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**Softball celebrates
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**10,000 Solutions initiative
puts ideas into action**



Cultivating Excellence



**ASU Magazine interviews
President Michael Crow about
highlights from his tenure**

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THE MAGAZINE OF ARIZONA STATE UNIVERSITY

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HIGHLIGHTS

26 Access, Excellence, Impact

In his inaugural address, President Michael M. Crow proposed blowing the roof off the old paradigm of educational excellence in order to raise aspirations and create the kind of university needed in a new century. Now, at the start of Crow's 10th year, people inside and outside the university are able to provide ample evidence that he has fundamentally altered the structure of ASU, delivered an economic boon to the Phoenix metropolitan area and the state, and begun a national conversation about the nature of universities.

40 Cultivating Excellence

President Michael M. Crow begins his 10th year at the helm of ASU during the 2011-12 academic year, and he continues to oversee the transformation of the university into an entity he outlined during his inaugural address in 2002 – A New American University. Writer Christopher Vaughan sat down with Crow recently to discuss some of the major issues that have shaped his presidency.

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Lined with its iconic tropical trees, Palm Walk's history stretches back nearly a century.



President's Letter

This issue, we're presenting a special feature section focused on the leadership achievements of ASU President Michael Crow, who began his 10th year at the helm of the university in July. You'll find an insightful question-and-answer style interview with President Crow, as well as a story in which local, state and national leaders reflect on his impact at ASU and beyond. You can learn more about President Crow's presidency on our website, which houses video excerpts from our interview session with him and other online

items that provide additional context to the information presented in our print edition. Many recognize that President Crow has an original style of leadership; more importantly, objective measures of growth and development affirm that ASU's embodiment of the New American University concept, originated by Dr. Crow, has resulted in success on many levels at the university. During his time in office, ASU research awards have grown 136 percent, from \$146.9 million in FY02 to \$347.4 million in FY10; the overall student population has increased nearly 25 percent; minority enrollment has jumped 62 percent; and the enrollment of National Merit Scholars has risen by 61 percent. The university continues to surmount challenges and evolve into an institution driven by discovery and marked by its commitment to access, excellence and impact.

Another feature you will want to read is our sports story related to the transformation of the Pacific-10 Conference into the newly formed Pacific-12 Conference. ASU stands to benefit tremendously from this expansion, which occurred during President Crow's term as chairman of the Pac-10 CEO Executive Group.

September marks the beginning of the busy fall semester at the Alumni Association, and we look forward to connecting with you at one of our upcoming events. Whether it's a Sparky's Touchdown Tailgate at an away game, Homecoming in Tempe, or a chapter gathering in your hometown, we will be hosting plenty of opportunities for Sun Devils to gather and share their ASU spirit. We're especially excited about our Legends Luncheon on Oct. 28, which will honor legendary ASU Football Coach Frank Kush and his teams from 1958 to 1979. Make your reservations now – you won't want to miss this history-making event!

Christine K. Wilkinson

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

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As one of the largest, most influential colleges of education in the nation, the Mary Lou Fulton Teachers College at Arizona State University is dedicated to bringing Arizona's schools and children to the forefront of academic achievement. The college offers expanded programs that blend nationally ranked research with outstanding teacher preparation, and ASU's education graduate programs have ranked among the best by *U.S. News & World Report* for 11 consecutive years.

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ten thousand

solutions

Ideas in action

10,000 Solutions
initiative aims to tap
community brainpower,
reward innovation

Sun Devils with insights about how to fix problems they see around them in their local, national or global community will have a chance to share their wisdom—and perhaps pick up some funding to implement their idea—through 10,000 Solutions, a new project launching at Arizona State University this fall.

10,000 Solutions aims to inspire new, actionable ideas that will resolve long-standing problems in eight areas originally identified by the Challenges Before Us initiative at ASU: education, sustainability, economic vitality, security, equality, technology, health, and understanding humanity's origins. The project's competition will have its official launch during ASU's fall semester. Participants may be eligible for up to \$10,000 in prize money.

ASU students, faculty, staff and alumni can enter the competition. Community members outside of the university are welcome to participate, as well. Participants can submit more than one idea – or “solution” – to the competition. Ideas will be judged by experts in each category and individuals affiliated with ASU.

Entrants are encouraged to submit their ideas via 60-second videos, text messages and short messages on Twitter. Video and text-based ideas for 10,000 Solutions can be submitted at the project's website. Twitter solutions can be entered using by posting a message ending with the hashtag #10KASU.

Chad Price, co-director of 10,000 Solutions, said the project builds upon the Challenges Before Us initiative at ASU, but broadens the opportunities to participate in high-level problem solving.

“This project is about opening up the opportunity for anyone, anywhere, who has a great idea about positively impacting the world around them. 10,000 Solutions fits into ASU's university-wide commitment to entrepreneurship,” Price said. “We're excited not only to include our campus community in this new initiative, but our broader ASU family, including alumni and community members.”

Alicia Fremling '08 B.A., '08 B.S., a University Innovation Fellow with the Office of University Initiatives and an advisory board member for the project, said she appreciated how the competition could promote far greater inclusiveness in resolving what are at heart community-wide problems.

“I like that this project aims to highlight entrepreneurship at the earliest stages to empower individuals to rise to the next level of innovation,” said Fremling. “As an alumna, I'm excited about not only sharing my ideas, but hearing from Sun Devils across the nation and around the world about how we can collectively make a difference.”

To learn more about 10,000 Solutions, visit <http://solutions.asu.edu>.

UNIVERSITY NEWS BRIEFS

ASU ENGINEERS HELP ADVANCE FLEXIBLE ELECTRONICS TECHNOLOGY

The Flexible Display Center at Arizona State University and the Universal Display Corp. have collaborated to originate a major advance in the performance and production of flexible electronics technology. Together the two entities have fabricated prototypes of full-color, flexible active matrix organic light-emitting diode displays using a new manufacturing process.

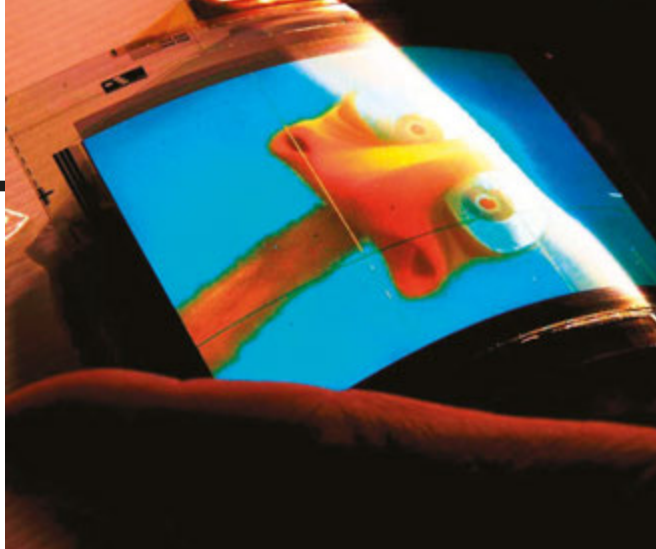
It's a big step toward inexpensive and environmentally safe production of thinner, more lightweight and bendable mobile computers and other information and communications devices, said Flexible Display Center director Nicholas Colaneri. The achievement is the result of combining Universal Display's full-color, top-emission phosphorescent organic light-emitting diode materials and technology with a manufacturing process developed by Flexible Display Center researchers.

The center's bond/de-bond method can be used with a variety of high-performance plastic materials as a substrate – or platform – on which electronic circuits can be fabricated.

The success of the project with Universal Display validates the effectiveness of the bond/de-bond production process, making it a leading option for use in mass production of flexible electronics, Colaneri said.

Faculty members and students in ASU's Ira A. Fulton Schools of Engineering contributed to research leading to the advances.

Jesmin Haq, who recently earned his Ph.D. in chemical engineering, helped develop the bond/de-bond process that



A new manufacturing process developed at the Flexible Display Center at Arizona State University promises to provide an effective method for mass production of flexible electronic devices capable of displaying full-color, full-motion video.

enables the manufacture of electronic devices directly on flexible plastic substrates. Michael Marrs, a Flexible Display Center staff member who is pursuing a master's degree in chemical engineering, has been working on the deposition and etching of materials used in making high-performance electronic devices. Additional contributions were made by electrical engineering professor David Allee and students working under his direction.

Supported through a 10-year cooperative agreement with the U.S. Army, the Flexible Display Center is working with more than 30 industry partners to develop and deploy high-performance flexible electronic technologies for the U.S. military and for commercialization by industry.



P. walteri color drawing Yann Le Bris

SCIENTISTS LIST TOP 10 NEW SPECIES

Glow-in-the-dark mushrooms, a batfish flat as a pancake that appears to hop in the water, Titanic-eating bacterium, and a T. Rex leech with enormous teeth are among the newly discovered species from 2010 selected as the top 10 by the International Institute for Species Exploration at Arizona State

University and a committee of taxonomists from around the world. Taxonomists are scientists responsible for species exploration and classification.

The May 23 announcement of this year's top 10 new species coincided with the anniversary of the birth of Carolus Linnaeus, the Swedish botanist who was responsible for the modern system of plant and animal names and classifications. It's the fourth year for the annual list.

This year's top 10 come from around the world, including Brazil, the Gulf of Mexico, the Mascarene Islands in the Indian Ocean, Madagascar, the North Atlantic Ocean, Oregon, Peru, the Philippines, South Africa and West Africa.

An international committee of experts, chaired by Mary Liz Jameson, an associate professor at Wichita State University, selected the top 10 new

species for this year's list. Nominations were invited through the species.asu.edu website and also generated by institute staff and committee members.

"Each of these amazing species discoveries tells a story about our planet; they are pieces of the puzzle that help us to understand how all of the components of life on Earth work together," said Jameson. "I think that the top 10 species helps to bring attention to the pieces of the puzzle that are still waiting to be discovered – whether it's in your own backyard, a health clinic in Peru, in the deep ocean, or a market in West Africa," she said.

Photos and other information about the top 10 new species, including the explorers who made the discoveries, are online at <http://species.asu.edu>.

STUDY PROBES CLUES TO HOW OBESITY MIGHT SPREAD SOCIALLY

Obesity is socially contagious, according to research published in the past few years, but the understanding of how it is “caught” from others remains a murky area. Findings from Arizona State University researchers published online May 5 in the *American Journal of Public Health* shed light on the transmission of obesity among friends and family.

Shared ideas about acceptable weight or body size play only a minor role in spreading obesity among friends, according to the findings published in the article, “Shared Norms and Their Explanation for the Social Clustering of Obesity.”

“Interventions targeted at changing ideas about appropriate body mass indexes or body sizes may be less useful than those working more directly with behaviors, for example, by changing eating habits or transforming

opportunities for and constraints on dietary intake,” wrote lead author Daniel J. Hruschka, and co-authors Amber Wutich, Alexandra Brewis and Benjamin Morin, all with ASU’s School of Human Evolution and Social Change.

Hruschka and Wutich are cultural anthropologists, while Brewis is a biological anthropologist, and Morin is a graduate student in applied mathematics for the life and social sciences.

To dig deeper into how clustering of body attitudes account for the observed social contagion of obesity in past studies, the ASU team interviewed 101 women from the Phoenix area and 812 of their closest friends and family members.

The team examined three potential pathways by which shared ideals of acceptable body size might cause obesity and body size to spread through social ties.

Hruschka explained: “You might learn what is an acceptable body size from your friends and then change your diet

and exercise to try to achieve that. Or, you might not agree with what your friends or family members think, but still feel pressure from them to achieve some ideal body size. Finally, you may form an idea of appropriate body size by simply observing your friends’ bodies, which in turn changes your eating and exercise habits.”

The team discovered no evidence for the first and second pathways as means of transmission and found only limited support for the third, suggesting that other factors such as eating and exercising together may be more important in causing friends to gain and lose weight together.

“This study is important because it shows that while the clustering of people with larger or smaller bodies is real, it is not shared values between friends that accounts for it,” said Brewis, director of the Center for Global Health in ASU’s College of Liberal Arts and Science.



ASU SIGNS AGREEMENT WITH USAID FOR CLEAN ENERGY TRAINING, EDUCATION

The United States Agency for International Development (USAID) has awarded a \$10-million cooperative agreement to Arizona State University to lead a consortium of higher education institutions and service providers that offer clean energy training, and education to develop and implement programs worldwide.

The agreement provides \$3 million to build and develop the program and up to \$7 million for country-specific projects to be formed under the Vocational Training & Education for Clean Energy umbrella.

The multi-institutional, global effort led by the College of Technology and Innovation on ASU’s Polytechnic campus is consistent with one of the college’s strategic initiatives in alternative energy education.

“The project will help to create curricula around the operation and maintenance of decentralized clean energy technologies,” said Mitzi Montoya, vice provost and dean of the College of Technology and Innovation.

ASU’s role is focused on delivering training in the areas of solar and micro-grid technologies in conjunction with consortium partners Appalachian State University and Green Empowerment, who are responsible for training in wind energy and micro-hydro, respectively.

The ASU team will be headed by Govindasamy Tamizhmani, a research professor in the College of Technology and Innovation. Tamizhmani has more than 25 years of photovoltaic experience and will lead an ASU team of faculty from education, engineering, geography and psychology.

“I will interface with curriculum developers, ensuring curriculum continuity and development throughout the process, to deliver high quality results,” Tamizhmani said.

Arizona State University will receive \$10 million from USAID to develop and implement clean energy training and education programs worldwide.



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The Biodesign Institute at Arizona State University looks to the blueprints found in the Earth's 3.8-billion-year-old patterns of life to solve today's most pressing challenges, especially those related to health and medicine. Current research focuses on the development of personalized, preventive health care that has the potential to reduce costs and revolutionize health care and quality of life in America.

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Photo courtesy of Steve Semken

The USArray, which is part of the EarthScope experiment, is a 15-year program to place a dense network of permanent and portable seismographs across the United States, with the Petrified Forest as one of the many locations.

ASU TO HOST EARTHSOPE NATIONAL OFFICE

Arizona State University has been selected by the National Science Foundation (NSF) as the new host university for the EarthScope National Office. The EarthScope program centers on exploration and discovery of the structure and evolution of the North American continent, but also encompasses studies of Earth structure and dynamics throughout the planet. The rotating, university-based national office, established through a four-year nearly \$2.4 million grant, facilitates scientific planning and coordinates education and outreach efforts for the EarthScope community.

EarthScope deploys thousands of seismic, GPS, and other geophysical instruments to contribute to our understanding of the processes that cause earthquakes and volcanic eruptions. These instruments installed across the United States measure the motion of Earth's surface, record seismic waves, and recover rock samples from depths at which earthquakes originate.

These instruments along with EarthScope's high resolution topography and geochronology efforts provide an unprecedented amount of geophysical and geological data to address the processes that formed and continue to shape North America. Their analysis is conducted by the EarthScope community in remarkably interdisciplinary ways.

"EarthScope gives us an unprecedented view of the earth's structure and processes, and the scientific community gathered around these data and research questions innovatively answers some of the most outstanding questions in the Earth sciences," says Ramón Arrowsmith, the new director of the EarthScope National Office (ENSO) and a professor in the School of Earth and Space Exploration (SESE) in Arizona State University's College of Liberal Arts and Sciences.

Joining Arrowsmith is geoscience education researcher Steve Semken, also a professor in SESE, who will be the deputy director in charge of leading new education and outreach activity for EarthScope. SESE professors Ed Garnero

and Matt Fouch will serve as EarthScope principal investigators. Wendy Taylor is also a principal investigator and will be the education and outreach program coordinator.

According to Arrowsmith and Semken, a key selling point for getting the national office at ASU was that ENSO would be housed in the school's new Interdisciplinary Science and Technology Building IV, which is designed with education and outreach as a central theme. The ground floor lobby is dominated by exhibition and teaching spaces, including some to be dedicated to EarthScope, which will feature dynamic displays such as large flat-screen presentations of real-time seismic and other geophysical data, and interactive Earth science exhibits that are freely accessible to members of the ASU community, K-12 student and teacher visitors, and the general public.

More information on EarthScope is available online at: www.earthscope.org.

Leading by example

Administrative changes reflect an evolving university

Arizona State University has announced a number of shifts in key leadership posts in the past few months. Here is a recap of some of the announced changes.

Sylvester accepts law college leadership position



Doug Sylvester, associate dean of the Sandra Day O'Connor College of Law, has agreed to serve as its interim dean until a permanent replacement can be found

for Paul Schiff Berman, who is leaving to become dean of the George Washington University School of Law.

Callahan becomes vice provost of Downtown Phoenix campus

Provost and Executive Vice President Elizabeth D. Capaldi announced recently



that **Christopher Callahan**, dean of the Walter Cronkite School of Journalism and Mass Communication, has been named vice provost of ASU's Downtown Phoenix campus. In addition

to remaining Cronkite dean, Callahan will be responsible for contributing to university efforts to advance public awareness of the campus.

Since Callahan joined ASU in August 2005, the Cronkite School has established the Donald W. Reynolds National Center for Business Journalism, the Knight Center for Digital Media Entrepreneurship, the Cronkite Institute for High School Journalism and the New Media Innovation Lab. Callahan is currently leading the national News21

Initiative, a 12-school program aimed at transforming journalism education, and is overseeing the creation of specializations in business journalism and Latino issues coverage.

Corey, Thatcher accept interim positions

Frederick C. Corey, dean of University College and director of the School of Letters and Sciences, is serving as interim dean of the College of Public Programs, succeeding Dean Debra Friedman who is



leaving ASU to become chancellor of the University of Washington Tacoma. During his career at ASU, Corey served on the faculty in the Hugh Downs School of Human

Communication, as associate dean of the College of Public Programs, director of the School of Interdisciplinary Studies and senior associate dean of University College.



Craig Thatcher, previously executive dean of the College of Nursing & Health Innovation, became interim executive vice provost for Health Outcomes@ASU on June 1. The interim dean of the College of Nursing &

Health Innovation will report to him, as will the interim director of a planned School of Nutrition and Health Promotion.

These changes follow the announced departure of dean Bernadette Melnyk, who moved to Ohio State University as dean of its College of Nursing, associate vice president for health promotion and chief wellness officer.

Thatcher joined the School of Applied Arts and Sciences at the Polytechnic campus in 2008. In 2009, he was appointed the executive dean of the College of Nursing & Health Innovation.

Page appointed dean of CLAS



Robert E. Page Jr., a Foundation Professor and dean of the School of Life Sciences, was appointed vice provost and dean of the College of Liberal Arts and Sciences (CLAS) on July 1.

Page joined ASU in July 2004 as founding director of the School of Life Sciences, which is located within CLAS. He will replace Quentin Wheeler, who has been a university vice president and dean of the college since 2006. Wheeler, who is also director of the International Institute for Species Exploration at ASU, will return to the faculty in a tenured position.

Pipe appointed interim dean of nursing, health innovation



Arizona State University recently appointed **Teri Britt Pipe**, director of nursing research and innovation at Mayo Clinic and associate professor of nursing in the College of

Medicine at Mayo Clinic, as interim dean of its College of Nursing & Health Innovation. Pipe, who has been an adjunct faculty member at ASU since 2002, began her work as interim dean on June 27.

Pipe is an expert on nursing leadership, as well as health and wellness, and has authored numerous articles in these areas. Her current research focuses on innovative approaches to creating and sustaining healing environments for patients and professional staff, models of resilience and stress management, interdisciplinary research in behavioral approaches to cancer care and survivorship, integrative health care and care for diverse populations. She has taught primarily in the areas of leadership, innovation and research.

NUTRITION KITCHENS OPEN AT DOWNTOWN PHOENIX CAMPUS

The College of Nursing & Health Innovation marked the opening of its new Nutrition Instructional Kitchens on the ASU Downtown Phoenix campus with a reception and open house for alumni and registered dietitians in the community. The kitchens are located on the ground floor of the NHI1 building at 500 N. 3rd St. on the Downtown Phoenix campus. The state-of-the-art facilities and equipment educate 300 students annually and replace kitchen labs that were more than 50 years old.

The last complete kitchen renovation occurred in the 1950s when the "home economics" building was constructed on the ASU Tempe campus. The new 5,138 square-foot facility houses a food laboratory with computer monitors at the student stations, retail and commercial kitchens, a multi-purpose room and office space. The kitchens have a sustainable green design that provides natural daylight and direct sight lines between the students and the instructor. Wall insulation was made from recycled blue jeans. LEA Architects, LLC, of Phoenix designed the kitchens and SDB, Inc., an Arizona firm, constructed them.



Hold the phone

ASU collaborates on flexible, interactive PaperPhone

An advanced "thin-film" flexible paper computer has been developed through the collaborative efforts of researchers at Queen's University in Ontario, Canada, and Arizona State University. The paper computer was unveiled May 10 in Vancouver, Canada, at the Association of Computing Machinery's Computer-Human Interaction conference.

Called PaperPhone, it's described as a "flexible iPhone" by its inventor, Roel Vertegaal, the director of the Human Media Lab at Queen's University.

"This computer looks, feels and operates like a small sheet of interactive paper," Vertegaal said. "You interact with it by bending it into a cell phone, flipping the corner to turn pages, or writing on it with a pen."

Hardware for a prototype of the thin-film computer/phone device has been provided by Nicholas Colaneri, director of ASU's Flexible Display Center, and Jann Kaminski, a display engineering manager at the center. An interactive gesture-recognition system for the PaperPhone has been developed by Byron Lahey, a doctoral student in ASU's School of Arts, Media and Engineering, and Winslow Burleson, an assistant professor in the School of Computing, Informatics and Decision Systems Engineering, one of ASU's Ira A. Fulton Schools of Engineering.

"Using real-time sensing and modeling of dynamic inputs we were able to develop and evaluate an entirely new array of interactions on a first-of-its-kind mobile platform," said Burleson, who leads the Motivational Environments Research Group. "This allows natural bend gestures and interaction on the PaperPhone display to navigate through maps, contact lists, or music play lists in ways that resemble how such content appears on paper documents. You fold or bend the page to move forward in a book. Now, with this device, you can do that on your phone, too."

Vertegaal said the invention will spark a major advance in interactive computing, opening the path to a new generation of computers that are more lightweight and flexible.

"This is the future. Everything is going to look and feel like this within five years," he said.

For more information, visit the Human Media Lab/PaperPhone website at <http://www.hml.queensu.ca/paperphone>.



it's time

for innovative solutions

Arizona State University operates a distributed model for entrepreneurship with more than a dozen "mini-centers" housed in disciplines across the university, enabling ASU to create an entrepreneurial culture that is nationally recognized. At ASU, entrepreneurship opportunities and resources exist inside and outside the classroom, empowering students of all majors to use entrepreneurship as a means to solve local and global challenges.

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Making the grade

17 ASU students win Fulbright Awards to study, teach abroad

Seventeen Arizona State University students have won Fulbright awards to study and teach abroad next year in 14 different countries. ASU reinforced its role as a national leader in student Fulbrights, coming in second only to the University of Michigan among public colleges.

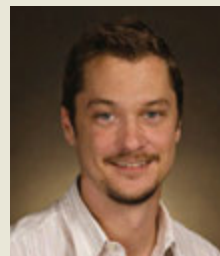
Five of ASU's student Fulbright winners will teach English in foreign countries, while the others will tackle sophisticated research projects, ranging from sustainable energy to bee behavior.

The following students have designed research projects and have located faculty or programs abroad to further their research:



Matthew Williams

will go to China to study how Chinese universities are building partnerships with energy corporations to advance sustainable energy sources.



David Proffitt will travel to India to study ways of mitigating the urban heat island phenomenon.



Daniel Pout will spend the year in Macedonia studying the hospitality of the Macedonian state and how it affects people who have transitioned from one culture to the other during the Macedonia-Greece conflict.



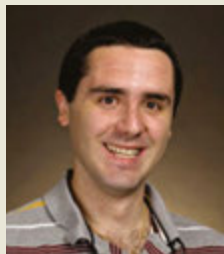
Kirsten Traynor will travel to France to study the effects of brood pheromone on honeybee behavior.



Michael Rutowski is going to Korea to conduct an investigation of UV-bright and young stellar populations in early-type galaxies.



Kristen Barlish will travel to Italy to study how addressing facilities management needs upfront can lengthen the lifecycles of industrial buildings.



Paul Jackson is going to Taiwan to study the relationship between Taiwanese religion and language.



Douglas London will go to Ecuador to study the relationship between food systems and health among the Waorani foragers along the Amazon.



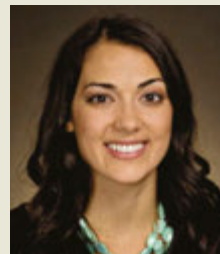
Charisse Carver will go to France to study the burial practices and the origins of ethnic groups in France during the early medieval period.



Gabriella Sanchez-Martinez is headed to Israel to study the role of transnational social networks in undocumented Latino migration and settlement in Israel.

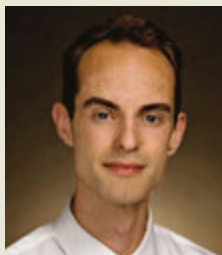


Gabriel Sears will study tuba with famed soloist Jens Bjorn-Larsen at the Hannover University of Music and Theater in Germany.



Lauren Gambino has received the Alistair Cooke Award, a Fulbright fellowship, to enter a master's program in journalism at the London College of Communication.

These students will teach English in other countries:



Andrew Westover, who just received a master's in secondary education with an English emphasis, will teach in South Africa.



Andrew Karst, having just completed his master's in secondary education, will teach in Taiwan.

Rebekka Cole, who received her bachelor's in elementary education in December, will teach in Germany. (Photo Unavailable)



Elizabeth Meadows, who earned her bachelor's in English linguistics and Spanish in May, will teach in Argentina.



Kelly McVey, who earned her bachelor's in English literature and history in May, will teach in Poland.

The Fulbright Program is one of the most prestigious awards programs worldwide. The awards, funded by Congress, were founded to increase mutual understanding between the United States and other countries.

SMARTPHX APP HELPS VISITORS NAVIGATE DOWNTOWN PHOENIX

A new smartphone application created by Arizona State University digital media students is now available to help people discover restaurants, night life and other attractions in downtown Phoenix.

The SmartPHX app, downloadable to any smartphone, functions as a concierge, enabling users to search for restaurants, clubs, arts venues, shopping and sports. It filters search results according to personal preference and

current location and tells users which venues are open and where to find nearby parking and public transportation.

SmartPHX is the first app of its kind for the 1.5-square-mile downtown center of the nation's sixth-largest city. It was developed by students of the New Media Innovation Lab at the Walter Cronkite School of Journalism for CityScape, a dining and entertainment hub in downtown Phoenix.

The New Media Innovation Lab is a research and development center that contracts with clients to pioneer new media innovations. Other projects developed by the lab include a campaign finance database for 100 Gannett news sites nationwide and MamaMarket, a Craigslist-style market for mothers for azcentral.com.

Lab Director Retha Hill said it was exciting to work on the SmartPHX app because it gave students "a chance to create something that will help define downtown Phoenix," home to the Cronkite School.

Hill's students interviewed business owners, tourists, downtown boosters, local workers and area homeowners to get an idea of what the app should do.

"The biggest issue was people didn't know what is here or how to get there from wherever they happened to be," Hill said. "By building in accurate geolocation functionality, as well as functionality to show them when venues are opened or closed, where parking and transportation is in proximity to where they want to go, and what the atmosphere will be like at the venue when they get there, we feel like we are being their expert guides to downtown."

The Phoenix Convention Center also contributed to the development of the app and will promote it on its 55 digital signs to help convention visitors learn about downtown offerings.

To download the app, go to www.smartphx.com on a smartphone Web browser.





POLYTECHNIC

Constructing greatness

ASU to break ground for new facilities on 2 campuses

Arizona State University celebrated expansions to its built environment at the West and Polytechnic campuses over the summer, with groundbreakings for new residence halls and dining facilities.

West's groundbreaking was June 15. The facilities are set to open at the beginning of the Fall 2012 semester on the campus, which is located at Thunderbird Road and 47th Avenue in northwest Phoenix.

The new residence hall, meant to serve freshmen and sophomores, will double the current number of on-campus beds for resident students. The existing Las Casas facility, with its apartment-style units, will be offered primarily for upperclassmen and graduate students.

The 365-bed, 93,000 square-foot residence hall will feature 109 one- and two-bedroom suite-style units for two or four residents. Amenities include a social lounge, gaming lounge, study rooms, a community kitchen for programming use, laundry facilities, a business center and an interior landscaped courtyard. The building is designed to meet LEED (Leadership in Energy and Environmental Design) Silver specifications. A 37,000 square-foot dining facility will provide private dining areas, late-night dining options, market-style serving areas and retail space.



WEST

American Campus Communities (ACC) will build and own the \$14.3-million residence hall. Previously, ASU worked with ACC to establish the successful housing projects for Barrett, the Honors College at ASU, and Vista Del Sol on the Tempe campus. The total project cost for the dining facility, also to be built by ACC, is \$9.5 million. ARAMARK, the university's dining service provider, will contribute to the project. No state dollars or tuition revenues are being used to fund the residence hall or dining facility.

At the Polytechnic campus, officials broke ground on June 21 for residential and dining facilities that are being constructed through a public-private partnership between ASU and Inland American Communities. Construction on a 306-bed freshman residence hall, a dining hall-student center and a 16,000-square-foot recreation center with adjacent athletic fields, taking place in the northeastern corner of the campus, is the first phase in plans to build about 4,000 on-campus residential units.



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Daniel Rivera (center) is applying concepts from control engineering to behavioral health treatments involving addiction intervention. His research team includes biological design doctoral student Kevin Timms (left) and chemical engineering doctoral student Yuwen (Shirley) Dong.

Photo by Jessica Slater

Feedback for success

ASU researchers combat addictions with engineering algorithms

Chemical engineers are responsible for numerous scientific advances, ranging from affordable pharmaceuticals and super-strong synthetic fibers to environmental cleanup and recycling technologies. Most people don't associate engineers with advances in behavioral health, but new research shows engineers might have much to offer those fighting addictions and other behavioral disorders.

One of the leaders in this unlikely collaboration is Daniel Rivera, a professor of chemical engineering in the School for Engineering of Matter, Transport and Energy, one of Arizona State University's Ira A. Fulton Schools of Engineering. Rivera is also program director for ASU's Control Systems Engineering Laboratory. He and other engineering researchers are applying concepts from control systems

engineering to behavioral health interventions.

Control systems engineering is the field that develops algorithms to automatically adjust variables in a system based on measured responses. Everyday examples of control systems include the home thermostat, cruise control in a car or an insulin pump. There are even natural control systems within the human body.

This approach relies on something called a "dynamical systems model" to make optimal dosage decisions over time. In previous behavioral health interventions, researchers have used simple "if-then" rules that are not as personalized, resulting in less successful outcomes, Rivera says.

Rivera co-wrote a 2011 review published in the inaugural issue of the

journal *Translational Behavioral Medicine* that examines how adaptive interventions for smoking, weight loss, disease management and treatment adherence can be implemented through mobile devices, such as smart phones. The issues chosen for the study are all considered chronic relapsing disorders, which require continued care over an extended period of time.

In order for these interventions to be effective, participants must report updated information about their experience with the treatment on a regular basis. Few people have time to meet with a health practitioner every day, but 85 percent of American adults have cell phones, according to the Pew Research Center. This could be a convenient way for behavioral health patients to receive computer-tailored feedback and support during their treatments.

Since most people carry their cell phones with them at all times, text messages are a logical delivery method to provide patients with support. Additionally, applying concepts of control systems engineering to the text message interventions could personalize them even further and allow for more precise adaption.

Combining engineering principles with behavioral health interventions is a non-traditional approach, but one that has significant potential. The Office of Behavioral and Social Science Research and the National Institute on Drug Abuse, centers within The National Institutes of Health, have awarded Rivera \$1.4 million to do this research. Rivera says that despite how different the two fields are, he saw promise in the collaboration.

"That's part of working in transdisciplinary research," he says. "It becomes imperative to establish connections between fields."

alumni

Friends for life

The ASU Alumni Association welcomes the following new life members, who joined between March 18 and June 13, 2011.

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 Melishea R. Balthazar
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 Vincent B. Rollins
 Gary E. Romay '90 B.S.
 Jason H. Rosell '03 B.S., '05 M.B.A., '09 J.D.
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 Barbara L. Roth '68 B.A.E.
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 Alissa C. Ryan '09 B.S.N.
 Ana M. Saavedra '10 B.A.E.
 Lindsay A. Samuell '10 B.S.
 Minerva P. Sanchez '09 B.A.E.
 ♦ Jana M. Sanders '00 B.S.
 ♦ Daniel R. Sanders '00 B.S.
 Robert E. Sanguinetti '91 B.S.
 Bimo J. Sasongko '96 M.S.E.
 Kristen L. Savas
 Adam T. Scheid
 Diane M. Schemmel '10 M.P.P.
 Nickolas R. Schulz
 Scott D. Schwartz '99 B.A.
 Kathryn J. Schwarz '68 B.S., '70 M.A., '71 Ph.D.
 David F. Schwarz '69 B.S.
 Bethany S. Schweitzer '01 B.Mus.
 James L. Seidman
 Collene L. Sessink

Stephan M. Sessions '09 B.S.
 Ralph F. Shangraw Jr.
 Gary M. Shapiro '75 B.S.
 Christopher R. Sharkey
 Wei Shen '08 M.A.
 Tracey L. Sherman
 Erik M. Siersma
 Shaik S. Sihabuddin '08 M.S.
 Hanson C. Situ '03 B.S.E.
 Rose L. Situ '00 B.A.
 Eugene Slutskiy '06 B.S.
 Judith M. Smith '63 B.S., '70 Ph.D.
 Susan C. Snell
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 Robert A. Speers '03 M.B.A.
 Stephanie G. Spence
 Todd Speranzo '09 M.B.A.
 Ellen R. Spinner '90 B.S.W.
 Paul M. St. John '08 B.A.E.
 Arthur W. Stacey II '70 B.S.
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 Carolyn S. Stearns
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 Jeff S. Steele '71 B.S.
 Tim O. Stein '75 B.F.A.
 Brian C. Steinberg '03 B.S., '03 B.S.
 Michelle S. Stephens
 Ryan W. Stewart
 Karen A. Stewart '10 Ph.D.
 Jennifer Stewart-Pritchard '79 M.A.E.
 Jennifer L. Stieha '03 B.A.
 Shawn M. Stockford '97 B.S., '03 M.A., '09 Ph.D.
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 Vanessa N. Sublett '10 B.S.
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 Oscar L. Sutton '72 B.S. '75 J.D.
 Charles W. Szczepanek '09 B.Mus.
 Vincent Tam
 George E. Tanguy II '69 B.S.
 Jeffrey B. Tauber '08 B.S.
 James N. Tausz '69 B.S.E., '70 M.B.A.
 Jessica L. Taylor '05 B.A.
 Phyllis A. Teague '73 B.S.
 Stephanie M. Templeton
 Brian M. Theer
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 Travis J. Thompson '04 B.S., '09 M.B.A.

Jeanine L. Thompson '96 B.S.
 Alec E. Thomson
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 Michael S. Timothy
 Uriah J. Tobey '10 M.B.A.
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 James L. Tolson
 Candice R. Trebus '05 B.A.
 Marshall I. Trimble '61 B.A.E., '63 M.A.E.
 Chinmay C. Trivedi '10 M.C.S.
 Kevin M. Tudor '10 B.S.
 Turney T. Tuggle '81 B.S.
 Todd W. Turley '97 B.S.
 Trace C. Udall '93 B.A.
 Shelly G. Udall '94 B.A.
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 Ernest E. Uwazie '91 Ph.D.
 Javier Valdez
 Christie L. Van Sande '03 B.A.
 Michael S. Vandekrol '07 B.S.
 Cavene L. Vanhorne
 ♦ Marilyn S. Vanier '63 B.A.
 Kimberly J. Vanpelt '91 B.A., '92 B.A.
 Veronica B. Vasquez '10 Ed.D.
 Poornima M. Vasudevarao '93 M.C.S.
 Crystal M. Vegh '09 B.S.N.
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 Henry B. Villareal '04 Ed.D.
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 Venkata R. Vishnumolakala '10 M.B.A.
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 Yazmin Wadia '10 B.A., '10 B.A.
 Deborah Waggoner '08 B.S.N.
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 Allen C. Washburn
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 John M. Wolfe Jr. '08 B.S.
 Jonathan L. Wood '10 Ph.D.
 James E. Woolen '05 B.A.
 Andy J. Yates '10 M.B.A.
 Patricia M. Young '82 B.A.E.
 Caitlin T. Yount '10 B.A.
 Brigitte K. Zuger '69 B.A.E.

♦= 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.

On the ball
Position power
Kickin' it
In the club
Steve Patterson
Book smarts
Expansion and exposure
Pat Tillman
Don Robinson

On the ball

**Sun Devil
softball team
wins second
NCAA title in
four years**



In pitching Arizona State University to a national championship in softball, Dallas Escobedo did something few freshmen have ever accomplished. Escobedo won her 19th consecutive decision of the season with a 7-2 win over Florida on June 7, becoming in the process the first freshman pitcher to win the title-clinching game since 1990.

Her part in the Sun Devils' capture of the NCAA championship, its second title in only four years, happened in large part due to the perfect mix of her accelerated maturity and a group of older players who'd won a title with the Sun Devils three years ago when they were freshmen.

"There's a reason why it takes 20 years or 30 years for a freshman to lead a club to a national championship, because it's such a rarity," coach Clint Myers said. "It just doesn't happen. Only a unique, special type person can have that."

Escobedo had regular reminders of the Sun Devils' championship past on either side of her – with Mandy Urfer at first base and Krista Donnenwirth at third providing constant encouragement and advice along the way.

"They've won a national championship and so they know how it feels to be here," Escobedo said. "Just listening to what they had to say and following and trusting in them made me like how I am today."

She got solid defense as a constant, with Arizona State becoming just the third team to win the title without committing an error at the Women's College World Series.

There was solid offense in the final game, as well. Katelyn Boyd and Alix Johnson each drove in three runs to back Escobedo's four-hitter.

The Sun Devils entered the NCAA softball championships as the tournament's top seed for the first time in school history, after finishing Pac-10 play by winning 13 of their final 14 games, including a 12-game winning streak.

After winning the title in Oklahoma City, the softball team received a warm greeting when they returned home to Farrington Stadium on June 8, and were honored again at a ceremony outside of the ASU Fulton Center the next day.

With the win, ASU joined UCLA, Arizona and Texas A&M as the only teams to win multiple softball titles. UCLA with 12 and Arizona with eight are the only programs to win more than two.

"I'll tell you what. It's so hard to win one. To have the opportunity to win two, that's just plain special," Myers said. "You get into an elite group. We're not UCLA or (Arizona) yet. But give us time."



Stephanie Preach

POSITION POWER

Sophomore volleyball player takes on “a whole new spot”

Victories over nationally ranked Pac-10 teams California, USC and UCLA gave Arizona State’s volleyball program a base to work from in 2010, and the Sun Devils are trying to carry the momentum over to the 2011 season.

“Our goal is to be consistent, work harder and push each other harder,” said sophomore Stephanie Preach, who was a two-time Arizona Republic Big School Player of the Year from Xavier College Preparatory High School in Phoenix.

Preach was one of the Sun Devils’ top setters as a freshman, putting the ball in position to be sent over the net toward opponents as a lethal projectile by the outside hitters.

The 5-foot-9 Preach faces a new position challenge this fall – that of the libero. The libero’s main focus is on defense, often moving around the middle and back parts of the floor. She replaces Sarah Johnson, who graduated.

“It’s a lot different. It’s a whole new spot, a whole new responsibility,” Preach said. “I have to chase down the ball a lot. It’s been fun to learn it. I just love playing.

“I want to succeed at my new position, be the best at my position.”

Despite the departure of Johnson and Sarah Reaves, ASU has good senior leadership this year, and Preach might be called upon for that role as well.

“Anyone has to be willing to step up,” said Preach.

KICKIN’ IT

Senior solidifies Sun Devil soccer defense

Perseverance paid off for Kari Shane in her bid to become a member of Arizona State’s women’s soccer team.

Her senior year at Trabuco Hills High School in Lake Forest, Calif., was nearing its end and she was playing for a club team called the Blues. Her older sister had attended ASU and she wanted to go there, too, after visiting her sister several times.

Shane wrote a letter to then-ASU soccer coach Ray Leone about the possibility of playing for ASU, but Leone left the program to coach at Harvard and Kevin Boyd was hired. Another letter found its way to Boyd. He took a look at the club team, “and we took a chance on her,” he said.

Boyd and the Sun Devils haven’t regretted the decision.

“When I heard they wanted me, I dropped everything. I was ready to go,” Shane said.

Now in her senior season, Shane has become one of the team’s most reliable players, helping to solidify the back line of defense. She also is adept at passing the ball to teammates who are open, especially near the goal when the Sun Devils are awarded a free kick.

“We play well as a team, and on the back line, we play with authority. We are a team within the team,” Shane said.

Said Boyd: “She has turned into one of our leaders who really understands the game.”

Entering the summer break, Shane had a 3.46 grade-point average as an elementary-education major, and this fall will face the challenge of student teaching in Tempe’s Kyrene Elementary District in addition to her soccer duties.



Kari Shane

SUN DEVIL[®]

CLUB

IN THE CLUB

Sun Devil Club raises profile to support ASU athletics

Uniforms and logos aren't the only things associated with Sun Devil Athletics to receive a makeover.

The Sun Devil Club is stepping onto the playing field and aiming to recruit as many as 10,000 members in 2011, and even more after that.

The aim of the club is to boost support – financial and otherwise – for ASU's sports teams. The Sun Devil Club website notes that the athletic budget for ASU is only 60 percent of a top 15 program, and the goal is to bring the funding, through donations, to 100 percent. The club also plans to use the money

it gathers in outreach efforts to strengthen youth athletics in the community.

The club is open to alumni and non-alums alike. All Sun Devil fans are welcome, explained Gregg Tryhus '81 M.B.A., president of the Sun Devil Club's board of directors.

"We are trying to build a community that supports the athletic department but is not run by the athletic department," he said.

Tryhus said the plan has been in the works for the last couple of years and the group is gradually increasing its profile.

"We are trying to learn to walk before we run," Tryhus said.

The group suggests basic donations of \$10 a month to make memberships affordable for a wider range of people.

While the Sun Devil Club's umbrella covers all sports, supporting the football team is one of the mainstays of the group. And that means the time to encourage fans to join is now.

"The fall is better structured for what we are trying to do," said Tryhus. "There's no question about it – football makes a bigger splash."

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



STEVE PATTERSON NAMED CHIEF OPERATING OFFICER OF SUN DEVIL ATHLETICS

Steve Patterson, who has had a varied and successful career in professional sports management and who is currently the president of Pro Sports Consulting, was named managing director of the Sun Devil Sports Group and chief operating officer of Sun Devil Athletics.

Several recent developments have necessitated that ASU enhance the management structure of its athletic facilities, including the creation of the Pac-12 television network and ASU's plans to renovate and

enhance its major athletic facilities. To deal with these increased complexities and take maximum advantage of these new opportunities, Patterson will manage the university's athletic facilities, including Sun Devil Stadium, as well as oversee sports marketing, fundraising and media relations, and coordinate activities with the Sun Devil Club.

Before serving as president of Pro Sports Consulting, which provides services to companies, government entities, universities, and individuals who operate or seek to acquire sports properties, Patterson spent nearly a quarter of a century as an innovative and successful executive in the NFL with the Houston Texans, in the NBA with the Houston Rockets and Portland Trail Blazers, and in professional hockey, the Houston Aeros hockey team.

BOOK SMARTS

ASU's Academic Progress Rate No. 2 in conference

The NCAA announced its annual Academic Progress Rates in late May, and Arizona State University's average APR score of 976 tied the institution for second in the Pac-10 Conference with California and USC, behind Stanford.

Nine of ASU's 21 sports finished in the top four in the conference, while 13 of the 21 finished in the top five in the league. Twenty of ASU's 21 sports teams finished with a score of over 950. All 12 women's sports at ASU finished with scores above 962 and all sports except one finished above a score of 953.

Since the APR measurement began in 2003-04, ASU's average for all sports has increased from 937 to 976.

ASU's top-ranked softball team ranks No. 1 in the league with a score of 997.

The men's basketball team posted a score of 961, which is No. 4 in the Pac-10. The top-10 ranked Sun Devil baseball team ranked No. 2 in the Pac-10 with a score of 981.

Of the four sports that started with a score of under 900 seven years ago, each is at 940 or over – football (940), wrestling (953), men's basketball (961) and baseball (981).

"Once again, ASU's APR scores represent the finest overall numbers we have had since the APR rating was instituted by

the NCAA in 2003-04," says vice president for athletics Lisa Love.

"This is a result of excellent work by our Office of Student-Athlete Development, led by Jean Boyd, and support from our faculty and coaching staffs."



EXPANSION AND EXPOSURE

Pac-12 changes offer ASU increased revenue, recognition

Despite its competitive standing and many accomplishments, the Pac-10 conference did not necessarily receive a proportionate amount of media exposure or advertising revenue. Too often, being “out West” translated to being “way out West” and playing too late for East coast fans to tune in.

But that is about to change with the addition of two new schools to the conference this July, which has prompted the negotiation of the most lucrative television contract in college sports and the creation of a television network partially owned by the organization. The expansion of the Pac-12 into Colorado and Utah extends the conference’s reach from four to six states. The new Pac-12, and member schools like Arizona State University, are now among the highest-profile conferences in the country.

The new Pac-12 network will begin broadcasting on cable in 2012 but will partner with sports network rivals Fox and ESPN in a 12-year deal that will garner the conference approximately \$3 billion while retaining full ownership of its own network. The contract with Fox and ESPN should be worth about \$20 million annually to ASU and the other member schools.

“The increased revenue that will come to the Pac-12 comes at a critically important time for our universities given the unprecedented financial challenges that higher education and athletics are facing,” said Pac-12 commissioner Larry Scott.

The Pac-12 is the last so-called “power conference” to sign a major television contract. The Big Ten, the Big 12, the Southeastern and the Atlantic Coast Conferences have all signed contracts of their own in recent years. The Big Ten created its own network in 2007, of which Fox owns 49 percent.

“We had three goals for our media rights process,” said Scott at a press conference announcing the television contract and network. “The first was to increase revenues for our universities, the second was to significantly improve the national exposure for our sports programs and the third was to launch a Pac-12 network ... I’m thrilled to be able to say that we are going to be able to achieve all three of those goals.”



ASU's Vice President for Athletics Lisa Love at the Pac-12 press conference.

The growth of the conference and the television deal came shortly after ASU President Michael M. Crow was named chairman of the Pac-12 CEO Executive Group, noted Vice President for Athletics Lisa Love.

“Dr. Crow's leadership of the Pac-10 [12] Conference's CEO Executive Council has been stellar at a very important time in league history, perhaps the most important time in the past 50 years,” said Love.

Crow himself called the new national television contract “one of the most important advances in the history of our athletic conference.”

“Pac-12 student athletes, who have won more NCAA team championships than any other conference, will be able to perform routinely before a national audience,” Crow said. “We will finally overcome the time zone issues that have limited the network exposure of western teams and athletes and therefore limited the appreciation and recognition of them in the eastern and central regions of America.”

The television contract will revolve around football but also includes both men's and women's basketball, as well as Olympic sports.

The Pac-12's expansion to a dozen teams, and a new revenue sharing plan, will have an immediate impact on ASU.

Colorado and Utah will provide ASU with natural regional rivalries while increasing national exposure.

“For us to shift into the Pac-12 and to add in the Salt Lake City and most notably the Denver markets to our footprint, there is less discussed about time zones or west coast this and east coast that, it is more a discussion now about our assets,” said Love, “I love that shift in thinking.”

For Love, whose tenure began in 2005, the expansion and television contract are the biggest thing to happen to the athletic program during her time at ASU.

“I couldn't be more excited,” said Love. “When I got to Arizona State, we went to Boulder (Colorado) to play football, and there were 5,000 Sun Devils at a tailgate. I sat in the AD's suite with Michael Crow and (Sun Devil fans) filled the end zone and wrapped around all the way to the 35-yard line.

So evidently we will have huge fan support in Denver. If I was sitting in the AD's chair in Colorado and I looked at the fan base helping to fill my stadium from ASU, I would be ecstatic.”

By Charlie Vascellaro '93 B.A., a freelance sports-writer based in Baltimore, Md.



PAT TILLMAN ENSHRINED IN COLLEGE FOOTBALL HALL OF FAME

The athletic career of legendary Sun Devil linebacker Pat Tillman was recognized by the National Football Foundation in mid-July, when he was honored along with 19 other college football stars at the NFF's annual Enshrinement Festival.

Tillman, who went on to play for the Arizona Cardinals before joining the U.S. Army Rangers and being killed during combat operations in Afghanistan in 2004, was named to the NFF's College Football Hall of Fame last fall. The July festival included a celebrity golf tournament, a fan festival, a grand parade, a youth football clinic, ribs cook-off, and block party with live music and fireworks, before concluding with an enshrinement dinner and show event.

Selected from a ballot of 77 All-America players, Tillman joins former Sun Devil coaches Dan Devine, Frank Kush and John Cooper and student-athletes defensive back Mike Haynes, wide receiver John Jefferson, offensive lineman Randall McDaniel, linebacker Ron Pritchard and quarterback Danny White as representatives of ASU in the College Football Hall of Fame. ASU has a total of nine former coaches or student-athletes in the College Football Hall of Fame.

Don Robinson 1931-2011

Former men's gymnastics coach led Sun Devils to NCAA title in 1986

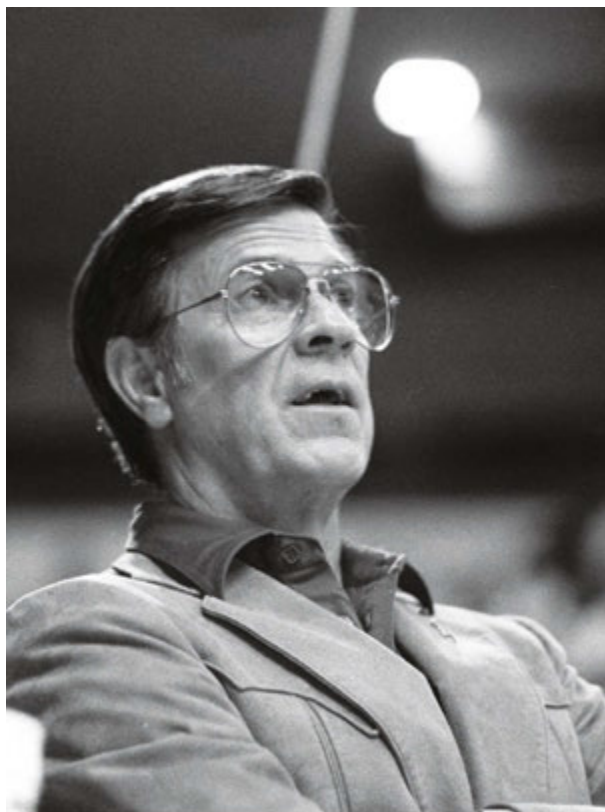
Arizona State University recently mourned the loss of former men's gymnastics coach Don Robinson, who died July 4 at the age of 80.

Robinson, who was inducted into the ASU Hall of Distinction in 1993, led the men's gymnastics program for 25 years (1969-93), guiding it to 13 top 10 national finishes and six conference titles. ASU had a pair of national runner-up finishes in 1974 and 1978 before winning the NCAA Championship in 1986. That same year, Robinson earned national coach of the year honors.

Under Robinson's guidance, 24 different Sun Devil student-athletes earned a combined 43 All-America awards. In 2000, he was the first recipient of the USA Gymnastics Lifetime Achievement Award.

Robinson's own gymnastics career began during his prep days at North Denver High School before his collegiate career at the University of Northern Colorado (previously known as Colorado State College). He earned four letters in college and was the team's top all-around performer. He earned his bachelor's degree in art education in 1958 and his master's degree from Eastern New Mexico University in 1968.

Prior to coaching at ASU, Robinson served as head coach at Eastern New Mexico for one season.





and his teams

legends luncheon

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Registration opens at 11 a.m.

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The ASU Alumni Association and the Sun Devil Club invite you to celebrate this living college football legend in what is 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.

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**Leaders at all
levels reflect on
Michael Crow's
influence at ASU**

By Christopher Vaughan



Before Michael Crow became ASU's new president in July 2002, the university had made energetic strides during the 1990s to build up its educational program and infrastructure. Yet despite such improvements, ASU was still challenged by certain perceived limitations of the institution's strengths and rankings in the national pantheon of educational institutions.

In his inaugural address, Crow promised that this would all change.

“I HAVE WATCHED, SOMETIMES IN AMAZEMENT, AT THE IMPACT (CROW) HAS HAD ON ASU, AND INDEED ON THE STATE OF ARIZONA.”

U.S. Sen. John McCain



He proposed not just to make the university better—he argued that the way that university educations were evaluated was outdated, as was the structure of universities themselves. In effect, Crow proposed blowing the roof off the old paradigm of educational excellence in order to raise aspirations and creating the kind of university the nation needed in a new century.

Now, at the start of the 10th year with Crow at the helm of ASU, people inside and outside the university are able to provide ample evidence that he has fundamentally altered the structure of ASU, delivered an economic boon to the Phoenix metropolitan area and state, and begun a national conversation about the nature of universities.

“What he’s done is truly massive,” said Peter McPherson, president of the Washington, D.C.-based Association of Public and Land-Grant Universities. “He has reshaped the whole university, from what I’ve seen. He is seen nationally as particularly innovative, willing to try new and different things.”

U.S. Sen. John McCain remembers being impressed by Crow when McCain was running for President in 2000 and Crow was still at Columbia University. “In the years since then I have watched, sometimes in amazement, at the impact he has had on ASU, and indeed on the state of Arizona,” he said.

Businessman and Arizona Board of Regents Chair Fred DuVal observed that in the past, the brand identity of ASU was that it had good sports teams and

some good degrees, but was not necessarily an influential university on the national or international level.

“Now, ASU has the fastest growing research enterprise of any university in the country – it has impact in Washington, D.C., its academic rankings are moving up in a variety of disciplines, and student enrollments and retention are going up,” DuVal said. “ASU has become the most efficient producer of degrees in the country, and to do that while increasing the brand value of the degree in a time of shrinking budgets is a hat trick that deserves recognition.”

A NEW UNIVERSITY FOR A NEW CENTURY

What Crow has aimed for is not just a quantitative improvement in the university’s metrics, but a qualitative change in the university’s purpose and design. In his inaugural address, Crow laid out eight principles that became the “design imperatives” of a concept he termed the New American University, which he envisioned as a place that conducts high-level research, educates a wide cross section of society and actively engages in the life of the community in which it is embedded.

Of all the goals implied in the New American University’s design imperatives, perhaps the most important, and difficult, has been to create a university that is accessible to a broad range of students while also becoming an excellent top-tier research university. This pair

of goals, while central to Crow’s vision, is often seen as contradictory. The very terms used to describe top universities – terms such as “exclusive” and “elite” – betray their identity as places that reject a lot of potential students and educated only a small group of the highest performing scholars.

“What we’ve done in the last few years in the United States is that we’ve decided that discovery-oriented institutions will be (accessible) to just the top five percent of the high school class,” Crow said. Most universities trying to boost their standing as a discovery-oriented institution will do so by replicating this selective model, he said. “If replication is your mode of operation, then your assignment is easy,” Crow said. “If building a unique discovery and learning platform is the way you choose to be successful, then your task is harder.”

The numbers reveal that Crow and his team have largely succeeded at this difficult task. During this period, ASU’s research budget more than doubled, while the overall student population increased nearly 25 percent. The ASU student body also is increasingly diverse. From 2002 to 2009, overall minority enrollment jumped 62 percent and low-income student enrollment increased nine-fold. At the same time, enrollment of National Merit Scholars rose by 61 percent.

More impressive still is the fact that these bumps in enrollment occurred at the same time as tuition costs were rising.

“IF YOU LOOK AROUND THE COUNTRY I DOUBT YOU COULD FIND ANOTHER UNIVERSITY PRESIDENT WHO IS ONE OF THE TOP TWO OR THREE, IF NOT THE TOP, POLICY LEADER IN THE STATE.”

Phoenix Mayor Phil Gordon



“It’s counterintuitive, but Dr. Crow has made the institution more accessible even while raising tuition,” said George Diaz, Jr., chair of the ASU Alumni Association’s board of directors. He said Crow has been able to do this in part by promising that no one will be turned away for lack of ability to pay. “Dr. Crow has a vision of creating not only a great university, but one that is a leader in investment, culture and athletics for communities that don’t have a lot of options,” Diaz said.

RESEARCH RECAST

In addition to crafting policies that have led to impressive enrollment numbers, Crow also has been retooling research at ASU. One essential vision for the New American University is that it serves as a catalyst for societal change. Crow has made it imperative that the university fuse traditional scholarly disciplines. In part, this results from the observation that the biggest breakthroughs in research often come at the interface between disciplines. It is also a reflection of the fact that solving real-world problems requires input from many directions. Thus the traditionally oriented engineering school was split into the five Ira S. Fulton Schools of Engineering, focused on biological and health systems engineering; computing, informatics and decision systems engineering; electrical, computing and energy engineering; engineering of matter, transport and energy; and sustainability engineering. Another new

school is the School of Arts, Media and Engineering, developed in partnership with the Herberger Institute for Design and the Arts, which melds classically artistic subjects such as music and dance with technological disciplines like computer science and electrical engineering.

“ASU has a tradition of transdisciplinary thinking,” said Crow, “so we have leveraged that into finding ways to build new initiatives like the School of Family and Social Dynamics, which focuses on the family and how it can be a useful pathway to social and economic exploration. Or the School of Earth and Space Exploration, which takes exploration as the operative concept and uses that to excite students about science, engineering or technology.”

Another guiding principle of the university’s transformation is that it has leveraged its own history and place. Arizona’s pioneering spirit, its multicultural past and present, its history of rapid urban growth and the state’s desert environment create historical strengths in certain areas of study and also present regional and local problems that are begging for solutions. This is a large part of the inspiration behind the Global Institute of Sustainability (GIOS) and the School of Sustainability, which delve into how man-made environments like cities interact with the natural world, and how they can be built in a way that allows them to thrive in the long-term. The university’s sustainability programs use the greater Phoenix area as an urban laboratory to grapple with such issues as

water use, urban planning, transportation, energy and livability.

The person who has perhaps the most detailed view of the effect of ASU’s efforts in societal transformation is Phoenix Mayor Phil Gordon, who is full of praise for work at ASU. The biggest boon to Phoenix and beyond, Gordon said, may have been Crow’s opening of the downtown campus.

“The downtown campus has integrated itself organically into the city, allowing the community at large to prosper.” As a result of the investment the university and the city made, Gordon said, there has been more than \$4 billion in private investment in the cityscape.

Few university presidents focus so well on the implementation and business side, in addition to the academic side, Gordon observes.

“If a private company said they were going to move 10,000 employees into a downtown area you would get every city in the country vying to get them,” Gordon said. “That is what ASU did and it has been a win-win-win – for the city, for the region and for business.”

“If you look around the country, I doubt you could find another university president who is one of the top two or three, if not the top, policy leader in the state,” Gordon adds.

THE DRIVE TO BUILD

Crow has significant experience integrating academics, business and public policy. While he was still at Columbia University, he helped to start

"HE HAS RESHAPED THE WHOLE UNIVERSITY, FROM WHAT I'VE SEEN. HE IS SEEN NATIONALLY AS PARTICULARLY INNOVATIVE, WILLING TO TRY NEW AND DIFFERENT THINGS."

Peter McPherson, president of the Washington, D.C.-based Association of Public and Land-Grant Universities



In-Q-Tel, an investment firm that identifies and nurtures nascent technologies that may be helpful to the nation's intelligence and security communities. "Without funding, many of these technologies would die before the intelligence community ever hears about them," Crow explained.

He is still chairman of the board of In-Q-Tel, something for which the company's president, Christopher Darby, is grateful. "He's a human Wikipedia, with a better user interface," Darby said of Crow. "He is able to access and inject information better than anyone I know."

Darby sees a lot of parallels between building a new company and remaking a university. "Whether you are building a startup or the university of the future, you have to have a vision, but you have to be able to adjust to the reality that each new step brings." Crow is able to do that, while at the same time fostering an intense loyalty among the people who work with him, Darby said. "If he weren't building the university of the future, he would make a really great CEO or venture capitalist."

Another person who sees Crow's personality as one of the prime reasons for his success is NCAA President Mark Emmert, who has worked with Crow professionally but also has known him

personally since they were classmates in graduate school at Syracuse University. "As someone who has spent his whole life in higher education, I can't point to any university that has undergone a greater transformation than ASU," Emmert said. "That's the result of a lot of people doing a lot of things, but it is unequivocally also the result of Mike's leadership."

In addition to being smart, quick and bold, Emmert describes him as someone who has big ideas but ultimately doesn't take himself too seriously.

"WHAT YOU SEE IN MIKE IS A GUY WHO IS WILLING TO TAKE ON CHALLENGES THAT MOST PEOPLE WOULD SHY AWAY FROM."

Mark Emmert, NCAA President

the end of the day he is able to chuckle and say 'I got my head handed to me.'"

Regent Fred DuVal also credits Crow's personal qualities as a primary driver of change at ASU.

"He hits a roadblock and finds a way to go around that wall," he said. That quality, DuVal said, has been what has allowed ASU to produce record enrollments and output even as the university has "absorbed a de-investment in public education that is singular in the United States."

THINKING GLOBALLY

Of course the issues that concern the Valley of the Sun are not unique to the region. That's one reason the university reaches out to collaborate with cities and institutions around the world.

"When we find people who have similar interests or similar problems we build relationships with them," Crow said.

This imperative for global engagement has led to a number of collaborations in China, which faces many of the energy, water and transportation challenges associated with rapid urbanization. One of the areas of collaboration with the City University of Hong Kong has been the use of innovative display technologies, an area that ASU jumped onto years ago with another Crow initiative, the Decision Theater. The theater, located on ASU's Tempe campus, offers an immersive environment for displaying and integrating information about complex issues such as water use and urban growth. The collaboration between ASU and the City University of Hong Kong may bring about completely new and revolutionary applications for display technologies, Crow said, such as bandages that monitor, analyze and display the healing processes going on in the wounds beneath them.

"The Decision Theater proved to be not only to be an important tool for policy makers in Arizona, but also for those across the country," said McCain. "Other institutions have begun to copy

“DR. CROW HAS A VISION OF CREATING NOT ONLY A GREAT UNIVERSITY BUT ONE THAT IS A LEADER IN INVESTMENT, CULTURE AND ATHLETICS FOR COMMUNITIES THAT DON’T HAVE A LOT OF OPTIONS.”

George Diaz, Jr., chair of the ASU Alumni Association’s board of directors



the same type of display technology, which is the highest form of flattery.”

EDUCATION: THE ULTIMATE TECHNOLOGY

Ultimately, the technology that Crow has been working to transform and improve is the process of education — and the students themselves.

“Obviously, the success or failure of our country will be determined by a single word: education,” said Crow. His team restructured the college of education into the Mary Lou Fulton Teachers College, an institution dedicated to producing teachers who use the latest understanding about learning and the newest technologies to teach more effectively in the K-12 environment.

At the university level, the ultimate goal of a New American University must be to create a new kind of student, Crow asserted. With the world continuing to change at a rapid pace, all of the changes in academic disciplines and teaching technologies eventually also will become outdated. The key to global problem solving and success is to create students who are “master learners,” Crow said.

“What we have to do at the University is to create an environment where all modes of learning are acceptable,” Crow said. “We are not really trying to produce only a music major or an engineer or a philosophy major. We are trying to produce master learners, people who have the capability of learning anything. Because if you are a master learner, you



have a better chance of mastering or advancing with any problem you confront.”

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

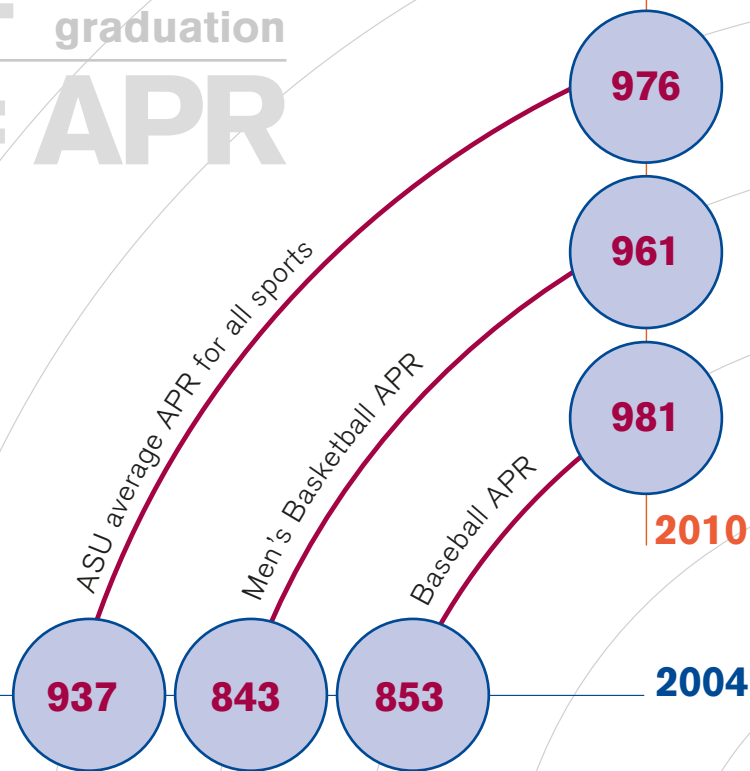
“OBVIOUSLY, THE SUCCESS OR FAILURE OF OUR COUNTRY WILL BE DETERMINED BY A SINGLE WORD: EDUCATION.”

Michael Crow, ASU President

By the numbers

ACADEMIC PROGRESS RATE

$$\begin{array}{c} + \\ \hline \end{array} \begin{array}{c} \text{eligibility} \\ \text{retention} \\ \text{graduation} \end{array} = \text{APR}$$



LEARFIELD DIRECTORS' CUP

ASU has finished in the top **30 for the Learfield Directors' Cup**, sponsored by the National Association of Collegiate Directors of Athletics (NACDA), for **all 18 years the competition has been in existence**.

From **2002 to 2011**, ASU achieved **top 20 finishes eight out of 10 years**. **ASU's highest place finish in the competition** came in **2007-08**, when the **university finished fourth**.

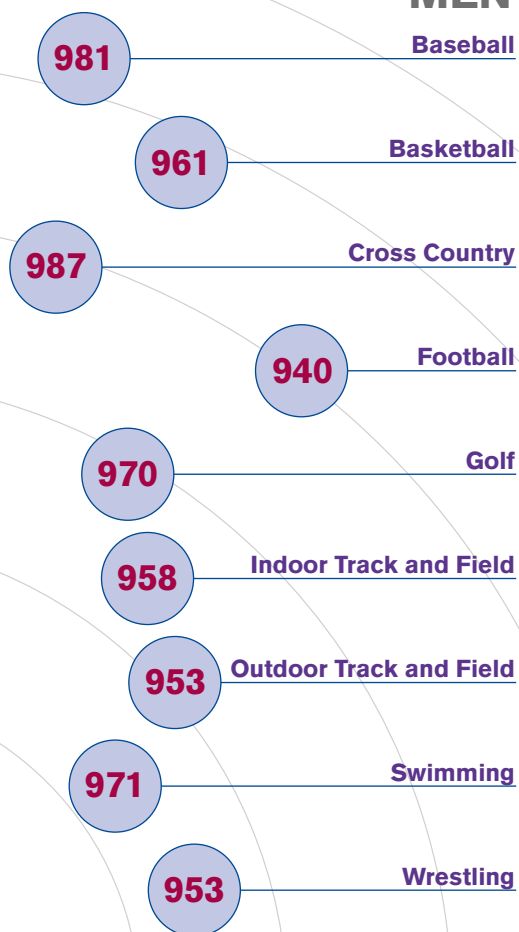
ASU's ascent over the past decade documented by significant indicators

When reflecting upon the changes that have taken place over the past decade at ASU, stories about the university's transformation into a New American University represent the evolving heart of the institution; data that chart the university's progress represent its mind.

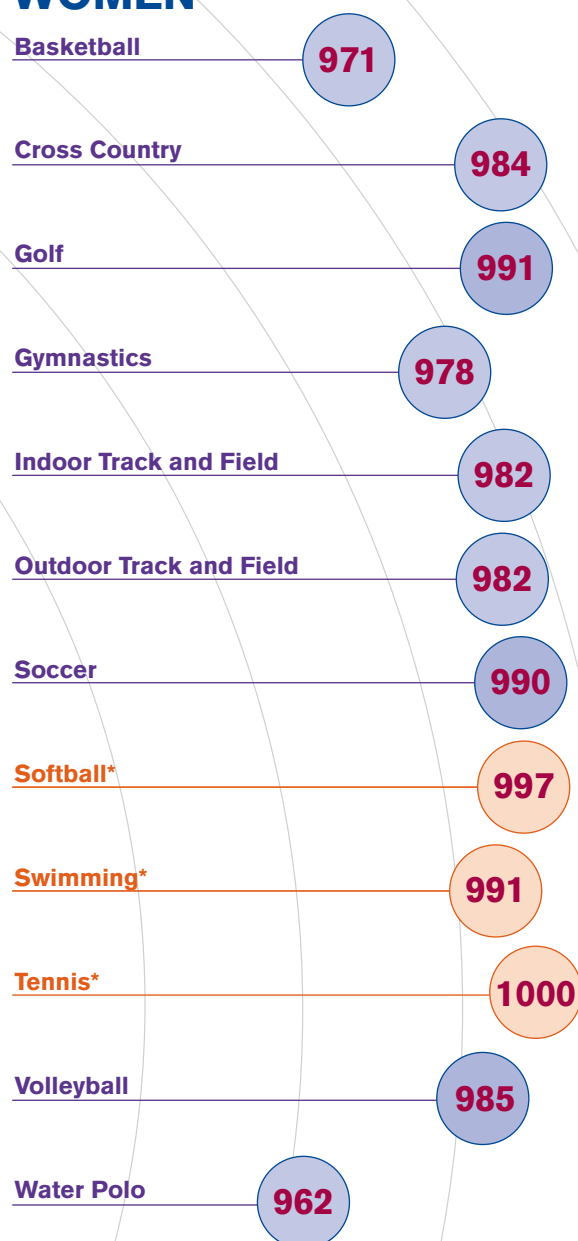
In the following pages, ASU Magazine presents a visual illustration of the university's achievements during the Michael Crow era.

APR SCORES 2009-2010

MEN



WOMEN



79 percent
athletics graduation
success rate at an
all-time high in 2011*

*projected

ASU **2nd**
in PAC-10

Source: Sun Devils Athletics website

*Top Score in Pac-10

access

ASU PELL GRANT

Source: Office of the President.

2002

2011

117 percent
increase in
Pell Grant recipients

10,344

22,487

ASU DEGREES

Source: Office of Institutional Analysis

11,810

4,570

2010

Baccalaureate Degrees

Graduate Degrees

2002

8,190

3,088

2002

STUDENT DIVERSITY

Total minority enrollment
African-American students
Asian-American students
Hispanic students

2002

11,487

1,768

2,535

6,018

2010*

21,060

3,452

3,943

11,352

Source: Office of Institutional Analysis

* 2010 data reflects the new federal reporting requirements for race/ethnicity.

The university has added a total of **7,415,840 square feet of facilities space** since calendar year 2002, primarily through construction and acquisition of property.

Source: Capital Management Programs Group

STUDENT SUCCESS

During Michael Crow's tenure as president, ASU has graduated more than **125,000 students**.

Since 2002, ASU has added almost **3 million square feet** and more than **7,000 beds** to the student housing system. Currently, the university has the capacity to house **13,000 students** throughout all four campuses.

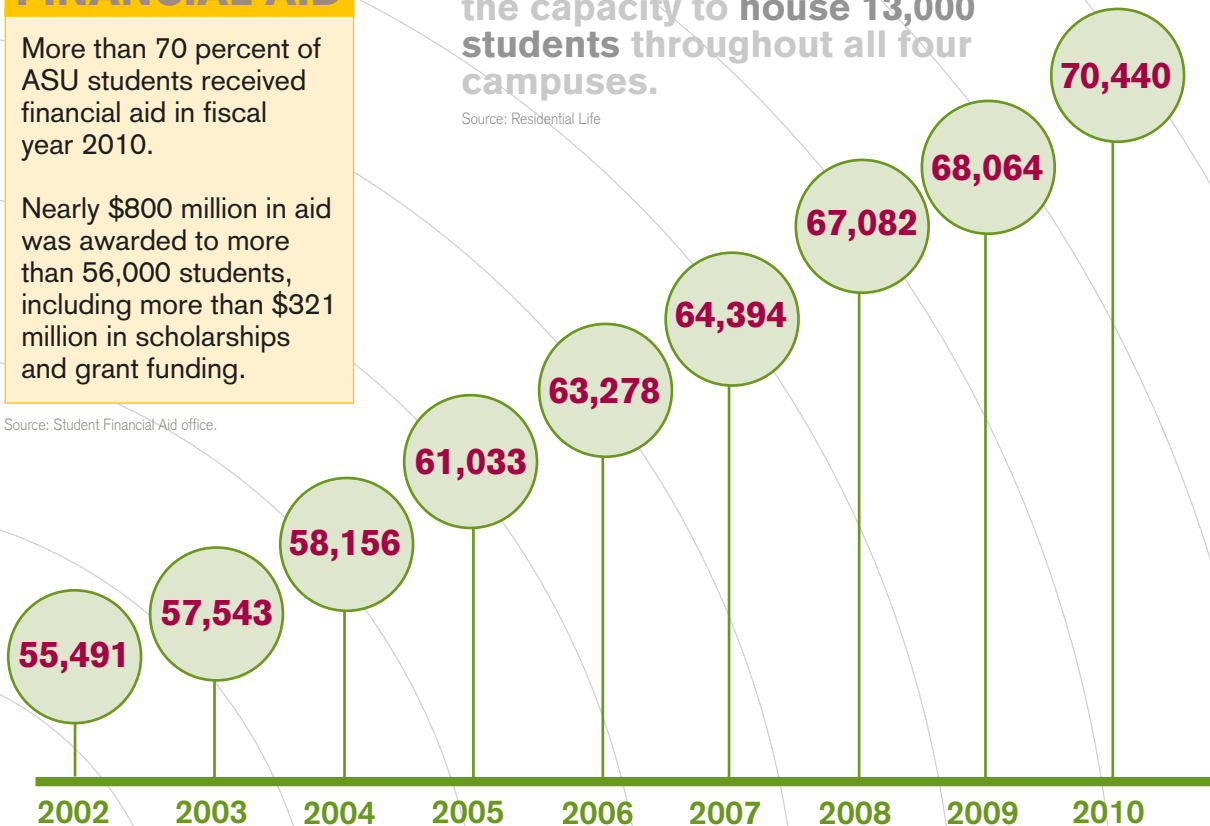
Source: Residential Life

FINANCIAL AID

More than 70 percent of ASU students received financial aid in fiscal year 2010.

Nearly \$800 million in aid was awarded to more than 56,000 students, including more than \$321 million in scholarships and grant funding.

Source: Student Financial Aid office.



ASU ENROLLMENT

Source: Office of Institutional Analysis

INTERNATIONAL STUDENTS

ASU ranked 20th among all American colleges and universities as a choice for international students.

ASU has 3,856 international students from 127 countries.

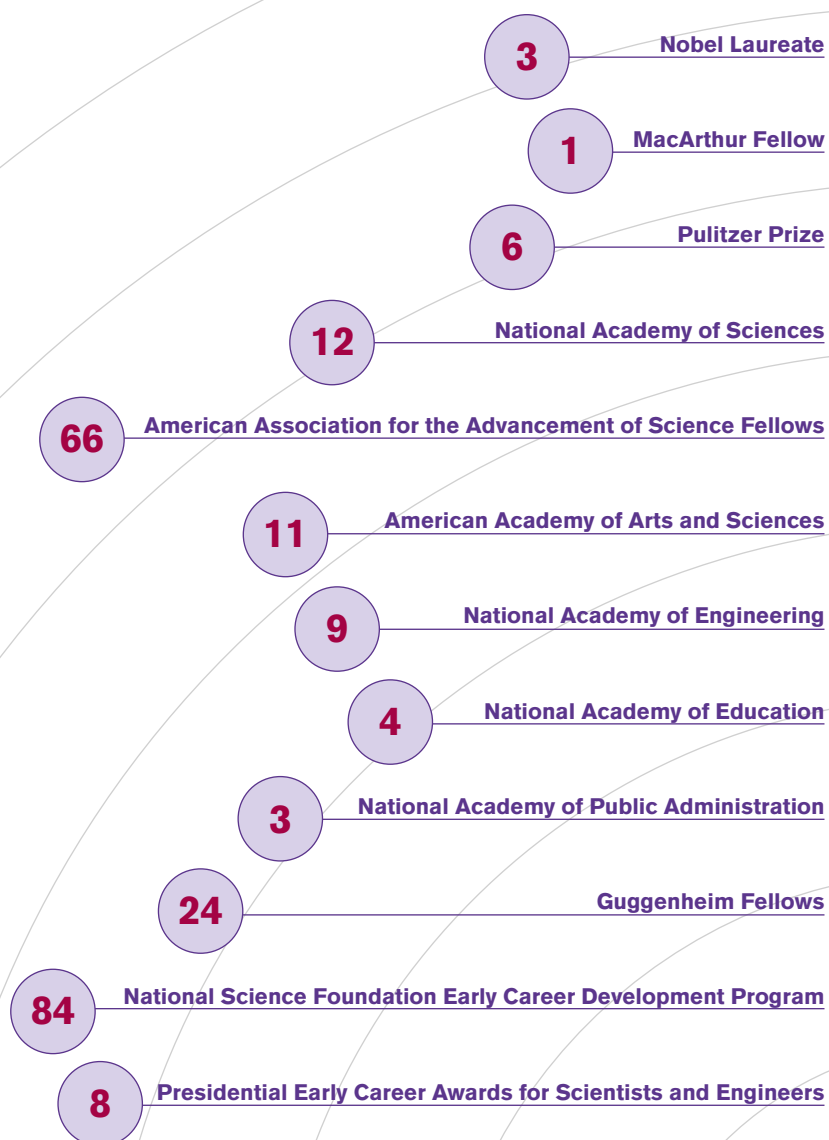
China is the country with the most ASU students, with 995 students, followed by India, with 866 students.

The top major for international students is engineering, with 1,468 students followed by business, with 700 students and arts and sciences, with 694 students

Source: Center for Global Education Services.

research scholarship

AWARDS WON BY ASU FACULTY



ASU received a record

187

invention disclosures
in fiscal year 2010

and

\$347.4

million in research
awards

Source: The Office of Knowledge Enterprise Development

Department of Energy Early Career Principal Investigator Program

1

Department of the Army Young Investigator Program

1

Fulbright American Scholars

114

American Council of Learned Societies Fellows

8

National Institutes of Health

8

Royal Society

3

Institute of Medicine

2

Ford Foundation Fellowships

18

IEEE Fellows

21

Alexander Von Humboldt Foundation Research Prize

19

Rockefeller Fellowships

1

Sloan Research Fellows

5

RESEARCH EXPENDITURES

goal:
\$360
million in 2012

\$329
MILLION

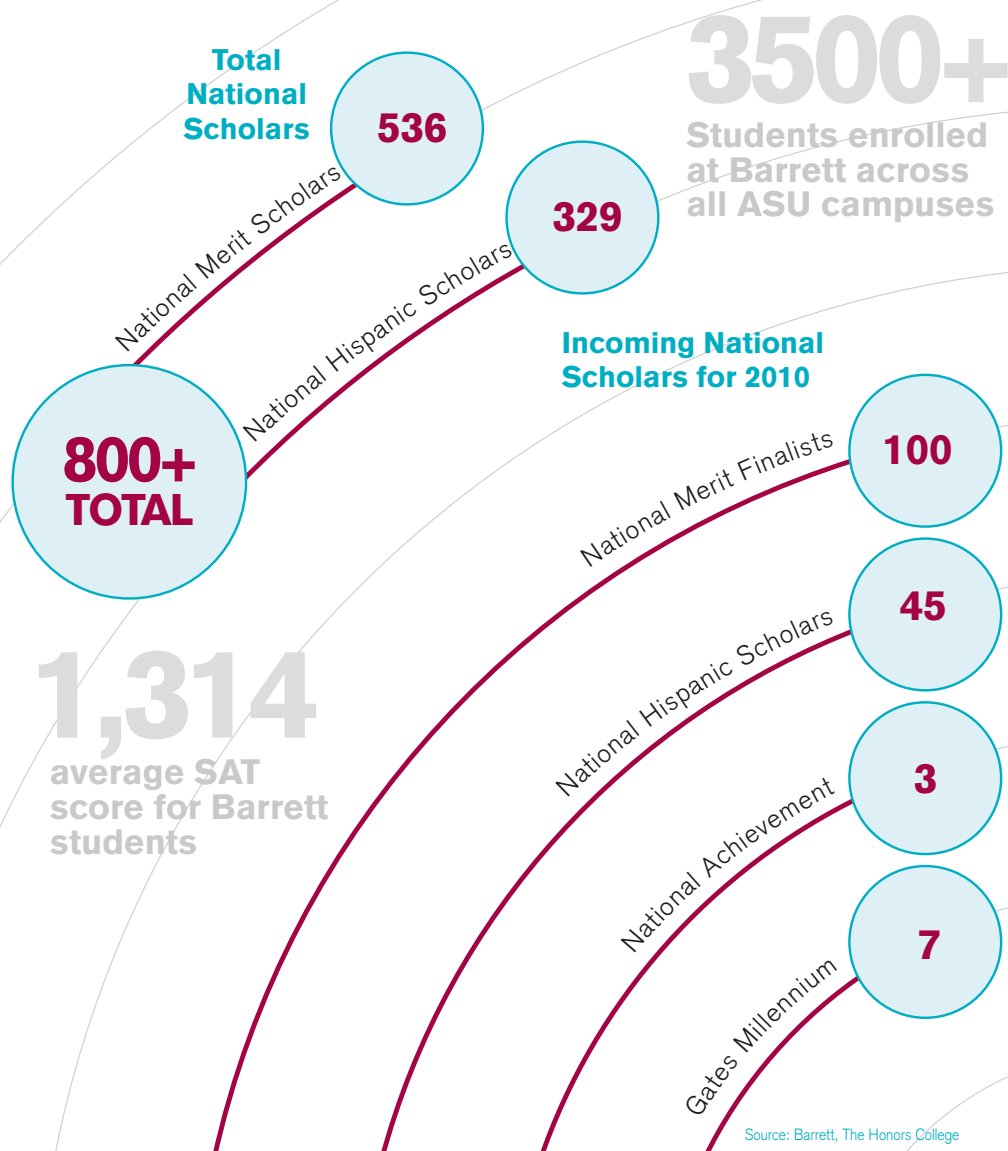
2010

\$123
MILLION

2002

excellence

FOR BARRETT, THE HONORS COLLEGE



RECOGNITION OF EXCELLENCE

Source: asu.edu/excellence/recognition

The Academic Ranking of World Universities—ranks ASU as one of the top 100 universities in the world

Wall Street Journal—ranks ASU fifth in the nation for recruiting new hires

Fulbright Awards—ASU among top schools in number of student awards

U.S. News and World Report—ASU ranked in the top tier of national universities

Bloomberg Business Week—ranks ASU's W. P. Carey School among nation's best

Hearst Journalism Awards—Cronkite students best in the country

Peace Corps—ASU listed among the top schools for Peace Corps volunteers

ASU'S CULTURE OF ENTREPRENEURSHIP

Source: Office of University Initiatives

- ASU colleges and schools engaged in entrepreneurship: 100 percent
- Entrepreneurship courses at ASU: 110
- ASU cash awards to student entrepreneurship ventures and projects: \$1.5 million
- Applications to university-sponsored venture competitions since 2007: 1,439
- Entrepreneurs receiving training services from ASU: 837
- Companies partnering with ASU in entrepreneurship efforts: 60+

the ASU community
in fiscal year 2010
was responsible for

55,790

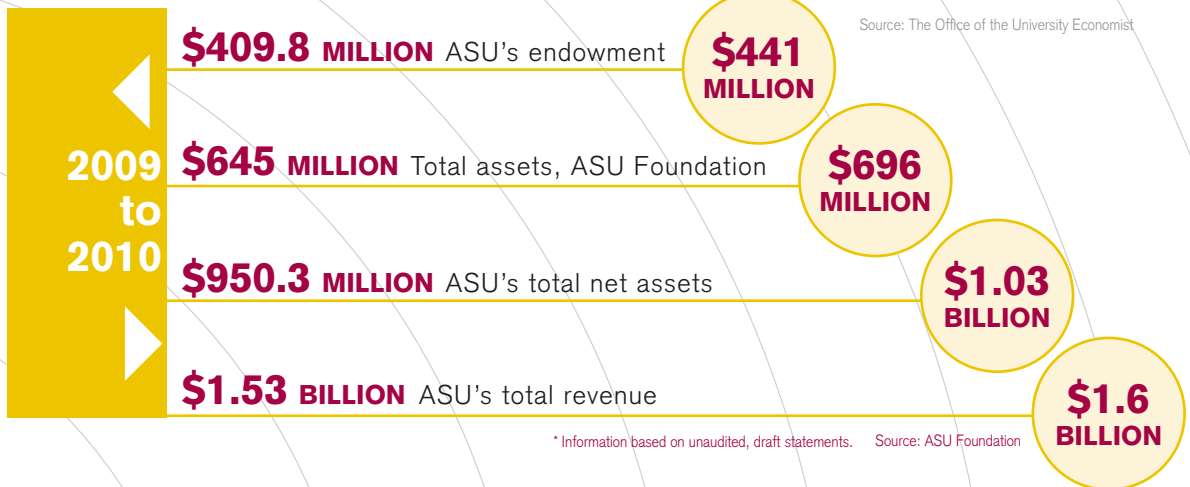
Arizona jobs
and contributed

\$3.4 billion

to Arizona's
gross product
income

Source: The Office of the University Economist

INVESTMENT IN ASU*



Forbes magazine—ranks ASU as one of America's "Best College Buys"

Time—names Michael Crow as one of the 10 best college presidents

The Princeton Review—ASU named one of nation's "Greenest" universities

Institute of International Education—ASU is one of the top universities
chosen by international students

Ashoka U—ASU selected to join Ashoka's prestigious Changemaker Campus Consortium

President's Higher Education Community Service Honor Roll—Recognition for community service

NCAA Academic Progress Ratings—ASU ranks 2nd in Pac-10

in this measure of student-athlete excellence

Sierra Magazine—ASU rated one of America's greenest universities

CULTIVATING EXCELLENCE

ASU MAGAZINE
INTERVIEWS
PRESIDENT
MICHAEL CROW
ABOUT HIGHLIGHTS
FROM HIS TENURE



A decade is a long time – businesses can form and dissolve, children can be born and begin to grow up, and cities can expand (or contract) dramatically. President Michael M. Crow begins his 10th year at the helm of Arizona State University during the 2011-12 academic year, and he is continuing to oversee the transformation of the institution into an entity he outlined during his inaugural address in 2002 – a New American University. He recently received a five-year contract extension that will extend his leadership of the university into 2017.

ASU Magazine assigned freelance writer Christopher Vaughan to speak with Crow and discuss some of the major issues that have shaped his presidency. This is a condensed and edited version of that interview.

QR Codes



The icon above is a QR code. QR is short for “quick response,” and it’s used to provide a direct link to media-rich content on the Web. QR code boxes can take you to supplementary text, an audio podcast or online video to enhance the story or advertisement you’re viewing.

To access information offered through a QR code box, you’ll need a mobile phone that can use a special software program (known as an application) to read it.

Want to try it?

Step 1

Find a QR code reader application for your smart phone. (A reader application may not be available for all phones.)

From your phone, go to

<http://www.google.com/support/mobile/bin/answer.py?answer=185511>. You’ll find a brief explanation of QR codes, as well as a list of free reader applications available for download.

Step 2

Once your reader is installed, open your reader application and point your phone’s camera at a QR code like the one above.



How has ASU progressed towards becoming the embodiment of the New American University concept? How has the concept evolved during its “road test” at ASU?



I think the progress that ASU has made towards this model of the New American University has come from being ever more focused on this notion of egalitarian access. That is, every qualified student has a pathway into the university – (they have) egalitarian access to a world-class, discovery-oriented, research university. ASU has pioneered this model of bringing those two (concepts) together: excellence and access. We now know that this can work; we can be successful. We now know that success is really going to be wild, even beyond what we expected.



What have been the toughest challenges ASU has had to resolve since you’ve been president?

I think the toughest challenge at ASU is changing this perception that the only way we can be successful is chasing everyone else in the normal model. One view of our status is that we are somehow lagging because we admit a broader cross-section of students, therefore we must be somehow not worthy.

Most elite institutions, like a Cal Tech or a place like that, have a couple hundred undergraduates. Well, that’s a model that’s not replicable, that’s a model that’s not going to lead to broad-scale national success. That doesn’t take anything away from Cal Tech, from all they’re successful at, it’s just not replicable. Here we had to overcome a tendency to basically assess ourselves based on the traditional model – that was our biggest challenge.



ASU's primary mission is education, including the preparation of future teachers. What is ASU doing to be an educational innovator, both at the K-12 and college levels?



Obviously the success of our country will be determined largely by a single word: education. We are underperforming right now — we are underperforming dramatically. We have a 25 percent dropout rate (nationally) in high school. We have all sorts of issues relative to students moving on to college, moving on to community colleges. We've got tremendous breakdowns in our productivity and our success as a function of that.

Because of that, I think that the way that we looked at this was to say, 'What are we doing to provide for success, and are we doing everything we can?' The answer was 'no' — we need to restructure ourselves, reorganize what we see as our objective. We see now as our objective the production of a 'new teacher,' a 21st Century teacher, (who is) capable of working in a high-speed technological environment, a teacher capable of working across very broad backgrounds of students, a teacher capable of being engaged in lifelong learning so that they are constantly updating and improving, teachers capable of being involved in an analytical framework for learning where they are aware of the performance of their students or the lack of performance of their students and through that feedback loop can respond.

So what we have done is gone back and restructured our college of education into what we call the Mary Lou Fulton Teachers College, where our objective is to produce the new teacher. To do that, we are working with everyone we can. We are working with the Department of Education, we are working with Teach for America, and we are working with private foundations and philanthropies to acquire the resources that we need to advance these new teacher models. To do that, you couldn't approach that in the normal way — we had to restructure everything from the bottom up.



ASU also has expanded its embrace of entrepreneurial initiatives in the past decade. At the university level, what does it mean to say that the university has an "institutional culture of innovation"?



We've made innovation a watchword for ASU. We want the institution to be innovative, we want the sub-units of the institution to be innovative. We want our educational pedagogy to be innovative, and we want the way we do business to be innovative. That in and of itself is insufficient, because in addition to that institutional innovation, we want to create an environment where our students can be entrepreneurially oriented as individuals. We want them empowered as critical thinkers, we want them empowered as deep, fast learners.

We want them empowered, also, to understand entrepreneurial thinking as a way to understand how things get done. How do you move an idea forward? How do you move a new social service forward? How do you launch a new business enterprise?



ASU is now a leader in sustainability both in research and in practice. How has founding the first school of sustainability in the nation affected our role as a thought leader in this field?

One of the things that we are most proud of at ASU is that we are intellectually agile. Our intellectual agility has allowed us to take an outstanding experience and capability in environmental science in general, and to expand greatly beyond that, to create this Global Institute of Sustainability, and inside it, the School of Sustainability.

What we are really after are new models about how to advance economic development, with environmental concerns being a part of economic development. ... How can we better design the relationship that we have with what we call the 'built environment,' the society that we live in, with the natural environment in which we are embedded? How can we make the relationship between the built environment and the natural environment conducive to the success of the built environment? Well, you can only do that if you can maintain the productive power of the natural environment that supports us. We are now on a path to figuring that out.



You've cultivated powerful reciprocal relationships between ASU and universities spanning the globe. How are these partnerships benefiting ASU and the community at large?



What we are looking for in our relationships with universities around the world specifically is, 'Who has the same kinds of problems that we have? Who has the same kinds of challenges?'

I'm just back from a recent trip to the City University of Hong Kong, where we are launching a center using new flexible display technologies in three areas. One is to build sustainable cities; Phoenix and Hong Kong can learn from each other to do that. The second is to work in the use of flexible display technologies to build interactive bandages that are smart, that have the ability to be sensors and detectors and computers, and interact and be self-powered and so forth. Then the third area we are going to work in is to use these flexible display technologies to build ubiquitous computational rooms where people who are visually or hearing impaired might walk in and have access to all the information that a non-visually-impaired or non-hearing-impaired person might have.



When you do leave, what do you hope your legacy will be here?



I don't really search for a personal legacy. I am really focused on a demonstration of this model – that any student, from any family and any circumstance, can have access to a discovery-oriented institution. What we've done in the last few years in the United States is we've decided that a discovery-oriented institution will be limited to only the upper five percent of the high school class. I don't think that is going to be sufficient for American success. Because it turns out that the full extent of our creativity can only be realized if we have accessible universities that have the capability of catalyzing high levels of creative energy.



Beyond building creative and intellectual capital in the region, what are other ways in which the university makes an impact on the economic health of metropolitan Phoenix and the state of Arizona?



Improving student retention and persistence rates has been a major thrust of your presidency – and ASU’s numbers in this area have improved greatly. How does this impact the university?



The way that we look at the issue of retention and student success is, if you are an elite public university, and you are only taking the top five percent of the student body coming out of high school, and you can’t graduate all of them, then something’s wrong. We take a much broader cross section and we intend to have the same outcome as a much more selective school.

So that means we’ve got to work very hard to create a learning environment where we can take a broader selection of students and work very hard to give them a pathway to success. We are well on that path. We have made tremendous progress, through the leadership of the faculty, through the leadership and help of the staff, to help student retention numbers to go up dramatically. We are very happy with the progress we’ve made. We’ve set our targets for student retention and student graduation to be the same as those public universities that are more selective, that only take a small cross section of the student body coming out of high school. We intend to perform at the same level.

The university has an impact on the region by its very presence. We are an environment creator: We create an environment of discovery and creativity in the arts, in the humanities and social sciences, in the sciences and engineering and business. ... We are producing more than 15,000 new graduates per year. We are pumping those new ideas out, we are pumping those new folks out, into this regional economy, and that is a powerful force in and of itself.

In addition to that, we produce ideas. If you want a new idea for dealing with water decision-making, if you want a new idea for thinking through how to shape city governments to make better decisions, you want a new idea on how to maintain parks for lowering levels of obesity, you want a new idea for models of health care that deliver enhanced healthcare outcomes at lower cost – that’s what we do. So we are a producer of great new people, great new ideas and great new thing – gizmos, objects, algorithms, materials, new ways of doing things – that’s what we do.

The most significant thing we do is create opportunity. We are a creator of opportunity, that’s what a university has as its core function.

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

For extended video excerpts from this interview, visit the ASU Alumni Association website at <http://alumni.asu.edu/presidentcrow>



The Business of art

ASU programs help artists marry creative passion with business smarts

By Amy Roach Partridge

“Artists understand that they need to make their own way in the world. They have to market themselves to their audience, manage their own budgets, and finance their works—all things that traditional entrepreneurs do,” said Professor **Linda Essig**, founding director of The Herberger Institute’s School of Theatre and Film, and head of an innovative program called the performing arts venture experience (p.a.v.e.), which seeks to empower artists to create their own opportunities.

Essig’s program is the most notable of several ASU initiatives that seek to nurture the connection between business and the arts. Started four years ago through a grant from the Kauffman Foundation, p.a.v.e. comprises various arts entrepreneurial activities, including a two-course sequence for undergraduates (Foundations of Arts Entrepreneurship and Arts Entrepreneurship Seminar), public programming focused on the arts business, and a venture incubator program that has helped to launch more than 25 student-initiated arts enterprises.

Successful p.a.v.e. ventures include the Phoenix Fringe Festival, started in 2008 to provide live, edgy art performances in downtown Phoenix; the Tempe-based artists collective Urban Stew; a classical music organization, The Sustainable Symphony; and Join + Cast Ventures, which publishes a visually stunning guidebook to downtown Phoenix arts venues.

It’s not just the funding, however, that makes p.a.v.e. valuable to these arts entrepreneurs. “Being able to start a small business in our undergraduate careers has been the greatest learning experience for both of us,” said

Jennifer Campbell ’09 B.F.A. and **Catherine Akins**

’10 B.F.A., the minds behind the Join + Cast Field Guide, which details 80 galleries and more than 40 artists, and showcases more than 100 pieces of original art. Grateful for the mentoring experience that p.a.v.e. provided, the women plan to give five percent of their book sales back to the p.a.v.e. fund to continue supporting arts entrepreneurship.

The support for arts entrepreneurship at ASU is not isolated to Herberger. “There is a real entrepreneurial community at ASU, and arts students can make full use of that,” said Essig, noting that many would-be entrepreneurs from Herberger apply to the Edson Student Entrepreneur Initiative, which provides funding, training, and office space for ASU entrepreneurs.



At first glance, art and business appear to be at odds—the “creative” types versus the suit-and-tie crowd—but in reality, business is a crucial part of any successful artistic endeavor. Whether seeking funding for an exhibit or film, negotiating gigs, or creating an arts-based venture, artists must adopt an entrepreneurial mindset in order to thrive.

Edson is not specifically focused on the arts, but it offers arts businesses that hurdle its tough gating process “as much care and feeding as any other venture,” said **Dan O’Neill**, ’79 B.S., former director of venture acceleration for Edson, and now a lecturer and leader with the College of Technology and Innovation’s Technology Entrepreneurship and Management program.

Matt McGraw, who received his Doctorate of Musical Arts in percussion performance from ASU in 2010, can attest to that. Edson funded his venture, Emusicinstruction—developed to provide live, interactive music instruction through video conferencing—in 2007 and 2008. “I had a wonderful experience with Edson. The program was vital for me in starting and running the business,” explains McGraw, who recruited musicians with master’s-level training from around the country to teach the virtual music lessons.

Financial constraints forced McGraw to fold the business this year, but he has no regrets. “Sometimes you have to go through those mistakes and learn how to make hard decisions even though, emotionally, you want to keep the business alive. I was able to tap into so many opportunities because I started this company,” McGraw said, noting that he was hired as a consultant to help the city of Phoenix run a music-centered after-school program. “Because of this experience, I’m not just a guy with a doctorate in music, but someone who understands how business works,” he said.

Helping arts students understand the importance of business is key for **Tim Desch**, assistant dean of undergraduate admissions at the W. P. Carey School of Business. Desch encourages incoming students with a passion for the arts to pursue a business minor to complement their arts degree, and some 50 Herberger students are currently taking his advice.

“Making a living selling your art is so hard today, and most students understand that,” Desch said. “We want students to learn to use business as a pathway to pursue their passions and establish a successful arts career.”

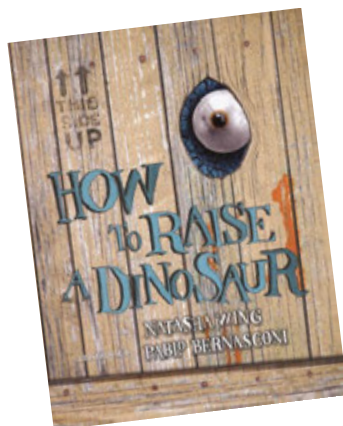
Having the business background the minor provides can help students who decide to open a studio or art gallery, or become a band manager or record company executive, for example, Desch notes. “The business minor really adds value to their degree,” he adds. “It makes them stronger from a hiring standpoint, and personally, it gives them the skills and confidence they need to pursue their passions successfully.”

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



SHELF IMPROVEMENT

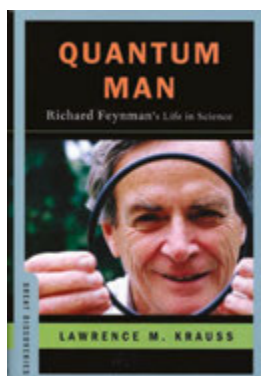
BOOKS AND MEDIA PRODUCED BY ALUMNI, STAFF AND FACULTY



How to Raise a Dinosaur

By Natasha Wing '82 B.S.,
RP | KIDS.

Both entertaining and instructive, this book introduces children to important considerations in pet selection and ownership. Imaginative, colorful illustrations by Pablo Bernasconi bring to life decisions concerning the size, temperament, care, training and feeding of any pet. Even the necessity of cleaning up after a pet is covered with illustrations suggesting that heavy machinery is useful for this when the pet is a dinosaur. Subtle humor that adults will appreciate and die cuts and doors to peek behind help engage readers of many ages.



Quantum Man: Richard Feynman's Life in Science

By Lawrence M. Krauss, W.W. Norton
& Company

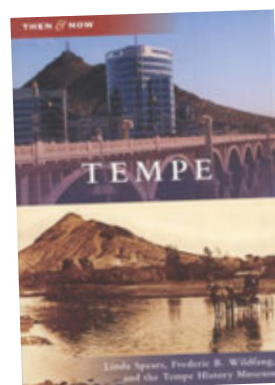
Physicist Richard Feynman, a Nobel Laureate and a key player on the presidential commission that investigated the 1986 Challenger shuttle disaster, received considerable media attention during and after his lifetime. In "Quantum Man: Richard Feynman's Life in Science," Professor Lawrence M. Krauss, a theoretical physicist and director of ASU's Origins Project, highlights the significance of Feynman's personality and how it influenced his practice of science. Using engaging narrative, clear explanations of physical principles, and broad historical perspective, Krauss weaves a multidimensional picture, of not only Feynman's exceptional contributions to physics, but also of the complex interplay of personality, intellectual ability and socio-historical context as they influence scientific research. This work will deepen readers' appreciation of Feynman the physicist, and of science as a uniquely human activity.



Finding a Forever Family: A News Anchor's Notebook on Adoption within the Foster Care System

By Christine Devine '87 B.A. (with
Allison Bottke, editor), Intermedia
Publishing

This focused memoir is a testament of the power of relationships to change lives. Fourteen-time Emmy® Award winning news anchor Christine Devine recounts in it the many positive outcomes of her years as an adoption advocate through the "Wednesday's Child" television program. Although the work acknowledges that difficulties can accompany adoption of children who have been in foster care, it highlights the many rewards for children, families and friends like Devine herself who have been touched by this process. Devine's personal journey proceeds alongside those of the children, social workers and families that she describes in this book.



Tempe Then & Now

By Linda Spears '72 B.S., Frederic
Wildfang and the Tempe History
Museum, Arcadia Publishing

Ever wonder what Tempe looked like in decades past? This book provides a comprehensive historical survey of the city, pairing archival photographs of Tempe houses, stores, churches and other features alongside a contemporary photo of the area. Significant buildings in Tempe's history, such as the Tempe National Bank building, the Petersen House, and Tempe Union High School, are all to be found here, along with anecdotes and photographs about dozens of other structures. A must for Arizona history fans, this book is sure to spark conversations related to ASU's original campus between the generations.

A woman with long dark hair is smiling and looking down at a baby she is holding. The baby is looking towards the camera. They are outdoors, with a blurred background of trees and a bright sky. The woman is wearing a patterned top and large hoop earrings. The baby is wearing a green and white patterned onesie.

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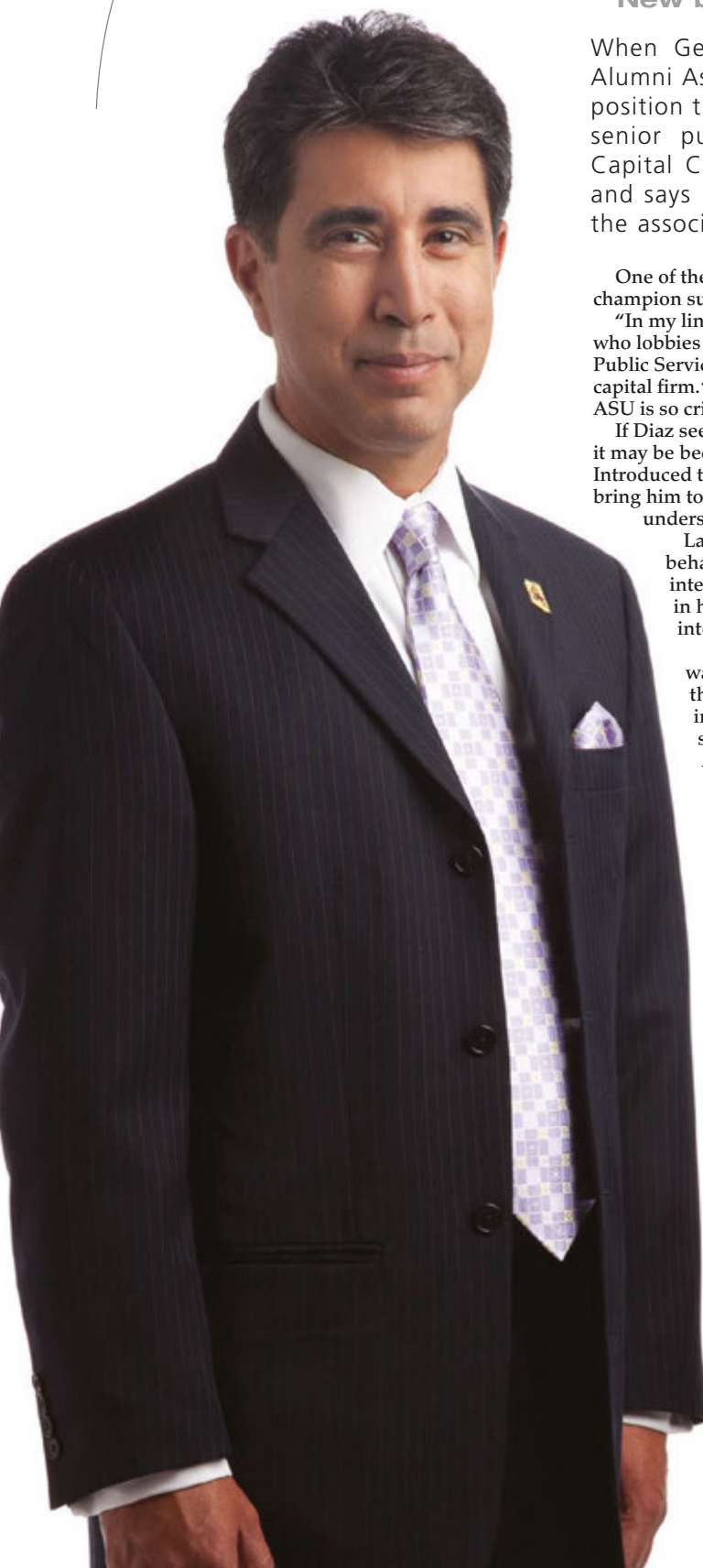
Myka first learned of ASU Online from an alum. This fall, she is returning to school to complete her degree in interdisciplinary studies entirely online. Her husband enrolled as well, and together they are achieving a life goal while creating a better future for their daughter. Who will you inspire?

Share the possibilities. **Visit asuonline.asu.edu**

ASU online
ARIZONA STATE UNIVERSITY

Sun Devil tough

New board chair emphasizes pride, advocacy



When George Diaz, Jr., took the reins as chair of the Alumni Association's board of directors in July, he began a position that he had been well trained to accept. Diaz, the senior public affairs representative for Pinnacle West Capital Corp., has spent his career lobbying for change, and says he is ready to take on the challenges of leading the association during the 2012 fiscal year.

One of the highest priorities for Diaz is to help Sun Devil alumni champion support for Arizona State University.

"In my line of work, I pay attention to who advocates for what," said Diaz, who lobbies professionally for Pinnacle's companies, which include Arizona Public Service (APS), APS Energy Services, and the El Dorado venture capital firm. "I want alumni to have tools to advocate effectively, because ASU is so critical to the community in so many aspects."

If Diaz seems passionate about ASU's centrality to the Valley of the Sun, it may be because the institution has played a central role in his own life. Introduced to the university as a child when his mother would occasionally bring him to her graduate classes and Sun Devil sporting events, Diaz understood that attending college was an option for him.

Later on, Diaz obtained an undergraduate degree in social and behavioral science at ASU's West campus. An ASU-sponsored internship at the Arizona Legislature and speaking with classmates in his master's of public administration program helped cement his interest in working as a lobbyist.

Before joining the Alumni Association's board of directors, Diaz was involved in the Los Diablos alumni chapter, which oversees the Los Diablos Scholarship, a comprehensive program that includes mentoring and networking components as well as service projects designed to boost academic opportunities for Arizona students from underserved communities.

Diaz said scholarship programs like Los Diablos, which primarily serves Latino/a students, are critical for ASU to achieve its goal of increasing access to the university.

"ASU has to grow its pipeline of local students coming from underserved communities," he said.

Growing the association's membership is always a concern for the board chair, and Diaz identified communication as crucial to helping alums understand the value that ASU brings to the community and the value that the Alumni Association provides to members.

"When I ask people to join, they say 'what's in it for me?'" he noted. "It's important for people to know what's going on – that way they can understand both that their degree is worth a lot and that ASU is at the forefront of research institutions."

One of the best vehicles the association has for outreach to alumni is its network of chapters, clubs and connection groups, Diaz asserted, because the groups promote direct involvement with ASU.

"If people have a hand in a program, they will advocate for it," he said.

Diaz admitted that reaching what he called a "threshold level" of proud alumni member-advocates would be a challenge, but he said he took inspiration from the example of people such as 2011 NCAA wrestling champion Anthony Robles, who coined the term "Sun Devil tough" to describe how he overcame obstacles.

"It's not just an athletic term," Diaz said. "It means no task is too tough."

By Liz Massey, managing editor of ASU Magazine.



Upper row, from left: Brian LaCorte, George Diaz, Jr., Chris Spinella, and Bob Boschee.
Lower row, from left: Stephanie Nowack, Theresa Esparza, Guy Patrick Roll, and Michael Grosso.



Getting on board

ASU Alumni Association elects 2011-12 Board of Directors, National Council members

Earlier this year, the Arizona State University Alumni Association elected its 2011-2012 board of directors and National Alumni Council. Terms for all members of both entities began on July 1.

BOARD/COUNCIL OFFICERS

The following persons have been elected to serve as officers for the board of directors and the National Alumni Council.

Chair: *George Diaz Jr. '96 B.A., '99 M.P.A.* Diaz has been on the board since 2006. He works as a senior public affairs representative for Pinnacle West Capital Corp. and has been president of the Los Diablos chapter of the ASU Alumni Association.

Chair-Elect: *Barbara Clark '84 M.Ed.* Clark was first elected to the board of directors in 2006 and has chaired its Founders' Day committee. From 1991 to 2006, she collaborated with the Ira A. Fulton Schools of Engineering on projects relating to their minority engineering programs.

Treasurer: *Bob Boschee '83 B.S., '85 M.B.A.* Boschee, who begins a second, one-year term as treasurer, is a wealth management advisor with Merrill Lynch, as well as one of the principal partners of the Ashley & Boschee Group. He was elected to the Alumni Association board in 2008, where he has served on the finance and audit committees.

Past Chair: *Chris Spinella '83 B.S.*

Spinella is CEO of Apriva, a company specializing in wireless applications and smart card technologies. While on the Alumni Association board, Spinella has served on the audit committee, the finance committee and the Medallion Scholarship committee.

ASU ALUMNI ASSOCIATION BOARD OF DIRECTORS

The following persons were elected to their first three-year term on the Alumni Association's board of directors, effective July 1.

Theresa Esparza '94 M.Tax.

Esparza is the director of tax for P.F. Chang's China Bistro, Inc. and a graduate of the Hispanic Leadership Institute at ASU.

Brian LaCorte '85 B.S.

LaCorte is a partner in the intellectual property department of Ballard Spahr, LLC and a member of its intellectual property litigation, patents, trademarks, and copyrights groups.

Stephanie Nowack '76 M.B.A.

Nowack is president and CEO of the Tempe Tourism Office. She also has worked as a marketing instructor for the ASU Lodestar Center for Philanthropy and Nonprofit Innovation.

The new board members join *Todd Siffren '91 B.S.*, who will start his second term with the board this year, as well as continuing board members *Andy Hanshaw '87 B.S.*, *Barbara Hoffnagle '83 M.S.E.*, *Ivan Johnson '73 B.A.*, *'86 M.B.A.*, *Dan Mullen '66 B.S.*, *Martin Quintana '87 B.S.*, *'04 M.B.A.*, *J. Scott Rhodes '95 J.D.*, and *Jeff van Raaphorst '87 B.S.*, *'97 M.B.A.*

ASU ALUMNI ASSOCIATION NATIONAL ALUMNI COUNCIL

Two persons were elected to their first three-year terms on the Alumni Association's National Alumni Council.

Michael Grosso '97 B.S.

Grosso is an advisor/partner at TCI Wealth Advisors, Inc. Grosso currently serves as treasurer for the W. P. Carey School of Business alumni chapter and is an active member of the White Mountain alumni chapter.

Guy Patrick Roll '90 B.S.

Roll is an attorney whose law office specializes in bankruptcy, divorce and civil/commercial litigation, as well as commercial transaction matters. He is a past board president of the College of Liberal Arts and Sciences Alumni Association.

These new members join the following persons, who will be serving their second term on the council:

David Benner '02 B.S., *David Covert '78 B.S.*, *Curtis Frasier '77 B.A.E.*, *Jeffrey Olen '97 B.S.*, and *James Shaughnessy '72 B.A.E.*, as well as continuing council members *Steven Balthazor '91 B.S.E.*, *Charlie Broucek '93 B.S.*, *Eddie DeVall '93 B.S.*, *Christine Devine '87 B.A.*, *Dick Foreman '76 B.A.*, *'79 M.P.A.*, *Matt Gervin '01 B.S.*, *Bret Giles '87 B.S.*, *Marnie Green '87 B.S.*, *'91 M.B.A.*, *Nick Kieffer '00 B.A.*, *Jonell Lucca '95 B.A.*, *Vada O'Hara Manager '83 B.S.*, *Frank McCune '92 B.A.*, *Anne Sawkiw '99 B.A.*, *Darren Skarecky '94 B.S.*, *Joseph Udall '92 J.D.*, and *Kathleen Duffy Ybarra '81 B.A.*

Reports from around the Sun Devil Nation

At right: Idaho Connection leaders Humberto Cruz and Jenna King "plant the flag" on the Capital steps in Boise, Idaho. Below: Austin chapter members relax during their winery tour in April.



Geoff Hadfield, Perfect Memories Photography



AUSTIN

Our group has been very active this spring and summer. We enjoyed a full-day wine tour to Driftwood in April, where we tasted wines at two wineries and ate a Texas-style barbecue dinner at the legendary Salt Lick. During that month, we also organized our largest Pat's Run "shadow run" yet. In May, we hosted our annual golf tournament, which was attended by a spirited Sun Devil group.

ASU teams rarely face the Big 12 teams which surround us in Austin, but in June we had the pleasure of cheering on Sun Devil baseball during a three-game series against Texas in the NCAA Austin Super Regional. Now, football season is here, and as always we will be hosting game watches in the Austin area. We'll also be



hosting our annual Lake Austin dinner cruise soon.

To connect with our chapter, visit our web page at <http://alumni.asu.edu/chapters/Austin> or find us on Facebook and Twitter by searching Austin Sun Devils. You can email us at austin.sundevils@gmail.com with any questions you may have.

BLACK ALUMNI

Our chapter closed out the 2010-11 school year with a June 11 event at Su Vino Winery in Scottsdale that recognized Keithan Harris and Caprice Howard as our first Black Alumni scholarship recipients. We've raised funds throughout the year for our scholarships at Homecoming and a bowling event, as well as through several chapter donations.

To connect with our chapter, visit us at <http://alumni.asu.edu/chapters/asu-black-alumni>, or contact Vernetra Young at vernetra.kapri@gmail.com.

CHICAGO

We had a fun summer in 2011; top events included a June 22 MyWorkster alumni career fair and our Sun Devil Send Off on July 30.

Be sure to check out our football game-watching events at the Cubby Bear this fall and join us for a bus trip to the Sept. 17 game against the University of Illinois.

To connect with our chapter, visit us at <http://alumni.asu.edu/chapters/chicago> or email asuchicagoalumni@gmail.com.

ENGINEERING

Join our chapter on Sept. 17 for the engineering alumni away-football game viewing party and cheer on ASU as they take on Illinois. This is one of the biggest games of the season – watch it with your friends and classmates!

We look forward to seeing all engineering alumni at Homecoming on Oct. 29! Please stop by our tent at the pre-game festival, to mix and mingle and do some informal networking.



Fall also marks the start of another round of the Dean's Lecture Series. We'll have lectures on Nov. 18, Feb. 2, and March 15. You can RSVP and get more details at <http://engineering.asu.edu/lectureseries>.

To connect with our chapter, visit us online at <http://engineering.asu.edu/alumni> or contact Charles Silver at 480-965-9449 or Charles.silver@asu.edu.

HISPANIC BUSINESS ALUMNI

More than 300 people attended the second annual HBA Noche de Loteria event, held on May 20 at the Madison Event Center in downtown Phoenix. The event provided participants with a chance to be exposed to a variety of cultures through art, food, music and favorite pastimes.

Presiding over the loteria game playing were Dan Cortez and Ivan Marquez, and musical entertainment included DJ Leo Blaze. Artists exhibited their art at the event and donated a portion of their sales to HBA.

We're pleased that this event not only fulfills HBA's mission of raising scholarship funds, but also supports the emerging art community in Phoenix and provides an opportunity to share our Latino heritage. Thanks to everyone who made this one-of-a-kind event a success!

To connect with the HBA chapter, visit us at <http://alumni.asu.edu/chapters/hispanic-business-alumni> or email chapter president Israel Barajas at igbarajas@gmail.com.



Clockwise, from far left: Engineering alums cheer for ASU during a game-watching tailgate; the Hispanic Business Alumni chapter celebrated heritage and the arts at its Noche de Loteria event in May (center and far right); the Chicago chapter whooped it up at several events this summer, including at their July 30 Sun Devil Send-Off.

IDAHO

Our connection group met for the first time on June 12 at the Pinnacle Sports Grill in Meridian, Idaho. Owner Bill Fremgen, an ASU alumnus, hosted the event. We're proud to report that graduates from the '60s, '70s, '80s, '90s and the 2000s were represented!

We're gearing up to offer a full complement of activities for Sun Devils in our state in 2011-2012, including a Pat's Run "shadow run," a Sun Devil Send-Off, Sun Devil support of Idaho-specific community causes, a road trip to the ASU-Utah game on Oct. 8, and several networking and career events. We'll also reach out to prospective ASU students, participate in Alumni Association membership drives and raise funds for a scholarship.

To connect with our group, visit us online at <http://alumni.asu.edu/chapters/idaho> or contact Jeff Foster at j.jeffrey.foster@gmail.com.

LAS VEGAS

Thanks to everyone who joined us for our group's happy hour on May 12. We had a great time!

We're going to be on the road to support ASU football this fall! We'll host a bus trip to either the ASU-Utah game on Oct. 8 or the ASU-UCLA game on Nov. 5. You're not going to want to miss it!

Visit us online at <http://alumni.asu.edu/chapters/las-vegas> or email Jeremy Bradshaw at Jw.bradshaw@yahoo.com if you'd like to get involved in our group.

Clockwise, from upper left: Northern California alums welcomed new ASU students with a Sun Devil Send-Off; National Capital alums volunteer at the National Air and Space Museum (upper right) and enjoy a tasty crab feast (lower right); new ASU students in Southern California had a multitude of alumni-led Sun Devil Send-Offs available to them.



LOS ANGELES

Los Angeles Devils have been busy this summer with a variety of events, including our annual Sun Devil Send-Offs, which welcome new students and their parents to the ASU family, and our crowd-pleasing Evening with the LA Dodgers event, which included a meet-and-greet with former Sun Devil baseball player and Dodger outfielder Andre Ethier. We also had some fun afternoons and evenings around town at museums, career networking events and happy hours.

This fall, join us for the kick-off of Pac-12 football season with game watching parties in Manhattan Beach and Hollywood. And you certainly won't want to miss the ASU-UCLA football game and pre-game Sparky's Touchdown Tailgate in Pasadena on Nov. 5. It's always a great time!

If you are an alum in the LA area who is working in the media or entertainment industry, send us a note to learn more about our Media and Entertainment Alumni group.

To connect with our chapter, visit us online at <http://alumni.asu.edu/chapters/los-angeles> or contact Eddie DeVall at devall@aol.com or 323-653-4578.

LOS DIABLOS

We had a great spring, which was capped off by our April 3 end-of-year picnic for our current scholars at Kiwanis Park in Tempe. Everyone had a great time! Thank you to all the volunteers

who helped make it happen.

We're currently planning for our 5th Annual Los Diablos Legacy Golf Tournament, slated for Friday, Oct. 14. Presented by Hensley Beverage Company, the event, which benefits our scholarship fund, will be held at the Legacy Golf Course in Phoenix. Breakfast will be served and there will be a shotgun start at 7:30 a.m., followed by a post-tournament reception, which will feature golf awards and a raffle. To sign up your team, contact George Diaz, Jr. at 602-250-2131 or Lisette Flores at 602-770-5104.

To connect with our chapter, visit us at <http://alumni.asu.edu/chapters/los-diablos> or email us at diablonet-work@hotmail.com.

NATIONAL CAPITAL CHAPTER

We have had a great spring and early summer here in Washington, D.C. We had a tasty time at the second annual Sun Devil Crab Feast, held on May 21. Then, in June, we participated in a volunteer event at the National Air and Space Museum with the Capital Scholars. Our group, consisting of six alums and 18 scholars, staffed the craft booths at the museum's family day. The theme of the day was "Mr. Lincoln's Air Force."

To connect with our chapter, visit us online at <http://alumni.asu.edu/chapters/national-capital> or contact us at dcsun-devils@gmail.com.



GREATER NEW YORK

The New York chapter had a great summer, enjoying activities such as a Pac-12 happy hour, participating in the Pac-12 softball league, and a fabulous alumni cruise on a three-wheel paddle boat! We also enjoyed hosting our area's Sun Devil Send-Off.

We're looking forward to an exciting fall of game watches and many other activities. Please join us and share your maroon and gold pride!

To connect with our chapter, visit us at <http://alumni.asu.edu/chapters/new-york> or contact Jon Katz at ny_sundevils@thesundevils.com.

NORTHERN CALIFORNIA

Our chapter just celebrated its second annual "Brunch 'n' Ball" event on Aug. 28.



The new Veterans chapter was inaugurated with a networking mixer at ASU Karsten Golf Course Clubhouse in Tempe on June 14.

NorCal alums were able to enjoy a fantastic brunch alongside San Francisco Bay at a Delancey Street restaurant, followed by a group outing to watch the world champion San Francisco Giants take on the Houston Astros. It was a great event!

As the magazine goes to press, we're preparing for Sparky's Alumni Wine and Dine on Oct. 1. This is our signature event and it offers alums a day-long visit to Napa Valley, with stops at the wineries of alums Judd Finkelstein (Judd's Hill) and Laura Zahtila (Zahtila Vineyards), among others! The trip includes luxury motor coach transportation from the Bay Area and a barbecue lunch and tasting at Judd's Hill. Don't miss this event; it's a chapter favorite.

To connect with our chapter, visit us online at <http://alumni.asu.edu/chapters/northern-california> or contact Sean Pate at spate@norcalsundevils.com.

VETERANS

Our chapter held its first official event on June 14, with a Flag Day networking mixer at the ASU Karsten Golf Course clubhouse. There were nearly 30 veterans in attendance, who heard Chapter President Doug Zimmerman talk about the goals and direction of the chapter and Alumni Association President Christine Wilkinson, who gave an update of university and Alumni Association news.

On Sept. 1, we partnered with the Alumni Association, the ASU Foundation and Sun Devil Athletics to present the

second annual Sun Devil Salute to Service. There were a number of special presentations held during the ASU football game against the University of California-Davis that honored our veterans' service to the United States. Prior to the event, we sponsored a photo drive, which encouraged veterans to submit pictures of themselves in military garb. These photos, which included service members in front of their ASU flags and flashing the pitchfork symbol, were incorporated into the Salute to Service.

To connect with our chapter, visit us online at <http://alumni.asu.edu/chapters/veterans> or contact Doug Zimmerman at DougZ@jsslaw.com.

WESTERN PENNSYLVANIA/NORTHERN APPALACHIA

Our group continues to offer monthly programs for ASU alumni and friends in our area. We're excited about two events we have planned for this fall. During the weekend of Sept. 16-18, our club members are traveling by van to Champaign-Urbana, Ill., to watch ASU play the University of Illinois! We also plan to assist with the alumni tailgate before the game.

Our third annual signature event is scheduled for Oct. 1. This popular event includes tours of three microbreweries, discussions of the history of microbrewing in Pennsylvania, attendance at Oktoberfest activities, the chance to sample ethnic desserts, and

ASU game watching. We're also organizing game watch-parties for all ASU games televised in Western Pennsylvania. To connect with us, visit us online at <http://alumni.asu.edu/chapters/western-pa> or contact Charles Tichy at charles.tichy@sru.edu or 412-487-2870.

W. P. CAREY SCHOOL OF BUSINESS

Fresh off a fantastic summer filled with networking mixers and professional development events, our chapter is ready for fall! All business alumni are invited to our upcoming networking receptions, Homecoming events and professional development seminars. For a complete listing of upcoming business alumni events and to register, visit <http://wpcarey.asu.edu/events>. If you'd like to become more involved in our chapter, we're always looking for additional committee members. If you are interested, email us at wpcareyalumni@asu.edu.

To connect with our chapter, you can visit us online at <http://alumni.asu.edu/chapters/w-p-carey-school-business>, or you can email co-presidents Lora Koretz (Lora.Koretz@asu.edu) and Anthony Valencia (ajv1231@aol.com).

Boning Up on History
Flying High
Sun Devil Marriages
Sun Devil Births
Sun Devil Snapshot

Boning up on history

Christine Lee '99
M.S., '07 Ph.D.



Christine Lee (at right in above photo) on a dig at a site in China.

The daughter of a geneticist father and a nurse mother, Christine Lee seemed destined for a career involving examining the remnants of once-living organisms. As a child, skeletons culled from Thanksgiving dinners fascinated her; in college, this interest in bio-archaeological “raw material” led to degrees focusing on the study of teeth and bones.

Teeth offer a window into the lives of past humans in a way that other parts of the skeleton do not, she noted, as teeth do not change as dramatically as other bones.

“Bone is fairly plastic and sensitive to environmental pressure,” stresses Lee. “Also bone is constantly being remodeled while teeth, once erupted, are fully formed.”

Lee, who was named one of National Geographic’s Emerging Explorers for 2010, has trained her research sights on China. She is a visiting associate professor at the Institute of Vertebrate Paleontology and Paleoanthropology in Beijing. Her work seeks answers to the many questions that surround the diverse populations of ancient China: for example, did groups allow their people to inter-marry? Did they migrate?

Her interest in China began early in her career, spurred by the guidance of her ASU professors.

“I originally wanted to work in either Egypt or Italy,” says Lee. “Co-advisor Dr. Christy Turner was the professor who suggested that I work in China and helped me find contacts.”

Lee’s dissertation at ASU examined the population history of China and Mongolia using the skull and teeth. One of Lee’s later excavations involved a royal cemetery of the Xiongnu people (first century AD) in present day Mongolia. The Mongolians have been described as the wild “cowboys” of their era, horse-riding barbarians who were an inspiration for China to build its 2,000-mile-long Great Wall.

Lee says she would like to see physical anthropology research from the areas she’s studied receive the global attention that has been lavished on other ancient cultures, such as the Egyptians, Mayans and Incans. And she may be a key player in moving China’s past forward: TED (Technology, Entertainment, Design), a nonprofit organization devoted to spreading the ideas of the world’s leading thinkers, named her a 2011 TEDGlobal Fellow, a designation that will allow her to present her research findings at the organization’s upcoming conference in Edinburgh, Scotland.

By Oriana Parker, a freelance writer based in Scottsdale, Ariz.



Katie Zinn



Stephanie Lough



Archangel (Arky) Muscato



Erica Aicher

2000s

Chris Johnson '11 B.S. joined DoSomething.org as a developer. The company is headquartered in New York.

◆ **Katie Zinn '11 B.A.** joined Olson Communication in Scottsdale, Ariz., as an account coordinator.

Kyle Sandberg '10 B.S. graduated recently from the U.S. Coast Guard Recruit Training Center in Cape May, N.J.

◆ **Erica Aicher '09 B.A.** joined Dan Brady Painting and Wood Restoration of Traverse City, Mich., as a business assistant and color consultant.

Kristofer M. Miller '09 B.S.E. graduated recently from U.S. Navy basic training at the Recruit Training Command Center in Great Lakes, Ill.

◆ **Stephanie Lough '09 B.A.** has joined HMA Public Relations in Phoenix as an account coordinator.

Archangel (Arky) Muscato '09 B.A. was recently promoted to first lieutenant in the U.S. Army. He is an Army Ranger and a platoon leader with the 172nd Infantry Brigade (Blackhawks), which is in training for deployment to Afghanistan.

Mindy Lallagi '09 B.A., '10 M.Ed., a seventh grade science teacher in the Deer Valley Unified School District, was named Rookie of the Year 2010-11 for the district.

Margeaux Laurent (Jessica Conmy) '08 B.S. published her first novel, "Spellbound: The Awakening of Aislin Collins," with iUniverse Publishing. The work is categorized as young adult occult fiction.

Adam Lowy '08 B.S., founder of the nonprofit Move for Hunger, drove a 2012 Ford Focus to Phoenix on April 13, to meet his nonprofit partners, St. Mary's Food Bank Alliance and Desert Sun Moving Services and to present a \$10,000 check to St. Mary's on behalf of Ford's Operation Goodwill Phoenix campaign. Lowy was one of 40 nonprofit leaders worldwide to win the Ford Focus Global Test Drive, which included a trip to Spain to

test drive the new 2012 Focus, use of the car for six months and the check for a charity of his choice.

Paul Singleton '08 J.D. joined Baker & Daniels, LLP as an associate in the firm's labor and employment law practice in South Bend, Ind.

◆ **Brett Behnke '07 B.S.** joined CB Richard Ellis, a global commercial real estate services firm, in their debt and equity finance operation in Phoenix.

Melanie Bick '07 B.A. is the clinical manager of Journey Malibu, a drug and alcohol treatment center in Malibu, Calif., and a student in the master in family therapy program at California State University-Northridge.

David Saltsman '07 B.S. has established Envolv Clothing, LLC, an Ann Arbor, Mich., based for-profit company that produces environmentally friendly clothing and encourages community engagement. An affiliated nonprofit that he also helped to develop, Project Envolution, receives 20 percent of each transaction for use in environmental service projects.

Claire M. Sollars '07 B.S. graduated recently from the University of Arizona College of Medicine. She is also the founder and co-director of Saving One Life, a nonprofit animal rescue organization that treats and places in good homes animals that would otherwise be euthanized.

Katie Cortese '06 M.F.A., a doctoral student at Florida State University and editor-in-chief of The Southeast Review, presented at the Florida College English Association's 2010 conference. She has published in numerous literary journals.

◆ **Kevin O'Rourke '06 Ph.D.** is the dean of student services at Shasta College in Redding, Calif.

◆ **Roderick Benson '06 M.B.A.** has been selected as director of aircraft engine production at the Corpus Christi (Texas) Army Depot.



Paul Singleton



Danielle Salovich

Laura Cruser '05 M.F.A. has installed her work, "Crop Circles: Garden Art," at a ware store & studio in Phoenix. She is an instructor in ASU's Department of English.

Justin Dahl-James '05 B.S.D. has been promoted to the position of associate with Ayers Saint Gross Architects. He has been with the firm since 2008.

Lorron James '05 B.S., vice president of James Group International, Detroit, is leading the company's diversification into military contracting. He was included recently in Crain's Detroit Business News and Information website's listing of Twenty In Their Twenties.

Danielle Salovich '05 B.S. was elected national president of the American Medical Student Association (AMSA) for 2011-2012. She graduated from the Robert Wood Johnson Medical School in May and will serve full time at AMSA's office in Washington, D.C.

Barbara Torre Veltri '05 Ed.D. has had a book published by Information Age, "Learning on Other People's Kids: Becoming a Teach For America Teacher."

Joseph D. Farris '04 B.A. recently joined MLB.com as a game-night producer based in

How to submit class notes

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

Email: alumni@asu.edu

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



Darryl T. Landahl



Alex Contreras



Lloyd Glenden Cato



Matthew M. Holman

Jennifer Walsh
Hammer

Jay Statland



Mark Zachry

Kari (Valazza)
McCormick

New York City.

Meagan McCrory '04 B.S. has co-authored a dating advice book, "The Little Black Book of Big Red Flags: The 200 Warning Signs You Should Never Ignore – But Usually Do," released recently by Adams Media.

◆ **Craig DiTommaso '04 B.S.** is a physician specializing in neurologic rehabilitation at the Institute of Rehabilitation and Research in Houston. He is also president and chief medical officer of the nonprofit Project Understanding Needs In Our Neighborhoods (Project UNION), an organization that takes wheelchairs, hospital beds, and bathroom equipment that is unused or no longer needed and recycles them. Once refurbished, the equipment is donated to individuals in Houston who lack the resources to obtain these items.

Jeffrey Gardner '03 B.S. graduated from Western University of Health Sciences in May as a Doctor of Osteopathic Medicine. He will complete his internship at Maricopa Medical Center.

Stephanie Ludi '03 Ph.D. is the principal investigator of Accessible Computing Education – or Project ACE – an initiative at the Rochester Institute of Technology (RIT), which is supported by a \$475,000 grant from the National Science Foundation. She is also a professor of software engineering in the B. Thomas Golisano College of Computing and Information Sciences at RIT. During this past summer, she conducted workshops at ASU for young Phoenix-area middle school and high school students who are blind or visually impaired.

Benah Parker '01 M.A., '05 Ph.D. and ◆ **Jenny Holsman '00 B.A.** were selected through a competitive process to join the inaugural class of the Flinn-Brown Civic Leadership Academy that initiated in the spring of 2011. The nonpartisan Academy focuses on the issues facing Arizona's leaders today and in the near term and supports the development of the state's future leaders.

Jason Watt '00 B.A. was associate producer on a documentary, "Sons of Perdition," about the lives of three boys who were exiled from Warren Jeffs' polygamist community in Colorado City, Ariz. The film debuted in April 2010 in New York and was screened in Tempe in March 2011.

1990s

Darryl T. Landahl '99 B.S., '02 J.D. has joined the law firm of Brownstein Hyatt Farber Schreck as a member of the health law practice group.

Alex Contreras '98 M.A.C.C., who specializes in information technology strategy, architecture and business transformation, joined the global sales and marketing consulting firm ZS Associates as principal

and member of the leadership team in the business technology group. He is based in the firm's Los Angeles office.

◆ **Lloyd Glenden Cato '97 M.S., '97 M.B.A.** joined Visa, Inc. in San Francisco as the senior business leader in charge of global acquirer processing.

◆ **Paul Corens '97 B.S.** was promoted to senior investment analyst with the Arizona Public Safety Pension, where he manages a \$600 million real estate investment portfolio.

◆ **Kim Demarchi '97 B.S., Alberto Olivas '96 B.A.,** ◆ **David Garcia '93 B.A.** and **Frank McCune '92 B.A.** were selected through a competitive process to join the inaugural class of the Flinn-Brown Civic Leadership Academy that initiated in the spring of 2011. The nonpartisan Academy focuses on the issues facing Arizona's leaders today and in the near term and supports the development of the state's future leaders.

Matthew M. Holman '97 B.S., '01 J.D. was elected to the partnership at Squire, Sanders & Dempsey. His practice focuses on corporate finance matters, with a particular emphasis on securities law, corporate transactions and corporate governance.

Tom Dorich '96 Ph.D. published an essay, "Lost on the Prairie: The South Branch of the Chicago River and Bridgeport During Wilderness Days," in the 2010 edition of *The Journal of the West*.

◆ **Peter Gasca '96 B.S.** founded and serves as CEO of Wild Creations, which was recognized as South Carolina's fastest growing company for 2010 by that state's Chamber of Commerce and as a Blue Ribbon Small Business by the U.S. Chamber of Commerce. One of the company's products, the EcoAquarium, was nominated as Toy of the Year by the Toy Industry Association in 2010.

Viktorija Todorovska '96 M.T.E.S.L., '00 Ph.D. authored "The Puglian Cookbook: Bringing the Flavors of Puglia Home," which was released recently by Agate Publishing. Todorovska teaches cooking and wine courses in Chicago.

Shari (Jerde) Aberle '95 M.S.W. was named one of the 2011 Minnesotans on the Move by Finance & Commerce, Minnesota's daily business newspaper. She is a partner at Dorsey & Whitney LLP and specializes in electronic discovery.

Jennifer Walsh Hammer '94 B.S., an associate at the Springfield, Ill., law firm of Giffin, Winning, Cohen & Bodewes, P.C., has been elected to a three-year term on the board of governors of the Illinois State Bar Association.

Jay Statland '94 B.A. earned the Certified Evidence Photographer designation from the Professional Photographic Certification Commission after meeting rigorous requirements for technical



Virginia Gee



Bryan Hargis



Kimberly Ovitt



Robert M. Stanley

competence and code of conduct adherence.

◆ **Shawn Eckert '93 B.S.**, the principal at Excion, recently launched an online calendar, CalendarCruncher, that is designed to simplify and share personal calendars.

Brantlee (Spakes) Richter '93 B.A., '93 B.A., '99 M.S. is a lecturer in the Department of Plant Pathology at the University of Florida.

Shane Stutzman '93 B.S., '00 M.B.A. left St. Augustine, Fla., April 10 on a fund-raising bicycle ride to San Diego. Ride goals included raising \$1 million for research on Parkinson's disease and increasing awareness of the disease. He and his fellow riders arrived in San Diego on May 21.

◆ **Mark Duplissis '92 B.A., '97 M.Ed., '06 Ed.D.** was appointed founding principal for the ASU Preparatory Academy – Polytechnic High School that will open with the 2011-2012 academic year. He is also the incoming president of the board for Tempe Leadership.

Brent Michael Davids '92 M.M. toured with The Mankato Symphony Orchestra and the Maza Kute Singers (Dakota) in May and June to present the Dakota Music Tour 2011, which blended traditional American Indian music with Western classical music to craft a musical response to the Dakota-American events in Minnesota in 1862.

Mark Zachry '92 M.A., an associate professor at the University of Washington, has been awarded the 2011 Jay R. Gould Award for Excellence in Teaching Technical Communication. The award, which honors excellence in teaching to post-secondary educators, was given to Zachry at a summit hosted by the Society for Technical Communication in Sacramento in May. Zachry also runs a directed research group, Communicative Practices in Virtual Workspaces, which focuses on investigating emergent uses of digital technologies to coordinate work activities.

J'lein Liese '91 B.A., founder and president of the Foundation for Global Leadership, led sessions at a first-of-its-kind international summit held in Washington, D.C., and Phoenix during May that had as its goal to collaborate, share and create specific strategies to combat violence against women worldwide. The summit was co-sponsored by the Avon Program for Women and Justice at O'Connor

House, the Diane Halle Family Justice Center at the Sandra Day O'Connor College of Law and Vital Voices Global Partnership.

Kari (Valazza) McCormick '90 B.S. joined Kitchell as business development manager of their Native American division. Her focus is on gaming, healthcare, judicial, community/governmental and infrastructure projects.

Laura Lee Washburn '90 M.F.A. and Jeanne E. Clark '77 B.A., '90 M.F.A., '01 Ph.D., friends since graduate school at ASU, reunited to read their poetry as part of the Pittsburg State University Distinguished Visiting Writers Series last March. Washburn is on the faculty at Pittsburg State, located in Pittsburg, Kan., and Clark is a faculty member at California State University – Chico.

1980s

◆ **Dale Walters '89 B.S.** released his book, "Buying Real Estate in the US: A Concise Guide for Canadians," on Canadians in Scottsdale Appreciation Day, April 20, at an event attended by Jim Lane, the mayor of Scottsdale.

◆ **Patrick McWhorter '88 B.A., '94 M.P.A.; Lisa Urias '86 B.A.; and Nora Hanna '80 M.B.A.** were selected through a competitive process to join the inaugural class of the Flinn-Brown Civic Leadership Academy that initiated in the spring of 2011. The nonpartisan Academy focuses on the issues facing Arizona's leaders today and in the near term and supports the development of the state's future leaders.

Steven J. Karau '87 B.S. has been named the Gregory A. Lee Professor of Management in the College of Business at Southern Illinois University, Carbondale.

Jonathan Sands '86 B.S., previously executive vice president with Patient Advocate Foundation, has accepted the vice president of marketing position at Roush Yates in Mooresville, North Carolina.

Brent Ghelfi '84 B.S. recently announced the release of his latest mystery thriller, "The Burning Lake," by Poisoned Pen Press. Ghelfi's earlier works have been translated into eight languages and

optioned for film.

Ellen Wohl '84 B.S. authored "A World of Rivers: Environmental Change on Ten of the World's Greatest Rivers," which was released recently by the University of Chicago Press. She is a professor of geology at Colorado State University.

Equbalali Charania '83 Ph.D. recently received a 25-year service award from the city of Phoenix, where he is an engineering supervisor with the Street Transportation department.

Virginia Gee '82 B.S., a Coldwell Banker Residential Brokerage agent in Scottsdale, Ariz., was voted "Best of the Valley 2011" in an annual ranking sponsored by Arizona Foothills Magazine.

◆ **Bryan Hargis '82 B.S., '87 B.S.** was appointed Chief Executive Officer of St. Luke's Sugar Land Hospital in Sugar Land, Texas.

Richard Goodstein '81 M.M., '84 Ph.D. has been named dean of the College of Architecture, Arts and Humanities at Clemson University following a national search. He had served as interim dean since June 2010.

◆ **Kimberly Ovitt '81 B.A.** was appointed senior vice president of public relations at St. Jude Children's Research Hospital in Memphis, Tenn. She will oversee public relations and communication strategies for the hospital.

Robert M. Stanley '81 B.S.E. was named a senior associate in Gannett Fleming, an international planning, design and construction management firm. He is based in Phoenix and is a project structural engineer and principal of the NSB Group.

Irene S. Jacobs '81 M.S.W., executive director of the Avon Program for Women and Justice at the O'Connor House, participated in a first-of-its-kind international summit held in Washington, D.C., and Phoenix during May that had as its goal to collaborate, share and create specific strategies to combat violence against women worldwide. The summit was co-sponsored by the Avon Program for Women, the Diane Halle Family Justice Center at the Sandra Day O'Connor College of Law and Vital Voices Global Partnership.

Photo by Kim Coffman



Maureen Hackett (at right)



Bruce Muller



Spalding (Bunny) Olmsted

1970s

Douglas Egerton '79 B.A. was named 2011-2012 Mary Ball Washington Chair, which is a Fulbright distinguished teaching chair, at the University College of Dublin. His fifth book, "Year of Meteors: Stephen Douglas, Abraham Lincoln and the Election That Brought on the Civil War," was published recently by Bloomsbury USA.

◆ **Tara M. Plese '78 B.A., '84 M.P.A.** recently received the Elizabeth K. Cooke Advocacy MVP Award from the National Association of Community Health Centers at its 36th Annual NACHC Policy and Issues Forum in Washington, D.C. Plese is director of government and media relations for the Arizona Association of Community Health Centers.

◆ **Maire Simington '76 M.A., '03 Ph.D.**, was recently elected as the Regent for Arizona to the American College of Healthcare Executives. She is the director of care management services at Banner Health in Phoenix and is the immediate past president of Arizona Healthcare Executives.

◆ **Maureen Hackett '76 B.A.E.** was honored by Crisis Intervention of Houston, Inc. for her years of service to the community. Her frontline efforts to combat the stigma and health concerns surrounding mental illness and her success as a fundraiser were highlighted.

Cathy Rymer '74 B.A.E. was appointed to the board of directors of the Arizona Community Tree Council. She will serve as secretary of the board.

Richard A. Smith '74 B.A.E. retired in July 2010 as field attorney for the Phoenix office of the National Labor Relations Board after 19 years of government service. He serves currently as spokesperson for the Phoenix chapter of Veterans For Peace.

Catherine (Cathy) Stafford '74 B.A., '79 M.A., '87 Ed.D. was named 2010-2011 Arizona School Administrators All Arizona Superintendent of the Year for Large Districts. She is the superintendent of the Avondale Elementary School District in Avondale.

Dave Cutty '73 B.A.E., '78 M.A.E., president and CEO of the Centers for Habilitation in Tempe, was honored by the city of Tempe and the Tempe Community Council with the Pride of the City Award, in recognition of his dedication and many contributions to the community and to the lives of people with significant disabilities.

Gary Lewis '73 B.S., '74 M.B.A., a leader in higher education in Northern California, recently retired as president of Shasta College after more than 35 years of service to the institution.

Dan O'Hanlon '73 J.D. retired as circuit judge after serving 26 years. He is now vice chancellor for technology for the West Virginia Higher Education Policy Commission and director of WVNET, the state's Internet service provider.

Jay Phyfer '73 M.F.A. was named the 2011 Outstanding Faculty Member at Virginia Intermont College, Bristol, Va., where he founded, chaired and served as professor in the photography and digital imaging program. He has been with the college for 38 years.

◆ **Linda Spears '72 B.S.** signed and discussed her new book, "Tempe (Then and Now)," with co-author Frederic Wildfang at the Tempe Center for the Arts in March.

◆ **Mary Bryan Curd '71 M.A., '07 Ph.D.** recently announced the release of her book, "Flemish and Dutch Artists in Early Modern England: Collaboration and Competition, 1460-1680," by Ashgate.

Allan McArtor '71 M.S.E., chairman of Airbus Americans, Inc., oversees the activities and strategy of Airbus in the United States, Canada and Latin America in several key areas.

Bruce Muller '70 B.S. was honored by Smart Practice, Inc., for 20 years of significant contributions to the growth and business plans of their veterinary, dental and pet products business units.

1960s

Don Sharpes '69 Ph.D., professor emeritus at ASU and senior visiting professor at Wolfson College, Cambridge University, was awarded his fourth Fulbright to Ma Chung University in Malang, Indonesia, to assist in institutional development.

Spalding (Bunny) Olmsted '68 B.S., '72 M.S., president and CEO of the Spalding Group, was selected to co-chair a statewide committee for the design and distribution of a domestic violence awareness poster for "Speak Out Against Domestic Violence" campaign of the Avon Program for Women and the O'Connor House. She was elected recently as the national president of the Guardian Angels Network, a nonprofit organization that benefits children and young adults with rare or unexplained diseases.

William Salomone '66 B.A., co-author of "The Writer's Response: A Reading-Based Approach to Writing," recently released the fifth edition of this textbook, which is published by Cengage Learning.

1940s

Willis Peterson '49 B.A., renowned wildlife photographer, showcased his work at Phoenix College's Eric Fischl Gallery in March. The images from the Southwestern deserts and Arctic region were a portion of a larger exhibit that premiered at the Heard Museum in 1973 and that has appeared since then in museums and galleries nationwide, including the Museum of Natural History in New York, the National Wildlife Gallery in Washington, D.C., and the Wildlife Experience Museum in Colorado. Peterson has photographed nature and wildlife around the world and his work

has appeared in National Geographic, National Wildlife, Audubon Magazine, Natural History and Arizona Highways. He is known also for his work as an author and teacher.

1930s

Hugh West '39 B.A.E. welcomed the publication of his book (with John Scura), "Recon Trooper: A Memoir of Combat with the 14th Armored Division in Europe, 1944-1945," with a signing party in Sherman Oaks, Calif. The book was released in 2010 by McFarland & Company Publishers, and

provides a gripping, first-hand look at the stateside training and wartime experiences of U.S. armor and infantry soldiers in Europe during World War II. For his efforts with U.S. Forces in Germany during World War II, West received two Bronze Stars, two Purple Hearts, a French Liberator decoration and a Combat Infantryman's Badge. A life-long educator, West is also the recipient of the Freedom's Foundation at Valley Forge: 1967 American Educators Medal and the 1998 George Washington Medal. He celebrated his 95th birthday in April in Sherman Oaks.

Flying high

Marcy Steinke '94 M.H.S.A.

Col. Marcy Steinke was attired in a fitted black formal dress with a touch of satin. But on her way out to the Marine Corps Ball, she heard the familiar ring of her classified phone. So she slipped off her heels and went to work coordinating the logistics of responding to an international crisis.



As director of the Operations Directorate for the White House Military Office, relinquishing nights and weekends—and 12-14 hours of your work day—is a matter of routine. "That's the detriment but truly the fun of it," said Steinke.

Steinke held the post from 2008 to 2011, helping to coordinate all equipment and personnel for the president's travel—Secret Service, communications, potential hazards at destinations. "In essence, (we) provide a traveling White House for the president and vice president," explained Steinke, who also partnered with Air Force One, the official presidential helicopter, Marine One, and military organizations around the world to complete her assignments.

She orchestrated more than 3,600 missions on six continents, and was part of the White House leadership that guided the changeover between the Bush and Obama administrations. Steinke said directives from then-President George W. Bush indicated that he considered the handoff to be the most important changeover between presidential administrations in history, and he expected it to be handled smoothly.

Steinke retired in June, ending a 25-year defense career in the White House, Congressional Legislative Affairs and the U. S. Air Force, where she was the first pilot to land in Tuzla, Bosnia, for NATO's 1996 Joint Endeavor peacekeeping operation.

Originally commissioned to active duty through ROTC as a nurse, Steinke graduated from ASU in 1994 with a Master of Health Service Administration degree from the W. P. Carey School of Business. Pursued originally because candidates for the rank of major are required to have a master's degree, the experience gave Steinke a broad love of learning that she's carrying with her into the next part of her life. She wants to learn sign language and is interested in sustainability and renewable energy.

"I don't want to just do what's expected of an Air Force pilot colonel who's retiring. It's time to go figure out something new and exciting to do," she said.

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

SUN DEVIL MARRIAGES



◆ **Sabreena Sorrell '09 B.A.** and **Daniel Dominguez '09 B.A.** were married Oct. 16, 2010, in South Burlington, Vt.



◆ **Brittney (Scott) Kaufmann '05 B.A., '09 M.R.E.D.** and **Scott Kaufmann '03 B.S., '03 B.S., '09 M.R.E.D.** were married Dec. 31, 2009, in Tempe, Ariz.



◆ **Peter Gasca '96 B.S.** and **Flyura Gasca** were married on Oct. 2, 2009, in Myrtle Beach, S.C.



Jeffrey S. Schleff '79 B.Mus. and **Rita Berendt** were married on Jan. 11, 2011, in Mundelin, Ill. The couple resides in Island Lake, Ill., with their three dogs — Ozzy, Tank and Tory.



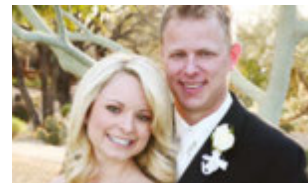
◆ **Chris Krygier '06 B.S., '10 M.B.A.** and ◆ **Tara (Spackeen) Krygier '10 M.B.A.** were married Oct. 23, 2010, in Puerto Penasco, Mexico.



Jordan Cole '06 B.A. and **Keegan Rehfeldt '08 B.S.D.** were married on March 4, 2011, in Vail, Colo.



◆ **Abby C. Ziegler '09 B.S.N.** and **Wesley J. Anderson '10 B.Mus.** were married on Jan. 8, 2011.



Lindsey (Bridges) Gubler '03 B.A. and **Justin Gubler** were married March 12, 2011, at the Boulders Resort in Carefree, Ariz.

◆ **Lynn Williams '61 B.A.E.** and ◆ **Warden Williams '71 B.A.E., '75 M.A.E.** were married on May 1, 2009.

SUN DEVIL BIRTHS



Briley Jaymes Golladay and **Brayden Joseph Golladay** were born on May 12, 2009, to **Joyce Golladay '08 M.Tax.** and **James Golladay**.



Griffin Jeffrey Genant and **Josie Marie Genant** were born to **Jeff Genant '93 B.S.** and **Lisa Genant** on Jan. 15, 2011. The family is at home in Charlotte, N.C.



Abigail Kathleen Keating was born to ◆ **Trish Thiele-Keating, '03 B.A.** and ◆ **Ryan Keating '03 B.A.E.** on March 10, 2011. The family is at home in Gilbert, Ariz.



Hadley Piper Keighron was born to ◆ **Tamara (Brewer) Keighron '98 B.S.** and ◆ **Timothy Keighron '98 B.S.E.** on March 26, 2011, in Detroit, Mich.



Everest Sebastian Bast was born to **Steven E. Bast '98 B.S., '05 M.B.A.** and **Valerie M. Bast** on April 6, 2010.



Amina Rose Gasca was born to ◆ **Peter Gasca '96 B.S.** and **Flyura Gasca** on April 29, 2011, in Myrtle Beach, S.C.



Anton Daniel Veres was born to **Daniel Veres '97 B.A.** and **Sharry Veres '07 M.H.S.M.** on March 16, 2011, in Phoenix, Ariz.

Slade Rano Theodore Bluestein was born to ◆ **Keith Bluestein '83 B.S.** and **Stacy Bluestein** on March 4, 2011.

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2. Online

alumni.asu.edu/join

3. Call

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You may redeem your points when you reach an award level, or you may accumulate your points to redeem for a larger prize.

Visit the website alumni.asu.edu/join/devil2devil for complete rules and regulations. You also can download and print a membership application form, link to the online application form, access tools like a sample solicitation letter, "10 Reasons to join the ASU Alumni Association" and more.

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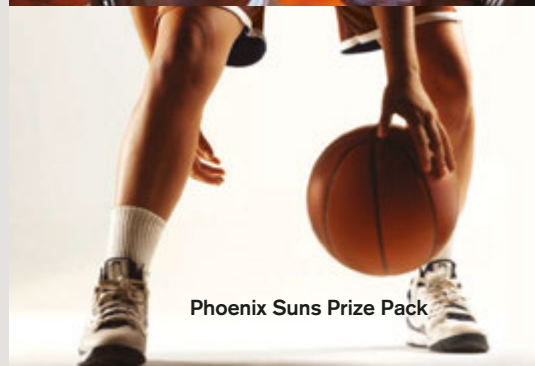
Massage Envy Gift Certificate



Arizona Grand Resort gift certificate



Dinner at Monti's La Casa Vieja



Phoenix Suns Prize Pack



Photo Credit: Photo courtesy University Archives, Arizona State University Libraries.

Palm Walk leaves a lasting impression

One of the oldest, and most iconic, thoroughfares on the Tempe campus is Palm Walk, which marked the eastern border of campus for many years. Mexican fan palms were planted on the north end of the walk, which aligns roughly with Normal Avenue, as early as 1916; palms on the south end of the straightaway were put in place in 1930. This photo of the walk dates from the mid-1960s.

There are more than 100 palms on Palm Walk, and tree heights range from 70 to 90 feet. The walk has become the most photographed location on campus. In the 1980s, the north end of Palm Walk was connected to the other side of University Drive by a pedestrian bridge.

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