As crazy as it sounds, the mindset of the players is set before the game. The way you look has a lot to do with that mindset. If you look good, you feel good. I believe our uniforms will help take us to the next level in all of our sports."

"They are the tightest (finest looking) uniforms I have ever seen," says senior wide receiver Gerell Robinson. "I'm super excited to wear them and represent our university."

For the nation's largest University, history has shown the only constant is change. Still, expect the pitchfork to stay awhile. Poseidon plunged his fork into the ocean, intending to shake up the world. It's time for the Sun Devils to do the same across the landscape of college athletics.



UNIVERSITY NEWS BRIEFS



Brad Rodgers, Associate Professor in Engineering Technology and the director of research and development for GlobalResolve, checks the latest prototype of the Twig Light product that is being tested in Ghana.

GLOBALRESOLVE DIRECTOR, PROJECTS EXPAND REACH

People inside and outside of Arizona State University are so impressed with the work being done as part of the GlobalResolve initiative that its director is being asked to serve on international engineering projects, and the initiative is expanding its reach both geographically and in terms of its product line.

GlobalResolve, administered through the College of Technology and Innovation at the Polytechnic campus, works with a range of partners to develop sustainable technologies and programs in the areas of energy, clean water and local economic development for rural communities in the developing world.

Recently, the American Society for Mechanical Engineers (ASME), asked Mark Henderson, engineering professor and GlobalResolve's director, to be on a steering committee that will formulate activities to benefit developing countries through ASME's Engineering for Global Development program, which is part of its Engineering for Change initiative.

Henderson is in good company, with fellow committee

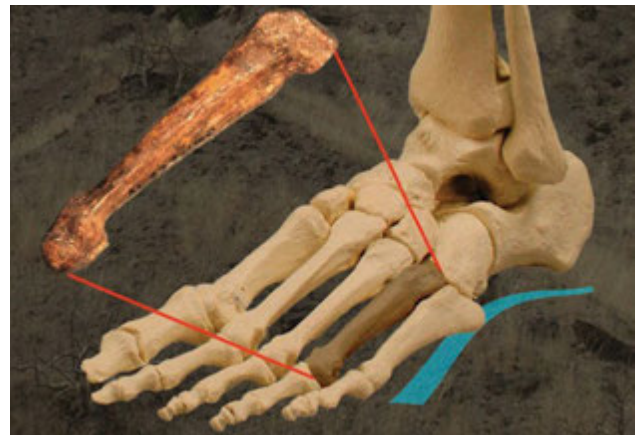
members coming from Penn State and the Massachusetts Institute of Technology, and is honored that GlobalResolve and ASU are considered to be leaders in this field.

"We are excited to be a part of this process and look forward to working with ASME on the planning as well as on the execution of activities it decides to pursue," he said.

Two projects under way in Ghana through GlobalResolve include a clean burning ethanol gel fuel, which is being produced currently in the village of Domeabra to replace traditional, high-pollutant cooking fuels. The other project is the Twig Light, a clean lighting system that makes use of waste energy to produce clean electric light inside homes that traditionally have not had access to electricity.

GlobalResolve has worked mainly in Ghana, and more recently in Cameroon, but plans to expand into new territory, specifically Uganda and Kenya. A new relationship is being formed with the Monterrey Technological University's Toluca campus in Mexico for future endeavors.

For information about GlobalResolve, visit globalresolve.asu.edu.



FOSSIL REVEALS EARLY HUMAN BIPEDALISM

A fossilized foot bone recovered from Hadar, Ethiopia, shows that by 3.2 million years ago human ancestors walked bipedally with a modern human-like foot, according to a report that appeared in the Feb. 11 edition of the journal *Science*.

The fossil, a fourth metatarsal, or midfoot bone, indicates that a permanently arched foot was present in the species *Australopithecus afarensis*. The report's authors include Carol Ward of the University of Missouri and William Kimbel and Donald Johanson of ASU's Institute of Human Origins (IHO).

The research helps resolve a long-standing debate between paleoanthropologists who think *A. afarensis* walked essentially as modern humans do and those who think this species practiced a form of locomotion intermediate between the quadrupedal tree-climbing of chimpanzees and human terrestrial bipedalism. The question of whether *A. afarensis* had fully developed pedal, or foot, arches has been part of this debate.

The fourth metatarsal described in the Science report provides strong evidence for the arches and, the authors argue, support a modern-human style of locomotion for this species. "This fourth metatarsal is the only one known of *A. afarensis* and is a key piece of evidence for the early evolution of the uniquely human way of walking," Kimbel said. "The ongoing work at Hadar is producing rare parts of the skeleton that are absolutely critical for understanding how our species evolved."

IHO, founded by Johanson, who also directs the institute, will celebrate its 30th anniversary with an entire year of events during 2011-12. Special events related to the anniversary will include a fall 2011 exhibition at the School of Human Evolution and Social Change Museum of Anthropology, an essay competition — "Letters to Lucy" — for middle and high school students, and a final symposium and gala in April 2012. For more information on the anniversary celebration, visit iho.asu.edu/30th.

CUSTOMERS CAN BE 'IN LOVE' WITH POSSESSIONS

Do you know anyone who seems obsessed with a car, gun or other prized possession? New research from the W. P. Carey School of Business at ASU shows that a person may actually be "in love" with his or her favorite object.

The phenomenon is called "material possession love," and the researchers found these customers are typically lonely and easily capable of spending a whopping six times more money lavishing their love on beloved possessions than others spend on similar products.

The study by John Lastovicka, a marketing professor at ASU and his co-author, ASU business doctoral student Nancy Sirianni, recently was published online in the Journal of Consumer Research.

The study is based on in-depth interviews with various people at places such as car shows and gun ranges, and also on sample surveys with hundreds of gun owners, cyclists and computer owners. The researchers heard a variety of stories exemplifying loving relationships and were able to define which consumers displayed these relationships through a battery of questions assessing possession love.

For example, one car show participant named his car "Maybelline" and admitted to spending more time with the car than with people. Another participant described the purchase of his car in love-at-first-sight terms in which he spent "every penny I had, plus I borrowed ... from my dad to pay for it."

However, the researchers' findings weren't just limited to cars.

"We went into this just looking at automobiles, but found it was a generalizable phenomenon," Lastovicka said. "We were surprised to find people lavishing love on bicycles, computers and guns. Also, this wasn't love for a brand — this was simply a love for the specific possession owned by the consumer."

The new journal article is titled "Truly, Madly, Deeply: Consumers in the Throes of Material Possession Love," and is online at jstor.org/stable/10.1086/658338.

DIANE HUMETEWA TO ADVISE PRESIDENT ON INDIAN AFFAIRS

Arizona State University recently named Diane Humetewa as special advisor to President Michael Crow for American Indian Affairs.

Humetewa, a former U. S. Attorney for the District of Arizona, takes over the duties previously handled by Peterson Zah, who left the university last year to return to work for the Navajo Nation, where he served as the first president of the tribe. Humetewa practices in the tribal affairs and natural resources areas with the law firm of Squire, Sanders and Dempsey (US) LLP.

"ASU is committed to working with Arizona's tribes to bring more Native American students to the university. Diane Humetewa will provide advice and counsel to ASU on its efforts to design and implement programs and initiatives to better serve Native American students and to partner with Arizona's Indian tribal governments," said ASU President Michael M. Crow.

Humetewa will serve as chairperson of the ASU Tribal Liaison Advisory Committee and will be a member of the Provost's Native American Advisory Council. She'll continue the university's work to promote higher education opportunities among Arizona's tribes. She also will serve as legal counsel and in an advisory capacity with ASU in its relations with Native American tribal governments. In addition, Humetewa will be appointed as a professor of practice in the Sandra Day O'Connor School of Law.

Humetewa, a member of the Hopi tribe, was born and raised in Arizona. She started school on the Hualapai Reservation. Her father worked for the Bureau of Indian Affairs and traveled throughout Arizona's Indian country, often taking her with him. She attended public high school in the Valley, but ties to her family and culture kept her close to the Hopi reservation.

Humetewa received her bachelor's degree from ASU in 1987 and her Juris Doctor degree in 1993 from ASU's Sandra Day O'Connor College of Law. She has served on the Sandra Day O'Connor College of Law Indian Legal Advisory Committee since 1997. In 2007, she became the first Native American female in history to be appointed as a U.S. Attorney.



Diane Humetewa



COLLEGE OF NURSING CHOSEN AS NIMH OUTREACH PARTNER

ASU's College of Nursing & Health Innovation has been selected as the National Institute of Mental Health (NIMH) Outreach Partner for 2011 through 2013 for the state of Arizona, it was announced recently. The college joins a nationwide network of 55 mental health organizations that disseminate research from NIMH about the causes, diagnosis, treatment, and prevention of mental disorders, and promote public involvement in research studies. It is the only college of nursing and health in the U.S. selected as an NIMH Outreach Partner.

Since 1990, through its Outreach Partnership Program, NIMH has supported organizations that educate the public about mental disorders, and help to reduce the stigma of mental illness.

As the NIMH Outreach Partner, the College of Nursing & Health Innovation will function as the chief coordinator for several key collaborators who will work together to disseminate NIMH research throughout Arizona. The college is broadening its network to reach a diverse population of all age groups that could benefit from more timely and wider exposure to NIMH research.

ASU OPENS CENTER FOR THE STUDY OF RACE AND DEMOCRACY

A new center to examine, explain and redefine race and democracy has been established at Arizona State University. U.S. Rep. Ed Pastor '66 B.S., '74 J.D. was the keynote speaker for a ceremonial launch of the Center for the Study of Race and Democracy March 21 at Coor Hall on ASU's Tempe campus. The center hosted its first national conference on March 24-25, which focused on U.S. President Barack Obama's pivotal role in contemporary American democracy. The conference featured keynote addresses and panel discussions facilitated by authors and scholars including Catherine Clinton, William Jelani Cobb, Peniel E. Joseph, Jeremy I. Levitt, John Stauffer, Rhonda Williams and David K. Yoo. The conference also included participation from ASU alumni including Jeremy Levitt '93 B.A., Jill Schiefelbein '04 B.A., '06 M.A. and Roy Janisch '04 Ph.D.

The goal of the center is to examine race and democracy as a whole, according to Matthew Whitaker, founding director of the center and an associate professor of history in the School of Historical, Philosophical and Religious Studies in ASU's College of Liberal Arts and Sciences. It will serve as a hub of scholarly



(far left) Nurse-managed clinics operated by the College of Nursing & Health Innovation will assist the college in its mission as a National Institute of Mental Health Outreach Partner. (left) Matthew Whitaker is the founding director of the Center for the Study of Race and Democracy. (right) The Walter Cronkite School of Journalism and Mass Communication recently hosted a series of discussions led by international journalists speaking on global media issues. (far right) Students in the College of Innovation and Technology's Department of Engineering are among those benefiting from a \$100,000-per-year grant from the Salt River Project utility company.

activity and interchange among several departments and schools, including law, political science, English, sociology, anthropology and religious studies.

"We will examine and discuss race and American democracy, produce research, and analyze public opinion," Whitaker said. "Through traditional and non-traditional scholarship our efforts will be designed to positively impact race relations and public policy," Whitaker said.

A video of the center's dedication is online at asunews.asu.edu/20110323_video_centerdedication.

ASU RESEARCH HONORED FOR IMPACT ON U.S. ANTI-TERRORIST PROGRAM

Two ASU research initiatives were recognized in February by the U.S. Department of Defense for aiding the U.S. government efforts to understand and effectively operate in the human terrain during non-conventional warfare and other missions.

One of the projects, "Identifying Terrorist Narratives and Counter-Narratives: Embedding Story Analysis in Expeditionary Units," is part of research being conducted by the Consortium of Strategic Communication in ASU's Hugh Downs School of Human Communication. The research is funded by a \$1.6 million renewable grant from the Office of Naval Research.

The second initiative, "Finding Allies for the War of Words: Mapping the Diffusion and Influence of Counter-Radical Muslim Discourse," is a \$5.8 million grant to the Center for the Study of Religion and Conflict, a transdisciplinary research center in the College of Liberal Arts and Sciences.

Both ASU projects, which deal with different sides of the problem of extremism in the Muslim world, were recognized at ceremonies in Washington, D.C., on Feb. 9 for "exceptional scientific achievements and contributions" by the Human Social Culture Behavior (HSCB) Modeling Program at the Department of Defense. The HSCB program was established in 2008 to develop a science base and associated technologies for modeling human, social and cultural behavior. The projects received two of the three awards given this year.

"Identifying Terrorist Narratives and Counter-Narratives has significantly increased our understanding of the threat posed by terrorist narratives among contested populations and provided the models and tools that allow for the development of effective counter-measures," wrote Capt. Dylan Schmorrow, deputy director of the Human Performance, Training and BioSystems Research Directorate, in notifying team leader Steven Corman, Herberger Professor in the Hugh Downs School of Human Communication in ASU's College of Liberal Arts and Sciences.



CRONKITE SCHOOL HOSTS GLOBAL CONVERSATIONS

The Walter Cronkite School of Journalism and Mass Communication at Arizona State University recently hosted a series of discussions led by international journalists speaking on global media issues.

The series was led by the Cronkite School's Humphrey Fellows, 10 established journalists and professional journalists from eight countries: Bangladesh, China, Croatia, Macedonia, Mongolia, Pakistan, Sri Lanka and Turkey.

The fellows have been at ASU this year as part of a prestigious U.S. State Department-funded program that brings mid-career professionals to U.S. universities to take classes, pursue leadership development and engage with professionals in their fields. There are 18 Humphrey Fellowship programs nationally. Cronkite is one of two schools to host a journalism program.

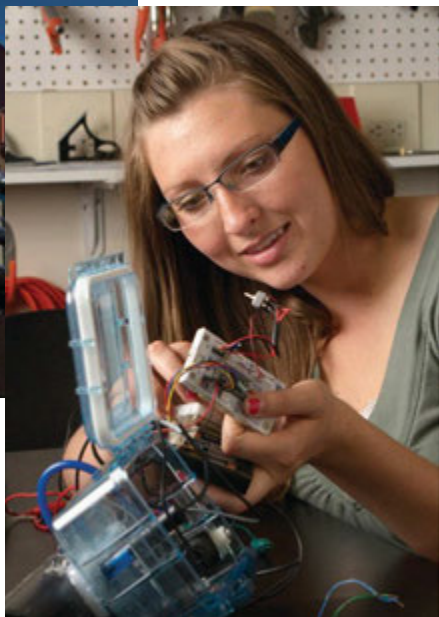
In the Cronkite Global Conversations series, fellows gave firsthand accounts from some of journalism's most dangerous frontiers, including Sri Lanka, the most dangerous country for journalists in 2009, and Pakistan, the most dangerous country for journalists in 2010. Speakers in the series included: Chevaan Daniel, CEO, News 1st Sri Lanka; Javed Afridi, television reporter, Express 24/7; Malik Siraj Akbar, founder and editor, the Baloch Hal; Mukesh Kumar Ropeta, reporter, Geo Television Network; Chinkhand Dorj, broadcast journalist, Mongolian National Public Radio; and Yang Xiao, senior reporter, Beijing Youth Daily.

Other topics covered in the series will include international relations, disaster coverage and the role of public broadcasting in an emerging democracy.

"We all need a fresh perspective of global events, and the Humphrey fellows offer that plus keen insights on their individual nations," said Bill Silcock, curator of the Humphrey program and director of Cronkite Global Initiatives.

SRP CONTRIBUTION TO RECHARGE HIGHER EDUCATION

The Salt River Project has made a contribution of \$100,000 a year for five years to support Arizona State University's Ira A. Fulton Schools of Engineering, the College of Technology and Innovation Department of Engineering at ASU Polytechnic, the Mary Lou Fulton College of Education and the College of Public Programs.



"The contribution is part of SRP's overall commitment to higher education and the highly skilled workforce it creates," said SRP President David Rousseau. "It is important for SRP to assist the university as it develops future engineers and teachers as well as the leaders of our state, local and tribal communities. These individuals will shape the future of our customers and business

environment."

"With this investment, the Salt River Project will partner with ASU to take a critical step toward educating students, resulting in a more skilled and highly paid workforce that will bring new employment opportunities and economic recovery to our state," said ASU President Michael M. Crow.

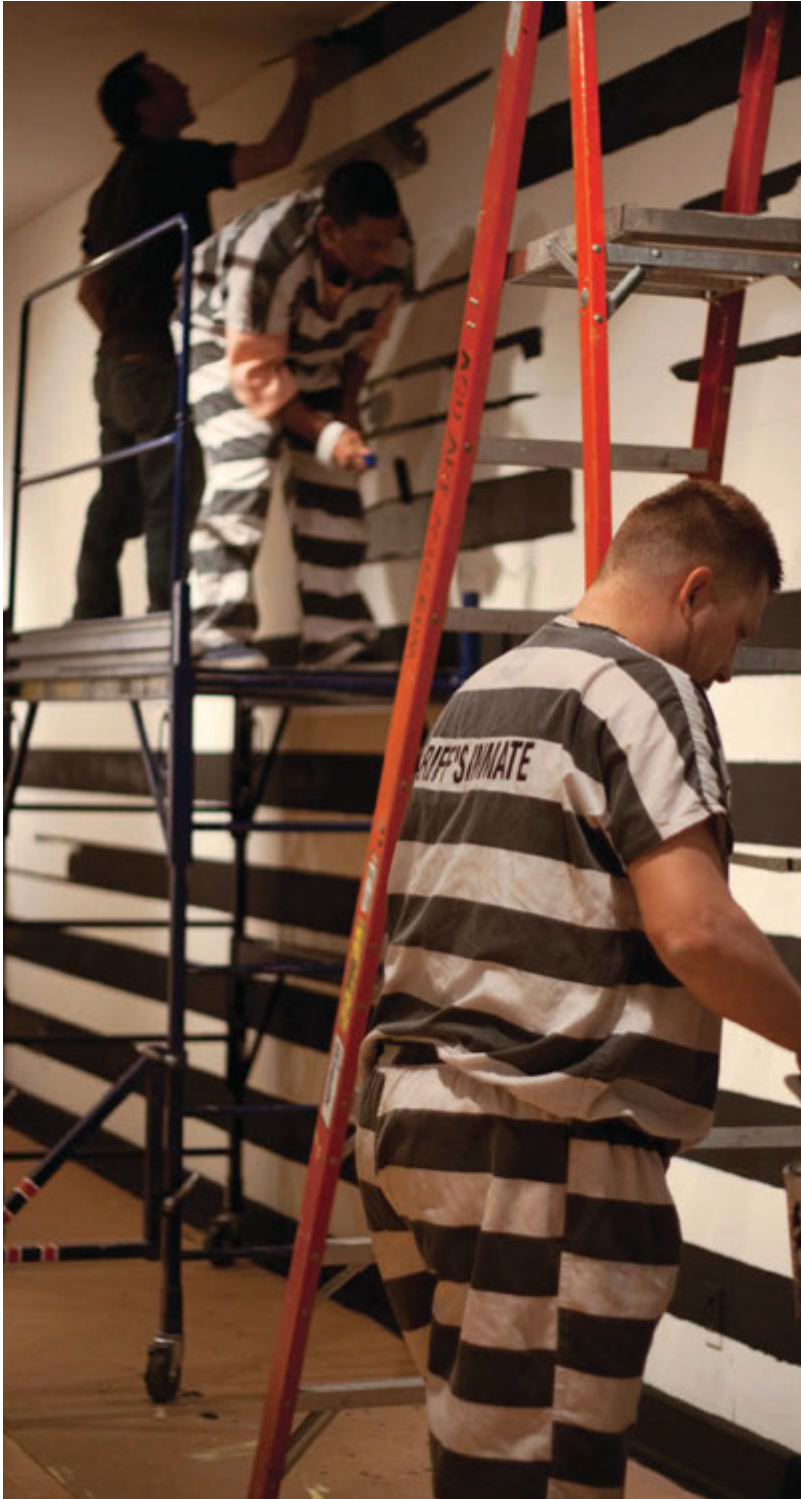
Funds donated to the College of Engineering – Ira A. Fulton Schools of Engineering will be utilized to purchase computers and specialized equipment such as oscilloscopes, lathes and testing equipment, which will enable more students to have access to current technology and computer equipment. This hands-on learning environment will allow these students to successfully translate classroom knowledge into the work environment.

The College of Technology and Innovation Department of Engineering on ASU's Polytechnic campus will utilize the contribution to support student projects related to SRP's core business of water and power. SRP's employees will be engaged in project oversight and provide "real life" elements to civil, electrical and mechanical engineering projects.

The contribution to the Mary Lou Fulton Teachers College will be used for the Teaching Inquiry-Based Science Program, a four-day summer institute for teachers to enhance their content knowledge of science. The grant will allow for an increased number of teachers who will be trained to teach science concepts directly related to SRP's core business.

The College of Public Programs will establish a scholarship fund for the Certified Public Manager Program for Tribal Governments. SRP funding will offset tuition costs for tribal members who are unable to participate without tuition assistance.

The remaining funds will be designated to the ASU Foundation to support ASU annual activities such as ASU Cronkite Awards Luncheon, ASU President's Club and the ASU Modeling Physics Instruction program.



Maricopa County Jail inmates and artist Gregory Sale (top) paint stripes on gallery walls as part of the "It's not just black and white" art project at the ASU Art Museum. Photo credit: Stephen Gittins

Jail time

Criminal justice system explored through art project

A recent project hosted at the ASU Art Museum, "It's not just black and white" explored Arizona's criminal justice system through the eyes of those who experience it.

The three-month long art project, which closed May 14, was part of the ASU Art Museum's Social Studies approach to artistic expression. This project looks at incarceration through artistic gestures and interactions with inmates.

The project's goal was to host conversations, panels and workshops within the gallery that allowed for balanced, open conversation around a pressing topic. Presentations that were part of the project included a dance with mothers who are behind bars and their daughters on the outside, an inside/outside prison writing workshop, and tearing down a temporary wall within the gallery space by collaborators after thoughts about incarceration have been written and drawn on its surface.

The project engaged a range of criminal justice system constituents, including incarcerated men and women and their families, parolees, ex-inmates, correctional officers, elected officials, government employees and media representatives, as well as researchers from disciplines of study across ASU and from the community. The interaction between all of these participants was used to frame a dialog about incarceration.

Gregory Sale, a visiting assistant professor in the ASU School of Art, conceived the project.

"It's not just black and white" was kicked off by low-risk inmates coming to the closed gallery under law-enforcement guard to help paint stripes on the walls, similar to those that they wear every day in the Maricopa County jail. Inmates were participants in ALPHA, a Maricopa County Sheriff's Office rehabilitative and re-entry program, and were within six months of release.

Additional information on this ASU Art Museum project and others is available at asuartmuseum.wordpress.com.



A formal agreement between ASU and the Mayo Clinic "will help us deliver new ideas, new solutions and new technologies that will have positive impacts on the future of health care," says ASU President Michael Crow.

Joint adventure

ASU, Mayo Clinic enhance collaboration with formal commitment

Arizona State University and the Mayo Clinic announced Feb. 15 that the signing of an agreement to broaden and deepen their collaboration in health care, medical research and education. The agreement is a formal commitment to enhance the relationship built over the past eight years.

ASU and Mayo have established a wide variety of successful programmatic collaborations since 2003, including joint work on the new Proton Beam Program at Mayo's Scottsdale campus, sharing in development of Mayo's new Center for the Science of Health Care Delivery, joint faculty appointments and joint degree programs, such as M.D./J.D. and M.D./M.B.A. The success of the current collaborations led to this broader, formal agreement, which also sets an ambitious vision for an enhanced level of future collaboration, cooperation and partnership.

"ASU and Mayo have a long history of working together to advance medical

education and research," said ASU President Michael M. Crow. "This agreement will help us deliver new ideas, new solutions and new technologies that will have positive impacts on the future of health care."

The agreement will coordinate future complementary goals of both organizations. As part of the new agreement, ASU announced it would relocate its Department of Biomedical Informatics to the Scottsdale campus of Mayo Clinic. ASU faculty, staff and students will complete the move by late summer 2011. The new setup will allow Biomedical Informatics to draw on the strengths of ASU and Mayo, allowing the program to serve as an informatics engine for practice enhancement and safer, high-quality patient care across Mayo Clinic.

The closer ties between Mayo and ASU are expected to lead to new, cutting-edge collaborations. A recent collaboration that provides an example of this is a new

type of self-monitoring blood glucose sensor being developed by ASU engineers and clinicians at the Mayo Clinic in Arizona. Jeffrey T. LaBelle, a research professor in the School of Biological and Health Systems Engineering, one of ASU's Ira A. Fulton Schools of Engineering, is working with a research team that includes Mayo Clinic physicians Curtiss B. Cook, an endocrinologist, and Dharmendra (Dave) Patel, chair of Mayo's Department of Surgical Ophthalmology.

The team is developing a new sensor that would enable people to draw tear fluid from their eyes to get a glucose-level test sample. Glucose in tear fluid may give an indication of glucose levels in the blood as accurately as a test using a blood sample, the researchers say.

For additional information on the Mayo-ASU partnership, visit: asunews.asu.edu/pressroom/mayo_asu.

In these photos, the upper row shows a normal breast cell with a smooth nuclear membrane of regular shape. The bottom row shows an aggressive breast cancer cell with a distinctively irregular nucleus and overall shape. The left column shows the whole cell, with the cytoplasm appearing as a gray haze. The middle column shows the naked nuclear membrane and the right column shows density variations in the nuclear DNA.

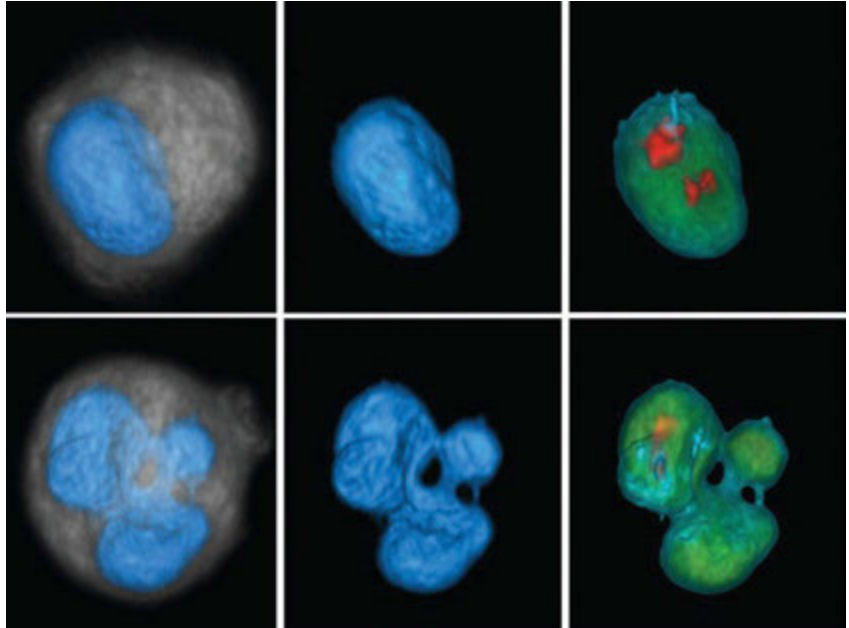


Image courtesy of Vivek Nandakumar, Center for Biosignatures Discovery Automation, Biodesign Institute, Arizona State University.

Cell block

New ASU-derived research conceptualizes cancer cells as ancient 'toolkit'

Despite decades of research and billions of dollars, cancer remains a major killer, with an uncanny ability to evade both the body's defenses and medical intervention. Now an Arizona State University scientist believes he has an explanation.

"Cancer is not a random bunch of selfish rogue cells behaving badly, but a highly-efficient pre-programmed response to stress, honed by a long period of evolution," claims Professor Paul Davies, director of the BEYOND Center for Fundamental Concepts in Science at ASU and principal investigator of a major research program funded by the National Cancer Institute designed to bring insights from physical science to the problem of cancer.

In a paper published online in the UK Institute of Physics journal *Physical Biology*, Davies and Charles Lineweaver from the Australian National University draw on their backgrounds in astrobiology to explain why cancer cells deploy so many clever tricks in such a coherent and organized way. They say it's because cancer revisits tried-and-tested genetic pathways going back a billion years, to the time when loose collections of cells began cooperating in the lead-up to fully developed multicellular life.

Dubbed by the authors "Metazoa 1.0," these early assemblages fell short of the full cell and organ differentiation associated with modern multicellular organisms – like humans.

But according to Davies and Lineweaver, the genes for the early, looser assemblages – Metazoa 1.0 – are still there, forming an efficient toolkit. Normally it is kept locked, suppressed by the machinery of later genes used for more sophisticated body plans. If something springs the lock, the ancient genes systematically roll out the many traits that make cancer such a resilient form of life – and such a formidable adversary.

"Tumors are a re-emergence of our inner Metazoan 1.0, a throwback to an ancient world when multicellular life was simpler," says Davies. "In that sense, cancer is an accident waiting to happen."

If Davies and Lineweaver are correct, then the genomes of the simplest multicellular organisms will hide clues to the way that cancer evades control by the body and develops resistance to chemotherapy. And their approach suggests that a limited number of genetic pathways are favored by cells as they become progressively genetically unstable and malignant, implying that cancer could be manageable by a finite suite of drugs in the coming era of personalized medicine.

"Our new model should give oncologists new hope because cancer is a limited and ultimately predictable atavistic adversary," says Lineweaver. "Cancer is not going anywhere evolutionarily; it just starts up in a new patient the way it started up in the previous one."



Elemental conversations

P Summit calls for a 'new alchemy' around phosphorus, food

The problem with phosphorus, a critical element in fertilizers and food, is, as comedian Rodney Dangerfield would say, that it "can't get no respect."

Increasingly scarce, yet commonly overused in agricultural fields, polluting streams and lakes, this essential component of our bones, our DNA, the periodic table and the dinner table soon may join oil on the endangered species list – without a change in attitudes of policy-makers, research ingenuity and sustainable strategies.

More than 100 scientists, engineers, farmers, entrepreneurs, policy-makers, educators, artists, students and others met Feb. 3-5 at Arizona State University to create awareness and change around global phosphorus use at the Sustainable Phosphorus (P) Summit.

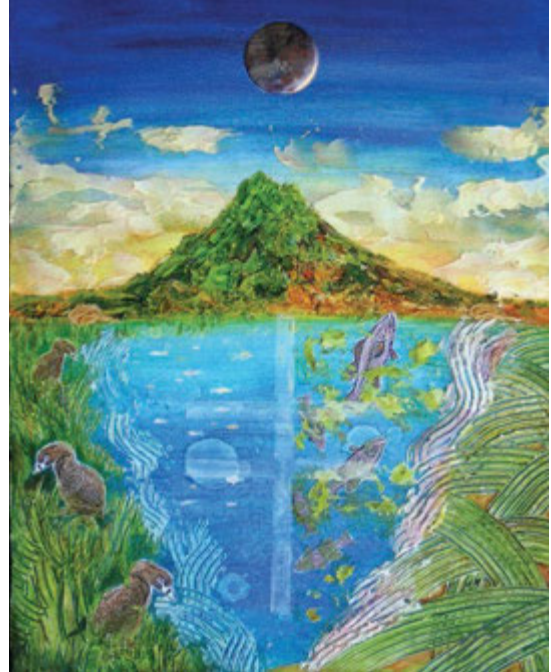
The three-day summit was the first international gathering on U.S. soil around this growing global sustainability challenge. Developed by ASU doctoral and postdoctoral students as part of the School of Life Sciences' Frontiers in Life Sciences conference series, the gathering spurred a diverse series of collaborations: the development of a collective consensus statement, the launch of a global resource network, an art show and a book project.

The consensus statement, released days after the summit, reflects the optimism that emerged during the conference around solution building. Among the suggestions highlighted in the statement are:

- Increase education related to the efficient use of phosphorus on the farm and the protection of water quality and fisheries;
- Couple phosphorus sustainability solutions to those for other global challenges, such as water, energy and other elements;
- Reclaim phosphorus from food waste, livestock production, and human wastewater in cities;
- Develop affordable access to fertilizers for farmers in the developing world.

Less than two weeks after the conference ended, the conversation about phosphorus was continued with a Sustainable P art show, which was hosted Feb. 14-18 in the Step Gallery at ASU's Herberger Institute of Design and the Arts at the Tempe campus. The event featured three prize-winning works: "Our Floating Days," "(Catas)trophic Cascade," and "Pristine Lack: Patagonia Lakes," in addition to other works of sculpture, painting, video, dance, collage and music.

Additional information on the consensus statement produced at the summit is available at sols.asu.edu/frontiers/2011/consensus.php. Images from the Sustainable P art show are online at sols.asu.edu/frontiers/2011/artists.php.



Artworks exhibited as part of the Sustainable P art show Feb. 14-18 on ASU's Tempe campus included: (top left) enables him to cultivate, mixed media collage on paper, Patricia Sahertian; (top right) Lake Atitlán, then and now, acrylic/mixed media, Ericka Cero Wood; (middle right) Subsidized rhythms, mixed media, Christine Cassano; (bottom right) The latest poop about P, decoupage, Randy Zucker.

Leading the class

Exceptional faculty named Regents' and President's Professors

Nine outstanding professors were inducted into the top ranks of academia at ASU on Feb. 17. They were honored for extraordinary contributions in the classroom and in their fields of expertise. Six were named Regents' Professors, and three were named President's Professors.

The Regents' Professor designation is the highest faculty honor awarded at ASU, and is conferred on faculty who have made pioneering contributions in their areas of expertise, who have achieved a sustained level of distinction, and who enjoy national and international recognition for these accomplishments.

The Regents' Professors are:



Rachel G. Fuchs: *History*

Fuchs' path-breaking investigations of family life in France have made her one of the world's most eminent social historians of modern France, illuminating the lives of poor women and children through the techniques of social, political and cultural history.



Devens Gust: *Chemistry and Biochemistry*

Gust is recognized worldwide for his pioneering efforts in photochemistry and artificial photosynthesis, setting the foundations of much modern research on the mechanisms of light interacting with molecules.



Sally L. Kitch: *Women and Gender Studies*

Kitch has played a major role in the creation of the field of women's studies in the United States. She is known internationally for her pioneering research on the intellectual history of gender as a concept in the context of race, religion and other categories of social difference.



Ana L. Moore: *Chemistry and Biochemistry*

Moore's important contributions in science stem from her knack for synthetic organic chemistry. She has led her team of students and postdoctoral associates to design complex sequences of synthetic pathways that produce intricate and exquisitely functional organic molecules.



Thomas A. Moore: *Chemistry and Biochemistry*

Moore's international leadership and vision have influenced the development of artificial photosynthesis and bio-energy as a pathway for developing the fundamental knowledge upon which practical new technologies for harvesting solar energy could be based.



V. Kerry Smith: *Economics*

Smith is one of the leading environmental economists in the world, particularly well known for his work on the valuation of environmental goods, the most fundamental issue in the field.

The President's Professors are:



Leona S. Aiken: *Psychology*

Aiken is a world-class quantitative psychologist who teaches challenging statistics courses and inspires loyalty, respect and devotion from her students.



Richard Creath: *Life Sciences*

Creath is an internationally recognized scholar and researcher in the philosophy of science, who utilizes his 35 years of experience in the classroom to inspire students to explore new and differing values, opinions and ways of looking at the world.



Amy L. Ostrom: *Marketing*

Ostrom has become a world renowned scholar and thought leader in service science, and she shares her knowledge and enthusiasm with students in a personal way, impacting their lives.

Blazing the trail

ASU, Maricopa Community Colleges streamline pathway to degrees

The road from community college to a university can be rocky, but Arizona State University and the community college system located closest to it have developed ways to make the journey less tumultuous. ASU and the Maricopa Community Colleges recently announced that the Maricopa to ASU Pathways Program (MAPP) partnership would expand to cover 125 majors, up from the 92 majors previously available. New options include sustainability, secondary education, art, and earth and space exploration.

Students in the program, which was initiated in 2009, complete an associate's degree and the Arizona General Education Curriculum and step right into an ASU bachelor's degree program as juniors. Students benefit by taking only courses that apply to their chosen major, accelerating their degree completion, and earning tuition incentives. The partnership offers more student advising and better sharing of data and information to make the transfer process easier.

All three of Arizona's state universities have a goal to double the number of bachelor's degrees awarded statewide by 2020. To meet that goal, ASU has been partnering with community colleges around the state to help more students transfer successfully to the university.

"We've had partnerships with the Maricopa Community Colleges for a long time, but the new programs propel us forward," said Maria Hesse, ASU vice provost for transfer partnerships. "We're making every effort to offer a streamlined process, providing transfer students with the most efficient and cost-effective pathway to an ASU bachelor's degree."

About 3,800 Maricopa community college students currently are signed up for the MAPP, including nursing students in the RN-BSN program. More than 300 students at rural community colleges have signed up for a similar transfer admission guarantee program with ASU.

For more information on all of the pathway programs currently available through ASU and the Maricopa Community Colleges, visit <http://transfer.asu.edu/maricopa>.



Maria Hesse

It was not the typical NPR Science Friday radio broadcast on April 8, but rather a conversation, when Ira Flatow's guests included Cormac McCarthy, a novelist, playwright and resident faculty member at the Santa Fe Institute, left; Lawrence Krauss, a theoretical physicist, professor and director of the ASU Origins Project; and Werner Herzog, a German filmmaker whose latest work is the 3-D film "Cave of Forgotten Dreams." The three talked about writing, films and the intersection of science and culture from the KJZZ studios in Tempe. The show corresponded with the ASU Origins Project Science and Culture Festival April 7-11.

Cambridge professor and theoretical physicist Stephen Hawking presented a special lecture titled "My Brief History" at ASU Gammage on April 9 as part of the ASU Origins Project Science and Culture Festival.



Original thoughts

Scientific, artistic icons participate in Origins Festival

Stephen Hawking, Werner Herzog, Liz Lerman and Jean Auel were among the artists and scientists who visited Arizona State University April 7-11 for a festival organized by the ASU Origins Project, a transdisciplinary initiative that explores the most fundamental of questions: the origins of the universe, life, consciousness, culture and human existence.

Lawrence Krauss, founding director of the ASU Origins Project, explained that the festival built upon the project's inaugural three-day scientific symposium, held in 2010, by incorporating events that are primarily cultural or artistic in nature.

"Science forces us to reassess our place in the cosmos, but so does good art,

music, literature. So what better way to bring them together to celebrate these wonderful aspects of being human, than in the context of Origins? And as everything the ASU Origins Project has attempted, we want to do it in an unprecedented and exciting fashion," said Krauss, a theoretical physicist and cosmologist who teaches in the School of Earth and Space Exploration and the Department of Physics in ASU's College of Liberal Arts and Sciences.

Events took place on ASU's Tempe campus and at the Tempe Center for the Arts and included:

- An opening panel on April 8 that included insights from Krauss; Werner Herzog, a German filmmaker; Liz Lerman, an award-winning choreographer; Kimberly Marshall, director of ASU's School of Music, and others.
- A discussion of the dynamic between science and culture led by Ira Flatow, host of the popular public radio show "Science Friday."

- A mini-festival of films by Herzog, whose films include "Grizzly Man" and "Encounters at the End of the World."

• A Causation and Boundaries Symposium, sponsored by ASU's Institute for Humanities Research, that engaged scholars in addressing and analyzing the role of the humanities in illuminating human origins.

• A performance of Gustav Holst's "The Planets" by the ASU Symphony Orchestra, narrated by Krauss and paired with a special lecture by Stephen Hawking.

• A conversation with author Jean Auel, who penned "Clan of the Cave Bear" and the popular Earth's Children series, conducted by journalism Professor Ed Sylvester, which discussed how science informs and shapes her writing.

A recap of the 2011 festival is online at <http://origins.asu.edu/events/festival/>.

Extra credit

New grad school rankings place ASU among best in nation

Many of the graduate programs at ASU rank among the best in the nation, according to the 2012 edition of “Best Graduate Schools,” published by U.S. News & World Report.

Among the top tier ASU graduate programs rated this year are:

- The university’s nursing master’s degree program climbed to No. 21, up from No. 32 when the programs were last rated in 2007. The master’s in health care management also was ranked at No. 25.
- Business programs came in at No. 27, with the supply chain/logistics specialty ranked 6th in the nation and the part-time MBA program at No. 17.
- Education programs ranked No. 35.
- Engineering programs ranked No. 44.
- Law came in at No. 40, placing 10th in the nation in legal writing.

All five of the new rankings put ASU’s graduate schools as the top-ranked schools in Arizona. Business, education, engineering and law rankings were compiled from detailed statistical information on more than 1,200 programs nationwide, while nursing programs were assessed by program directors and faculty.

This is the fourth consecutive year that the W. P. Carey School of Business has ranked in the top 30 for its full-time MBA program. The school is among the top five business schools in the western United States. The Mary Lou Fulton Teachers College has been ranked among the nation’s best graduate programs in education for 12 consecutive years.

Other top-tier graduate programs at ASU, rated in 2008, 2010 and 2011, include public affairs, ranked No. 25.; fine arts, ranked No. 30; Earth sciences, ranked No. 17; psychology, ranked No. 36; criminology, ranked No. 12; biomedical/bioengineering, ranked No. 32; and industrial/manufacturing engineering, ranked No. 17.

“The rankings are a testament to the hard work of the ASU faculty, students and staff during these very challenging times,” said Elizabeth D. Capaldi, ASU’s executive vice president and provost.



ASU mourns passing of former provost Milt Glick

The Arizona State University community mourned the passing of Milton “Milt” Glick, former ASU provost and executive vice president, who had served as president of the University of Nevada, Reno (UNR) from 2006 until his death on April 16. Glick, 73, died of a massive stroke.

During his 15-year tenure at ASU, first as senior vice president and later as executive vice president and provost, the university experienced a 20-percent increase in its freshman retention rate, a 15 percent improvement in its graduation rate, and a doubling of the number of minority students enrolled.

On Aug. 1, 2006, Glick assumed the presidency of the UNR and his administration there was marked by an increased emphasis on student success and the creation of a more culturally diverse campus. He led the institution through a period of progress and growth despite budgetary challenges.

“Milt Glick was one of America’s great educators,” said ASU President Michael M. Crow. “He fought his entire career for all to have access to a great university and lived his life for that purpose. He helped ASU to achieve that goal with 15 years of service leadership and we are of greater service because of his leadership, intellect and drive. Milt will be missed by all of us at ASU.”

Before coming to ASU in the early 1990s, he served as provost, then interim president at Iowa State University and as dean of the College of Arts and Science at the University of Missouri.

In addition to his wife Peggy, Glick is survived by his son David and daughter-in-law Jennifer and their sons Toby and Elijah; and his son Sander and daughter-in-law Laura and their daughter Nina.

Friends for life

The ASU Alumni Association welcomes the following new members, who joined between Jan. 6 and March 17, 2011.

Arlinda L. Adams '68 B.A.E.
Julian A. Aguirre '08 B.S.
Ashraf B. Alrajhi
Aaron M. Ames '03 B.A., '03 B.S.E.
Joshua J. Baker
Melissa M. Baker '08 B.S.
Kendra R. Balazs '83 B.S.N.
Carlin H. Barkeen '93 B.A.
Marjorie S. Baumann '82 B.S.
Barbara J. Bearg '90 B.A.
Swaminathan R. Begur '99 M.B.A.
Brett S. Beitzel '06 B.S.
Laura J. Blunk '77 B.S.
Marilyn L. Boss '85 B.A.
Nicholas W. Brady '09 B.S.
Amy L. Brant '97 B.S.
Maureen Brice '05 B.S.
Christopher M. Budd '94 B.S.E.
Connie D. Buss '09 B.L.S.
Joseph E. Butler '86 B.A.
Chris A. Castillo '95 B.S.
R. W. Chastain '48 B.A.E., '52 M.A.E.
Christopher A. Clay '74 B.S.
William D. Coby
Patricia S. Cosand '81 M.M.
Katharine L. Curiel '05 B.A.
Scott T. Curtis '85 B.S.
Nancy B. Daniel '78 M.A.
G. Doyle Daves, Jr. '59 B.S.
Francisco J. Delgado '98 B.S., '98 B.S.
Shannon Delgado
Benjamin A. Dorame '09 B.S.
Patrick L. Dostal '02 B.S., '04 M.Ed.
Darrell R. Dunham, Jr. '89 B.A.
Kathleen L. Dustin '79 M.F.A.
Aaron P. Dye '69 B.A.E.
Rosalie L. Emmons '09 B.S., '09 B.A., '10 M.A.S.
Brandon W. Engle '09 B.A.
Joseph Fabian '88 B.S.
Debra J. Falkner '79 B.S.

◆ Jiang Fan '95 Ph.D.
Maj. Richard J. Fisher '89 B.A., '89 B.A.
Jon A. Forbis '00 B.S., '00 B.S., '01 M.TAX.
David E. Fox '92 B.S.D.
Rae Ann T. Fox '94 B.A.E., '06 M.Ed.
John M. Fraley '10 B.A.
Jordana Friedman
Justin M. Gallagher
Gregory D. Galowitch '07 B.S.
Joseph B. Giorsetti '67 B.S.E.
◆ Steven W. Green '93 M.Ed.
◆ Margaret E. Green '87 B.S., '91 M.B.A.
Randall D. Hansen '97 M.B.A.
Jeffery A. Harris '77 B.Mus., '78 M.M.
James M. Hayes '87 B.S.
Elisha Hayes '04 B.S.
Michael E. Hensley '80 B.S., '86 J.D.
Sharon M. Hensley '86 J.D.
Dolores L. Hernandez '61 B.A.
Katy E. Hisrich '10 Ph.D.
John Holdsworth '63 B.A.
Sandra L. Hyde '86 B.S.
Oscar R. Ibarra '06 B.I.S.
William L. Jager '68 B.S.
Simon Z. Jameson '03 B.A.
Geoffrey S. Kimmel '09 B.S.
Benjamin S. King '09 M.B.A.
Duane E. Klinge '93 B.S.
Kimberli D. Krueger '83 B.S.
Joseph J. Manning '66 B.S.
Chinyelu M. Martin '00 B.S.
William J. Martinez '10 M.B.A.
Sheila McInerney
Kellen M. Meek '09 B.S.
Amanda J. Mull '05 B.S.E.
Lorena Naseyowma '76 B.S.
Pamela M. Nenaber '82 M.H.S.A.
John E. Patterson '77 Ph.D.
Erin M. Pedersen '98 B.A.
Jeffrey Pendergraph '08 B.S.
Holly B. Pheil '78 B.A.E.

Rebecca R. Phillips '88 M.S.W.
Bobbi Polomsky '83 B.A.
Sandra R. Pretzlaff '93 B.S.
Heather O. Rawson-Budd '94 B.A.
Jerome T. Roberts '87 B.S.
Daniel T. Rudrud '87 B.S.
Staci L. Rybacki '10 B.S.
Maria O. Salcido '03 M.A.
Abdelhakeem M. Saleh '82 B.S.E.
Marybeth Saliba '84 B.A.E.
Leslie W. Shearer '91 B.S.E.
Ann Shoenhair '66 B.A.E.
Scott W. Smith '85 M.B.A., '96 J.D.
Jason M. Smith '09 B.S.
Sabreena A. Sorrell '09 B.A.
Lon A. Steinberg
Dina Steinberg '02 B.S.
Heather B. Stifanos
Charles N. Stricker '10 B.A.
◆ Susanne R. Stuart '96 B.S.
William J. Sullivan '70 B.S.
Edna O. Tanita '68 B.A.E.
Daniel J. Tarrence '89 M.B.A.
Mark J. Taylor '01 B.S.
Kenneth S. Tomlinson '96 B.S.
Gerardo Trevino Garza '09 Ph.D.
Isaac T. Tucker '10 B.A.
Michael P. Upshaw '78 B.S., '82 J.D.
Thang C. Vo '10 B.S.
Lee P. Wagner '76 B.S.
Martin L. Weber '97 B.S.
Craig B. Weissman '10 B.S.
Fonta L. Wenger '10 B.A.
◆ Xi-Yun Yu '96 M.S.E.
Craig R. Zimmerman '09 B.S.

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

Show your Sun Devil pride for life. Become a life member at alumni.asu.edu or by calling **1-800-ALUMNUS**.



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ARIZONA STATE UNIVERSITY

Maroon and gold rules the mat
Going for the green
Nothing but sunshine
Fast track

Maroon and gold rules the mat

2 Sun Devil wrestlers win NCAA championships



Photos by Wesley Herrera

Shown left: Anthony Robles, top: Bubba Jenkins.

On the final night of the 2011 NCAA Wrestling Championships, two Arizona State University wrestlers stole the show, as both Anthony Robles and Bubba Jenkins were crowned national champions of their respective weight classes, bringing the crowd of 17,687 fans at the Wells Fargo Center in Philadelphia to their feet during a pair of exciting matches.

Robles, the top-seed at 125 pounds, and Jenkins, the fourth-seeded competitor at 157 pounds, gave ASU two finalists for the first time since 1993, when Markus Mollica, Ray Miller and current Head Coach Shawn Charles all reached the finals.

First up on the mat was Robles, who took on defending champion and second-seeded Matt McDonough of the University of Iowa. He bested McDonough 7-1 to win his match, and the championship.

"My coaches prepared me well," Robles said after winning the title. "I felt super-confident out there and it was a team effort. I want to thank my training partners and my family for supporting me and it wasn't just me out there. I was doing it for all of them, too."

At the 157-pound weight class, a showdown developed between Jenkins and David Taylor, the third-seeded wrestler that took over the weight class for Penn State University after Jenkins' departure to ASU this fall. The crowd was heavily engaged with the closely contested match. In the second period, after Taylor had taken a 1-0 scoring lead, Jenkins flipped Taylor to his back and pinned him, giving Jenkins the crown.

"I definitely feel like I was underrated," Jenkins said later. "They always underrate me. I guess since I moved West and got a tan, they forgot about me and didn't think I was going to be back. The tournament was in Philly, I was coming back to PA, and it wasn't just to see the sights and reminisce with old friends. I was coming to win it."

Sparky's Touchdown Tailgate

Share in the excitement of Sun Devil football at the official tailgate of ASU. Join us for special guest speakers, Sparky, and the Spirit Squad as you enjoy food and fun! The celebration is open to all Sun Devils with special discounts offered to ASU Alumni Association members. Get in the game and reserve your tickets today at alumni.asu.edu/stt.

ASU ALUMNI
ARIZONA STATE UNIVERSITY
alumni.asu.edu

2011 tailgate schedule

University of Illinois
September 17

University of Utah
October 8

UCLA
November 5

Marriott
SALT LAKE CITY
CITY CENTER



GOING FOR THE GREEN

Junior ponders a future in professional golf

On the advice of fellow Spaniard and golfer Azahara Munoz, Carlota Ciganda came to Arizona State and has flourished in the same way that Munoz did. Munoz helped ASU win it all in 2009 before turning pro, then became LPGA Rookie of the Year in 2010.

"I am from the north part of Spain (Pamplona), where it is really cold," Ciganda said. "I asked her (Munoz) about ASU. She said she was happy here, she liked the school, liked the coaches, the courses and especially the weather. I feel the same way."

Ciganda, a junior, is an All-American and won the Pac-10 tournament two straight years. The sociology major also was a member of the Pac-10 All-Academic First Team.

She is hopeful of helping ASU win a national championship in the NCAA Tournament that begins May 17 in College Station, Texas. Ciganda has improved a lot through practicing all areas of her game. Of practice, she said, "I used to think it was boring, but then I started to have more of a purpose. Now I can go out for several hours and work on a little bit of everything."

She hits the ball long, and is aggressive in her approach.

"If I have any chance at all, I'm going for the green," she said.

After the national tournament, Ciganda will attempt to qualify for the LPGA Tour. "It is the right moment," she said.



Steve Rodriguez, ASU Media Relations

NOTHING BUT SUNSHINE

Arizona climate part of ASU golfer's success

Among the goals of Arizona State University is to have a community of international students who thrive in the classroom.

Student-athlete Jesper Kennegard fits that mold. The 22-year-old senior from Klippan, Sweden, is wrapping up his ASU golfing career with appearances in the NCAA Regional and the NCAA Championships at Stillwater, Okla.

"Being an international student at ASU has been good, and the golf has been great," said Kennegard, who earned first-place medalist honors in three tournaments for ASU in the 2011 spring season.

Arizona's 300-plus days of sunshine were a major factor in his success, as was the state's impressive golf infrastructure.

"The season here has been much longer than anything you could ever have in Sweden, and the facilities really help to improve your game," he said.

As his individual season continued down the stretch, he said he was hoping for some top-three finishes "and sneaking in some wins." Improved consistency in his putting has helped the 6-foot-4 Kennegard lower his scores.

Kennegard says he is proud of playing at a school with a rich golf heritage that includes Phil Mickelson and Paul Casey. He hopes to join them on the PGA Tour some day, or perhaps play on the European pro tour.

FAST TRACK

Sprinter/hurdler speeds to victory

When she was at McClintock High in Tempe, Jasmine Chaney won state championships in hurdles and sprint events. She had thought about continuing her career in college, but wasn't really sure how to go about it.

After committing to the University of Richmond, she changed her mind and decided on ASU in order to be closer to home. It was the best move she ever made, she said.

"I had seen college track and field on TV, but I never realized what it is truly about until I came to ASU," she said. "I have worked hard to be successful out here and in the classroom. It has been a great experience."

Chaney, who graduated in December 2010 with a degree in theater, has become one of the top collegiate hurdlers in the nation. During her final year of athletic eligibility, she has also participated in the sprint events and is a key member of the 4x100-meter relay team.

She achieved personal bests in the 200-meter and 400-meter dashes at a meet in Albuquerque in early February. She claimed an automatic spot in the NCAA indoor meet with a big burst in the 200 in late January. And she also was among the nation's best in the 60-meter and 100-meter hurdles.

One of her keys to performing in the athletic spotlight has been to learn how to relax in the face of pressure.

"Competing in all those events has its share of pressure, but if I relax, it won't be as bad," she said. "I don't want to let people down. I want to give 100 percent. I don't want it to be any other way."

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





and his teams

legends luncheon

**Friday,
Oct. 28, 2011
11 a.m. – 1 p.m.**

**Sheraton Phoenix
Downtown Hotel
340 N. 3rd Street**



The ASU Alumni Association and the Sun Devil Club invite you to celebrate this living college football legend in what will be sure to be a history-making event as we honor former ASU head football coach Frank Kush and the 1958-1979 teams. The event will feature video highlights and tributes to Coach Kush, who led the Sun Devils to nine conference titles and went 6-1 in bowl games. During his coaching years at Arizona State, he had two undefeated teams and was named the 1975 National Coach of the Year.

Tickets on sale now! To register, visit [alumni.asu.edu/legends luncheon](http://alumni.asu.edu/legends_luncheon) or call 480-965-5207 or 1-800-ALUMNUS (258-6687).

ASU Alumni Association members: \$55 | \$550 for a table of 10

Nonmembers: \$60 | \$600 for a table of 10

Sponsorships start at \$1,000 which includes 9 seats plus a former Sun Devil Football player

ASU ALUMNI
ARIZONA STATE UNIVERSITY

SUN DEVIL
CLUB

 **Liberty
Mutual.**



Photo: Clif Sparkman

Rafael Romo, senior Latin American affairs editor for CNN, got his first taste of life behind a microphone when he participated in a local radio show at age 8. It was love at first broadcast. By the time he was 12, he had approached the only newspaper in his small northern Mexico town and started writing a column called the “voice of youth.”

“I tried to get into the radio station, but they wouldn’t take me until I was 18,” Romo said. “By then, I had an opportunity to study English in Phoenix.”

This move presented Romo with what he calls the biggest challenge he faced along the way to his current

position with CNN: mastering English. “I remember being in a classroom and understanding very little,” he said. “I was going to regular school in the morning, then in the afternoon, I went to a second school to take intensive English lessons.” In the evenings, Romo often volunteered at a church teaching English to migrant workers. Through the night, he played talk radio.

“I exposed myself to English language 24 hours a day,” he said.

Two years before he completed his ASU journalism degree in 1995, Romo became the youngest TV anchor in the Phoenix market when he was hired as an anchor/reporter for Univision Phoenix at age 21. Today, Romo directs CNN’s coverage of Latin America and

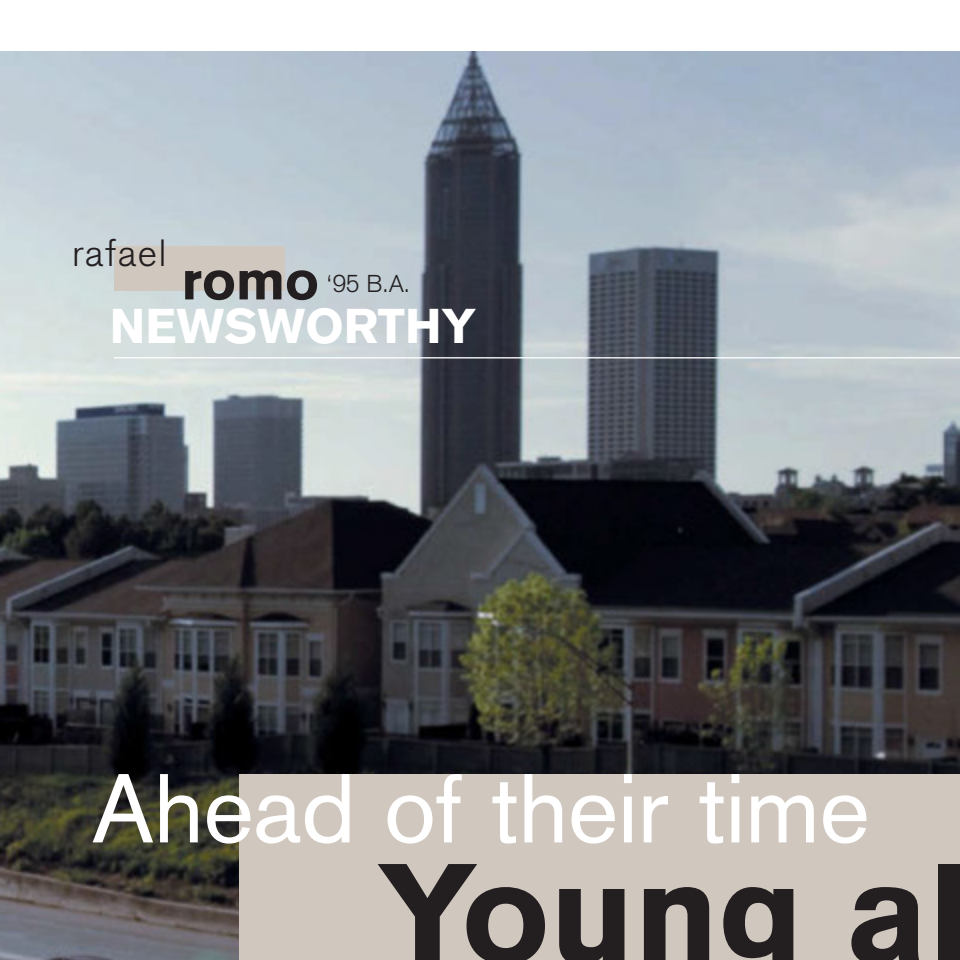
also serves as a traditional on-air correspondent. He counts the 2010 Haitian earthquake among his most poignant assignments.

“I ran into a man digging up debris of his house that had collapsed,” he recalled. “His daughter was still inside. All he wanted to do was get her out and give her a proper burial.”

Reporters strive for objectivity, Romo noted, “but it was very hard to maintain it when I saw all the suffering.”

He added, “It was good to see that the coverage CNN provided elicited response from international aid organizations and governments of different countries.”

By Betsy Loeff



rafael

romo '95 B.A.
NEWSWORTHY

Ahead of their time

Young alumni build on early success

It takes something special to be a visionary. One must be able to imagine a better future in a world demanding solutions to long-term problems, and possess the determination to guide that vision into a reality.

The 21 young alumni showcased in this issue have this sort of foresight. All of them are accomplished in their professions, succeeding in careers that range from pediatric neurosurgery, human factors engineering and sustainability to film acting and online entrepreneurship.

Read on to discover how these alumni achievers have made a name for themselves, as well as how they have enriched the lives of those around them.



More than 72 million Americans are obese. Since 1980, obesity rates for adults have doubled, and rates for children have tripled. It's an epidemic that touches every age, race and class. While the causes are many, eating too much unhealthy food — from the supermarket to the drive-thru window — ranks at the top of the list.

Registered dietician Simin Levinson knows all about the importance of food choices. She has counseled elite athletes, corporate executives, parenting groups and school cafeteria staff and seen the impact of their improved nutrition. But perhaps her most instructive experience was as a teenager, when her father used nutrition to overcome high

cholesterol and hypertension.

"I saw firsthand how the way we fuel our bodies directly influences our overall health," Levinson said.

As a graduate student at ASU, Levinson worked for the National Institutes of Health at the Phoenix Indian Medical Center, studying Type II diabetes in the Pima (Akimel O'odham) Indian population. Upon graduation, she joined the Kronos Longevity Research Institute, investigating how nutrition affects aging and memory retention. She said that research experience has been key to enhancing her personal practice.

"I wouldn't be able to provide sound nutritional advice without that research background," Levinson said. "Nutrition is a young science, so there are a lot of exciting things happening

and pivotal research to learn from."

After a two-year stint at Athletes' Performance, where she worked with the San Francisco Giants baseball team, Chinese Olympic hopefuls, firefighters and military special-ops teams, Levinson has returned to ASU classrooms, this time as a lecturer in the College of Nursing and Health Innovation.

She said she's eager to help guide the next generation of students into the field. Lesson number one? Breakfast really is the most important meal of the day.

"I insist that students in my 7:30 a.m. class have breakfast," Levinson said. "And sometimes I do quiz them."

By Tracy Mueller

simin **levinson** '02 M.S.
APPETITE FOR LIFE

gelie **akhenblit** '03 B.A.
FORGING CREATIVE CONNECTIONS

Photo: Dan Vermillion

On any given work day, you might find Gelie Akhenblit moving from one networking soiree to another and shaking more hands than a small-town mayor up for re-election. Akhenblit is founder, president and CEO of NetworkingPhoenix.com, an online resource for business people seeking mixers, training seminars and more.

"I had a corporate job doing internal communications – what I went to school for," said this 2003 ASU grad. "But it just wasn't me. Because I was a little bored, I started networking and realized there was a big gap in Phoenix. There were many networking opportunities, but nobody knew about them."

An avid networker, Akhenblit soon became a go-to resource for friends and acquaintances looking to connect with others and, with the help of her husband, a software engineer, she launched a website showing would-be networkers where to find events. The site went live a few days

before Akhenblit quit her day job.

"I had this little hobby site but, before I knew it, we were showing up number one on all the Google searches for 'Phoenix networking,'" she recalls. Today, the site has more than 14,000 members and ranks among the most popular 8,000 websites worldwide. Plus, the company offers its own signature events that draw as many as 1,500 attendees.

This past February, the site had 481 events listed, enough to keep anyone moving at a hectic pace. What keeps Akhenblit going? Two things: the fun of building her own business, and the kick she gets from helping others.

"One woman came up to me and said, 'I met someone at your event and, within three weeks, I had a job,'" Akhenblit recalls. "Someone else told me he attended one of our events and walked away with the biggest client of his career. I literally put money in people's pockets. That's what keeps me going."

By Betsy Loeff



trent

northern '05 Ph.D.

TINY PARTICLES, BIG RESULTS

Photo: Martin Sundberg

When a 37-year-old scientist is summoned to the White House to be honored for his accomplishments, it's safe to say his career is on track.

Trent Northern was first introduced to mass spectrometry ('weighing molecules') while studying for his doctorate under ASU Professor Neal Woodbury in the Chemistry and Biochemistry Department. He continued this work after graduation, first at the Scripps Research Institute and now as a scientist at the U.S. Department of Energy's Lawrence Berkeley National Laboratory, where he is pioneering new approaches for analyzing metabolites in biological systems with previously unattainable sensitivity and spatial resolution.

While weighing molecules might sound esoteric to the uninitiated, its implications are very much grounded in the real world. Northern has invented a technology called Nanostructure-Initiator Mass Spectrometry that can weigh and image tiny molecules like amino acids and sugars in complex biological materials. Fellow researchers are using his tool to examine how organisms respond to low-dose radiation, especially breast cancer tissue.

"Low-dose radiation isn't well understood, yet we're all exposed to it, whether from CAT scans or the new

body imaging machines at airports," Northern explained.

The research can help oncologists personalize medicine by identifying people who are particularly sensitive to radiation and altering their treatment accordingly.

Northern also is on staff with the Joint BioEnergy Institute, where he is applying these technologies to help develop biofuels that can replace gasoline, without any modifications needed for a vehicle to use it. The technology is very promising — yet "it's hard to compete with something that you can just pump out of the ground," Northern noted.

With these accomplishments, it's no wonder that the White House took notice of Northern, selecting him for a 2010 Presidential Early Career Award for Scientists and Engineers. The Presidential Award is the highest honor bestowed by the U.S. government on outstanding scientists and engineers beginning their independent careers.

At the award ceremony, President Obama shook the hand of each winner, praised the group's work thus far and then implored them to deliver on their potential.

If Northern's utter exuberance for discovery is any indication, he'll be exceeding potential for years to come.

By Tracy Mueller



hasnain

maindi '01 B.S.

THE PLANE TRUTH

Photo: Jennie Warren

Hasnain Maindi's less-than-perfect vision showed him a clear path to his future. The 2001 graduate had a love of all things aircraft-related since the age of five. It is an affection that has been rewarded.

"I had planned on pursuing my career as a pilot, but I didn't really have 20/20 vision to take that leap," he said. "Instead, I opted for the second best, which was to become an aeronautical engineer. I've never regretted this decision. It's an awesome field."

Maindi fields many challenges daily as a senior design engineer at Parker Aerospace, a leading manufacturer of flight control systems. Maindi designs components for both military and commercial aircraft. He is responsible for many elements of the Gulfstream G650, including the rudder, elevator and spoiler flight control systems. Maindi also formulated the flap control system on the Embraer 550. He worked on the Boeing 737-900ER and

777 Freighter when he was an aircraft structures engineer for Boeing.

Maindi's passion for planes spills over into his interest in photography – he said he spends most of his time taking photos of aircraft. Originally from the Middle East, Maindi has spent a fair amount of time playing soccer, but he said that pastime has given way to a different daily workout.

"Now I run around the house chasing after my kids," he laughed.

Maindi credits the faculty at ASU for enabling him to chase his dreams.

"Without a doubt, ASU has one of the best aeronautical engineering programs," Maindi said. "That, in addition to the distinguished faculty like John Rajadas, Bradley Rogers and Scott Danielson, were my reasons for choosing ASU."

By Brian Hudgins

amy
mcadam '08 Ph.D.

ROCKING THE RED PLANET

ravi
prasher '99 Ph.D.
HIGH ENERGYalan
clifford '07 B.S.

JUST GETTING STARTED

Hiring 100 people in 100 days is a daunting task for even the most seasoned HR executive. But when Alan Clifford '07 B.S. was asked to do that just last year for LivingSocial, a Washington, D.C.-based online daily discounts company, he did so with no HR background. Brought on as the company's third employee in 2008, Clifford was a product manager whose previous hiring experience was limited to "a few salespeople." But he blew through the task in 86 days, and has since helped the company expand to its current total of 700 employees.

"At a startup, you always wear many hats, so the CEO asked me to take over recruiting because the company just couldn't launch into new markets quickly enough," Clifford explained.

Going the extra mile to fuel a startup company's growth has been a constant in the Ohio native's short but already impressive career. Clifford's entrepreneurial yearnings began as an ASU undergraduate when he and a fellow Leadership Scholarship Program student founded University Geeks to provide computer services to students on campus. After graduation,

Clifford landed at online health information startup Revolution Health, where he met Tim O'Shaughnessy, who went on to found LivingSocial and was the one who brought Clifford on board.

"In a startup, you can see how your efforts help to move the business forward, and that is exciting," said the 26-year-old. He is so devoted to the startup concept that he made a personal promise to never work in a company with more than 80 employees. Though he broke that rule with LivingSocial, he says the business still feels like a small company. "Luckily, in my role, I get to make sure we don't do any of the things that make a company 'big company-esque,'" he said.

Clifford plans to stay with LivingSocial until it "no longer feels like an 80-person company." Then, it will be on to the next high-growth opportunity. The avid cook could see himself opening a restaurant one day, or returning to his roots as an entrepreneur. Either way, he'll take with him his personal recipe for success: "Work your tail off and hope for the best."

By Amy Roach Partridge

When President Barack Obama's most recent State of the Union speech mentioned "a Sputnik moment"

regarding energy technologies, Ravi Prasher was all ears. Prasher, a 37-year-old mechanical engineer who has done groundbreaking work in nanoscale thermal energy transport, has a vested interest in the country's energy future. He recently began work in Washington, D.C., as a program director at the U.S. Department of Energy's Advanced Research Projects Agency (ARPA-E).

"We are doing very high-risk, high-reward research that could make today's energy technology obsolete," explained Prasher on ARPA-E's mission. Prasher's background makes him a perfect fit for that mission: 14 years at ASU researching nanofluids and solar energy, and 10 years at Intel perfecting various technologies that remove heat from microchips to boost performance in electronic devices. Prasher — who lives with his wife, Vasudha Lathey '02 M.S., '08 Ph.D., their two-year-old daughter, and three pets — has more than 25 patents to his credit, and recently was elected a Fellow of the American Society of Mechanical Engineers.



Photo: Aaron Clamage

Today, as one of ARPA-E's first crop of program directors, Prasher is helping to set the national agenda for energy technology by crafting research programs which support the agency's three goals of enhancing U.S. energy security, reducing greenhouse gas emissions and securing the country's place as a leader in energy technology.

"ARPA-E is a brand-new agency, almost like a startup, so it's a very exciting time," he said. Also exciting for his career were his two chances this year to present in front of Department of Energy Secretary Steven Chu, a Nobel Prize winner in physics. "Presenting to him is nerve-racking considering his stellar achievements, but he made me very relaxed," noted Prasher.

As for his own stellar achievements, Prasher gives credit to his two mentors: his father, a mechanical engineer who built fertilizer plants in their native India; and his Ph.D. advisor, Patrick Phelan, an ASU professor in the School for Engineering of Matter, Transport and Energy.

"My father was my first teacher, and Phelan was crucial in encouraging risk-taking and original thinking in my research," Prasher explained.

By Amy Roach Partridge

Along fascination with Mars and how habitable environments evolve brought Amy McAdam to ASU, where her research prepared her for the most advanced Mars mission yet.

McAdam, who earned her Ph.D. in geological sciences in 2008, is a space scientist at NASA's Goddard Space Flight Center, working on a team preparing an instrument for the 2012 Mars Science Laboratory Rover.

"I've always been interested in planetary habitability, the idea of exploring environments that could have harbored life in the past, or the present even," McAdam said.

After earning undergraduate degrees in chemistry and geology at Michigan State University, McAdam was drawn by ASU's reputation in planetary geology, which was among the country's best, even before the university's involvement in the research of the news-making THEMIS camera aboard the Mars Odyssey orbiter.

McAdam's research at ASU was two-fold, studying rocks and soils from the Antarctic as analogs for Martian soil, as well as using theoretical geochemical modeling to understand long-term shifts in environmental conditions on Mars.

The overall goal was to build a greater understanding of how Mars weathered, and if at any point along the line conditions were right to support life.

Also while she was a doctoral student, McAdam worked doing education and outreach for ASU's Center for Meteorite Studies, a job she said was made easier by the university's extensive collection of meteorites.

"It's exciting stuff. It's really easy to engage people in space science when you have a rock from space," she said.

At NASA, McAdam has not only worked on the question of habitability with the Sample Analysis at Mars instrument on the upcoming Mars Science Laboratory mission, she has contributed to field research on Mars analog materials and meteorites in Antarctica and the Arctic. But no matter where her work might take her, ASU has been central to getting her ready for her next discovery.

"I see ASU basically like the essential basis or foundation for my research," she said. "I was encouraged to develop that flexibility to go in different directions and explore different ideas and that's helped me a lot. I've probably tried every type of analysis around."

By Eric Swedlund

The world of orthopedic research and treatment continues its evolutionary spin second by second, minute by minute and day by day. One man who puts all of his energy into keeping things moving is Marc Jacofsky, who obtained his master's and Ph.D. degrees from ASU in physical anthropology and continues his connection to the university by working as an adjunct faculty member at ASU in the School of Human Evolution and Social Change.

Jacofsky, 34, grew up in New York and came to Arizona in 1999. He helped form The CORE Institute (Center for Orthopedic Research and Education) in 2005 with his brother, David, an orthopedic surgeon. At the start, there were three surgeons, three employees and one location. Today, Jacofsky says, there are 30 providers (doctors/treatment personnel), 300 employees and affiliations with six hospitals around the state, five in Maricopa County and one in Prescott.

He is the institute's vice president of research and development, involved in the research aspect as director of the BSHRI-CORE Research Labs in Sun City. The organization concentrates on three primary areas of study – gait and motion analysis, biomechanical testing, and clinical research. He also has dealt with intellectual property development, having applied for five or six patents over the last three years.

"We want to provide the best care we can, to be out front through research and innovative technologies," Jacofsky said. "We are primarily looking at joint replacement and fractures."

One of the organization's most promising projects is called Secure Tracks, a support device that helps

patients walk after surgery such as hip or knee replacements. The device slides along tracks in the ceiling. It helps the patient walk faster and with a more normal gait.

"It is relatively impossible to fall. You don't have to lean over as you would with a walker," he said.

Although his relationship with the university has changed since his days as a graduate student, he still keeps in touch with his ASU colleagues.

"My time there (at ASU) was good. We still have some collaborative research efforts," he said. "In our department, we had a good sense of communication without a great sense of competition (with each other). The success of any one individual was and is good for the university. That is the same type of approach we have tried to take at CORE."

By Don Ketchum

The pain in a mother's voice as she described trying to get help for her autistic child was a turning point for Javier Cárdenas. Though she had volunteered in her son's classroom for

marcus **williams** '97 B.S.

PERFORMING LIKE A PRO

javier **cardenas** '99 B.A.

TRAINING YOUNG BRAINS

marc **jacofsky** '02 M.A., '09 Ph.D.

CORE VALUES

years, she still had to explain his behavior to teachers, challenge the cruelty of his peers and plead with the state for services.

Even more heartbreaking, her doctor accused her of being the cause of her son's autism, referring to "Frigid Mother Syndrome."

Cárdenas was an ASU junior, doing field work as he prepared for a career as a special education teacher. But in that moment Cárdenas realized he could do more for special-needs students as a doctor than as a teacher.

"That stuck with me," said Cárdenas, 35, now a children's neurologist at Barrow Neurological Institute. "I realized I could go into medicine and contribute positively to their condition in a way I couldn't in the classroom."

Cárdenas had enjoyed working as a peer mentor to special education students while a student at Chandler High School, and he had volunteered with Special Olympics for years. But his "turning point" led to an overhaul in his studies and his life.

He doubled up on his coursework at ASU, taking science classes and other prerequisites necessary for medical



Photo: Dan Vermillion

school. After graduation he taught children with brain injuries and developmental disabilities for a year at Tolleson Union High School, and he married his high school sweetheart so they could move to Tucson together.

He earned his medical degree from the University of Arizona College of Medicine in 2004, completing residencies in pediatrics at St. Joseph's Hospital and in neurology at Barrow. He now trains other residents at Barrow.

In 2009 Càrdenas started a new clinic that helps reintegrate children with brain injuries back into their classrooms, the first of its kind to add an educational component. He works closely with faculty at ASU's Mary Lou Fulton Teachers' College.

The ASU team educates parents and teachers about the difficulties children with brain injuries have in the classroom, sharing teaching strategies to increase student attention and memory. Càrdenas said his affinity for the classroom has brought him full circle back to ASU.

By Sarah Auffret

Marcus Williams was an All-Pac-10 punter for Arizona State University's football team, so naturally he had his post-collegiate sights set high.

"In the back of my mind, I said, 'yeah, I'm going to be a pro guy,'" said Williams, who graduated in 1997 with a degree in justice studies. After knocking around in NFL Europe and being cut in training camp by the New England Patriots, things didn't really turn out as he planned.

But according to Williams' way of thinking today, they turned out better.

He got a master's degree in special education, taught high school for six years, recieved another master's in educational leadership and is now the assistant principal and athletic director at Perry High School in Gilbert.

"It's great," Williams said, adding that his wife teaches and their daughter goes to school in the same school district. "As far as professionally, I couldn't have scripted it any better, with the

exception of making it to the ultimate level in the NFL."

Hearing him tell it, the decision wasn't a difficult one.

"I have a unique ability to compartmentalize – 'OK, I did what I wanted to do there and I'm moving forward.' I don't look back."

That doesn't mean the past isn't important to him.

Williams played on some good Sun Devil teams and one exceptional one – the 1997 Rose Bowl team that featured Jake Plummer, Pat Tillman and came within one final drive of winning the national championship. It was, by all accounts, a special group, and remains so.

"I'm pretty confident if I called up anybody on those teams, if I asked for a favor they'd be there with open arms," Williams said.

Heavily recruited out of high school, that sense of community at ASU is what appealed to Williams.

"Growing up, for my dad and my step-mom, they taught me it's all about relationships, and being comfortable where you're at," he said. "Being at ASU, playing at ASU, I was able to build, I would say, thousands of relationships."

By Bill Goodykoontz

kristen **hartnett** '02 M.A., '07 Ph.D.
THE BONE DOCTOR IS IN

Photo: Catalina Kulczar-Marin

Long before the Fox network brought TV viewers a crime-fighting Ph.D. who can tell what happened to a victim based on his bones, Kristen Hartnett knew that's what she wanted to do for a living. She earned her Ph.D. from ASU in 2007 and became a forensic anthropologist, the job she now holds at New York City's Chief Medical Examiner's office.

Forensic anthropologists identify victims from skeletal remains and try to figure how their lives ended. Hartnett started her college career studying archaeology, but switched to forensic anthropology when she realized the field could satisfy her interests while making a difference for people in grief.

"I'd been doing archaeology and looking at bones, but I wondered how it mattered," she recalled. "No one (who is living) would be helped by me digging up a 2,000-year-old Mayan king." In contrast, her current role lets her help families know what befell loved ones and move through the sad details of loss, such as funerals and insurance paperwork.

Hartnett calls her job "a puzzle that sometimes has answers. In archaeology, you may find a tomb, but you never know if your theories are correct. With forensic cases, you do the analysis and, once you fill in the blanks, you can often see how accurate you were."

Early in her doctoral studies, Harnett began volunteering her skills as a member of a government-sponsored disaster-response team. Through it, she was deployed to identify victims in the aftermath of 9/11 and Hurricane Katrina.

"My work for 9/11 made it clear to me that I did want to do this type of work to give families closure," she said. Along with their normal caseload, her team continues to work on 9/11 remains. "Everyone killed was issued death certificates, but 41 percent of the missing have not been identified. That's why we're still working on it."

By Betsy Loeff

brittni **furrow** '08 B.S., '11 M.S.
SUSTAINED EXCELLENCE

Photo: Josh D. Weiss

As the senior manager of sustainability for Georgia Pacific's Consumer Products division in Atlanta, Brittni Furrow's responsibilities focus on finding the right balance between the three dimensions of sustainability: social, environmental and economic. Her recognition of the need for sustainability to be integrated into standard business practices started in 2007, during her junior year at ASU. That was the year ASU launched its School of Sustainability, the first of its kind in the United States. Having a passion for the environment and intrigued by the new trend, Furrow decided to pursue a Master's degree in sustainability and an M.B.A. at the same time.

She gained considerable expertise in this burgeoning field through her

work with The Sustainability Consortium, an effort co-directed by ASU faculty that is comprised of government officials, academics, non-governmental organizations and more than 70 manufacturers, retailers and service providers. One of the goals of the consortium is to develop a sustainability measurement and reporting system valuable to businesses and understandable to consumers, and Furrow was deeply involved in that effort.

"My goal (while at the consortium) was to help develop a sustainability measurement system that would be meaningful in the marketplace by creating insights about the consumer," Furrow said.

In a world faced with rapidly diminishing natural resources, population growth and business complexity, the ability to measure a

product's total environmental impact becomes more imperative with every passing day. Furrow, who received her master's in Sustainability in May and was expected to complete her M.B.A. this fall, said that ASU had played a key role in learning how to solve sustainability issues by working with a wide range of partners.

"The ability to work with colleagues from a wide range of backgrounds and expertise who speak 'different languages' is a necessity in my chosen career," she noted. "This capability was enhanced by participation in the Innovation Space program during my undergraduate experience, and by the School of Sustainability during my graduate studies."

By Oriana Parker

richard

meyers '04 M.A., '08 Ph.D.

LEARNING WITH RESERVATIONS

christina

harris '10 B.S.

NATIVE TALENT

suzanne

barr '03 J.D.

LEGAL EAGLE

As chief of staff for the U.S. Immigration and Customs Enforcement (ICE) agency, Suzanne Barr oversees a \$5.7 billion annual budget and 20,000 federal employees tasked with everything from maintaining border security to investigations into child sex tourism and money laundering.

Barr credits an interest in criminal law that developed at Arizona State University as the springboard that sent her to the top of the second largest investigative agency in the federal government.

"Law school is what changed my life, definitely," said Barr, who earned her J.D. in 2003. "It wasn't only the criminal law, but it was the relationships that I made in law school and the people."

A Phoenix native, Barr went to Central High School and the University of Arizona before working in Washington D.C. for four years, first as a staff assistant for Sen. John McCain and then as a legislative correspondent for Sen. Jon Kyl.

Her next step was the Sandra Day O'Connor College of Law at ASU, where she delved into criminal law. Barr secured a job as a prosecutor at the Maricopa County Attorney's Office after graduating. In law school,

she reconnected with a grade school friend, who urged her become more involved in policy. A Republican, Barr nonetheless joined the staff of Democratic Gov. Janet Napolitano, first as policy advisor on law enforcement issues, then as deputy director and later director of legislative affairs.

"Law enforcement is one of those areas where everybody has a common goal. When you're talking about criminals, everybody wants the bad guys arrested and off the streets," Barr said. "We all have a common ground, which allows us to work without the political battles getting in the way."

When Napolitano became Secretary of Homeland Security, Barr took a job as chief of staff for John T. Morton, Director of ICE.

"When I was with the state, we always wanted the federal government to partner with us and now we go around the country meeting with police chiefs and sheriffs. All these partnerships are key and I understand that from both ends," Barr said. "It was the border expertise, being raised in Arizona and doing law enforcement in Arizona, that I was able to transfer to this position. It's been extremely helpful."

By Eric Swedlund

When Christina Harris walks from the subway to her workplace in Washington, D.C., a sense of wonder sometimes overcomes her. She's such a long way from her home in Phoenix, the desert and mountains she grew up with, and from the Hopi and Zuni values with which she was raised.

But the excitement of working as an intern at the Small Business Administration Office of Native American Affairs kicks in, and she remembers why she's there. It's where the seat of the action is. She knows the decisions made in Washington will affect tribal communities for generations.

Harris and her director meet with tribal leaders from around the country, explaining SBA resources for starting or expanding small businesses. She also is working on a special project, an assessment tool for helping tribes become self-supporting through entrepreneurship and innovation.

"Whenever I'm homesick, I remind myself that I'm here for a reason, to better my people," said Harris, 24. "Small business is really important, and I want to bring that back to my



Photo: Aaron Clamage

community. I feel lucky to be here, because I'm learning a lot. What happens in D.C. affects everything."

Harris grew up frequently traveling to the Hopi reservation, where her father was involved in religious ceremonies and where her grandmother was raised. Her father is a Hopi woodcarver who taught his children about his culture. She also received cultural influences from her mother, a member of the Zuni tribe, and her grandfather, a Tohono O'odham. All of them urged her to go to college.

After graduating from ASU in American Indian Studies, Harris was accepted into the Washington Internship for Native Students, which she applied for with the encouragement of her professors. Her flight to the East Coast was the first time she had ever flown.

"I didn't expect to come to D.C.," said Harris, who made a return visit to ASU in November to talk to students in the First Innovations Initiative, a project geared toward tribal entrepreneurship. "It really took me out of my comfort zone. But now that I'm here, it amazes me. Going to ASU has given me so much opportunity."

By Sarah Auffret

Richard Meyers' introduction to the state of Arizona was something he won't soon forget.

He was on his way to begin working toward his master's degree in cultural anthropology at Arizona State University. He and a friend were driving down the Beeline Highway (State Route 87) when they got caught in a traffic jam near Fountain Hills. The temperature was over 100 degrees, a significant contrast from Pine Ridge, S.D., where Meyers grew up as a member of the Oglala Sioux tribe.

"My pickup overheated constantly," Meyers said. "I thought I had moved to hell. I slept in the back of the truck for the first three nights."

Meyers had earned his undergraduate degree at Amherst College in Massachusetts, and had done further study at Middlebury (Vt.) College.

He thought that coming to Arizona would allow him to be exposed to Native American issues similar to

those back home. He earned his master's degree from ASU in 2004 and his doctorate in 2008. For parts of three years, he worked in Somerton, Ariz., in the Cocopah Nation, in connection with ASU's Center for Indian Education.

The degrees helped him land a job as a writer and editor in Washington D.C. for the U.S. Department of the Interior's Office of the Assistant Secretary for Indian Affairs, where he works as a public affairs specialist. He also is an adjunct professor at American University in Washington, where he teaches a course about the foundation of federal Indian policies.

Meyers is one of less than 100 enrolled Native Americans to hold a Ph.D. in cultural anthropology. He said he hopes to return to his tribe one day to help with community issues.

"There are a lot of tribal and border issues that are similar to Arizona (in Pine Ridge). I think my experience would allow me to help in those areas," Meyers said.

By Don Ketchum



The challenging design program at ASU gifted Kristine (Thomas) FireThunder with a pair of presents: plenty of sleepless nights and perseverance.

"The design program at ASU is quite demanding due to studio projects," she said. "Looking back, I am amazed I got through it. The whole design program taught me perseverance."

FireThunder '04 B.S.D., '10 M.B.A. is the director of the Arizona Commission on Indian Affairs and the equal opportunity coordinator in the Governor's Office. FireThunder, who is half Hopi and half Navajo, focuses on civil rights and serves as a liaison between the state and the 22 tribes that have a land base in Arizona.

She facilitates partnerships and educates both the public and private sectors on the unique government-to-government relationships.

Much of the groundwork for her current work was put in place during her undergraduate days as a design major. During her junior year, FireThunder worked on a project that called for her to create a culturally appropriate dialysis clinic. The project had a strong meaning for her, given that her grandfather needed to receive dialysis, but had to brave a 150-mile round trip by himself to reach his clinic.

"That was my motivation," she said. "What dream clinic would I put together if budget and land acquisition were not issues?"

FireThunder was working within the ASU Athletics Department during renovations when a conversation with the lead architect gave her insight on state procurement procedures.

"I (later) started working for the Department of Commerce and learned there were needs beyond clinics," FireThunder said.

FireThunder said her relationship with ASU formed early in her life.

"From the time I could walk, my dad talked about ASU because he was a diehard football fan," she said. "Frank Kush was regularly mentioned in our house."

That connection has remained constant.

"It is more than just a school to me. I have people I consider family."

By Brian Hudgins

kristine (thomas)

firethunder '04 B.S.D., '10 M.B.A. DESIGNING A BETTER FUTURE

brooke

castaneda '02 B.S., '05 M.S. PAYING ATTENTION



Photo: Dan Vermillion

When Brooke Castaneda was in graduate school, she studied the psychology of sports, the effect of attention on a baseball batter's performance. She found that batters perform better when they think less about themselves and focus on external factors—like the ball.

As a human factors engineer for Intel, she tries to do the same thing for employees by studying their work environments and making sure their software and other products are intuitive, ergonomic and easy to use.

"We try to help people to have a work experience without thinking about their tools," she said. "They should be able to just do their jobs."

She and her team members work with engineers, factory workers and people in tech support around the

globe. They do surveys and interviews, observe people in their workplaces, and analyze and make recommendations to improve the employee environment.

It's a "fascinating job," she said, because she gets to talk to people all day and hear their stories, then turn around and crunch statistics or design a solution to a problem. To her, it's a balance between science and creativity.

Balance is a key goal for Castaneda, 30, ever since she was diagnosed with Hodgkin's Lymphoma in January 2006. She was in a doctoral program at Old Dominion University in Virginia at the time, pursuing her academic dreams. She had achieved near-perfect grades in high school and college, been council president at Barrett, the Honors College and had graduated summa cum laude from

ASU. She has been cancer-free for nearly five years now, but the experience changed how she wanted to live her life.

"I was very driven," she said.

"I was a workaholic. But after I was diagnosed, and after I went through chemo and radiation, I decided I wanted to get started on my life, on a career and a family. My husband and I realized our priorities had changed. We moved back to Arizona to be near family."

"It was great to dream," she said. "But now my plans are pretty simple. Our little boy is almost two years old. I want to enjoy life to the fullest, to go on walks, to enjoy my family. Maybe I'll get an M.B.A. and go into management in my field. I'm a very lucky woman."

By Sarah Auffret

andres j. **maestas** '05 M.B.A.

CHARTING A FULL CIRCLE OF SUCCESS



Photo: Dan Vermillion

Ever wonder how corporations and sports teams make multi-million dollar decisions on partnerships? For instance, how does U.S. Cellular determine if its naming rights deal with the Chicago White Sox is positively impacting its business? Or how does the NFL determine which high-definition television would be the best fit as the official HDTV of the league? Andres J. Maestas, who founded Navigate Marketing only one year after obtaining his M.B.A. degree from the W. P. Carey School of Business, is the man many organizations turn to for this type of analysis. Thus far, Maestas's company has been extremely effective at helping its clients.

With offices in Chicago and Scottsdale, Navigate has built a blue-chip client list that includes AAA, ESPN, Farmers Insurance, LG, Major League Soccer, Red Bull and the U.S. Olympic Committee. Navigate has developed sophisticated research and measurement techniques, which allow it to measure the value, impact and effectiveness of sponsorships – including return on investment – and also conduct market research on the fans of properties.

One area Navigate also specializes in is determining the value of a

college's multimedia rights. For instance, when the ASU athletic department wanted to outsource its multimedia rights – meaning radio, TV and website advertising, as well as on-campus sponsorships – the school hired Navigate.

"The multimedia rights of the department were used in negotiations to attract potential sponsors and get the best possible deal," said Maestas. With the assistance of Navigate's work, ASU received the highest per year guaranteed revenue of any Pac-10 school.

The ASU deal provides a bit of closure for Maestas, who originated the idea for his company while he was still a student here. His classmate, Stefanie Francis '05 M.B.A., heads up the company's Scottsdale office. Maestas said he and Francis had received incredible support from Professor Michael Mokwa, chair of the business school's marketing department, as well as Marketing Professor James Ward.

"Navigate Marketing was born out of an ASU class project," Maestas said. "That's why it was such a joy to eventually be employed by our alma mater's sports department."

By Oriana Parker

george
"bucky" **glickley** '00 B.I.S.

SUCCEEDING IN SOCIAL ENTERPRISE



When George "Bucky" Glickley '00 B.I.S. joined the Peace Corps in 2001, he wasn't sure how well he'd handle it. "It's one thing to decide you want to help poor people, but it's something entirely different to be in a tiny Guatemalan village bathing in a bucket of cold water at 5 a.m.," explained the Chicago native.

But Glickley's trepidation was unfounded; he completed 27 months in the Peace Corps as a small business volunteer, stayed in Guatemala for another six years, and today runs an organization that trains and supports Guatemalan entrepreneurs. Like his mother, who is a social worker, 34-year-old Glickley always wanted to do something "bigger than money, and about creating social value." And that's exactly what he did.

In 2004, Glickley and a fellow Peace Corps member co-founded Community Enterprise Solutions (CES), a nonprofit which operates on a "MicroConsignment" model of social enterprise. "Just giving a loan to someone in a developing country isn't always enough," Glickley explained, referring to the popular microfinance concept. "If they don't have a business plan to generate income, you could be putting someone in a worse situation by

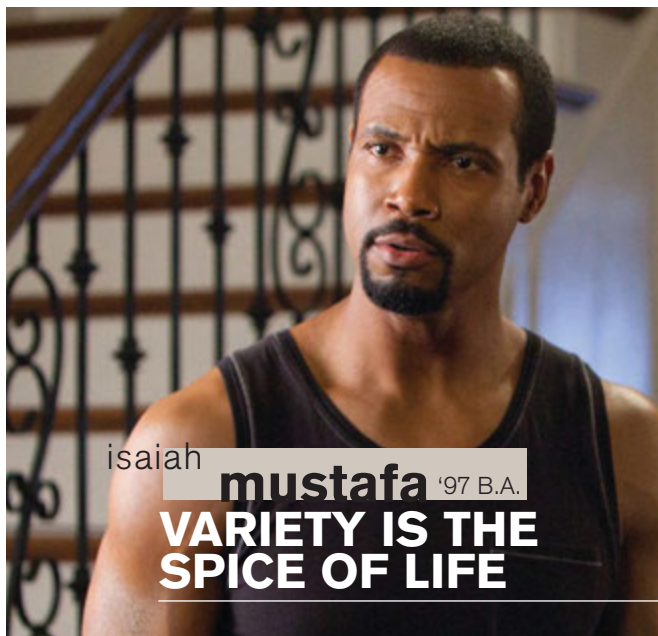


Photo courtesy Lionsgate

trying to help them."

Instead, CES teaches Guatemalan women to be entrepreneurs and consigns them a mix of products they can sell — such as reading glasses, energy-efficient lightbulbs, water purifiers, and woodburning stoves — which have a positive social impact. "We've created this network of microbusinesses where people are earning income by helping their neighbors improve their standard of living," said Glickley. He also co-founded Social Entrepreneur Corps, a college internship program that supports CES' goals. It started in 2006 with three interns and this summer, the program will train nearly 65 students in Guatemala, Ecuador, Nicaragua, and South Africa to work as development professionals using the organization's MicroConsignment model.

Though he struggles at times with the daily grind of running several enterprises, Glickley never forgets about the greater mission.

"I just received an e-mail from one of our entrepreneurs who speaks only a Mayan dialect and broken Spanish and has a third-grade education, but is running her own little business," he explained. "That is what keeps me going."

By Amy Roach Partridge

Before landing a leading role in "Tyler Perry's Madea's Big Happy Family" or starring in the wildly popular TV commercials as the "Old Spice Guy," Isaiah Mustafa was a professional football player. And before that, the California native was a history major at ASU who never took his eyes off the prize.

As a student, Mustafa wanted to pursue his two passions, football and acting, but shelved his thespian aspirations to focus on professional sports.

"They told me very quickly you can't do both, so I was like, 'all right, no problem,'" he said.

The 37-year-old alum focused on the gridiron, playing wide receiver for the Sun Devils, and cites Hue Jackson, an ASU position coach at the time and current head coach of the Oakland Raiders, for inspiration and tough love. He also fondly remembers Sun Devil teammate Pat Tillman who died in Afghanistan after leaving the NFL to join the Army. Since Mustafa was just a year older, they hung out with the same guys.

He remembered, "Pat (was) a special individual. Very, very focused on making the world different."

Off the field, the down-to-earth Mustafa cites Chris Hill as a favorite

professor. "He taught cultural studies, I believe but he introduced me to Jack Kerouac and to me, that blew my mind!" Another professor who made an impact? History Professor Brooks Simpson. "I turned in my final paper when I was a senior, and we talked for about an hour, nothing about history. Just everything about the world," Mustafa said.

Officially equipped with nuggets of wisdom and his diploma from ASU, he played for several teams in the NFL before hanging up his cleats in 2000 to pursue acting. It was a rapid transition.

"Literally, I got cut from Seattle, and started planning how I was going to become an actor," he recalled.

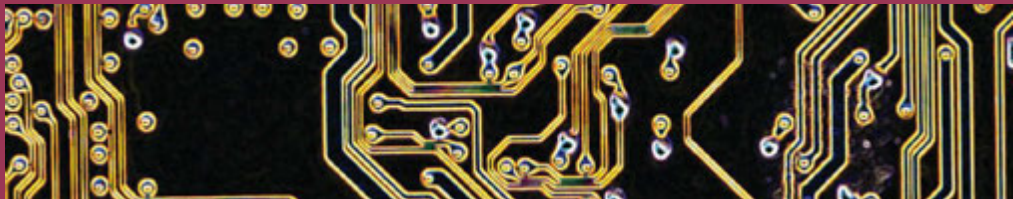
Mustafa asserted that his football playing days prepared him for this new chapter. "You're rejected a lot when you get cut from a football team," he noted. "With acting, every time you go out there, there's a possible rejection."

Based on Mustafa's recent success, his perseverance and determination have prevailed. "It didn't happen overnight," he pointed out. "It took a while but it's kind of funny now, because I always thought I'd be famous playing football and now it's totally different."

By Vicki Salemi

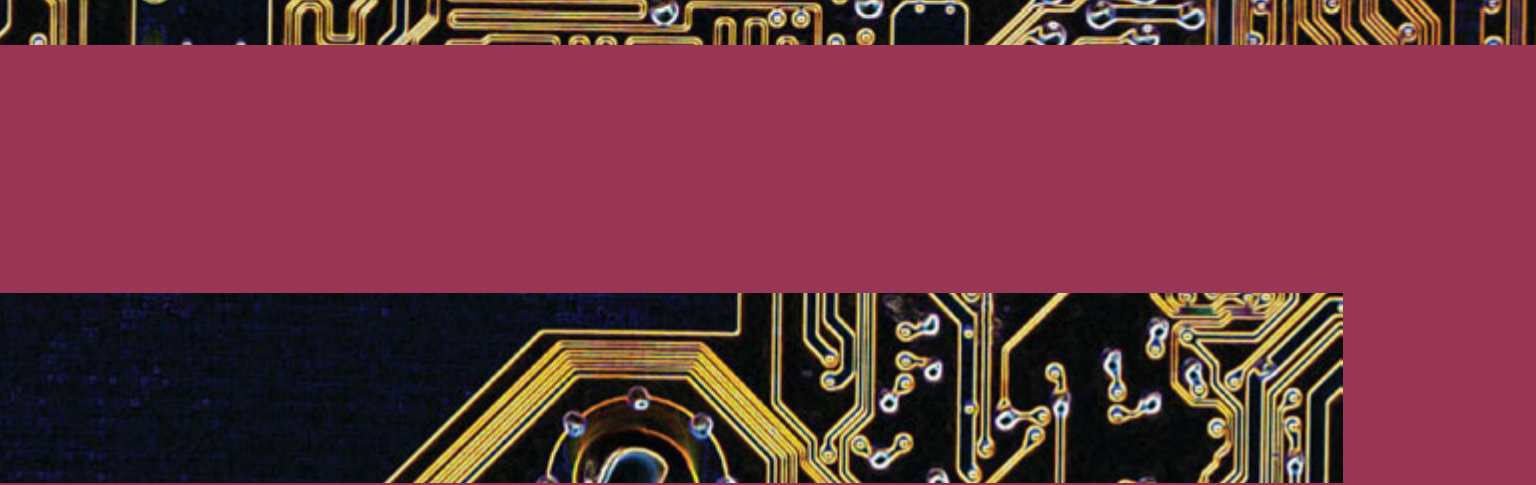


RAPID



**ASU faculty
explore how
to manage
technology's
advance**

By Lee Gimpel



REVOLUTION

Are you glad to have a cell phone? If it means getting out of a bind on a deserted road, the answer is probably yes. If it means you can't really take a vacation and get away from the office, the answer is probably no. As is the case with always-on communication devices, the leaps that science and technology are making truly seem to offer the promise of a better life. But there are some obvious downsides – and some that are not so obvious, at least not today.

Mobile devices are just the tip of the iceberg. In the last generation or two, humanity has had to wrestle with the societal and moral implications of gene splicing, nanotechnology, climate engineering, artificial intelligence, the Internet and social media, just to name a few. Of course, change brought about by new technologies is hardly unique to the 21st Century. Indeed, from the first captured spark of fire to the Industrial Revolution, people have had to adapt to their own advancements – and not always with a light heart.

Speaking at his inauguration, less than a decade after the bombings of Hiroshima and Nagasaki, Dwight D. Eisenhower noted somberly that, "...man's power to achieve good or to inflict evil surpasses the brightest hopes and the sharpest fears of all ages.... Science seems ready to confer upon us, as its final gift, the power to erase human life from this planet."

It's precisely this conundrum that has spurred collaboration and innovation at ASU, making the university a thought leader on the topic of how to deal with technology-driven change.





Gary Marchant

FASTER, HIGHER, STRONGER

What is it about the technological environment of today that makes it so different from what Eisenhower saw in 1953? First of all, says Gary Marchant, Lincoln Professor for Emerging Technologies, Law and Ethics at the Sandra Day O'Connor College of Law and executive director of the Center for the Study of Law, Science and Technology, the age we're living in is unique not for the fact that we are creating substantial new technologies with far-reaching effects, but that we're creating so many new advances so quickly to the point where it's hard to even keep abreast of what they all are.

The past few years have seen "disruptive" ideas go from a sketch on a bar napkin to product penetration in every home with viral speed. Consider the case of Facebook: it didn't exist 8 years ago, but now accommodates more than 500 million users; in its short life, it's been credited with reuniting old friends, breaking up solid marriages, reigniting Betty White's career and helping to bring down governments. It's hard to tell what new technologies will lead to. And while the advent of cars and indoor plumbing changed life patterns for people with access to them, today's technologies change us; Marchant notes that brain scans show different EEG patterns for those accustomed to cell phone-inspired multi-tasking.

At a bigger level, new technologies also offer significant challenges in terms of our existential security as a civilization. Harnessing the power of the atom in the 1940s had dramatic and obvious consequences, both good and bad. However, today it's not just the specter of nuclear power that could be humanity's salvation and its demise, but a whole host of advances in science and technology. It only takes a trip to the cinema to understand how any one of these could lead to a future where, for example, we cede more and more control of our lives to sentient machines that eventually turn the human race into snack food, as in the storyline of the Terminator film franchise.

FORETHOUGHT

Of course, it's far better to question turning on the artificial intelligence of a Skynet system in the first place, if the alternative is spending your life terrified of running into Schwarzenegger-esque cyborgs after the innovative system goes awry. In a sense, that's what's happening today at ASU. A more balanced, more thoughtful, more proactive approach to science and technology is being advanced at places like the Consortium for Science, Policy, & Outcomes (CSPO), the Center for Biology and Society, the Center for Law, Science & Innovation, and The Center for Nanotechnology in Society. ASU is training a new generation of scientists and researchers to ask questions about the long-term effects of their discoveries and inventions versus rushing pell-mell after the next big thing – and these efforts percolate into larger society.

"With disruptive technologies, the question is: Do we have the values, the social relationships, and the institutions to accommodate knowledge-based innovation? And in many respects, we do, but in many respects, we don't," says David Guston, co-director of the Consortium for Science, Policy & Outcomes and director of The Center for Nanotechnology in Society. "We're oftentimes surprised or frequently unprepared and we don't have a set of policies in place that would help reduce that surprise and help better prepare us for when those surprises might happen or to mitigate these disruptions."

For Guston, the solution essentially takes three interrelated forms. First, is a mandate to look at the future in a diverse way, to see many possibilities, outcomes and consequences. Second, is a duty to engage a variety of audiences, from industry stakeholders to the public at large, about what the future may hold and how they want to approach it. Third is a blending of hard science with social science so that each learn from the other and, for example, engineers become more reflective about the decisions they're making.

A COLLABORATIVE CULTURE

What makes ASU a hotbed of thought on the effects of new technology? In many respects, it is the same set of factors that have made the university notable for other collaborative, interdisciplinary efforts, such as its approach to teaching ethics. It is partly a case of getting the right people with the right expertise and partly a case of pushing people to work together who might not typically do so in a university setting. ASU has grouped people together in schools and institutes, not silos, focusing on multidisciplinary problems. And, in these schools (such as the School of Sustainability) and across campus, there is a "water cooler effect" where a psychologist works with a biologist who works with a historian who works with an engineer who works with a philosophy professor.

"At ASU we have this unique cluster of groups and individuals working on these issues so I think we're a real hot spot for these kinds of ideas right now," says Marchant. "We're clearly at the forefront of thinking on this."

How ASU is making its name is a bit different than other large research institutions says Jane Maienschein, a Regents' Professor, President's Professor, and Parents Association Professor in the School of Life Sciences and director of the Center for Biology and Society. It is a collaborative, participatory model that has won converts on campus, where there is a feeling of enthusiasm and excitement to do new and different work with a range of colleagues, as well as at other schools that have taken ASU President Michael M. Crow's philosophy to heart.

"We're all having a great time. It's great fun, and that's not true other places. I think [collaboration] is working," says Maienschein.

IN PRACTICE

How Guston, Marchant, Maienschein and others at ASU are addressing technology change takes a wide variety of forms. Working in the Center for Nanotechnology in Society (currently funded by a \$6.5 million grant from the National Science Foundation), Guston is helping prepare the next generation of teachers and researchers in his field. Of note is a program that takes students to Washington, D.C. to understand the political, regulatory and public relations side of science outside the sterile confines of a lab in Arizona. A Ph.D. Plus option for doctoral students also incorporates a social dimension into more traditional research interests. In the Ph.D.



David Guston

Plus program, students work with a CSPO faculty member to write an additional chapter for their dissertation, or some equivalent project, that explores the social implications, political context, or ethical concerns of the issue they are researching. And Guston is a big proponent of “science cafes,” a CSPO series of presentations that leverage informal discussions between researchers and the public to get science and technology out of the ivory tower and to foster more grassroots discussion and understanding.

Through the Center for Law, Science & Innovation, Marchant has been involved with a variety of conferences meant to bring together a diversity of experts to address issues like climate change and sustainability, public health and the effects of new military technologies. He also speaks to groups of judges, who are already being called on to decide seemingly futuristic cases involving privacy, genetics and intellectual property rights. Maienschein’s on-campus involvement – in the Center for Biology and Society, the Human and Social Dimensions of Science and Technology Interdisciplinary Grad Program, and the Gordon Conference on Science and Technology Policy – has a consistent line that runs through it that addresses the wider scope of science; off campus, she’s brought her message to the educational presentation network TEDxPhoenix and consciously makes an effort to speak at locales that allow her to reach new audiences, rather than sticking to the more typical academic circuit.

THINKING AHEAD OF THE TECHNOLOGY GAME

There are numerous efforts underway at ASU, both direct and indirect, to move toward a system of what Guston calls “anticipatory governance,” where there is greater collaboration among industry associations, trade organizations and the public – to augment and, to some extent, replace the old, slow, and some would say often outmoded, model of government regulatory oversight of science and technology.

To further that end, faculty are producing books, blog posts, and op-ed pieces on relevant topics, as well as providing mentorship and general advocacy to help society better cope with technological advancement. It’s a big assignment, but one that Maienschein sees as fundamental.

“How can we hold on to what we value while embracing innovation, embracing new ideas, new thinking, in a way that lets us be true to what we care about but adapt in other ways?” she asked. “The world will evolve, but we can have some control, some shaping over that – if, but only if, we think as we go along and have the tools to think wisely.”

Lee Gimpel is a freelance business and technology writer based in Richmond, Va.



Jane Maienschein

Desert drama

ASU's playwriting students mine local history, culture to craft compelling tales

By Oriana Parker



Erica Mathlin (left) and Gary Worthington (right) in a scene from Dan Frey's "Don Coyote," 2008.

When Shakespeare penned his dramatic masterpieces, he often found inspiration in Raphael Holinshed's "Chronicles of England, Scotland and Ireland." Published in 1577, the popular history was the source for most of the Bard's historic works, including the plot of "Macbeth."

Students in playwriting classes at the School of Theatre and Film in ASU's Herberger Institute of Design and the Arts are encouraged to mine the modern-day equivalent of Holinshed: current political arguments, cultural and religious belief systems, and events taking place in the Valley of the Sun and throughout Arizona. Judging from the number of plays that students and alumni are having performed and published nationally, it appears to be a rich vein.



Associate Professor Guillermo Reyes, interim director of the theater school and head of its dramatic writing program, emphasized that looking close to home for play ideas was an organic way to develop a story to which audiences could relate.

"Out of life's rhythms, the art emerges," said Reyes. "For instance, the Latino issue follows me, along with my genes."

Practicing what he teaches, Reyes, who was born in Chile, has written a number of popular plays that explore the intersection between his personal background and contemporary cultural trends, including "Chilean Holiday," "Men on the Verge of a His-Panic Breakdown" and "Mother Lolita."

Conflicts simmering below the rhetoric

ASU's playwriting students have used the concept of looking close to home for ideas to delve into the human feelings and conflicts that simmer below the rhetoric, even the geography, of current Arizona news. "Don Coyote," written by Daniel Frey '10 M.F.A. and performed as part of the 2009 Kennedy Center American College Theatre Festival, is a perfect example of this process at work.

Focusing on characters involved in an illegal immigration ring, the play addresses the controversy surrounding undocumented migrants and their journey from Mexico into the United States.

"The play was inspired by an argument between an attorney from the



state's DA office and a philanthropic volunteer dedicated to helping illegals survive crossing the desert," said Frey.

While the two people strongly disagree in terms of policy, both agreed about whether they would cross the desert and the border if they themselves lived in Mexico.

"The intellectual debate had nothing to do with the underlying human feelings," Frey said.

Karen Michelle "Shelly" Sarver '10 B.A. arrived at the subject for her short play, "Waiting in Line to see the Virgin Mary," via an anthropology class that discussed eyewitness reports of the Virgin Mary's many bizarre manifestations, including a vision reputed to have appeared in a tortilla. In response, she created a 10-minute play, which has been performed at ASU and in Seattle and recently was published by Heuer Publishing.

"At first it struck me as sad that believers can be so desperate for a sign," says Sarver. "However, I ended up questioning my own religious beliefs."

One of Arizona's most iconic natural wonders forms the setting for "American Sexy," a play written by Trista Baldwin '99 M.F.A., who is an assistant professor of English at St. Cloud University in Minnesota. The play opened in January at New York City's Flea Theatre. "American Sexy" focuses on four students stopping off at the Grand Canyon. While drawn to the power of the landmark, one of the main characters, Lexi, feels threatened and wonders what it would take to destroy this miracle of nature. In other words, she would like to "hurt" it before it "hurts" her.

Associate Professor Guillermo Reyes (left), head of the dramatic writing program for ASU's Herberger Institute for Design and the Arts. (right) Karen Michelle "Shelly" Sarver '10 B.A. found the root of the idea for her short play via an anthropology class that discussed eyewitness reports of the Virgin Mary.

Baldwin explained that her choice of Arizona as a backdrop also was due to her perceptions of how people in the state reacted to their own history.

"The four college students in this play are very much in and about the now," she said. "When I lived in Arizona in the '90s, I was very struck by how new and now the people felt. ... So, while we're walking on this amazing desert that for me quivers with the past, we are walking in a way that has no connection to our own histories, the history of the country or the region."

Revisions refine initial ideas

Of course, coming up with a winning play idea is just the beginning of creating a successful work. Rewrites, followed by more rewrites, often come into play, with a writer's favorite lines frequently being sacrificed after hearing them spoken.

Frey said he experienced the refining fire of rehearsal when blocking "Don Coyote."

"I like puns. But when they're not telling the story, those babies have to go," he said. "Hearing (your play) read 20, 30, 50 times, you end up focusing on the characters and the story."

Sarver also became well acquainted with revisions while taking Reyes' playwriting class. "Although it can be disheartening to feel (as if) your play is never going to be good enough, it's also exciting to discover new aspects of a work in progress," she stressed.

Despite all the laborious revisions, the playwriting students – as well as their instructors – are inspired to keep writing and seeing their stories come to life on stage.

"Theater is an exciting form of writing; it creates a living experience," Reyes said. "What motivates students to write is tapping into something that is really challenging."

Oriana Parker is a Scottsdale-based freelance arts writer.

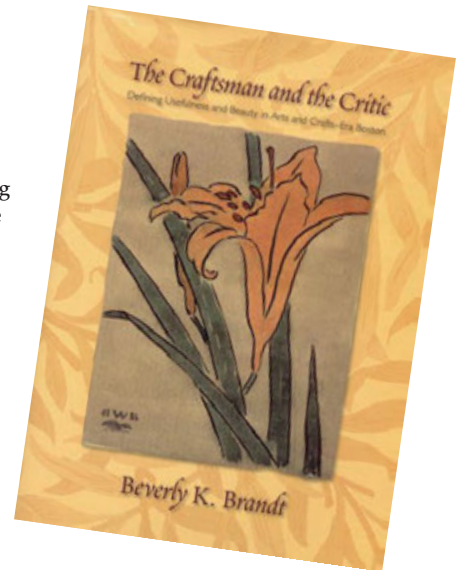
SHELF IMPROVEMENT

BOOKS AND MEDIA PRODUCED BY ALUMNI, STAFF AND FACULTY

The Craftsman and the Critic: Defining Usefulness and Beauty in Arts and Crafts-Era Boston

By Beverly K. Brandt, *University of Massachusetts Press.*

Late in the nineteenth century, a small group of intellectuals, craft workers, designers, architects and educators launched an effort to introduce items embodying beauty and usefulness into everyday life. Carried by the energy of the times and the dedication of design critics to the definition of standards, the Arts and Crafts movement was born and began its march through history and around the globe. In this book, Brandt, an ASU professor of design history, provides an intricate detailing of the societal, trade, professional and interpersonal ins and outs of this movement as it developed within and through the work of the Society of Arts and Crafts – Boston.

**Museum of the Weird**

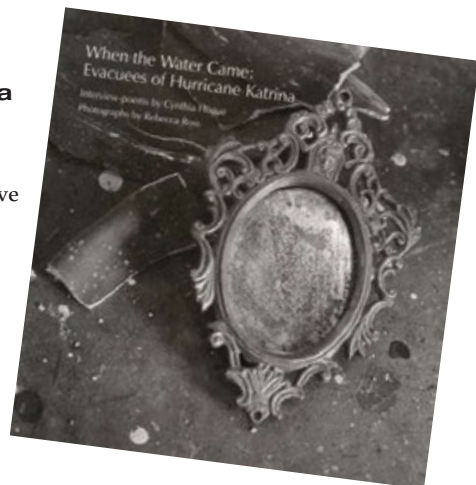
By Amelia Gray '04 B.A., *University of Alabama Press.*

Apptly named, this collection of stories is an arm-swinging skip through a darkly bizarre world where alternative realities are placed in familiar settings and treated as normal. A line cook at a vegetarian restaurant goes home at night and prepares dehydrated human tongue for a special treat; a hostage taker attempts negotiations with a pack of javelinas who have been mistakenly made into law enforcement professionals; a penguin and an armadillo discuss the darkness, eggs, and respect while drinking a highball and Miller High Life, respectively, at a bar. Story elements are like juxtapositions from a dream that is bizarre enough to remember. The result at the end of each story is a disbelieving chuckle and head-scratching enjoyment that sends the reader back for more.

**When the Water Came: Evacuees of Hurricane Katrina**

By Cynthia Hogue and Rebecca Ross '89 M.F.A., *UNO Press.*

Recognizing the eloquence in frank expression of direct experience, Cynthia Hogue, professor of English, and Rebecca Ross, photographer, weave together verbal and visual poetry – words culled directly from extensive interviews, with photographs of faces, places and remainders there – to communicate the experience of Hurricane Katrina evacuees. Fragments of lives lifted from a backdrop of disaster are presented for reflection and provide a partial picture of what was and what is forming for the survivors. Disorientation is here (“you’re stuck in a disaster/ you can’t do nothing./ The world has crashed.”). Gratitude is here (“We’re so lucky in this country/ not to have these images in our heads.”). Hope is here (“but right now home’s/ not right. But I know/ to go home is right.”). The work is a portrait of individual and collective humanity – its weaknesses and its strengths – and an example of what art can teach.





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Welcome home



Welcome home!

Sun Devil Send-Offs provide an introduction to the ASU way of life

Going away to college is one of those daunting experiences that can seem to open up a yawning chasm of insecurity in front of a soon-to-be freshman. Even if a student and his or her family are excited about what ASU has to offer, it helps to have a trail marked out by students (and alumni) who have traveled the territory of the university and can describe it well.

The Alumni Association's Sun Devil Send-Offs, held at locations from coast to coast each summer, provide a personal welcome for incoming ASU freshmen and other new students and an opportunity for the students to connect with alumni and continuing students from their home area.

Jim and Patty Shaughnessy have hosted several Send-Offs from their home in Paoli, Penn. The get-togethers draw about 25 parents, alumni and students each year. Jim Shaughnessy said that parents often only realized how valuable the gatherings were in retrospect.

"Most (parents) who come comment that they didn't realize how much they needed to talk with others experiencing

the same emotions – moms and dads alike," he said.

Kathy and Ray Green, whose daughter Shannon graduated in 2009, have hosted two Send-Offs deep in the heart of Wildcat country in Tucson. About 50 people have attended the events each time.

Kathy Green noted that students inevitably made connections among themselves at the event.

"We see the students connecting," she said. "They find someone in their residence hall, or studying their major. They pull out those phones and exchange numbers and e-mails and all the social media that they do so well."

Kevin Commons, who attended a Send-Off in Westlake Village, Calif., in 2010, said the events were a great place to get a better idea of what life on campus at ASU is like.

"It's a great opportunity to meet new friends, talk with alumni who have been there and can tell you what it will honestly be like, and just have a complete blast while learning about ASU," he said. Commons also noted that he had been thinking about becoming

involved in the Student Alumni Association (SAA) before the Send-Off, but his experience at the Send-Off he attended sealed the deal for him.

"Talking with alumni at the Send-Off really cemented the idea of joining SAA in my mind," he said. "Mainly because the representative from the Alumni Association seemed really excited for all the incoming students!"

Nearly 30 Send-Offs will be held in 2011. Five Phoenix-area Send-Offs were held in April and early May at local high schools. Locations and dates confirmed at press time included:

- June 4 – Tucson
- June 25 – Dallas and Denver
- July 9 – Newport Beach, Calif.
- July 10 – San Francisco
- July 23 – Laguna Niguel, and San Diego, Calif.
- July 24 – Washington, D.C.
- July 27 – Westlake Village, Calif.
- July 31 – Arcadia, Calif.
- August 7 – Indianapolis, Ind.

For a complete list of Sun Devil Send-Off dates and locations, visit alumni.asu.edu/programs/sun-devil-send-offs.

By Liz Massey, managing editor of ASU Magazine.



travel sun devil style

Take advantage of one of the most popular benefits of membership in the ASU Alumni Association and travel with other alums! As a member, you can see the world while enjoying special rates and unique experiences.

Get the latest travel information from Sun Devil Destinations by signing up for our bi-monthly travel E-newsletter.

ASU ALUMNI
ARIZONA STATE UNIVERSITY

alumni.asu.edu/programs/sun-devil-destinations

Reports from around the Sun Devil nation



AUSTIN

We've just finished a very busy spring, hosting events such as our wine tour and annual golf tournament. We'll host a Sun Devil Send-Off this summer, our third annual dinner cruise on Lake Austin in the fall, and plenty of ASU football game watch parties during the 2011 season.

Contact: Brianne Baird, 254-231-6538, austin.sundevils@gmail.com, or find us on Facebook and Twitter by searching "Austin Sun Devils."

CHICAGO

Please join us for golfing this summer, as well as our annual baseball outings to see the Cubs and White Sox play. We'll also be attending the Pac-12 Chicago Sky WNBA game together, hosting a Sun Devil Send-Off and other fun events. We'll also be making the trip to ASU's game against the University of Illinois at Urbana-Champaign on Sept. 17. For more information, visit <http://alumni.asu.edu/stt>.

Contact: Ryan Dromgoole, 617-851-9521, ryandromgoole@hotmail.com.

COLORADO

The 2011 Ski and Board Day in Breckenridge was a success! Many thanks to Shaun Bainbridge and his family for hosting and planning the event!

We hosted our third annual business networking happy hour in February, and in March, showed our

volunteering power at Project Angel Heart for ASU Cares.

Join our chapter on June 25 for our Sun Devil Send-Off at Washington Park. Last year, we welcomed 72 alums, future Sun Devils, and families to the event, and we hope to have a similar turnout this year!

Contact: Dave Kem, 303-332-7226, cambodave@asualumni.org.

HOUSTON

We had a great Downtown Sun Devils Lunch event on March 15 – thank you to all who came out to the Market Square Bar & Grill!

Our monthly happy hours are a great opportunity to meet other Sun Devils in the area and share your ASU connection. We're having summer mixers on June 8 and July 13, both at 6 p.m. at St. Dane's in Midtown, 502 S. Elgin St., Houston.

Contact: Michael Barney, 713-598-9075, MichaelABarney@gmail.com.

LOS ANGELES

We've had a busy spring, supporting ASU sports teams as they've come to LA, competed against other Pac-10 schools in an Amazing Race-style scavenger hunt on Hollywood Boulevard and hosted our Pat's Run Shadow Run at the Rose Bowl. We also participated in ASU Cares Day of Service on March 19 with a beach clean-up.



For March 19's ASU Cares Day of Service, members of the Colorado chapter (opposite page) volunteered at Project Angel Heart and Philadelphia alumni (below right) worked in the Philabundance Hunger Relief Warehouse. (Above) Los Angeles Sun Devils competed against alumni from other Pac-10 schools in an "Amazing Race" style scavenger hunt on Hollywood Boulevard.

Our Entertainment Devils alumni group continues to grow. If you are working in entertainment/marketing fields, please contact us and join the group.

This summer, we're going to visit Huntington Gardens in Pasadena on May 22, host a networking event in June, and head west to the Getty Villa in Malibu on Aug. 14. We're also planning a Sunday Funday event at the beach with food and games.

Contact: Eddie DeVall, 323-653-4578, devall@aol.com.

NEW YORK

We recently had our annual Pulmonary Fibrosis wine tasting fundraiser to raise money in memory of our former chapter president, Jim Stephens. It was a great success – thank you to everyone who helped make it great! We also enjoyed taking in a New York Rangers hockey game on April 9, as they took on the New Jersey Devils.

We'll be hosting a Sun Devil Send-Off over the summer to welcome new ASU

students and their families as they begin their ASU career.

Contact: Jon Katz,
ny_sundevils@
thesundevils.com.

OLD PUEBLO (TUCSON)

In February, 250 Tucson area ASU alumni and community leaders gathered at a panel discussion on the future of education in Arizona. The focus was both on the current challenges in education, as well as possible solutions and ideas to improve the overall quality of education.

President Michael Crow led the discussion and was joined by local and state-level superintendents, as well as Mari Koerner, the dean of ASU's Mary Lou Fulton Teachers College. A reception followed where advocates for education mingled and shared ideas. Our chapter was honored to have been involved in this event!

Contact: Sandra Bensley,
sandra.bensley@asu.edu.



ORANGE COUNTY

Our chapter would like to thank everyone who attended the Christmas Boat Parade viewing dinner in December and who helped clean our beaches during the ASU Cares event on March 19. We'll be hosting Sun Devil Send-Offs this summer in Newport Beach and Laguna Niguel, which will serve as a prelude to our get-togethers during the 2011 ASU football season.

Contact: Chris Bissonnette,
ChrisBissonnette@aol.com.

PHILADELPHIA

Our chapter's new year began with an ASU Future Freshman Reception. It was



(left) ASU alumni hosted a hospitality tent at the San Diego Crew Classic. (right) Former football, basketball, golf and baseball players – not to mention ASU's mascot, Sparky – will be on hand at the White Mountain Steak Fry and Golf Tournament in Pinetop on June 24-25.

thrilling to see so many high school students from this area excited about attending our alma mater. We hope to see them again at our Sun Devil Send-Off this summer!

March brought ASU alum James Harden and the NBA's Oklahoma City Thunder to Philadelphia to play the 76ers. Thirty Alums attended the game and enjoyed their great seats! We also participated in ASU Cares on March 19, when we volunteered at the Philabundance Hunger Relief Warehouse. And in April, we partnered with local members of IAVA (Iraq and Afghanistan Veterans of America) to host a Pat's Run Shadow Run to honor Pat Tillman's legacy.

We'll be celebrating the end of summer with our Southwest Style Family Picnic on Aug. 13! Join us at Mondauk Manor Park in Fort Washington, Penn., for carne asada and other Southwestern fare as we reminisce about our days at ASU.

Contact: Fernando Torres, PhillySunDevils@gmail.com, or search for Philly Sun Devils on Facebook.

SAN DIEGO

Spring has been busy in San Diego for Sun Devil alumni! We've hosted a hospitality tent at the San Diego Crew Classic for our ASU team and supportive alumni, had a great networking mixer on March 10, and partnered with the local IAVA (Iraq and Afghanistan Veterans of America) group to host a "shadow run" for Pat's Run on April 9.

We have a full lineup of events coming this summer, including volunteering at a water station at the Rock and Roll Marathon on June 5 and our annual Sun Devil Send-Off.

Contact: Andy Hanshaw, 619-977-2989, sandiegochapter@asualumni.org.

STATE PRESS

The State Press alumni club recently announced Nicholas Spake as its spring 2011 scholarship recipient. Nicholas, who is an arts and entertainment reporter for The State Press, received a \$500 scholarship, thanks to donations by State Press alumni.

"I'd like to thank the State Press alumni for this very gracious scholarship.

I will never forget my experiences at The State Press and the generosity of the State Press alumni," Nicholas said.

Contact: Jodie Lau, 602-463-6090, writejodie@yahoo.com.

WHITE MOUNTAIN

The tradition continues! Join our chapter for the White Mountain Steak Fry and Golf Tournament on June 24-25 at the Pinetop Country Club. Our theme this year is celebrating "Sun Devil Heritage."

We have invited former football, basketball, wrestling, golf and baseball players from ASU's rich sports history. We also have invited current ASU coaches, including Charli Turner Thorne, Clint Myers, Noel Mazzone, Tim Esmay and others. Golf tournament participants have the opportunity to play golf with the past players as well as ASU coaches.

Visit alumni.asu.edu/steakfry to check the updated list of past players and coaches who will be at the tournament – and remember we'll have a few surprise guests!

Contact: Ted Cesarano, tedcesar@cableone.net.

don't be that guy

You know – that guy who never keeps in touch? Who moves, changes his phone number or email address and never bothers to let you know.

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alumni.asu.edu/thatguy

Saying goodbye to "Mrs. Ladmo"
Sun Devil marriages
Sun Devil births
Sun Devil snapshot

Saying goodbye to "Mrs. Ladmo"

Patsy L. Kwiatkowski
'53 B.A.E.
1930-2011



Photo: David M. Culling

ASU alumna Patsy L. Kwiatkowski with her son Robin at the Wallace & Ladmo All-Star Tribute in 2008 at the Mesa Arts Center.

Known to generations of Valley of the Sun children and their parents as "Mrs. Ladmo," Patsy Kwiatkowski died on April 3, 2011. A graduate of ASU, she was described in memorial tributes as a loyal Sun Devil fan and a strong-willed woman who was the life of the party and manifested a quick wit.

Kwiatkowski's husband, Ladmo ('53 B.A.), starred with Bill "Wallace" Thompson on the "Wallace and Ladmo Show," which ran in the Phoenix area from 1954 to 1989, making it the longest-running locally produced children's television show (retaining the same cast) in history. Following his death in 1994, she made many appearances at tributes related to the show.

Kwiatkowski is survived by five children, eight grandchildren and four great-grandchildren.

2000s

Lisa Woodward '10 M.B.A. was named to the board of the Salisbury (Md.) University Alumni Association in January. She is associate marketing manager at Perdue Farms, Inc. and a member of the Women's Foodservice Forum and Technomic Marketing Share Group.

Karen Baney '08 M.B.A. has published a novel, "A Dream Unfolding," which is a Christian historical fiction work set in territorial Prescott, Ariz.

◆ **Barbara Lewkowitz '08 M.P.A.** has been appointed executive director of the Southwest Valley YMCA, which serves the communities of Goodyear, Avondale, Litchfield Park, Tolleson, Buckeye and El Mirage, Ariz.

◆ **Chris M. Wolf '08 B.A., '09 M.A.** completed U.S. Navy basic training at Recruit Training Command, Great Lakes, Ill.

Chad Nash '07 M.Ed., a doctoral student in education at the University of Colorado, Boulder, has been selected for a State Higher Education

Executive Officers (SHEEO) Summer Research Fellowship, which allows current doctoral students and new PhDs in higher education or other policy-related fields, to join the staff and assist with current SHEEO projects or expand upon their own research. Nash will be assisting with the State Policy Resource Connections Initiative and furthering his own research on structural networks and their impact on policy outcomes related to educational access and opportunity.

Kaylee Baldwin '07 B.A. is the author of "Meg's Melody," a fiction work that was published recently by Bonneville Books.

Holly Nelson '07 B.A. is marketing manager with Gryphen SPS, an entrepreneurial venture that offers pre-vocational services, paid integrated jobs, structured work opportunities and treatment programs for individuals with disabilities.

◆ **Rachel (Yetter) Davis '06 B.I.S., '09 M.A.** earned her certification as a Bradley Method childbirth instructor and doula. She is serving families in the Phoenix area.

Ted A. Fiorito '06 B.A. passed the California State Bar Examination in November. He graduated from the University of San Diego's School of Law in May 2010 and currently works for the San Diego District Attorney's office.

◆ **Darin R. Shebesta '06 B.S.** received his CFP® certification from the CFP Board of Standards and was promoted recently to assistant vice president at Jackson Financial Advisors, Inc. in Scottsdale.

Manuel Peralta '06 B.S., '06 B.A. is a first year student in the Master of Arts in Law and Diplomacy program at the Fletcher School of Law & Diplomacy at Tufts University.

◆ **Jeremy Art '05 B.S.,** a digital and social media specialist for C-SPAN in Washington, D.C., was honored as the 2011 Outstanding Alumnus from the Morrison School of Agribusiness and Resource Management at the W. P. Carey School of Business. He reports that his agribusiness degree is a "conversation starter" in Washington.



Ted A. Fiorito



Darin R. Shebesta



Andrew Ortiz



Christine Devine

Susan (Pine) Harris '03 M.F.A. is co-director of Movement Source Dance Company, a non-profit, multimedia modern dance ensemble in the Phoenix area. Movement Source recently presented the work "Gathering" at the Scottsdale Center for the Arts.

Bernadette Russoniello '01 B.A., '01 B.A., '05 M.Ed. has been nominated by her students for a Veterans of Foreign Wars' National Citizenship Teacher Award. She is in her 10th year of teaching at Maricopa High School in Maricopa, Ariz.

Regina Spellers Sims '00 Ph.D. co-edited "Blackberries and Redbones: Critical Articulations of Black Hair/Body Politics in Africana Communities," a collection of poems, creative writings and scholarly essays that was released recently by Hampton Press.

1990s

Tracee Crockett '95 B.A., '00 M.P.A. received the Emerging Leader Award at YWCA Maricopa County's 2011 Tribute to Women Awards Luncheon. She is a program manager for the Community Noise Reduction Program's Voluntary Acquisition and Relocation Services in the city of Phoenix Aviation Department.

Karen L. Fletcher '93 M.B.A. received the Dorothy Willey YWCA Volunteer Award at YWCA Maricopa County's 2011 Tribute to Women Awards Luncheon. She recently joined UMOM as chief development officer.

Heather J. Kirk '92 M.S.W., a photographic artist, recently opened a solo show, "Gardening at Night," in Gallery West. It ran concurrently with her contributions to the Shemer Art Center & Museum "House of Fun" group show. Kirk was the featured artist in Phoenix Home & Garden Magazine's April 2011 issue.

◆ **Jennifer Stimac-Saltmarsh '93 B.S.** has been assigned to the violent crimes bureau of the night detective unit with the Phoenix Police Department.

Andrew Ortiz '92 B.A., '98 J.D., '99 M.P.A. received a 2011 Dr. Martin Luther King Jr. Living the Dream award from the City of Phoenix. The award recognizes individuals who embody Dr. King's ideas through their personal commitment to human relations and justice.

Arya Behzad '91 B.S.E. was named an IEEE Fellow in recognition of his contributions to analog and radio frequency integrated circuits.

Kristin (Ingham) Espinasse '91 B.A. is the author of "Words in a French Life: Lessons in Love and Language from the South of France" (Touchstone/Simon & Schuster). The book is based on her blog, French Word-A-Day, which describes her journey of falling in love in France, leaving Arizona and learning the French culture and language.

Matthew Barnett '90 B.S.E., M.S. has been selected as a member of the American National Standards Institute group researching standards for the sampling and monitoring releases of airborne radioactive substances from the stacks and ducts of nuclear facilities. The group will help refine, implement and address core areas of the current standard.

Sylvie Beaudette '90 M.M., an associate professor at the Eastman School of Music, collaborated on and recently released a new CD, "(In)habitation: Musical Settings of Margaret Atwood Poetry by American Women Composers." The CD, on which she plays piano, has received very favorable reviews by the musical community, including in the prestigious Journal of Singing.

Dave Riley '90 B.S., president of Kenosha, Wisconsin-based Riley Construction, has been elected president of the Associated General Contractors of Wisconsin's Board of Directors for 2011. Prior to his election, Riley served five years on the board and worked in several capacities to advance the construction profession in that state.

◆ **Cathy Comer '90 B.S.** received the 2010 Junior League of Phoenix (JLP) Sandra Day O'Connor Community Service Award, which honors an active JLP member who demonstrates consistent, outstanding dedication and service to the league and the larger community.

1980s

Liana Rowe '89 M.B.A. received a 2011 Dr. Martin Luther King Jr. Living the Dream award from the City of Phoenix. The award recognizes

individuals who embody King's ideas through their personal commitment to human relations and justice.

◆ **James Rossi '88 B.S.,** professor and associate dean at Florida State University's College of Law, is co-editor of the book "New Frontiers of State Constitutional Law: Dual Enforcement of Norms," released recently by Oxford University Press.

Barbara A. Miner '88 Ph.D., director of Intel's Transmission Electron Microscope Laboratory in Hillsboro, Ore., explained her lab's work to President Barack Obama in February, during a visit by the President to Intel's operations in the area.

◆ **Christine Devine '87 B.A.** was recently honored by the Junior League of Los Angeles with its Community Legacy Award, which recognized her exemplary leadership and extraordinary commitment to community service.

Jennifer Barnes '87 J.D. received the Education Leader Award at YWCA Maricopa County's 2011 Tribute to Women Awards Luncheon. She is director of the clinical program, the Civil Justice Clinic and the externship program at ASU's Sandra Day O'Connor College of Law.

Michael P. Berman '85 M.F.A., a Guggenheim Fellow, exhibited "Wandering," a collection of images that address ecological diversity, sustainability and the soulful path of the human spirit in a 21st century world, at ASU's Northlight Gallery in February.

◆ **MaryAnne (Fernandez) Herding '85 B.F.A.** is chair of the dance department at Xavier College Preparatory High School and director of Movement Source Dance Company, a non-profit multimedia dance company in the Phoenix area. Movement Source recently presented the work "Gathering" at the Scottsdale Center for the Arts.

Edward A. Johnson '84 Ph.D., a distinguished educator who has served in leadership roles at institutions in the states of Arizona, California and Kansas, has been appointed president of Everest College Phoenix by the institution's board of trustees.



Chris Schneck



Nancy Jordan



Tom Shaffer

Ellen Wohl '84 B.S. is the author of "A World of Rivers: Environmental Change on Ten of the World's Greatest Rivers," published by University of Chicago Press.

◆ **Chris Schneck '83 B.S.** has been promoted to vice president of Merrill Lynch in Mesa and elected chairman of the board for the Arizona Commission of the Deaf and Hard of Hearing.

Frances Mills-Yerger '81 B.A.E., '84 M.C. received the Health & Science Leader Award at YWCA Maricopa County's 2011 Tribute to Women Awards Luncheon. She is founder of Workshops for Youth and Families and has been presenting workshops for adolescents, women and families nationally for more than 25 years.

1970s

◆ **Nancy Jordan '77 M.C.** received the 2011 Calvin C. Goode Lifetime Achievement Award from the city of Phoenix. The award recognizes exceptional individuals for lifelong dedication to promoting social and economic justice, defending civil rights and enhancing the dignity of all people.

Lawrence D. Sullivan '77 M.A. joined ArborGen as business development manager for bioenergy. He will work in the southeastern United States to establish woody biomass sources (solid wood, tree trimmings, wood chips, sawdust, bark, and shavings that are used to produce heating, electricity, or other forms of energy) in order to meet growing bioenergy needs.

Camilla Hester Westenberg '77 M.A. received a 2011 Dr. Martin Luther King Jr. Living the Dream award from the city of Phoenix. The award recognizes individuals who embody King's ideas through their personal commitment to human relations and justice.

Douglas Sydnor '76 B.Arch. has been appointed to the Scottsdale Library Board and was selected a 2010 Spirit of Literacy Honoree by the Friends of the Scottsdale Public Libraries. His architectural firm received a 2010 American Institute of Architects Western Mountain Region Design Honor Award for the Scottsdale Appaloosa Branch Library and Arcadia Publishing has released his recent book, "Images of America: Scottsdale Architecture."

◆ **Ruth McGregor '74 J.D.** received the Public Service Leader Award at YWCA Maricopa County's 2011 Tribute to Women Awards Luncheon. She retired as Chief Justice of the Arizona Supreme Court in June 2009.

Jose Ronstadt '72 B.A.E., '77 M.A. received the Lifetime Achievement award from the Radio and Television News Association of Southern California during its 61st Annual Golden Mike Awards presentation on Jan. 22. He has produced and hosted internationally broadcast news, sports and entertainment shows and specials, and is a

longtime television news anchor who is also known for his community involvement and contributions to mariachi music.

◆ **Tony Astorga '70 B.S.,** senior vice president and chief business-development officer of Blue Cross Blue Shield of Arizona, was recently named chairman of the board for the Arizona Hispanic Chamber of Commerce.

1960s

G. Richard Scott '69 B.A., '73 Ph.D. became chair of the department of anthropology at the University of Nevada, Reno, in 2010.

◆ **Fred Reish '67 B.S.** was recognized by PLANADVISER Magazine as one of the 5 Legends of the Retirement Plan Industry. The legends, who have made a significant personal impact on the retirement plan industry and advisers, were featured in the fifth anniversary issue of PLANADVISER and honored at its annual Awards for Excellence event in New York City.

◆ **Charlene "Chuck" Walrad '67 B.A.E., '70 M.A.** began a three-year term on the board of governors of the Institute of Electrical and Electronics Engineers Computer Society in January.

◆ **Bill Poston '66 Ed.S., '69 Ed.D.,** emeritus professor at Iowa State University, has released his 16th book, "School Budgeting in Hard Times: Confronting Cutbacks and Critics," that was published by Corwin Press.

◆ **Martin L. Shultz '66 B.A.E., '67 M.A.E.** has joined Brownstein Hyatt Farber Schreck law firm as senior policy director in the government relations group in Phoenix.

JoAnn Yeoman Tongret '66 B.A., '96 M.A. directed four cabaret artists in performances at the Laurie Beechman Theatre, Birdland, and Don't Tell Mama's in New York. "Screen Gems" (at the Beechman) won a Bistro Award in 2010. Tongret most recently appeared in the Beechman production of "Sondheim Unplugged" and for Broadway Concerts Direct.

1950s

◆ **Tom Shaffer '59 B.A.E., '63 M.A.E.** has been appointed treasurer of the organizing committee charged with establishing an Arizona Student Association Foundation that will raise funds for grants and projects supporting students at the three state universities.

SUN DEVIL MARRIAGES



Meghan Feller and Kegan Remington



Regina Spellers Sims and Delbert M. Sims



Rossie Turman and Eboni Marshall

◆ **Meghan Marie Feller '09 B.S.** and **Kegan Elliott Remington '09 B.S.** were married on Jan. 16.

Shawn Keeler '07 B.I.S. and **Lauren Withycombe '07 B.A., '10 M.A.** were married on Jan. 10.

◆ **Rossie Turman '94 B.S.** and **Eboni Marshall** were married on Jan. 16, in New York, N.Y.

Regina Spellers Sims '00 Ph.D. and **Delbert M. Sims** were married on July 17, 2010.

◆ **Audrey (Mesta) Whirlow '95 B.S.** and **Chris Whirlow** were married on April 11, 2010, in Sonoma, Calif.

SUN DEVIL BIRTHS



Hunter Jackson Curran



Tatum Hannah Sheckell

Hunter Jackson Curran was born to ◆ **Justin Curran '08 B.S.** and **Jami Curran** on Dec. 6, 2010, in Gilbert, Ariz.

Tatum Hannah Sheckell was born to **Scott Sheckell '99 M.Ed.** and **Laura Sheckell** on July 3, 2010. The family lives in Birmingham, Mich.

Camryn Alyse Kahl was born to **Jenna Waldrop '08 B.A.E., '10 M.Ed.** and **Colby Kahl** on Sept. 27, 2010, in Scottsdale, Ariz.

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alumni.asu.edu/brick



Sun Devil snap shot



Photo courtesy University Archives, Arizona State University Libraries

Graduating to a higher level

Commencement is the culmination of one's ASU academic career, and it is also a time for the university to honor exceptional individuals from outside the ASU community. In May 1984, Sandra Day O'Connor received an honorary degree from the university, a little less than three years after

being nominated to be the first female justice to serve on the U.S. Supreme Court. Other notable honorary degree recipients have included U.S. Sens. Carl Hayden and Barry Goldwater, cellist Pablo Casals, humorist Erma Bombeck, and journalist Walter Cronkite.



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