

University shines with solar power initiatives

THE MAGAZINE OF ARIZONA STATE UNIVERSITY

DECEMBER 2011 | VOL. 15, NO. 2

Defending against data disaster



ASU researchers work to prevent cyber catastrophes



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THE MAGAZINE OF ARIZONA STATE UNIVERSITY

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HIGHLIGHTS

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Today, simply building a successful company is not enough for many budding entrepreneurs at ASU — they want to start a venture that also makes a difference. For these Sun Devils, business is about meeting both a market need and a personal need to improve society in some way.

32 Defending Against Data Disaster

In the cynical, glass-half-empty world of information security, the thinking is: anywhere there are computers, there can be challenges by data hackers. And computers are (or soon will be) everywhere. There is no easy fix to resolve these threats, but researchers at ASU are working on a variety of solutions to manage the technology that is rapidly becoming an integral part of our everyday life.

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Conversations about place are often the fodder of blind dates and the first day of class. It is also the theme of Project Humanities, a university-wide initiative that aims to demystify the humanities and highlight the field's contributions to society.

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Dr. Christine Wilkinson discusses top stories and upcoming events.

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President's Letter

This fall, the ASU Alumni Association has been engaging alumni through events, programs and our network of chapters, clubs and connection groups, as well as providing services that assist alumni at key points in their lives. Additionally, we've been busy with student programming through the Student Alumni Association and the Senior Year Experience as we connect with students on all four campuses.

We hosted three successful Sparky's Touchdown Tailgates at the away games against Illinois, Utah and UCLA, as well as game-watching tailgates at locations from coast to coast. Before the Oregon game, we hosted a special reception with Sun Devil Athletics featuring ASU President Michael M. Crow for alumni living in the Portland area. We recognized friends and supporters of the university through our Homecoming Awards, and celebrated the legacy of former football Head Coach Frank Kush and his teams at our Homecoming Legends Luncheon in October. Alumni Career Resources offered Sun Devils many opportunities to learn and grow professionally, including career coaching sessions, networking mixers and seminars on successful career transitions and how to achieve work/life balance.

When alums can't connect in person, we hope you stay engaged with us online through our new website or any of our social media communities on Facebook, LinkedIn and Twitter. These tools allow you to stay up-to-date on the latest from the Alumni Association as well as ASU news no matter where you are around the world!

In this issue of ASU Magazine, we take a look at business-based efforts to achieve socially desirable goals through what is known as social entrepreneurship. ASU is already a leader in this rapidly emerging field – and as proof of that, three of the five finalists for Entrepreneur magazine's "College Entrepreneur of the Year" contest were ASU students or alums. We also have a feature that recaps the first year of Project Humanities, an important university initiative; and a report on what university researchers are doing to improve the safety of computer data.

As the year draws to a close, I would like to take this opportunity to thank those of you who are dues-paying members of the Alumni Association. Your membership dues support programs for current and prospective ASU students, fund events and activities for fellow alumni, and help advance the mission of the university. If you haven't become a member, I invite you to take the opportunity to do so before the end of the year as your dues may be tax deductible. We appreciate your support of our efforts to serve and unite ASU alumni in 2011; here is to a successful 2012 for us all!

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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Global glory

ASU climbs in a ranking of the best universities in the world

Arizona State University has moved up in the rankings of the top 100 universities in the world and is now rated 78th on that list, which is compiled by the Center for World-Class Universities at Shanghai Jiao Tong University in China.

The Academic Rankings of World Universities (ARWU) is considered one of the two most prominent world university rankings, along with the Times Higher Education World University Ranking. The university first entered the Academic Rankings of World Universities in 2003 and achieved top 100 status in 2006. Since that time, ASU has moved up steadily each year. The university was 94th in 2009 and 81st in 2010.

The top five universities in the rankings list are Harvard, Stanford, the Massachusetts Institute of Technology, the University of California at Berkeley and the University of Cambridge in England. ASU ranked 22nd among all public universities in the United States.

In addition to the overall ranking, ASU was highly ranked in several other categories by general scientific field and subject matter:

- 21st in economics/business (subject)
- 23rd in the social sciences (field)
- 51st in computer science (subject)
- 52nd in engineering/technology/computer science (field)
- 76th in physics (subject)

As opposed to lists like U.S. News & World Report rankings that predominantly measure average SAT scores of incoming freshmen, selectivity, average faculty compensation or student to faculty ratio, the ARWU rankings measure outcomes – the achievements of alumni and faculty.

To learn more about ASU's place in the ARWU rankings, visit <http://www.shanghairanking.com/ARWU2011.html#>.



Christiane Amanpour, award-winning foreign correspondent and anchor of ABC's "This Week with Christiane Amanpour," accepted the Walter Cronkite Award for Excellence in Journalism at a luncheon ceremony on Nov. 17.

ABC'S CHRISTIANE AMANPOUR ACCEPTS 2011 CRONKITE AWARD

Christiane Amanpour, the award-winning foreign correspondent and anchor of ABC's "This Week with Christiane Amanpour," accepted the Walter Cronkite Award for Excellence in Journalism at a luncheon ceremony on Nov. 17 at the Sheraton Phoenix Downtown Hotel.

"This is an extraordinary honor," Amanpour said from her New York office shortly after her honor was announced. "I met the great man and benefitted enormously from his wisdom. He was known as 'Uncle Walter' to generations of Americans, because he won their trust with his unwavering integrity and by remaining rooted in real reporting. I also admire his phenomenal career as a war correspondent. His legacy is one that we should all strive to uphold and protect."

Before joining ABC News last year, Amanpour was an international correspondent for CNN for 20 years. She specialized in reports from some of the globe's most dangerous regions, including war-torn areas such as Iraq, Afghanistan, Iran, Pakistan, Somalia, the Palestinian territories, Rwanda and the Balkans.

She has interviewed dozens of world

leaders, including the presidents of Iran, Pakistan, Afghanistan, Sudan, Syria, Rwanda, Uganda, South Africa, Nigeria and France as well as Palestinian leaders Yasser Arafat and Mahmoud Abbas, former Israeli Prime Minister Ehud Barak and former British Prime Minister Tony Blair.

Amanpour has been recognized with broadcast journalism's top honors, including nine Emmy Awards, four George Foster Peabody Awards, three duPont-Columbia Awards, two George Polk Awards, the Courage in Journalism Award and an Edward R. Murrow Award.

"Christiane Amanpour is a terrific role model for journalists around the globe as well as our young journalists here at the Cronkite School," said Cronkite Dean Christopher Callahan. "She has a remarkable combination of tremendous courage in the face of grave danger, the intelligence to unravel complex geopolitical stories, and an unswerving passion for the truth. We're thrilled that Ms. Amanpour will be our next Cronkite Award recipient."

Amanpour follows her ABC News colleague, Diane Sawyer, who won the Cronkite Award in 2010 and broadcast "World News with Diane Sawyer" for two consecutive nights atop the Cronkite building in downtown Phoenix. Other Cronkite Award recipients have included TV anchors Brian Williams, Jane Pauley and Tom Brokaw, newspaper journalists Ben Bradlee, Helen Thomas and Bob

Woodward, and media executives Katharine Graham, Al Neuharth and Bill Paley.

CHEMICALS USED TO FIGHT PESTS MAY AFFECT HUMAN DEVELOPMENT

While an arsenal of chemicals have been used to effectively battle noxious pests in the 20th and 21st centuries, the costs to human health from pesticide exposure have not received adequate scientific attention. Rolf Halden, a researcher at Arizona State University's Biodesign Institute, joined forces with key collaborators from other major research institutions to study two particularly pervasive pesticides, examining their levels in utero and the effects of these chemicals on newborns. The group's research recently appeared in the journal *Environmental Science & Technology*.

Due to the widespread use of pesticides, humans are exposed to an assortment of these chemicals throughout their lives. Chlordane and permethrin, two common chemicals, are the focus of Halden's multi-institutional team involving ASU, Johns Hopkins University, the National Cancer Institute and Emory University.

Chlordane, having been identified as a likely human carcinogen, was banned from use in 1988. It remains a human health issue long after its discontinued use, however, as it is known to persist in the environment.

Permethrin, known as a pyrethroid insecticide, doesn't share chlordane's long-term persistence in the environment, but is nevertheless of serious health concern. It is one of the most broadly used pesticides today — applied for commercial and residential insect control for food and feed crops, on clothing and as part of mosquito abatement programs.

Working in conjunction with the Center for Disease Control and Prevention, Halden and his collaborators set out to investigate whether in utero exposure to chlordane or permethrin is associated with changes in cytokine levels at birth. Cytokines are signaling proteins that play a critical role in the immune system, particularly during the processes of inflammation and infection.

Halden and his colleagues measured



Rolf Halden, a researcher at ASU's Biodesign Institute, studied two particularly pervasive pesticides, examining their levels in utero and the effects of these chemicals on newborns.

serum levels of nine cytokines in newborns, comparing these with recorded birth weight, length, head circumference and gestational age. Results of the study showed a clear correlation between higher chlordane concentrations and lower levels of a particular cytokine, labeled IL-12. This cytokine is linked with an inflammatory immune response and its reduced levels suggest impairment of this response. The team concluded that such changes in IL-12 could be associated with a decreased ability in newborns to resist infection or combat tumor formation.

Permethrin levels in serum also were associated with cytokine alterations, though in this case, levels of the cytokine IL-10 decreased in response to the pesticide. The results of the study represent the first compelling association between chlordane and permethrin exposure and levels of inflammatory cytokines in the fetus.

UNIVERSITY THINK TANK AIMS TO AID CONSTRUCTION INDUSTRY RECOVERY

Historically, the United States has never recovered from an economic downturn without a corresponding resurgence of the construction industry. With 10 percent of American jobs dependent on the construction and related design industries, effective strategies to spark the recovery of these sectors have been deemed essential by experts.

The Alliance for Construction Excellence (ACE) at Arizona State University has been studying the impact of the extended economic recession on the construction industry with the goal of helping it chart a path toward renewed prosperity.

As part of its work, ACE has hosted a series of think tank sessions, bringing together industry leaders from around the country to address questions pertinent to that goal. Determining answers to those questions is crucial if the construction industry is to help the country with an economic rebound, says Gary Aller, director of ACE, the outreach arm of the Del E. Webb School of Construction Programs, a part of the School of Sustainable Engineering and the Built Environment in ASU's Ira A. Fulton Schools of Engineering.

"The recession has altered our industry's methods of delivering its services, changed business owners' attitudes and reduced profit margins," Aller says. "The balance of power has shifted into a buyer's market in which owners are driving contracting methods and influencing the construction process."

ACE research professor Thomas Schleifer says the failure of decision making and business planning that is slowing recovery "is not due to bad historical data or poor planning processes, it is erroneous assumptions about the external business environment in which the industry is operating today. We want to take the uncertainty out of the process of devising strategies to dig out from the market downturn."

At an inaugural think tank session earlier this year, Aller, Schleifer and other think tank participants identified numerous areas in which the industry's business models need to be reformulated if recovery is to proceed. The major challenges include the impact of technological advances, diminishing workers' skill levels, labor shortages, credit and financing uncertainty and reduction of union influence.

Aller said he was hopeful ACE could provide the construction industry with the blueprint it needs to move forward.

"We want to provide the industry the data and the guidance it needs to develop informed strategies to deal with what appears to be an uncertain future," Aller said.

INNOVATIVE SOLAR STRUCTURE TO SHADE TEMPE'S LOT 59

Visitors to Arizona State University's Tempe campus soon may be able to park in the shade when leaving their car in a popular lot adjacent to Sun Devil Stadium thanks to an innovative, patent-pending solar structure design that is expected to generate 2.1 megawatts of electricity.

This groundbreaking solar installation project marks the first partnership between ASU and NRG Solar, a subsidiary of NRG Energy, Inc., which is expanding its portfolio of solar renewable energy projects in Arizona.

The 5.25-acre PowerParasol™ design will cover 800 parking spaces in lot 59, the



university's largest blacktop surface parking lot, which is adjacent to Packard Stadium. In addition to shaded parking, the 24-foot-high PowerParasol™ will provide nighttime lighting for better security and will allow some natural light to shine through.

The initial PowerParasol™ project is the vision of Arizona-based Strategic Solar Energy, LLC. Construction on the structure began in August and is expected to be completed before the end of 2011.

Within the 25-year, \$10.5-million agreement, NRG will own and operate the PowerParasol™; ASU will pay flat electricity rates during that term and should experience reduced electricity costs within three to four years. The university also has the opportunity to reduce further the total project cost through the implementation of revenue streams including the ability to generate advertising income made possible from signage that can be displayed on eight-foot-wide lateral structural supports that stabilize the PowerParasol™.

Cell phone antennas, security cameras, and vehicle electrical charging stations also can be incorporated into the PowerParasol™ design.

NEW PROGRAM EQUIPS SPECIALISTS TO HELP YOUNGSTERS WITH HEALTH CHALLENGES

A new Child Life Certificate program at ASU will educate students on the topics of child development and play in order to prepare them to promote effective coping among children who face health challenges.

Students who desire a career in Child Life have the opportunity to complete a certificate containing coursework that

meets a portion of the national certification eligibility requirements outlined by the Child Life Council. The certificate is a collaboration between the School of Community Resources and Development in the College of Public Programs and the School of Social and Family Dynamics in the College of Liberal Arts and Sciences.

Jennifer Rogers, a child life specialist and recreational therapist, has been hired to teach the new Play in Child Life course being offered this fall. She is currently the clinical resource coordinator for Ryan House, a pediatric palliative care program, and has worked in the Valley for more than 15 years at Mayo Clinic and Phoenix Children's Hospital.

For more information on the certificate program, visit <http://www.asu.edu/clas/ssfd/childlife/index.html>.

W. P. CAREY SCHOOL OF BUSINESS REVAMPS MBA CURRICULUM



Robert Mittelstaedt

Already recognized as one of the top business schools in the nation, the W. P. Carey School of Business at Arizona State University is now building on its achievements with an update of its Master's of Business Administration (MBA) curriculum. The changes are based heavily on feedback from successful business leaders and alums. The objective is to better prepare MBA grads for the tough job market and evolving business environment, now and well into the future.

"We focused on three areas significantly shaping the business world right now," said Robert Mittelstaedt, dean

of the W. P. Carey School of Business. "We are changing the way students learn and apply world-class practices in leadership, the global marketplace and critical thinking/decision-making across all business subjects, so graduates can immediately add value in the real world. Every CEO will tell you that great technical skills won't overcome a lack of leadership in career success."

The school's executive MBA program will have one of the most forward-thinking leadership sequences at any business school. It will begin with a 360-degree peer review process for every student, followed by creation of a customized professional development plan, participation in a high-impact leadership course, real-time feedback from members of their own companies, individualized meetings with an executive coach, leadership skills workshops, a thought leadership speaker series with prominent business leaders, and a final 360-degree review at the end of the program.

The school's full-time MBA students also will take part in leadership activities spread throughout their two-year program, including peer reviews and required organizational leadership training. They will participate immediately in personal-branding lessons, resume workshops and mock job interviews. They also will take a required business communications class, since company officials have emphasized how much this is needed for business graduates.

Besides adding extra depth to its leadership experience, the evening MBA program is also supplementing classroom work with technology-driven components, including podcasts, simulations and multimedia tools.

To emphasize the increasing worldwide connectivity of businesses, global business cases will play a larger role in all courses and MBA formats. Because of interest in new business ventures and creating more entrepreneurial cultures in large organizations, an entrepreneurship class will be required for all full-time and executive MBA students. Every full-time MBA student will be required to help create a business plan.

For more information about the MBA programs offered at the W. P. Carey School of Business, visit <http://www.wpcarey.asu.edu/mba>.

CRONKITE PROFESSORS DEVELOP MULTIMEDIA JOURNALISM TEXTBOOK

Professors from the Walter Cronkite School of Journalism and Mass Communication at Arizona State University have developed a new textbook for college students pursuing broadcast journalism. The book was introduced to the classrooms of journalism schools across the country this fall.

"NewsNow: Visual Storytelling in the Digital Age" is an introduction to broadcasting in all its forms, combining disciplines that have traditionally been segmented. It looks at the industry not just as television anchoring, producing and reporting but also includes publishing online media content, engaging in social media interaction and other realities of today's newsroom.

"These days, students are being asked to do all these functions," said Cronkite assistant dean and news director Mark Lodato, one of the book's authors. "'NewsNow' is able to put these realities in perspective for a young audience and give them an easy road map to success."

The text authors are Lodato, Cronkite News Service broadcast director Sue Green, Cronkite global initiatives director B. William Silcock and former Cronkite associate professor Carol Schwalbe. Multiple Cronkite professors and adjunct faculty also contributed their expertise.

"NewsNow" is published by Pearson and contains a foreword by Steve Capus, president of NBC News. The authors have set up a Facebook page and other online components where students and professors can interact and updates may be added.

EXPERT IN EDUCATIONAL GAMING JOINS ASU FACULTY

If you want to inspire children to learn, start by helping them understand that what they are learning will enable them to change the world.

This philosophy drives the work of Sasha Barab, recently hired by ASU as the Pinnacle West Presidential Chair in Teacher Education and a Founding Senior Scientist and Scholar in ASU's Learning Sciences Institute.

"We are excited to have Dr. Barab join Mary Lou Fulton Teachers College because as a learning scientist, he defines cutting-edge ways children can learn through technology," said Mari Koerner,

dean of the Teachers College.

"Internationally known for his work in developing the education game 'Quest Atlantis,' he uses his knowledge of science, gaming and psychology to create a virtual world where children persist to find solutions to problems."

According to Barab, today's teachers need tools beyond textbooks to engage children. The "Quest Atlantis" project, for which he serves as principal investigator, creates scenarios enabling students to explore and engage in meaningful endeavors in which the actions they take affect outcomes for themselves and others. It has been used by teachers and their students around the world.

"Rather than lecturing to students

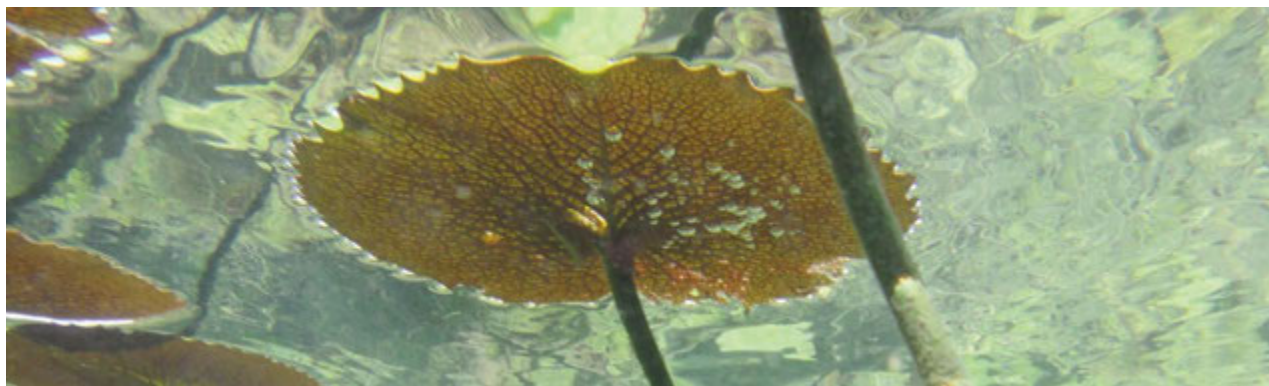
about topics like erosion, water quality and pH levels, we can immerse them in a video game where they are working to determine why fish are dying, and the other non-player characters we place in the game treat them with admiration and hope," Barab said. "Students get to 'try on' the role of scientist and see themselves as potentially having that future."

Video games are becoming the dominant storytelling medium of the 21st century, according to Barab. "More than trivial entertainment, play in these video games involves taking on new identities and being able to transform the game world itself," he said.

Barab comes to ASU from Indiana University, where he was the Barbara

Jacobs Chair of Education and Technology and director of the Center for Research on Learning and Technology. He spent time last year in Australia through a Fulbright grant, working with aboriginal communities to develop games that made important aspects of their culture salient to the world.

The Learning Sciences Institute is a university-wide initiative designed to foster collaboration among ASU researchers and to provide support for investigators who conduct externally funded research on learning, the conditions and behaviors that influence it, and innovations that can maximize it. Details are available at <https://lsi.asu.edu/home>.



ASU's School of Life Sciences has been ranked among the world's best in biological sciences, according to Quacquarelli Symonds, a higher education and careers research company based in the United Kingdom.

Only natural

University ranked among the world's best in biological sciences

ASU's School of Life Sciences (SOLS), has been ranked 21st in a list of the world's top 100 universities for medicine, biological sciences and psychology compiled by Quacquarelli Symonds (QS), a leading international higher education and careers research company based in the United Kingdom. The rankings were based on an examination of faculty publications and their citation by other academic professionals, peer-review recommendations and employer rankings. The accolade places ASU between Princeton University (#19) and the University of Chicago (#20), and just ahead of ETH Zurich Swiss Federal Institute of Technology (#22).

SOLS, which was created in 2003, sprang from a strategic merger of three separate life science departments and a group of philosophers and historians of biology to form one cohesive, more flexible biological sciences collective. The school has attracted top-ranked job candidates, including international experts and rising stars from emerging fields.

The school promotes its strong undergraduate research experiences, and since 2003, enrollment in ASU life sciences majors has increased from 1,357 to nearly 2,700 students. Incoming freshmen include steadily climbing numbers of women (57 percent) and minorities (37 percent).

Robert E. Page Jr., founding director of the School of Life Sciences and currently vice provost and dean of the College of Liberal Arts and Sciences, noted that the ranking confirmed the realignment of the school to more closely reflect ASU President Michael Crow's New American University design imperatives.

"There is a larger story here (beyond the ranking itself) about the impact of an entrepreneurial culture, institutional upgrades in classroom technologies and approaches and advancement of research partnerships across disciplines and with businesses, locally and globally," Page noted.



Students sort through trash for recyclable items at the 2009 Dumpster Dive event at ASU's West campus. Activities such as these have earned Arizona State University a STARS Gold rating from the Association for the Advancement of Sustainability in Higher Education.

Seeing stars

University wins gold rating from higher-ed sustainability group

ASU's efforts to lead by example in the area of sustainability were recognized earlier this year by the Association for the Advancement of Sustainability in Higher Education (AASHE), which awarded the university its STARS® Gold rating.

STARS®, which stands for the Sustainability Tracking, Assessment & Rating System, is a transparent, self-assessment tool that colleges and universities use to gauge their progress toward sustainability goals. Institutions report their achievements in three general areas: education and research; operations; and planning, administration and engagement. ASU earned its highest number of points in the planning, administration and engagement category.

The university's plan to achieve its sustainability goals spans all university functions — research, curriculum, outreach and engagement programs, and operational efforts. It has four principal operations goals:

- Achieving carbon neutrality
- Achieving zero solid/water waste
- Promote active engagement in the sustainability process
- Participate in principled practice of sustainability techniques

ASU earned STARS® credits for its Carbon Neutrality Action Plan and its overall sustainability plan. The university's Campus Metabolism website, which shows energy consumption for a number of ASU facilities in real time, and the School of Sustainability's minor in sustainability, which is available to undergraduates in any degree program, also added credits to the university's total.

Ray Jensen, associate vice president of university business services and the university's sustainability operations officer, said, "This STARS Gold rating is especially meaningful to the university as it is a testament to all of our many change agents here at ASU... their individual and collective efforts are being recognized."



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Elizabeth "Betty" Capaldi (center), ASU executive vice president and provost of the university, cuts the ribbon at the Pat Tillman Veterans Center grand opening in August.

Serving with honor

Pat Tillman Veterans Center opens at ASU

Arizona State University has opened a new center for military veterans on the Tempe campus, named after one of its most renowned student athletes, Pat Tillman, who died serving his country in Afghanistan.

The Pat Tillman Veterans Center is a 3,340-square-foot facility located in the lower level of the Memorial Union on the Tempe campus. It will provide a single point of contact for ASU veterans and their dependents. The center will coordinate academic and student support services to promote a smooth transition from the military, provide assistance for veterans benefits, deployments, information, and referrals, as well as offer a place where veterans can gather for study groups and social activities.

The center opened shortly before the academic year began in August. Hundreds of dignitaries, veterans and community members attended the opening, including Tillman's brother, Kevin, and his family, a number of local, state and national-level lawmakers, and several high-ranking military officials.

Pat's widow, Marie, who was unable to attend, contributed a statement that was read at the opening ceremonies.

"It is important for university campuses to acknowledge that the transition veterans experience when returning to school is unlike that of most students," she stated. "They face unique challenges related to financial aid, adjusting to campus life, and face a general lack of understanding of their experience by their classmates. In addition to offering innovative academic support and resources, the Veterans Center will address these needs by providing a place where veterans can find a strong sense of community on campus.

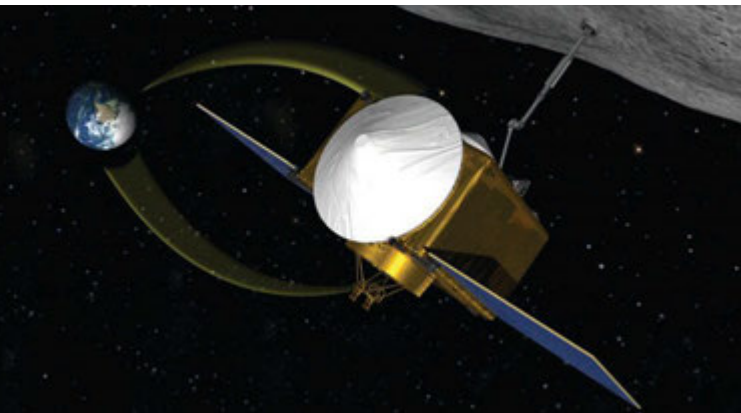
"Today, Arizona State is not only honoring Pat by opening the Pat Tillman Veterans Center," she continued, "rather it is honoring all veterans and military families by ensuring they have direct access to the assistance and resources they need to achieve their personal, educational and career goals."

ASU's student body includes 1,391 veterans and 387 veteran dependents.

The university was named a "Military Friendly School" by G.I. Jobs magazine for the last two years and was named one of the top 30 "Best for Vets: Colleges 2010" by the Military Times Edge magazine. ASU was also chosen as one of the first eight institutions to be part of the Veterans Administration's pilot program, VetSuccess on Campus.

Earlier this year, the ASU Alumni Association launched a Veterans chapter as part of a larger plan to support veterans on campus and promote more interaction between all veterans.

For information on ASU's programs and support services for veteran students, visit <http://students.asu.edu/military> or call ASU Veterans Services Program Manager Christian Rauschenbach at 480-965-7723. For information about the Veterans chapter of the ASU Alumni Association, visit <http://alumni.asu.edu/chapters/veterans>.



A thermal emission spectrometer for the OSIRIS-REx mission to be launched in 2016 will be the first complex electro-optical instrument for spaceflight to be built at ASU.

Rendezvous with an asteroid

ASU to build mineral survey instrument

A newly announced NASA mission to collect a sample of an asteroid and return it to Earth will utilize an instrument built at Arizona State University's School of Earth and Space Exploration (SESE). The instrument will analyze long wavelength infrared light emitted from the asteroid to map the minerals on its surface.

The new asteroid sample-return mission is called OSIRIS-REx, an acronym standing for Origins, Spectral Interpretation, Resource Identification, Security, and Regolith Explorer. The mission's goals are to return a sample of rocks, soil, and dust from a pristine carbonaceous asteroid, map the asteroid's global properties down to submillimeter scales, characterize this class of asteroid for comparison with meteorites, and measure a subtle effect of sunlight that can alter the orbits of asteroids.

If all goes as planned, OSIRIS-REx will launch in September 2016 and rendezvous with asteroid 1999 RQ36 in November 2019. It will spend up to 15 months surveying the asteroid's mineralogy.

The instrument to be built at ASU is the OSIRIS-REx Thermal Emission Spectrometer, or OTES for short. It will be the first complex electro-optical instrument for spaceflight to be built at ASU. OTES will be constructed in cleanroom facilities at the new Interdisciplinary Science and Technology Building (ISTB) 4, currently being built on the Tempe Campus.

"In the past, each of the five instruments we've built for NASA were built at an aerospace company in California," says Philip Christensen, instrument scientist for OTES. He is Regents' Professor of Geological Sciences in the School of Earth and Space Exploration, part of the College of Liberal Arts and Sciences. "For the first time, a piece of complicated space hardware will be built on the ASU campus."

Christensen adds, "This is something we've been working toward for 15 years. It's a major step forward for ASU — I can count on one hand the number of universities that can do this."

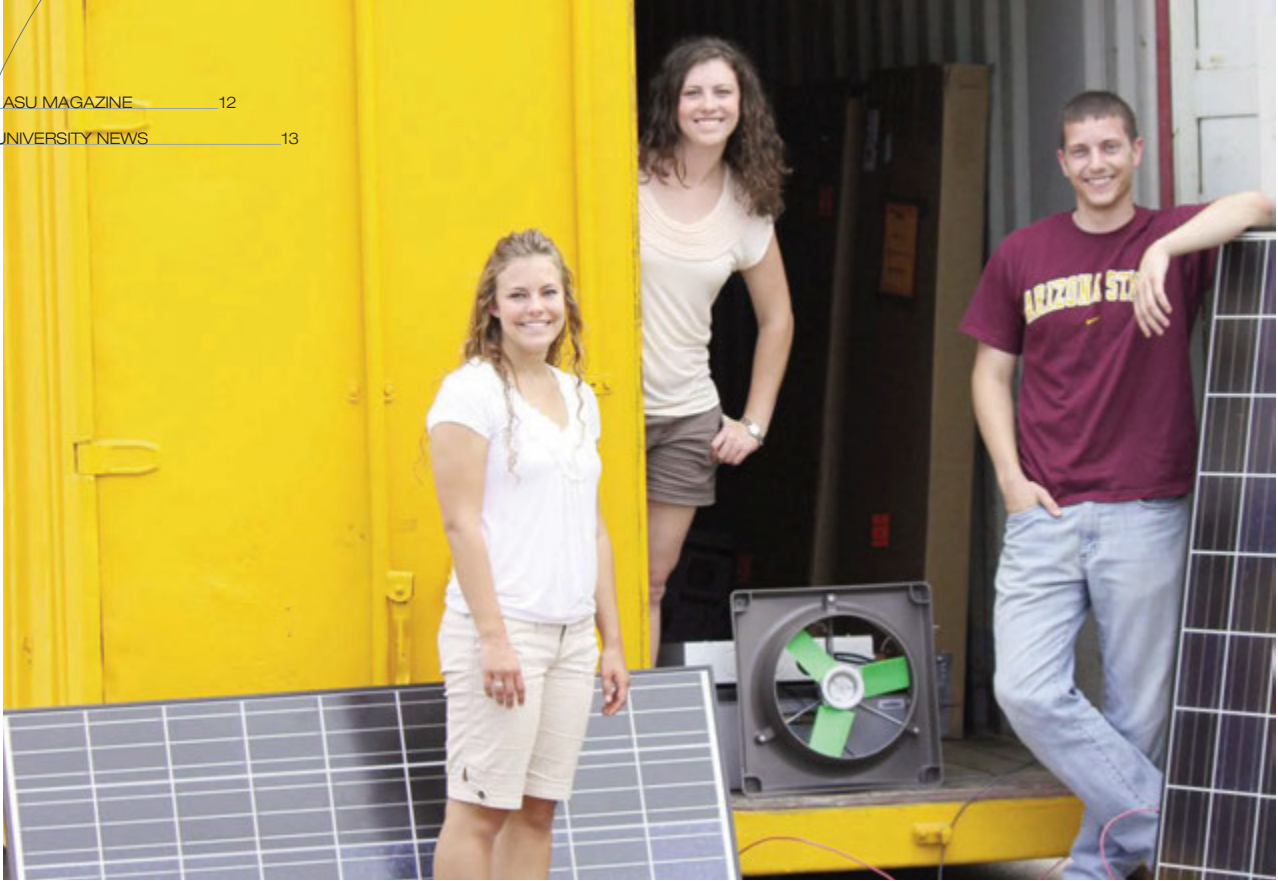


Current research at The Biodesign Institute at ASU looks to the Earth's 3.8-billion-year-old patterns of life to help develop personalized, preventive health care that can reduce costs and revolutionize health care and quality of life in America.

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ASU engineering students (from left) Gabrielle Palermo, Susanna Young and Clay Tyler pose with a large shipping container they are converting into a medical clinic. The project, called G3Box, is part of a business venture that is among finalists for a national entrepreneurship award. Not pictured is G3Box team member Billy Walters.

Getting down to business

Sun Devils dominate 'College Entrepreneur of the Year' competition

Startup companies funded by ASU's Edson Student Entrepreneur Initiative dominated the 2011 shortlist for Entrepreneur magazine's "College Entrepreneur of the Year," with three of five finalists being current or past Edson winners. The winner of the competition will receive \$5,000 in prize money to help develop their business and will be featured in the January 2012 edition of Entrepreneur magazine.

The three finalists from ASU were:

- Boson Inc., a venture that believes stereoscopic 3-D media can enhance the abilities to interact, communicate, and develop physical skills that will benefit current and future generations. Using gesture-based technology, interactive simulations, and supporting a unique technology platform, the company's versatile solutions foster exceptional

products and services.

- Ellens Technologies LLC is a venture that is developing an iOS platform mobile application to assist veterinarians in the diagnosis of small animals by starting with a symptom and ruling out or eliminating possible causes while moving toward the root problem.

- G3Box is a company that focuses on converting steel shipping containers into medical grade clinics by outfitting them with the basic components of power, ventilation, potable water, and insulation to create sustainable medical clinics that address critical health needs internationally, while contributing every seventh container as a maternity clinic to help decrease the maternal death rate throughout developing countries.

The Edson Student Entrepreneur Initiative is the result of a \$5.4 million

investment by Orin and Charlene Edson to the Arizona State University Foundation. The initiative, inaugurated in 2005, offers funding, office space, mentorship and training to winners of its annual new venture creation competition. The program is one of the largest privately funded business plan competitions at a U.S. university.

"Having three finalists in this competition being recent or current Edson student startup companies is a fantastic validation of the Edson Entrepreneurship Initiative and the culture of entrepreneurship being cultivated here in ASU," said Gordon McConnell, executive director of Venture Acceleration in ASU. "The fact that they are three very different kinds of startup companies with very different technologies highlights the range of technologies being developed by students and staff on our campuses."



ASU's fall enrollment in 2011 reached a record 72,250 students.

Access granted

ASU breaks several enrollment records

Preliminary enrollment figures issued on the 21st day of the fall 2011 semester indicate that ASU reached a record 72,250 undergraduate and graduate students. This tops last year's 70,440 fall enrollment by 1,800 students and represents an increase of more than 4,200 students over fall 2009.

ASU's new undergraduate student enrollment – nearly 9,300 first-time freshman and 6,800 transfer students – topped 16,000 students for the first time in university history. The surge in transfer students is due, in part, to the strong partnerships ASU has with the community college systems throughout Arizona, and increases in students from other states and countries.

Out-of-state and international undergraduate students at ASU also hit record levels – nearly 14,700 total, with 3,300 new freshman and 2,000 new transfer students – as students from all 50 states and 127 countries were attracted to ASU's programs.

Thirty-five percent of the freshman class has been attracted to ASU from another state or country, up 2 percent from last year.

Barrett, The Honors College at ASU, has welcomed its largest freshman class in its history – some 1,000 students, a 15 percent increase from 2010.

The academic preparation of the 2011 freshman class is at an all time high, with a mean high school grade point average of 3.41, ACT composite of 23.9 and SAT composite (for math and critical reading) of 1107. Thirty-seven percent of the freshman class comes from diverse ethnic backgrounds, up from 26 percent six years ago.



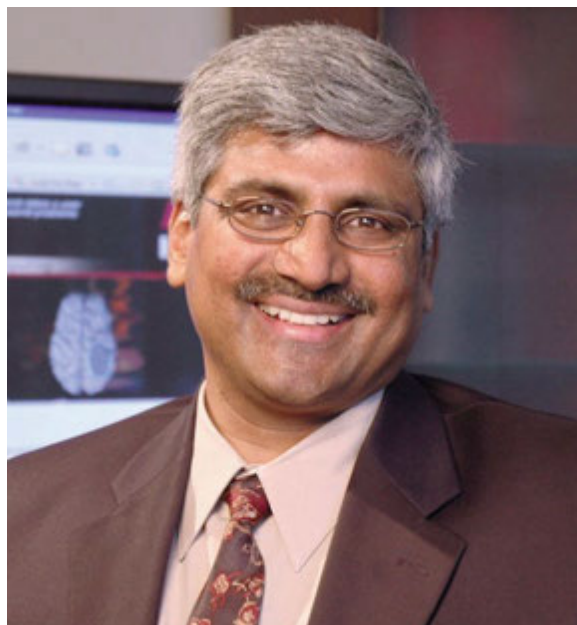
Arizona State University is creating a nationally recognized entrepreneurial culture where opportunities and resources inside *and* outside the classroom empower all students to use entrepreneurship as a means to solve local and global challenges.

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R. F. "Rick" Shangraw; Sethuraman "Panch" Panchanathan

At the top

Shangraw tapped to lead ASU Foundation; Panchanathan to oversee research at university

R. F. "Rick" Shangraw, Jr., formerly senior vice president for Knowledge Enterprise Development at Arizona State University, was named CEO and president of the ASU Foundation for a New American University, effective Nov. 1.

Shangraw succeeds Johnnie Ray, who resigned to accept a position in Tennessee that allows him to move closer to his family.

As senior vice president, Shangraw built ASU's annual research portfolio to nearly \$350 million, which ranks ASU as one of the top 20 research institutions in the country without a medical school. During the 2011 fiscal year, the university's record \$343.6 million in research-related expenditures represented an increase of almost 180 percent from \$123 million in fiscal year 2002. During the fiscal year that ended on June 30, ASU sought more than \$1.3 billion in research proposals and received more than \$294 million in external awards.

"Rick had an outstanding career in the private sector prior to coming to ASU

and has surpassed our lofty expectations of him in every assignment he has undertaken for the university," ASU President Michael Crow said. "As ASU emerges leaner but stronger from a series of state appropriation cuts and looks to implement the next phase of the New American University, this is the ideal time to move Rick into the position of chief university fund raiser."

Prior to joining ASU, Shangraw was the founder and CEO of Project Performance Corp. (PPC), a research and technology consulting firm specializing in environmental, energy and information management issues. During his tenure, PPC received the Inc. 500 Award for being one of the fastest growing, privately held companies in the United States.

Succeeding Shangraw in his former position in the Office of Knowledge Enterprise development is Sethuraman "Panch" Panchanathan, the university's chief research officer and a professor in the School of Computing, Informatics, and Decision Systems Engineering.

In his new position, Panchanathan will oversee ASU's growing annual research portfolios and the university's major interdisciplinary research institutes and initiatives, such as the Biodesign Institute, the Global Institute of Sustainability, Flexible Display Center, LightWorks, the Complex Adaptive Systems Initiative and Decision Theater.

Panchanathan is a foundation chair in Computing and Informatics and director of the Center on Cognitive Ubiquitous Computing. He was the founding director of the School of Computing and Informatics and was instrumental in founding the Biomedical Informatics Department at ASU. He also was the chair of the Computer Science and Engineering Department and the operational leader for the Biomedicine@ASU Initiative in the Office of the Provost.

"Panch is an excellent example of leader-scholar. He is the perfect person to continue the momentum that Rick has built in our research enterprise and take it to its stated goal of having a research portfolio of \$700 million," Crow said.



Chow Locally, a new Internet-based business started by Christopher Wharton, an assistant professor in the School of Nutrition and Health Promotion, offers residents of the greater Phoenix area a convenient twist on the traditional farmers market.

Green grocers

Professor's Internet business links urban farms and Valley tables

As the nation recovers from its economic woes and Americans seek more sustainable lifestyles, urban agriculture and purchasing locally are growing in popularity. Christopher Wharton, an assistant professor in the School of Nutrition and Health Promotion, and his associates Derek Slife and Annie Cowan hope to capitalize on both these trends. Recently the trio launched Chow Locally, a new Internet-based business that offers residents of the greater Phoenix area a convenient twist on the traditional farmers market.

Chow Locally's website went live in August and connects farmers with families who order products in advance for pick up at the Downtown Phoenix Market on Saturday mornings. With the click of the computer mouse, participating farmers sell and shoppers can buy vegetables, fruits, herbs, meats, honey and flowers.

Each Sunday, farmers add items ready for harvest to Chow Locally's website. From Monday through Thursday shoppers can choose which items to purchase, select farms to purchase from and pay online. Ordering closes on Friday.

Wharton said that the online ordering concept helped farmers become more efficient merchants when they brought their goods to market.

"Farmers now have a system that allows them to harvest exactly what is needed to fill orders," he said. "They can also avoid the waste that comes along with bringing lots of produce to a market and not knowing how much might get sold."

While only one location for pick up is currently available, Chow Locally hopes to add more locations in the future. Suggestions for additional locations can be made through their website. The organizers hope to expand the service to include restaurants and other consumers, also.

The benefits of buying locally are many, according to Wharton. Consumers can support area farms and the local economy while gaining access to healthier foods. One-day delivery also means a smaller environmental impact by reducing the amount of travel for food.

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ASU President Michael Crow discusses the new partnership between the Mayo Medical School – Arizona Campus and the university. Medical students at Mayo will complete a specialized master's degree in the Science of Health Care Delivery granted by ASU concurrently with their medical degree.

Just what the doctor ordered

New ASU-Mayo Clinic initiative helps redefine field of medical education

The Mayo Clinic recently announced the expansion of Mayo Medical School in Rochester, Minn., to Arizona, creating a branch to be called Mayo Medical School – Arizona Campus.

The new medical school will include a key collaboration with Arizona State University. All students will complete a specialized master's degree in the Science of Health Care Delivery granted by ASU, concurrently with their medical degree from Mayo Medical School. It is believed that this will be the first medical school to offer such a program.

The specialized master's degree will address the changing needs of 21st century health care delivery through curriculum developed collaboratively by Mayo Clinic and ASU faculty and delivered within the conventional four-year

medical school schedule. Curricular components will include social and behavioral determinants of health, health care policy, health economics, management science, biomedical informatics, systems engineering and value principles of health care.

The branch of Mayo Medical School will be based on Mayo's Scottsdale campus in buildings to be remodeled and retrofitted expressly for this purpose. A projected enrollment of 48 students per class will allow the individual attention that has become a hallmark of Mayo's tradition of academic excellence. Faculty will be drawn from Mayo's deep roster of instructional resources and augmented by experts from ASU, providing a broad array of educational experiences. The curriculum

will build on the recognized strengths of Mayo Medical School, including a world-class faculty, a state-of-the-art curriculum and small class sizes.

Since 2003, Mayo and ASU have worked together on a variety of successful efforts, including a joint nursing education program, collaborative research projects, joint faculty appointments and dual degree programs.

"Mayo Medical School is believed to be the first medical school in the U.S. to offer an embedded master's degree in the science of health care delivery," said ASU President Michael M. Crow. "ASU is proud to partner with Mayo in this innovative approach to providing future physicians with the complementary competencies needed to deliver high-value care."



Christiana Honsberg, a professor in the School of Electrical, Computer and Energy Engineering, will lead the Quantum Energy and Sustainable Solar Technologies, ASU's first national Engineering Research Center. The project will be supported jointly by the National Science Foundation and the U.S. Department of Energy.

Let the sun shine

ASU takes lead role in accelerating solar energy advances

Arizona State University will lead a new national Engineering Research Center (ERC) supported jointly by the National Science Foundation (NSF) and Department of Energy (DOE) to solve challenges to harnessing solar power in economically viable and sustainable ways. The ERC for Quantum Energy and Sustainable Solar Technologies – or QESST – will be led by faculty from ASU's Ira A. Fulton Schools of Engineering.

Engineering Research Centers sponsored by the NSF focus on areas of research considered vital to national interests in science and engineering innovation, technological advancement, economic expansion, and education of future innovation leaders. Selection as a lead institution for one of these centers reflects exceptional regard for the expertise of a university's faculty in such important areas of research.

ASU researchers will work with colleagues at the center's partner institutions – the California Institute of Technology, Massachusetts Institute of Technology, the University of Delaware and the University of New Mexico – to

provide a staging ground for major innovations in solar energy devices and systems. The center's mission includes accelerating commercialization of solar energy technologies through partnerships with industry and expanding opportunities for education in energy engineering.

QESST will be directed by Christina Honsberg, a professor in ASU's School of Electrical, Computer and Energy Engineering.

"An expanding global economy is bringing an unquenchable demand for more electrical power. It will become vital to progress throughout the 21st century to have the benefits of alternative energy sources that solar power can provide through photovoltaic technologies," said Honsberg, who also directs ASU's Solar Power Lab.

Beyond enabling collaborations among university research teams, the center will bring universities, major energy companies, photovoltaics industry leaders and entrepreneurs together in partnerships.

A strong component of the center's mission is to improve engineering education and expand the community that is

engaged in energy research and education. This will entail developing research opportunities for undergraduates and teachers, research leadership roles for graduate students, programs to motivate middle school and high school students to study engineering and science, and enable them to participate in engineering research projects.

"QESST will provide students of all ages opportunities to be part of the future of solar energy engineering," says Jenefer Husman, the center's education director and an associate professor in ASU's School of Social and Family Dynamics. "ASU and our partner institutions will help produce the next generation of sustainability-focused solar engineers."

The NSF and DOE will provide funding of \$18.5 million for the first five years of the center's operations. More information about QESST is posted at the center's website: <http://www.qesst.org>.

Friends for life

The ASU Alumni Association welcomes the following new life members, who joined between June 14 and Aug. 24, 2011.

Michael L. Aguirre '00 B.A., '02 M.Ed., '05 J.D.

Ryan P. Albregts '10 B.S.

Jeffrey S. Anderson '77 B.S.

Linda K. Anderson '83 M.S.

David R. Anderson '79 B.S.

Nick A. Antognini '10 M.B.A.

Page Baluch '07 Ph.D.

Amber N. Beamon-Cook '03 B.A.

Barbara K. Beaudoin '78 B.S.

Jean A. Behrens '64 B.A.E.

Justin P. Boren '10 Ph.D.

◆ Bryan L. Breeding '97 B.A.

Mathew C. Bryant '10 M.B.A.

Heidi Choy '10 M.B.A.

Kristin D. Colbey '08 B.A.E., '10 M.Ed.

Nancy E. Cortes '10 B.A.E.

Hossein A. Dibazar '81 B.S.E.

Nora L. Dillon '08 B.A.

Elaine E. Ferguson '08 M.B.A.

Jose A. Figueroa '10 B.S.E.

Casey J. Fitch '03 B.I.S.

◆ Virginia E. Foltz '98 B.S.

Kimberly A. Foster '08 B.S.

David S. Foster '10 B.S., '11 M.Acc.

Alejandro Frias Jr. '10 B.S.

Tifini R. Furst '93 B.A.

Sarah A. Garcia '10 B.A.E.

Jonathan D. Gibbs '07 B.S., '09 M.S.

Shannon M. Godfrey '08 B.S.

Hector J. Gudina '09 M.Ed.

Vince E. Guillama '06 M.S.

Lori M. Gutierrez

Casey B. Hancock '10 B.S., '10 B.S.

Sharon A. Hart-Cote

Erin K. Henderson '10 B.A., '10 B.A.

Leigh N. Hersey '09 Ph.D.

Daniel J. Horvat '85 B.Arch.

Paul W. Jenner '05 M.B.A., '05 M.H.S.M.

Diane Jezek-Powell '93 B.S.

Casey O. Jones '08 B.S.

Merrill R. Karp '67 B.S.

Marina E. Kopylova

Matthew A. Koster '11 B.S.

Lori A. Krikorian '87 B.S.D.

Robin A. Kvitka '82 B.A.

Steven M. Lane '76 B.Arch.

William E. Leonhard Jr. '68 M.S.E.

Joanne Lew '11 M.B.A.

MaryAnn T. Lockard '84 B.A.

Steven C. Lockard '84 B.S.E.

Kyle K. Luna

Rachel L. Majewski '10 B.S.

Sarah W. Martin

Sherrod S. Martin

Yvonne Membrila '10 B.S.N.

Kenneth R. Mershon '93 B.S.

Kelly J. Mershon '93 B.A.

Britt E. Morque '03 B.S.

Ed S. Moussa '82 B.S.

Samira Munoz '04 B.S.

Joshua D. Nielsen '09 B.S.

Annalis D. Ortiz '10 B.A.

Kristin D. Oviedo '10 B.S.

John P. Padula '89 B.S.

Jodi K. Pawlowski '10 M.S.W.

Brent R. Pearlstein '09 B.S.

Stephen J. Perez '09 B.S.

Alexa L. Pupo '09 B.A.E.

Tyanna Purvis '11 B.S.N.

Steven A. Raileanu '74 B.S.

Thomas H. Real '05 B.S.E.

Jeremy L. Reed '03 B.A.

Ada Diane Rico '08 B.S.

Chris Roan '10 M.S.

Bennett Robbins '74 B.S.

Michelle A. Rodrigues '09 B.A.

Timothy J. Ruch '89 B.S.

M. Patricia Rush '96 B.A.E.

Robert L. Russell '08 B.S.

Joseph M. Schiavi '09 B.S.

Ryan K. Smith '04 B.S.

Rachel A. Snell '99 M.P.A.

Travis L. Snell '00 M.P.A.

Clinton V. Strickland, Jr. '95 Ed.D.

Andrea R. Sweeney '05 B.A.

Catherine Tarango '94 B.S.

Karen A. Taylor-Bleiker '61 B.A.E.

Beverly Thomas-Carter '11 D.N.P.

Tyrone A. Timms '94 B.S.

James C. Tomberlin '10 B.A.E.

Tadeusz Ulman '10 B.A.

Anthony J. Valencia '91 B.S.

Katherine L. Van Helsland '89 B.S.

Michael C. Vargas '08 B.A., '10 M.A.S.

William A. Verdini

David K. Weber '09 B.S.

Marc W. Wilson '10 B.I.S.

Judy Kay Wineland '90 B.S.W.

Carlee A. Wolfe '06 B.I.S.

Kendra W. Wong '11 M.B.A.

Jo Ann Yazzie-Pioche '04 M.Ed.

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

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



The at *venue* **Old Main**

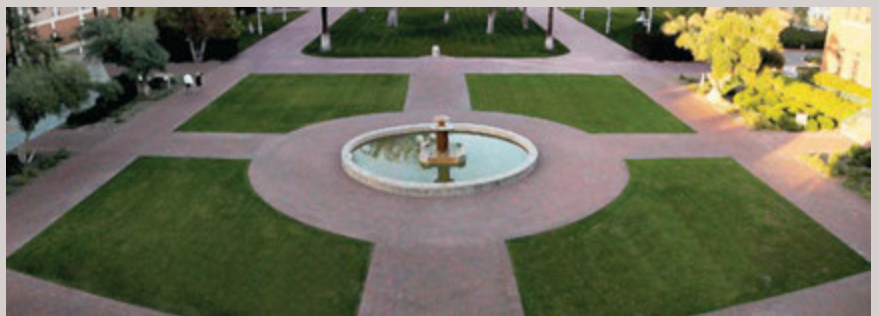
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Coming home
Locked in
Giving it a shot
In the club
Steve Webb
Keeping things in balance

Coming home

Alumni coaches carry on a Sun Devil tradition



Head Baseball Coach Tim Esmay '87 B.S., who played for legendary ASU coach Jim Brock during his student Sun Devil days, says, "Giving back to ASU with passion and attitude is part of being a Sun Devil for life."

A select group of Arizona State University graduates have come home to rejoin the Sun Devil Athletics family and to chase championships after pursuing a variety of post-graduate adventures: head coaches and assistant coaches who are alumni. Members of this small cadre originally came to Tempe from as far away as Australia; now, no matter where they've been in the meantime, they are all pursuing their career dreams at ASU.

Several have performed at the highest levels as students and coaches. Earlier this year, head softball coach Clint Myers, a 1976 graduate who played baseball for three seasons under legendary coaches Bobby Winkles and Jim Brock, led his squad to the 2011 Women's College World Series. Each alumni coach melds his or her experiences as a Sun Devil athlete with a love of the university to provide coaching that continues ASU's tradition of excellence on the field.

Head Baseball Coach Tim Esmay '87 B.S., who played for the Sun Devils in 1986 and 1987 under Brock, said that he learned from his ASU experience that "giving back to ASU with passion and attitude is part of being a Sun Devil for life."

"It is a brotherhood for life," Esmay said.

"You are not making it up (as a coach). I lived it as a player. Trying to uphold what (Bobby) Winkles, Brock and Pat Murphy have done, and to have the keys to this program, is an honor."

Missy Farr-Kaye '90 B.S., associate head coach for the women's golf program, has been a serious Sun Devil since childhood. She and her late sister, Heather Farr, received an early introduction to ASU when her father took both of them to football games.

Farr-Kaye's bond with ASU was strengthened by her days as a student-athlete when she played under Linda Vollstedt.

"The camaraderie among teammates was great," Farr-Kaye said. "We got to travel the world together. We wanted to win and wanted to do well in school. You have a special bond (with teammates) as years go by. Not many



Former ASU athletes who now coach for the university: (from left to right) Missy Farr-Kaye, associate head coach of women's golf; Kari Ward, assistant coach of gymnastics; Shawn Charles '93 B.S., a standout wrestler from 1988 to 1992.

people can share that. It is rather unique."

Now, Vollstedt provides a vital source of advice and a coaching model for Farr-Kaye.

"There is definitely a similarity (in our styles)," Farr-Kaye said. "Linda is very understated. Instead of telling us what to do all the time, she would want us to get to our own conclusion."

Other experiences have influenced her coaching style, as well. Farr-Kaye, who is a breast cancer survivor, said she learned something from battling that disease that she frequently shares with her players.

"It (cancer) teaches me perspective," she said. "When you have a player who lives and dies by her game, we have to keep it in perspective."

Clint Letcher '05 B.I.S., an assistant coach for the women's tennis program, also provides perspective to his players about the student-athlete experience. Letcher, an Australia native who played from 2001 to 2005 under Coach Lou Belken, says he stresses to today's players the importance of enjoying the whole gamut of academic, athletic and social experiences available at the university.

"The big thing is, the time goes quickly," he said. "You have to soak it in and enjoy the moment."

Not every alumni coach went directly into coaching as a profession. Kari Ward '05 B.S. utilized her finance degree by working for a couple of years as an accountant. Eventually, however, she returned to work with the man who coached her during her competitive days – ASU head gymnastics coach, John Spini, himself a 1977 graduate of the university.

She reports that the two of them work well together as a coaching team.

"As a new coach, I am looking to gain experience," Ward said. "I am lucky to have someone like John show me the ropes. He is a stronger personality and I am a softer personality, so we have a good balance."

The atmosphere that surrounds being a student-athlete at ASU is something Ward carries with her today.

"I loved going to Utah, where 10,000 people were in the stands, (and they) were ranked No. 2, and we beat them," Ward said. "I hope my athletes get to enjoy that."

Ward has not been the only alumni coach to pursue opportunity elsewhere before returning to Sun Devil Athletics. Head wrestling coach Shawn Charles '93 B.S., a standout wrestler from 1988 to 1992 under former ASU coach Bobby Douglas, said he enjoyed the opportunities he had to

coach at several other universities, including Iowa State University and the University of Missouri. But ASU provided an opportunity to come home.

Charles has established the Sun Devils as the only western team to win an NCAA team title. He works with another alumnus, assistant coach Brian Stith '07 B.S., and says that part of his team's secret is that he tries to pass on the sense of commitment that was instilled in him by his coach.

"Two things I took from (Bobby) Douglas are the importance of learning the sport and discipline," Charles said. "We focus on being the best students and best wrestlers we can be. We get up early to make sure they are committed to why we are here."

And why is Charles here?

"It is important to give back to a place that gave so much to me."

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



Steve Rodriguez, ASU Media Relations

LOCKED IN

Cornerback calls choice to remain at ASU “a happy decision”

Omar Bolden wears dreadlocks, but for him, they are strands of optimism, not dread. The cornerback for Arizona State injured his left knee during spring football practice and had surgery, keeping him sidelined for most of the 2011 season. But he wouldn’t allow the situation to consume him.

The 5-foot-11, 195-pound senior already had used a redshirt season in 2009 due to a knee injury, and he went back and forth about whether to remain in maroon and gold this year or go to the NFL on the heels of his unanimous All-Pac-10 first-team selection in 2010. In the end, he decided to return to Tempe and play, and even with the injury, he says he has no regrets.

“It’s still a happy decision. I graduated in May (with a bachelor’s degree in criminal justice/sociology). That was a big accomplishment for me,” he said.

Bolden says he is confident he will be ready for the 2012 draft. He was hoping to see some action for ASU in the new Pac-12, perhaps even in a bowl game.

“I worked hard yesterday to get better today. I’m working hard today to get better tomorrow. I will work hard every day, and then we will have our answer,” he said.

GIVING IT A SHOT

Field athlete warms up to desert climate

Winter nearly has arrived in the desert, but the season here is nothing like it is in Jordan Clarke’s home state of Alaska.

Back in Anchorage, the sun would come up around 9:30 or 10 a.m. and disappear at around 4:30 or 5 p.m. That didn’t leave much light for him to practice throwing the shot put and discus.

“We used to have to dig the shot and discus rings out of the snow,” he said.

After accepting an athletic scholarship offer from Arizona State, he arrived in Tempe and was greeted by a thermometer reading of 108.

“I stepped off the plane and thought, ‘Why did I come here?’” he said.

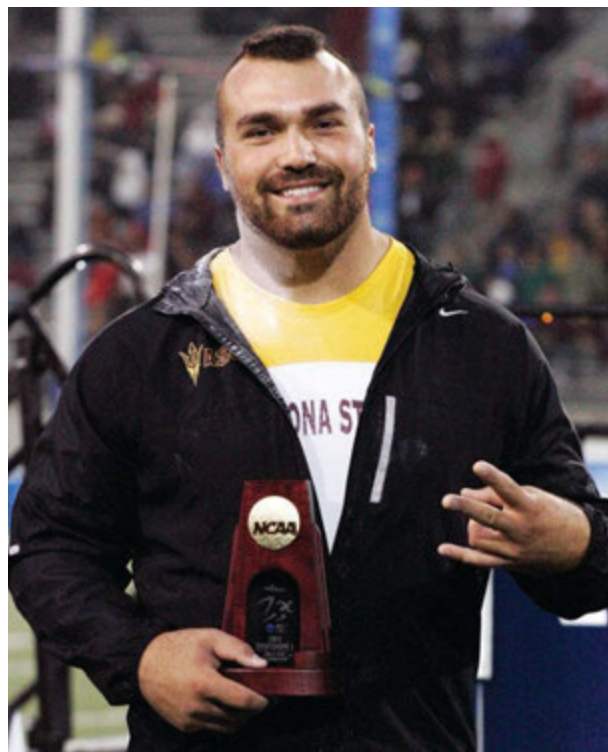
Hot or not, the Valley proved to be an ideal environment for the 6-foot-4, 300-pound Clarke, whose hard work paid off with an NCAA Outdoor Championship in the shot put in June with a winning distance of 64 feet, 9 3/4 inches.

Now a redshirt junior, Clarke is busy preparing for the Sun Devils’ indoor season that begins in January.

“I had some technique issues, but with some more work, I can throw farther and be more consistent,” he said.

And he won’t need to bring a snow shovel to practice, either.

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





IN THE CLUB

Tim Mickelson returns to ASU to coach men's golf

The new Arizona State football helmet, the one with the big pitchfork on the sides, fit snugly on the head of Tim Mickelson.

Why would the school's new men's golf coach do such a thing? It certainly wasn't to protect himself from his players' errant tee shots. No, it was because he so relishes the chance to guide this young group of players that he was willing to put the helmet on for a promotional photo shortly after being hired.

For three years in the mid-1990s, Mickelson was a member of ASU's golf team. He finished his college career at Oregon State University in order to get a chance to play more and prepare himself for a professional career. However, after a single year on the tour, he found the lifestyle didn't suit him and decided to try his hand at coaching as a way of staying in the game. Now, after an eight-year run as head coach at the University of San Diego, he is back in Tempe.

The 34-year-old undoubtedly will seek some advice from his older brother, former Sun Devil stand-out and current professional golfer Phil Mickelson, but he relies on his own instincts.

Tim says he will be ready when he guides ASU in its matches, perhaps all the way to the NCAA tournament.

"I think I will bring a ton of energy," he said. "I'm going to recruit the best Arizona player, the best American player and the best international player. I know that every kid is different. You shouldn't let one good day or one bad day define you."

STEVE WEBB NAMED EXECUTIVE DIRECTOR FOR ATHLETICS COMPLIANCE

Steve Webb, formerly associate director of amateurism certification in the Eligibility Center of the National Collegiate Athletic Association (NCAA), joined ASU on Sept. 26 as executive director for athletics compliance, a new position in ASU's office of general counsel. His appointment was announced jointly by Vice President for University Athletics Lisa Love and Senior Vice President and General Counsel Jose Cardenas.

"The appointment of Steve Webb is a strong reflection of our commitment to integrity at Arizona State University," said Love.

An award-winning collegiate baseball player at Northern Illinois University, Webb practiced law with the firm of Kirkland & Ellis in Chicago prior to joining the enforcement staff with the NCAA in 2005. During his time with the Eligibility Center, he was responsible for the review of first-year student-athletes' amateurism certification and performed many high profile and elite athlete reviews.

Webb said of ASU when his appointment was announced, "This is a university that I have long admired from an institutional as well as an athletics standpoint. ... (People here) have communicated their strong commitment to a successful and rules-compliant athletics program, and I am looking forward to helping everyone accomplish that objective."



KEEPING THINGS IN BALANCE

Gymnast hopes to sustain successful year

Kahoku Palafox bleeds maroon and gold and green – maroon and gold for Arizona State and her passion for gymnastics, and green for her future, as she heads into the final stretch that will lead her to a degree from ASU's School of Sustainability in May.

Palafox enrolled in the School of Sustainability after arriving in Tempe, switched to psychology and then came back to sustainability.

"I'm glad I did (come back). Once I learned more, it was fascinating," she said.

After injuring her right knee during practice late in 2010 and having surgery, Palafox, who grew up in the Marshall Islands in the western Pacific and now lives in Kailua, Hawaii, near Honolulu, received a medical redshirt to allow her another year of eligibility.

She plans to make the most of it, competing in the uneven bars and balance beam. She has missed the thrill of performing well in meets, she said.

"After you finish a hopefully good routine, it is the most amazing feeling, and I want to feel that again," Palafox said.





“I firmly believe a company should exist for a reason other than just making money. There is no reason why any organization shouldn’t have a greater mission that they are pursuing.”

David Pye

“We are seeing the possible emergence of a fourth sector in the business world.”

Robert Ashcraft

***doing
well
by
doing
good***

Social
entrepreneurship
soars at ASU

By Amy Roach Partridge

Starting a business in your residence hall room has long held a certain allure for college students, who dream of becoming the next Bill Gates or Mark Zuckerberg. But today, simply building a successful company is not enough for many budding entrepreneurs — they want to start a venture that also makes a difference. For these so-called “social entrepreneurs,” business is about meeting both a market need and a personal need to improve society in some way.



“Young people who want to change the world aren’t interested in having a corporate career before doing so. Instead, they incorporate that desire for change into their careers and business ventures.”

Mitzi Montoya



Courtney Klein Johnson

That was the case for David Pye '04 B.A. when he conceived of his fledgling company, Bridge Communities, a venture that provides an online platform for Phoenix-area senior citizens to connect with each other on local, political, health care and social issues. The concept recently won a \$14,000 grant from the Edson Student Entrepreneur Initiative, a group that provides funding, training and office space for ASU entrepreneurs.

The idea is a classic combination of heart and business smarts.

“There is a definite market opportunity for a site like this because of the large senior population in the Phoenix Valley, and because the site gives local advertisers targeted access to a key demographic,” explains Pye, who is on track to graduate with an M.B.A. degree in May. “At the same time, I was motivated to do something that addressed a need in the community and meshed well with my background in nonprofit and community service activities.”

“I firmly believe a company should exist for a reason other than just making money. There is no reason why any organization shouldn’t have a greater mission that they are pursuing,” he adds.

A New Business Sector?

Isolating an exact definition of these types of social entrepreneurs is tricky. Is any company that applies a business model to a social aim considered a social venture? Can you be an entrepreneur if you start a nonprofit? Does the company have to serve third-world countries and maintain a zero carbon footprint?

The answers are far from clear. Tom’s Shoes, a for-profit company that donates one pair of shoes to a child in need for every pair purchased, is often cited as a classic example of social entrepreneurship. But many new socially driven startups are configured as 501 c 3 nonprofit organizations. And other companies are adopting innovative hybrid business models that combine aspects of the for-profit, nonprofit and even

government sectors in the name of addressing social ills through a business lens.

"We are seeing the possible emergence of a fourth sector in the business world," says Robert Ashcraft, executive director of ASU's Lodestar Center for Philanthropy and Nonprofit Innovation, which offers a bachelor's degree in nonprofit leadership and management that includes courses on social entrepreneurship. "What ties these various sectors together is not their disparate business models, but the ultimate goal of creating social value and social impact."

"There is wide variation in social startups these days," adds Gordon McConnell, ASU's new executive director of venture acceleration, who adds that some of these social enterprises deal with issues in the developing world, but many are dealing with local issues or market failure in the Western world, too.

"There are 'pure' social entrepreneurship startups, which have to raise money to survive, as well as social enterprises that have some kind of revenue-generating capacity built into the business model," he explains. In addition, many ventures are seeking what's known as a "double bottom line," where performance is measured in terms of profit and social impact, and some even aspire to meet a triple bottom line, where profit, social impact and sustainability are all used to measure success, he explains.

Obtaining investors also can be tricky for social ventures because traditional venture capital groups are usually not an option — instead they often need to drum up funding from donors or investors that specialize in social enterprises.

Whichever business model is selected, finding funding and revenue-generation sources is key. "Regardless of whether you are a nonprofit or a for-profit company with a social aim,



"There are 'pure' social entrepreneurship startups, which have to raise money to survive, as well as social enterprises that have some kind of revenue-generating capacity built into the business model."

Gordon McConnell

there has to be an economic engine or the venture won't survive," Ashcraft explains. Contrary to the common misconception, he adds, nonprofits do earn revenue in excess of their expenses — but they plow it back into the mission instead of distributing it to shareholders.

Making A Career out of Giving Back

This increasingly popular sentiment of wanting to combine business and social impact has fueled the interest in social entrepreneurship at ASU and around the country. Today's college students, raised in a post-September 11 world, may be more attuned than previous generations to global and socioeconomic concerns, and have been well-schooled in environmental and sustainability issues. As such, they are more likely to incorporate these types of social factors when hatching business ideas.

"There is a strong ethos of giving back among the generation attending college today," says Mitzi Montoya, dean of the College of Technology and Innovation (CTI) on ASU's Polytechnic campus. Historically, 'giving back' is what executives did after first making a comfortable living, she says. But times have changed.

"Young people who want to change the world aren't interested in having a corporate career before doing so. Instead, they incorporate that desire for change into their careers and business ventures," Montoya explains, adding that those social passions can — and should — be nourished as part of a college curriculum.

"There is no reason that serving a social need should just be a hobby; it can be a path for one's career," Montoya asserts. And ASU is leading the way when it comes to this approach. CTI, for example, offers its students a concentration in social entrepreneurship through ASU's Global Resolve program, which focuses on developing technical solutions for issues like access to health care, energy and clean water that plague developing nations around the world. Started in 2006, Global Resolve allows would-be social entrepreneurs to spend a semester on a project that holds direct social impact.

As part of CTI's new Technological Entrepreneurship and Management degree, the Global Resolve program has been expanded to offer up to 20 credit hours to students who wish to complete the social entrepreneurship concentration. The courses will focus on aspects such as sustainable venturing, human-centered business design and management skills for social ventures, with all students completing a required semester-length project. Some 75 students have participated in Global Resolve since its inception, and Montoya expects the number to grow with the addition of a Local Resolve program, which will allow students to undertake local projects related to issues that impact Arizona.

As noted earlier in the case of Pye's Internet venture, budding social ventures also are finding support through the Edson Student Entrepreneur Initiative. While Edson typically focuses on technology-based, high-potential startups, it has recently funded several ventures with a social impact bent. And some of Edson's most successful startups can be classified as social ventures, notes McConnell.

Youth philanthropy organization Youth Re:Action Corps, for example, was a 2005 Edson grantee that helped develop student service clubs at area high schools. Its founder, Courtney Klein Johnson '05 B.I.S., '10 M.Np.S., later obtained grants of up to \$1 million from The Pat Tillman Foundation, and eventually merged the organization with a San Francisco-based nonprofit with a similar mission. McConnell also points to Las OTRAS Hermanas, a winning Edson venture whose mission is to employ women from poor Mexican communities to manufacture women's clothing. The group now operates a successful fair-trade clothing boutique in downtown Phoenix.

Starting a Social Business: Not Just For Business Students

With ASU's emphasis on embedding a spirit of transdisciplinary entrepreneurship throughout the institution, promoting access to social entrepreneur-

ship opportunities has been a natural fit for ASU. The university's mission around entrepreneurial education is to encompass as many students, areas of interest, and business models as possible, an approach that has helped students from multiple disciplines learn to put a business focus on their social aims and passions.

"At ASU, we don't confine entrepreneurial programming to a single center or a single unit. Instead, students in any discipline can enroll in entrepreneurial courses and participate in our signature entrepreneurial programs like the Innovation Challenge or the Edson competition," says Jacqueline Smith, director of social embeddedness for ASU's Office of University Initiatives. Indeed, Smith notes, students from more than 170 areas of study — at the undergraduate, masters, and doctoral levels — are enrolled in entrepreneurship classes.

One such student is junior Gabrielle Palermo, a biomedical engineering major who entered college "never imagining I'd run a business." But she is one of the co-founders of a 2011 Edson grant-winner named G3Box, a nonprofit social venture that converts steel shipping containers into medical-grade clinics by outfitting them with power, ventilation, potable water and insulation. The group also plans to donate every sixth container to a country struggling with high maternal death rates. "I've learned that you don't have to be a business major to be an entrepreneur, you just need to have that drive and passion for what you are doing to get you there," Palermo says.

G3Box began as part of the Ira A. Fulton Schools of Engineering's EPICS (Engineering Projects In Community Service) program, and is expanding into a full-fledged venture with the help of a \$10,000 Edson grant. The organization is generating good buzz, too: it has a possible first client in Project C.U.R.E., a nonprofit group that delivers donated medical supplies and equipment to developing countries, and was named a finalist in Entrepreneur Magazine's College Entrepreneur of 2011 contest. Founding the company has helped Palermo realize that social entrepreneurship is a viable option for any ASU student with a passion for social good.

"The idea of starting a venture to create medical clinics that help save lives is a win-win for me: it combines my interest in medicine and engineering with my drive to help people," she says. "Once you get into social entrepreneurship, you never want to go back."

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

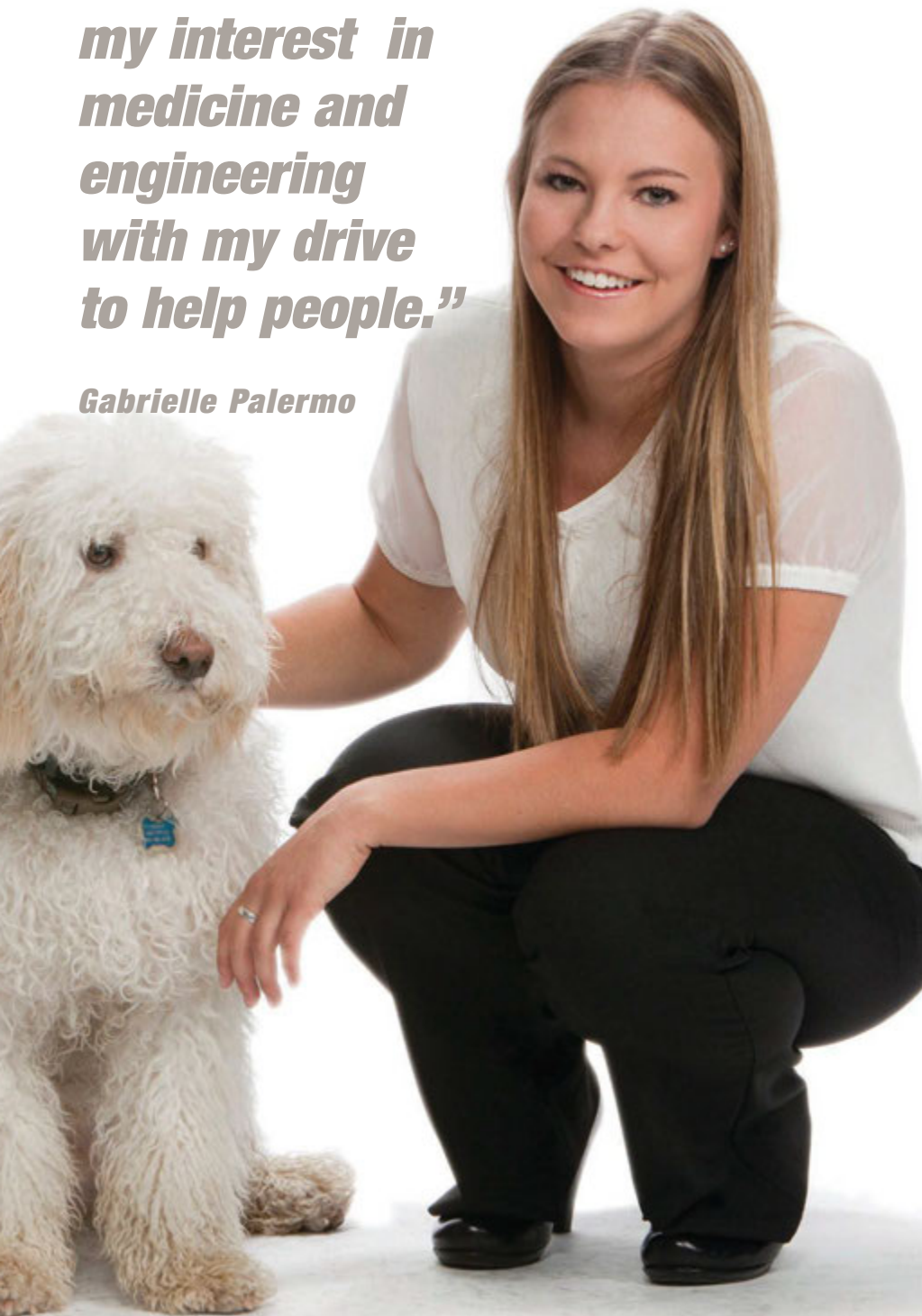
"At ASU, we don't confine entrepreneurial programming to a single center or a single unit. Instead, students in any discipline can enroll in entrepreneurial courses and participate in our signature entrepreneurial programs like the Innovation Challenge or the Edson competition."

Jacqueline Smith



“The idea of starting a venture to create medical clinics that help save lives is a win-win for me: it combines my interest in medicine and engineering with my drive to help people.”

Gabrielle Palermo



ASU as

Budding social venturists have found a supportive place at ASU, which places a keen emphasis on motivating social entrepreneurship. In late 2010, the university's efforts to help foster social change were recognized by Ashoka, a global nonprofit network of social entrepreneurs who support universities and colleges that seek to be leaders in social entrepreneurship education.

ASU's designation as an Ashoka Changemaker Campus means Ashoka views it as a hub of social innovation.

“One of the reasons we are thrilled about being part of the Ashoka network is that it provides us an opportunity to spread our message and work with other like-minded schools, which is the best way to bring about large-scale change,” notes Jacqueline Smith, director of social embeddedness for ASU's Office of University Initiatives, which oversees the Ashoka program. She is excited that ASU will host the 2012 Ashoka Exchange, a two-day conference that brings together 400 to 500 participants from more than 100 universities to share best practices in entrepreneurial education.

Another key element of the Ashoka designation has been the construction of Changemaker Central, a student-run resource hub for emerging social entrepreneurs. Each campus has a designated Changemaker Central space for students to come together to enact social change by providing advice and referrals for the various players

Changemaker

and programs that promote entrepreneurship and social change.

The Tempe campus' space is located within the Memorial Union (MU). The space, occupying the southwest corner of the MU's first floor, is bright and airy, with an area for students to gather informally with their laptops and work on and discuss their ventures. Other sections of the hub feature a gathering spot with a "Smart Board" display that can host web conferences, and a "mediated" conference table that allows up to half a dozen participants to plug in their laptops and collaborate on a single document digitally.

According to Kellie Lowe, director of the MU and a facilitator for the steering committee that developed Changemaker Central, one of the biggest strengths of the hub is that it is student led and run.

"Changemaker Central acts as a portal – it's the students who are getting grants and developing ventures that meet societal needs," she said. "We're already seeing like-minded individuals feeling comfortable enough to collaborate on topics of interest and share ideas."

Lowe said she had been pleased with the speed with which student social entrepreneurs found Changemaker Central and began working together. She noted that since the center opened its doors in August, the built-in whiteboards that punctuate the workspace have been filled with an ongoing parade of event notices, written discussions and ideas.

"Once people started working, those boards were filled with content," she said. "To us, that indicates that Changemaker Central was designed correctly – the tools the students need are there."

Ultimately, says Smith, the university's alliance with Ashoka should help inspire students and everyone at ASU to rethink how social entrepreneurship can be moved forward.

"After all," she says, "we're not just creating an entrepreneurship program here. We are creating a culture around entrepreneurship."



Kellie Lowe

Defending



Benjamin Shao

By Lee Gimpel

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While that hand – or any one of a number of forthcoming implanted medical devices – may not look like your desktop unit, it is very much a computer, packed with software. And in the cynical, glass-half-empty world of information security, the maxim may as well be: Anywhere there are computers, there can be trouble.

Unfortunately, in the case of today's and tomorrow's technology, trouble can be brewing anywhere because computers are (or soon will be) everywhere. There is, of course, no easy fix, but researchers at ASU are working on a variety of solutions to manage the technology that is rapidly becoming an integral part of our everyday life.

"The bad guys and the good guys are always trying to top each other. And technology is becoming ever more sophisticated. That's the fun and challenging part, the never-ending process," says Benjamin Shao, an associate professor of information systems in the W. P. Carey School of Business.

Here, there and everywhere

Although technology in general is advancing on many fronts at once, there are two specific trends that cause computer security experts to reach for their antacid tablets.

First, computers are increasingly mobile and widespread. Today, seemingly everyone totes around a smartphone, digital tablet or laptop – or all of the above – notes Stephen A. Yau, director of ASU's Information Assurance Center, located in the engineering school. The amount of data flowing to and from those devices makes them vulnerable to attack, as has been demonstrated when corporate laptops loaded with confidential company information are lost or stolen.

To compound the impact of the mobile trend, we also are moving away from a world where "computers" are things that have keyboards and screens and sit motionless on desks. As Gupta's earlier quote indicates, they are now in us – and in our cars, thermostats, even in our

humble refrigerator. A forecast of technology trends done earlier this year by Cisco predicted that by 2015 the number of Internet-connected devices will rise to 15 billion, or about two for every person on the planet.

The second big change, according to Shao, is the degree to which computer data is stored and accessed remotely. Large tracts of data live on faraway servers that make up what some have termed the data cloud. Consumers have reaped the benefits of this shift in the form of collaborative tools such as Google Docs and social networks such as Facebook. But for businesses, it is a huge shift to store confidential data in remote facilities, managed by third parties. That information could be sales data, customer files, credit cards – anything, really.

"Once you decide to put your data in the cloud, to use a vendor's services, you really can't be certain where the data is physically located, and it may be moved around so frequently that the vendor may not know where it is," says Shao.

Into the (data) breach

So what exactly could go wrong in this new techno-environment?

At the extreme, Gupta says, it would be very bad news for someone with a new lease on life if a hacker scrambled the software in his pacemaker. While these "cyber physical" consequences sound like the stuff of dystopian sci-fi movies, Gupta asserts that they are a real threat; rather than just a virus that deletes files, today this sort of hacking could result in an individual losing control of a car or a company losing control of a power plant.

A less catastrophic possibility is that someone could steal data that we want to remain private. When it comes to our own health, we soon may have our own "body area networks" (a subject about which Gupta is now writing one of the first books) that continuously monitor everything from our heartbeat to our cholesterol levels. But, just as you might "borrow" an unsecured Wi-Fi network, someone might just happen to appropriate the signals your body is transmitting for his or her own purposes, says Gupta. For



example, if it turns out that you have a serious illness, your employer might decide to let you go to keep costs down on the health insurance plan, based on what it has learned from your body area network data.

Similarly, while it might be hard to conceive of someone wanting to hack into your fridge, people might justifiably become protective of data emanating from a futuristic refrigerator-like device that tracks what they buy and how they eat. And they might be understandably alarmed when it comes to the unauthorized sharing of GPS data from their car or smartphone, which could provide a minute-by-minute accounting of where they have been, who they've seen and what they've done.

It is this unauthorized data plucking that companies fear most: losing crucial customer information to competitors or more nefarious elements. In one of the most celebrated recent security breaches, Sony's PlayStation Network was hacked, spilling the personal data of some 75 million customers.

Addressing unique challenges

Those attempting to nail the door shut on security breaches face several barriers to success. First, the more interconnected computers there are, the more loose ends there are to secure. More ominously, as individual companies turn management of their data over to a small cadre of companies, each storehouse becomes a disproportionately large and important target, according to Yau. Like terrorists with weapons of mass destruction, today a few people with relatively sophisticated computer skills can cause trouble by orders of magnitude beyond their numbers.

While there are no magic bullets with which to dispatch these challenges, ASU researchers are focusing their security-bolstering research in a couple of key areas. One of the most foundational is finding ways to build security features into digital products from the outset. One can't just bolt security onto a car's computer or

a surgically implanted device; it has to be part of the design process.

Emerging technologies such as facial recognition – which is being researched at the Information Assurance Center – could make systems more secure, although it's part of what Shao sees as the good-versus-bad arms race. Gupta is looking into codifying unique body data signatures as security keys.

Another approach includes creating systems that have situational awareness and can identify users of the system as they continuously monitor themselves, analyze what's happening and reconfigure as necessary. This strategy and related solutions fuse computer science with human science, bringing psychologists into the IT realm.

Yau noted that his center in the engineering school is reaching out to a variety of ASU experts to resolve the thorniest IT security issues.

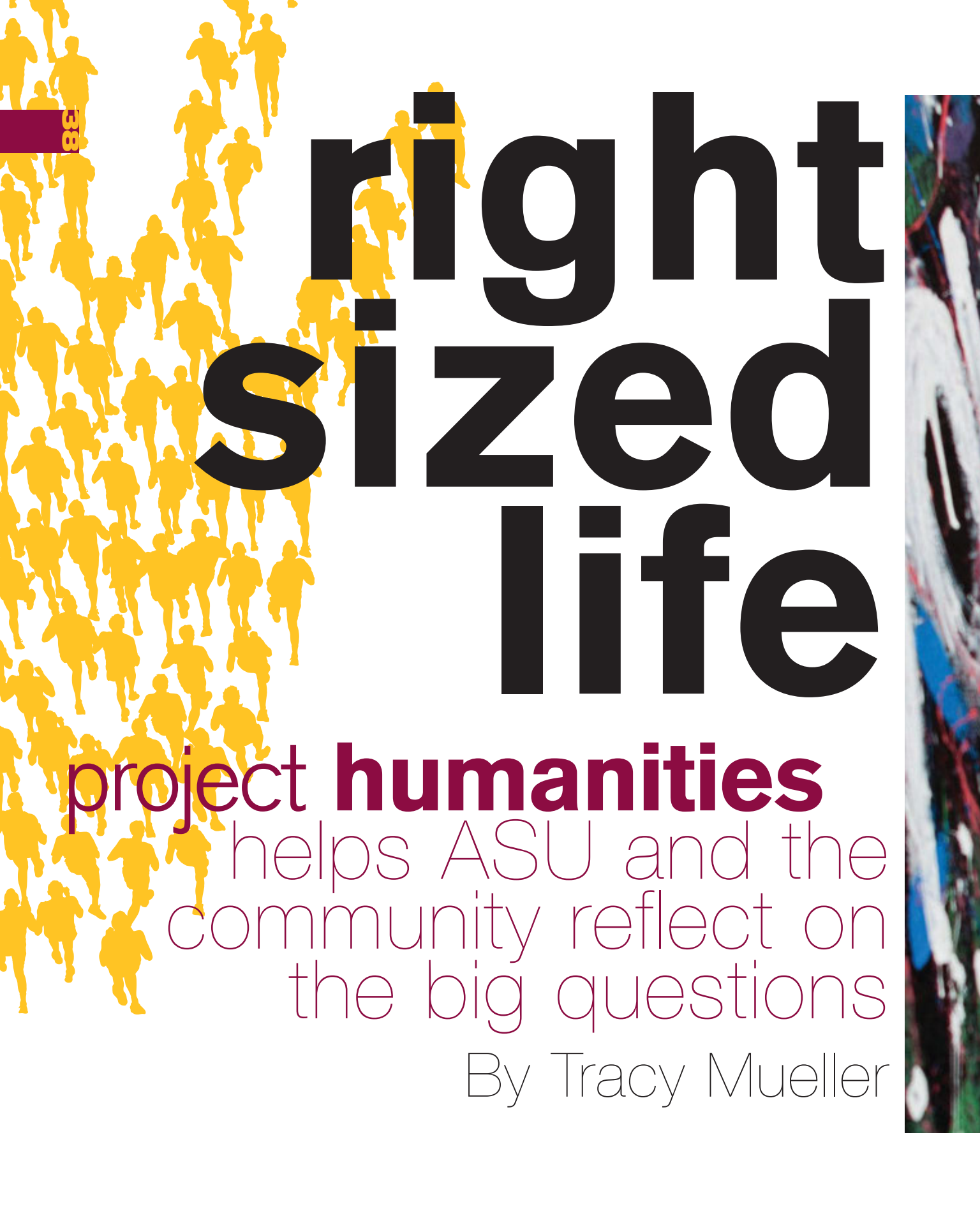
"We're multidisciplinary," he said. "Most of the strengths of our faculty and students are in computer science and engineering, but we also have electrical engineering, business school, and faculty in applied psychology."

A less technical solution to the security conundrum, according to Shao, is to think of security as a bottom-line gain, versus looking at it as only loss prevention. Sony, for example, might have changed its overall strategy and allocation of resources if it had imagined its secure network as a long-term, multimillion-dollar asset. It's a mental and strategic shift that would allow more money and resources to flow to information security.

While acknowledging that the rapid pace of technological change is presenting daunting challenges for computer security experts, Gupta said he also found the situation invigorating.

"It's an exciting time for information security," he said.

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



right sized life

project **humanities**

helps ASU and the
community reflect on
the big questions

By Tracy Mueller



Neal Lester



A student contributes to a large painted sign asking questions about what participants consider "the good life," an activity that was part of the Project Humanities kickoff week in February.

Where are you from?

It's a simple question, the conversational bedrock of blind dates and the first day of class. At first glance, it seems to tread dangerously close to small talk. But when you really think about it, the answer to that question reveals a great deal about who each of us is.

"It's a way of funneling down and connecting with people," says Neal Lester, dean of humanities and an English professor in the College of Liberal Arts and Sciences. "Whether it's where you went to school or the neighborhood you lived in, place is fundamental to how we connect and how we define ourselves."

Lester thinks place is so important that the committee he headed chose it as the theme for the inaugural year of Project Humanities, a university-wide initiative that aims to demystify the humanities and highlight its contributions to society. Launched in February, Project Humanities has

hosted scholarly lectures, conferences, book readings and discussions, film series, poetry readings, art exhibits, and writing contests.

In a time when many humanities programs across the country are facing budget cuts and identity crises, ASU is attempting to ensure the field is seen as nothing less than essential.

Real world education

In some circles, humanities has a reputation of being sequestered from the real world – a common stereotype from the field is that of a scholar sitting in a dusty library, doing research that nobody will read or care about. However, the notion that the humanities exist separate from the rest of the world is flawed, asserts Lester.

"Everybody on some level is trying to make sense of what it means to live on the planet," Lester says. "And how

we make sense, how we question, how we determine significance is the purview of the humanities, whether it's interpreting data or saying a prayer or telling a story or resolving conflict."

So when an airplane hits a pocket of turbulence and the seats start shaking and a passenger reaches out to grab the stranger's hand next to her, that's a humanities experience, Lester explains. It's also a humanities experience when you see a great movie and want to talk to someone about it, when your car breaks down on the side of the road and another driver stops to offer assistance, or when a doctor compassionately explains treatment options to a patient who has just learned he has cancer.

"A humanities experience is when we somehow connect to a larger world and see ourselves not as an island, but connected to other people, working toward some common good," Lester says. "So it's not about the real world or humanities, because humanities is the real world."



Paul LePore



(above) One student organizer for Project Humanities said of her involvement in the project, "I realized humanities was more than just a major - it is part of life."

Creating solutions, not structures

Project Humanities is housed in the College of Liberal Arts and Sciences, but the initiative aims to connect ASU faculty, staff, students, alumni and community members throughout and beyond the confines of the university's four campuses. It's an approach that reflects the interdisciplinary perspective of humanities, as well as the reality of some of the biggest challenges the world faces today – such as immigration, religious conflict and creating a sustainable way of life. Resolving complex situations is something with which those working in the humanities are experienced.

"These are very complex questions, and if we want to arrive at complex answers that befit the problem, then we have to bring together different perspectives," says Linda Lederman, dean of social sciences and a professor of health communication who has attended Project Humanities events. "I think this is ASU at its best: the ability to have porous boundaries between disciplines and encourage people to communicate outside their areas. It's one more way of saying that we don't want structures to get in the way of working towards smarter solutions."

Paul LePore, associate dean for student and academic programs in the College of Liberal Arts and Sciences, oversees student involvement in Project Humanities and agrees that exposure to multiple fields is important.

"Our goal is to create educated citizens. It's also to make sure that we have people who are good biology majors and economics majors and historians," LePore says. "But our goal is also for people to contribute to the wider social good and to provide those opportunities to reflect, to think and to communicate with others."

It's also, he points out, one of the great assets of a university campus.

"The humanities include a wonderfully reflective set of questions about the fundamental nature of who we are as people, who we are as a society," LePore says. "College allows folks the opportunity to really question who they are and where they're going. I think the humanities and the types of questions it looks at are a wonderful part of that human endeavor."

More than just a major a part of life

Reflective questions anchored in a humanities perspective — served as the basis for an interactive event promoting the launch of Project Humanities in

February. Students painted large plywood sandwich boards with questions such as "What tools adjust your moral compass?" and "Is your tattoo your philosophy of life?" The signs were placed around campus,



Linda Lederman



and passersby were invited to paint their own answers in response.

The first two participants were a pair of engineering students, a sure indication that the humanities and the sciences don't have to exist in separate spheres. Jennifer Potter, a 2011 ASU graduate who worked with LePore on promoting student involvement with Project Humanities, says connecting to people with different backgrounds – whether the difference is what their major is or what home country they hail from – is part of what she loves about the university.

"People come to ASU from all over the world, with the common thread of we're Sun Devils," Potter says. "It's getting to know people beyond the Sun Devil part."



(left) Students from a variety of majors have been a part of Project Humanities interactive displays; (above left) The award-winning vocal quartet Audacity brought barbershop harmony to a celebration of American music held in the Carson Ballroom at Old Main; (above right) Events associated with the initiative have included speakers, panel discussions and musical performances.



Potter was part of a group of students who helped plan an event called "Humanities through the Senses," in which they challenged people to think about meaning and connection using the five senses.

"Think about the impact a beautiful sunset has and the visual imagery that provides," LePore says. "The connection we have to sound or touch or other ways to experience the world. We wanted to have folks experience that as part of reflecting on what the humanities provide us."

The students invited people to explore the sense of touch by leaving a gold paint handprint on black fabric, reminiscent of the Project Humanities handprint logo. People read poetry in front of the Memorial Union and offered their thoughts on what ASU tastes like ("Dirt," "Hot Cheetos," and "Victory" were a few of the submissions). And students catalogued the soundtrack of ASU by asking people what they were listening to on their iPods.

For Potter, her involvement with events like "Humanities through the Senses" was just as important to her education as her psychology and sociology classes.

"I realized humanities was more

than just a major, it is part of life," Potter says. "It's important to understand those differences between people, and when you do that, you're one step closer to understanding someone's way of life."

Assembling an all-star cast

One of the goals of Project Humanities during its inaugural year has been to show the field's vibrancy, and an all-star slate of guest speakers has helped make that happen.

Native American writer and filmmaker Sherman Alexie (screenwriter for the film "Smoke Signals" and author of "The Lone Ranger and Tonto Fistfight in Heaven," a book of short stories) spoke to a full house at the Tempe Center for the Arts during the





A student adds his thoughts to a "what is blues" discussion board. The activity was part of a weeklong celebration of jazz, blues, rock, gospel and other forms of American music.



Elizabeth Capaldi



Jennifer Potter

project's launch week. Jim Leach, the chair of the National Endowment for the Humanities, and Rosemary Feal, the executive director of the Modern Language Association, each made appearances.

"People were there (at the launch) who wouldn't ordinarily come to an ASU event," Lester says. "People came out buzzing about it."

At the end of the spring semester, amidst the frenzy of final exams, more than 500 people lined the walls and jostled for spots on the floor of Neeb Hall to listen to noted activist and scholar Angela Davis speak about prison reform. Davis, who spent 18 months in prison in the late 1960s and early 1970s, has taught at Vassar College, UCLA and Stanford and is deeply involved in social justice efforts relating to the prison industry. "Meeting you was on my bucket list," one participant reportedly told Davis, who received multiple standing ovations.

"These moments mattered to folks at ASU and across the Valley in profound ways," Lester explained.

The Project Humanities committee

measures the success of their initiative based partly on the diversity of their new partners and audiences, including faculty, student, alumni and staff involvement, as well as through connections to groups including the Black Board of Directors, the Mayo Clinic Center for Humanities in Medicine, the Chandler Jewish Community Center and Changing Hands Bookstore in Tempe. The project's website, Facebook page, Twitter account and YouTube channels all are gaining steadily an audience, extending the initiative's reach to digital communities.

The enthusiastic response to Project Humanities is evidence of the power humanities has to move people, according to Elizabeth Capaldi, executive vice president and provost of the university. In an editorial in the Arizona Republic announcing the project, Capaldi put it this way: "The humanities challenge students to confront their own experiences, beliefs and thoughts. A deepening of their capacity to understand themselves and each other results. From this deepened capacity will come new imaginative approaches to not only today's pressing concerns, but those we cannot even conceive."

Buoyed by support from President Michael Crow and his vision for ASU as a "New American University" that is socially embedded and globally engaged – both key hallmarks of the humanities – Lester and his colleagues are working to expand the programming and activities of Project Humanities during its second year to incorporate other fields, such as business, sports and music.

Eager to build on the groundwork that's been laid, Lester hopes to find external support to continue Project Humanities beyond the first two years of university funding.

LePore, inspired by that first sign painting event that encouraged people to reflect on important questions, believes it simply makes sense for this to be part of the ASU experience.

"They might not all have stopped to paint, but they stopped to think," he asserted. "It gets people thinking about different ways to experience their own lives, which is hopefully what a campus is about. Universities should be full of transformative moments."

Tracy Mueller is a Tucson-based freelance writer.



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The art of the organ
Shelf improvement

The art of the organ

At ASU, pipe dreams become realities

By Oriana Parker

Mention the words “organ music” to the average person on the street, and the sweeping preludes or postludes heard at weddings or funerals might be the first things to come to mind, or perhaps the haunting organ melodies from the Broadway musical “The Phantom of the Opera.” But in its heyday, the organ was a rock star among musical instruments and organ melodies were familiar to many.





Kimberly Marshall, Patricia and Leonard Goldman Professor of Organ and director of the School of Music, makes adjustments to the Fritts organ at ASU.

(opposite page) The 1,900-pipe Fritts organ, built specifically for ASU, was installed in 1991. Except for a few hardware items, the organ is completely handcrafted, representing 13,000 hours of individual labor.

Iconic classical composers often paid tribute to the instrument with their work. Johann Sebastian Bach wrote scores of organ fugues, toccatas and preludes, while Wolfgang Amadeus Mozart referred to the organ as “the king of instruments.” Organ music was popular in America from the mid-19th until the mid-20th century, when squabbling between divergent schools of thought about the legitimacy of electronic organs eventually turned off audiences.

After a half century of obscurity, it appears that organ music is making a comeback. ASU is home to two organs considered among the finest in the country, and it is using those instruments as tools to train students in the School of Music’s Organ Performance program to pursue careers as serious musicians.

Kimberly Marshall, Patricia and Leonard Goldman Professor of Organ and director of the School of Music, noted that the Valley of the Sun is an oasis for organ music lovers and organists. An abundance of churches and other venues with quality instruments provided ample opportunities for her students to ply their trade.

“Phoenix is a major urban area with many churches that prioritize fine liturgical music,” she said. “All of my eight graduate students have part-time jobs as organists that pay between \$15,000 and \$40,000 annually.”

KEYS TO GREATNESS

ASU is among the institutions that local organists praise for its exceptional instruments. It was the quality of ASU’s organs that initially attracted Marshall to lead the music school and direct the organ program, she said.

Two organs anchor the program. The 1,900-pipe Fritts organ, built specifically for ASU, is utilized for teaching, practice

and recitals. Except for a few hardware items, the organ is completely handcrafted, representing 13,000 hours of individual labor. The instrument was purchased by ASU for \$330,000 in 1991; today, its value is estimated at more than \$1 million.

The other “king” currently residing at Organ Hall is an Italian Baroque instrument built by Domenico Traeri in 1742. The instrument, which is currently on loan to the university, is utilized for performance, special classes and lessons. The recent installation of this 300-pipe organ makes ASU one of only four U.S. academic institutions – and the only one in the Southwest – to house an Italian Baroque organ.

Marshall said the Traeri gives listeners a taste of how organs were played in the era before recorded music.

“The Traeri allows concert-goers to experience what it must have been like to hear organists play centuries ago,” says Marshall.

HITTING ALL THE RIGHT NOTES

Beyond housing organs (pardon the pun) with great sets of pipes, ASU also shines in the world of organ performance thanks to the musicianship of Marshall, who has taught organ at the Royal Academy in London and Stanford University and performed throughout Europe, including at London’s Royal Festival Hall and the Chartres Cathedral in France. After spending time under her tutelage, Marshall’s students frequently compete against the best organists in the world and often do well.

Ilona Kubiacyk was a recent participant in the 2011 Dublin International Organ Competition, one of only a dozen musicians selected to compete. Kubiacyk, who is slated to graduate in May with a Doctor of Musical

Arts degree, said the event offered an outstanding opportunity to hear master organists from around the world.

“Three colleagues came from the U.S., while the others came from Austria, England, Germany, Ireland, Japan and South Korea,” she said. “The event was a fabulous forum for intercultural dialogue, inspiration and personal growth.”

Christina Hutten ’09 M.M. competed in the 2008 International Organ Competition in Tuscany, Italy, and placed second in the event’s final round. In all, three of the nine semifinalists that year came from ASU. After completing her degree at ASU, Hutten was awarded a grant from the Canada Council for the Arts to study the organ throughout Europe.

Hutten credits her recent success to her training at ASU, noting that she was taught how to write an eye-catching resume and successfully compete for grants in addition to learning how to create and perform engaging concert programs.

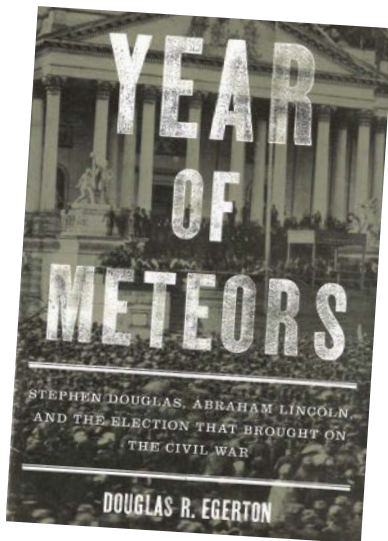
“What really sets ASU’s organ performance program apart is the way that it prepares students for the business of music,” she says. “A musician needs the very same skill set that any entrepreneur needs to build a successful business.”

It seems sweet music – and results – will continue to waft out of Organ Hall in Tempe in the future. Marshall and her students are preparing to celebrate the 20th anniversary of the Fitts Organ with a special concert on Jan. 8. In this celebration, as they did during its installation 20 years ago, guest organists from around the world promise to pull out all of the stops.

Oriana Parker is a freelance arts writer based in Scottsdale.

SHELF IMPROVEMENT

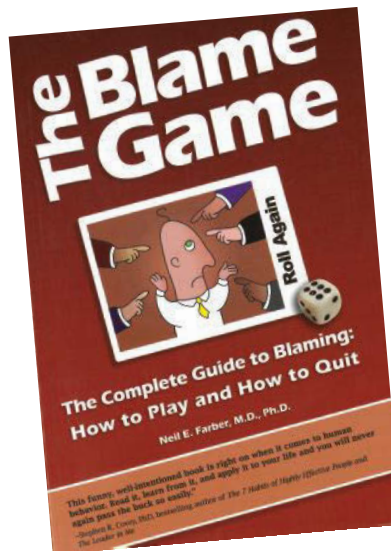
BOOKS AND MEDIA PRODUCED BY ALUMNI, STAFF AND FACULTY



Year of Meteors: Stephen Douglas, Abraham Lincoln, and the Election That Brought on the Civil War

By Douglas R. Egerton '79 B.A., Bloomsbury Press.

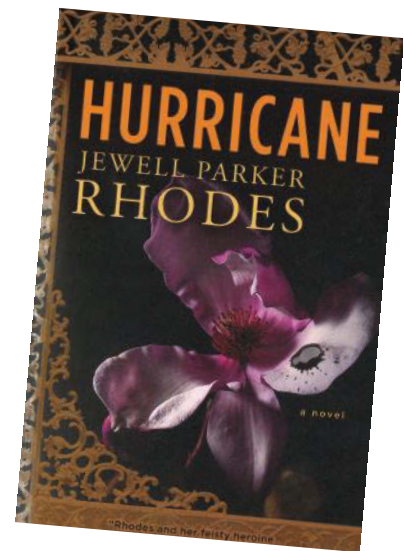
In choosing to open this book with the poem "Year of Meteors, 1859 '60" by Walt Whitman, Douglas Egerton sets the bar high for the rest of his work, which assays a momentous year in United States politics and history. This work, like the poem, is able to expand beyond an accurate retelling of events to communicate also a sense of the unique and urgent tenor of the times that set the scene for Lincoln's nomination and election as the 16th president of the United States. The author, a history professor at LeMoyne College in Syracuse, N.Y., uses vivid characters and intricate conflict development to explore the inevitability of civil war during this pivotal socio-historical period.



The Blame Game: The Complete Guide to Blaming: How to Play and How to Quit

By Neil E. Farber '82 B.S.,
Bascom Hill Publishing Group.

This compendium of blame and blaming does seem indeed to be a complete review of the subject. With a liberal sprinkling of humor, Farber romps through topics like the history of blaming (see Adam and Eve), genetic and social roots of blaming, targets of blame (just about anyone and anything), the identity of blamers (all of us including the great apes) and the benefits of quitting. Strategies to reduce the time devoted to playing the blame game are included also — along with a request that those who fail in this effort not blame the author, who acknowledges his own struggles in this regard. Overall, this is an enjoyable and elucidating read on what is often a shiftier topic.



Hurricane

By Jewell Parker Rhodes, Washington Square Press.

With "Hurricane," Rhodes, the Virginia G. Piper Chair in Creative Writing and the artistic director of Piper Global Engagement, concludes the mystery trilogy begun in "Season" and "Moon." The heroine of all three books is Marie Levant, a medical doctor and the descendent of a voodoo queen. She uses modern science and her inherited powers of sight and healing to help the sick and injured and to unravel the mysteries that surround them. In "Hurricane," readers are led by a master storyteller into a world that lies just below the surface of our everyday lives, a place that has the power to ripple and rend the known world and combine with human-made evil to create sinister effects. The storyline slips and slithers through one's consciousness, the images linger, as Marie Levant's spirit and thinking inform readers about environment, heritage, community and family.

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Action oriented

Alumni Association beats the heat with warm-season events

It used to be that year-round residents of the Valley of the Sun could count on things to slow down during the months that the temperature is set on "broil" in the low desert, but not any longer. The ASU Alumni Association hosted scores of events between April and November 2011, bringing smiles to the faces of many Sun Devils. Here's a quick roundup of the top events from this year.



(top) The achievements of Arizona's living female governors were celebrated at an Alumni Association event on April 14.

(bottom left) University staff and faculty were celebrated during U Devils Appreciation Month in April. (bottom right) More than 30 teams played in the Oozeball tournament hosted by the Student Alumni Association.

U DEVILS MONTH

The Alumni Association honored its members who are ASU faculty and staff during U Devils appreciation month in April. U Devils were treated to an evening mixer, an email prize-drawing contest, complimentary tickets to ASU softball and baseball games, even a high tea at the University Club for members who recruited more faculty and staff to join the group. Nearly 120 U Devils participated in appreciation month events.

SENIOR YEAR EXPERIENCE: SUN DEVIL CELEBRATION

The class of 2011 celebrated its impending graduation in style on April 28 at the Sun Devil Celebration held at the Hobbs Stadium Club inside Sun Devil Stadium. Seniors were treated to free food, fun, games, music and a sneak peek at the new the Sun Devil football team's uniforms. They also were able to explore options for life after graduation by interacting with vendors and campus partners, such as the

Arizona State Young Alumni group, ASU Career Services and others. After the event, the students had the opportunity to watch "The Fighter" on the big screens inside the stadium at the first-ever Movie on the Field event, which was hosted by ASU's Programming and Activities Board.

ALUMNI CAREER RESOURCES

Alumni Career Resources continued to offer opportunities this summer for ASU alumni to catapult their careers to a new



level. One-on-one career coaching sessions were offered at Old Main twice a month and networking mixers hosted by the Maroon & Gold Professionals and Women in Business groups allowed Sun Devils to make new business connections. Alumni received solid career advice at a June 9 seminar led by recruiter Eden Higgins and a Sept. 13 session with career coach and former corporate executive Jim Manton. On Nov. 30, Women in Business presented "Quick Fix with Robin Miller," a presentation by Robin Miller of the Food Network, in conjunction with the College of Nursing & Health Innovation, the School of Nutrition & Health Promotion and in partnership with az magazine.

WOMEN IN BUSINESS: A CONVERSATION WITH ARIZONA'S WOMEN GOVERNORS

Arizona's four living female governors participated in a discussion of leadership

partnership with az magazine, the program celebrated the accomplishments of former Govs. Rose Mofford, Jane Dee Hull, Janet Napolitano (who participated by video link) and current Gov. Jan Brewer.

PAT'S RUN SHADOW RUNS

More than 20 ASU Alumni Association chapters, clubs and connections hosted Pat's Run Shadow Runs in cities across the country during April, May and June. The events, hosted in partnership with the Pat Tillman Foundation, provided a way for out-of-town Sun Devils who couldn't attend the April 16 event in Tempe to participate in a worthwhile cause and salute the life and legacy of Sun Devil football legend Pat Tillman.

STUDENT ALUMNI ASSOCIATION: OOZEBALL

On April 23, SAA hosted its most successful Oozeball Tournament yet!



(top left) Thousands of students participated in Whitewash the A. (top right) The class of 1961 participated in Spring Commencement during their Golden Reunion in May. (bottom) Sun Devil Send-Offs welcomed hundreds of incoming ASU freshmen to the university family.

and public service at the Arizona Biltmore Resort & Spa on April 14, an event attended by more than 700 people. Hosted in

With 34 teams and plenty of spectators, students got knee-deep in mud for some intense, yet friendly, competition. This year's tournament took place at Tempe Town Lake's new beachfront property at the northeast corner of Rio Salado Parkway and Rural Road.

STUDENT ALUMNI ASSOCIATION: WHITEWASH THE "A"

More than 3,000 incoming freshmen and their friends made the trek up Tempe-Hayden Butte on Aug. 16 to whitewash the "A," a tradition signifying a fresh start at the beginning of a new academic year. The event, which has been held on the butte for more than 50 years, was an integral part of Fall Welcome Week activities.

GOLDEN REUNION

In early May, nearly 50 Sun Devils from the Class of 1961 received VIP treatment at the 2011 Golden Reunion celebration. Reunion attendees took behind-the-scenes tours of ASU's Biodesign Institute and the Mars Space Flight Facility, enjoyed high tea at the University Club, were given front-row seats at Spring Commencement in Sun Devil Stadium, and participated in a moving Golden Circle Induction ceremony on Old Main Lawn. Between all the scheduled activities, attendees had plenty of opportunities to reminisce.

ARIZONA STATE YOUNG ALUMNI (ASYA)

ASYA, the Alumni Association's group for alums under age 35, hosted lots of fun events over the summer. The group celebrated Spring Commencement and a new cadre of alumni at the 2011 Sun Devil Dash; members lounged poolside



(top) Die-hard Sun Devil fans cheered on ASU during dozens of game-watching tailgates held across the country this fall.

(left) A participant in Sun Devil Generations' Arts & Crafts Day shares her work with Sparky.



during the annual pool party; and alums enjoyed an Arizona Diamondbacks game from the comfort of a VIP suite at Chase Field. For the third year in a row, ASYA celebrated their alumni status on the first day of school at ASU, Aug. 18, with a networking event at the RnR Restaurant and Bar in Scottsdale.

ASYA launched affiliates for young graduates in Washington D.C., Chicago, Houston, New York and San Francisco

this summer, with the D.C. alums going on a yacht cruise and San Francisco alums enjoying a series of happy hours. The fun continued for Valley of the Sun ASYA members during the fall with several exciting football game-watching tailgates.

SUN DEVIL SEND-OFFS

Incoming freshmen Sun Devils were welcomed to the ASU family in style at more than 30 Sun Devil Send-Offs, which were held in locations from New York to Los Angeles. More than 600 students and their families were treated to a dose of ASU spirit, delicious refreshments, sage advice from ASU alums and an opportunity to start making new friends before arriving in the Valley of the Sun. The more than 300 alumni who participated in the events surely ignited some ASU pride in these new Sun Devils.

SUN DEVIL GENERATIONS

ASU families were able to enjoy a number of activities hosted by Sun Devil Generations while school was out, including Arts & Crafts Day and Movie Mania Day. Many members participated

in Sparky's Summer Break contest in which families took Sparky dolls and hand wavers on vacation and submitted photos to the Alumni Association. All photos were posted online.

In September, things took an intergenerational turn at the Grandparents Day Brunch with Sparky, and other early fall events included a trip to see "Dora the Explorer" at the Valley Youth Theatre in downtown Phoenix in October.

SPARKY'S TOUCHDOWN TAILGATES

ASU fans put on their best away-game faces at each of the three Sparky's Touchdown Tailgates this fall. Sun Devils flooded Champaign, Ill., at the largest of the three tailgates, held before the ASU-Illinois game on Sept. 17. When ASU arrived at Salt Lake City to play new Pac-12 foe Utah on Oct. 8, tailgate participants were there to celebrate the rivalry. Finally, southern California was bombarded with pride and spirit on Nov. 5 when ASU arrived in Pasadena, Calif., to play the UCLA Bruins.



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Ireland

July 17-27, 2012

Explore the rich history and breathtaking landmarks that Ireland has to offer in a small group trip to Ireland. See the Cliffs of Moher, the Rock of Cashel, the Ring of Kerry, and so much more.

British Isles Odyssey: Nautica

July 23-August 5, 2012

Travel the seas around the British Isles with stops in London, Edinburgh, Belfast, Dublin and many other beautiful places. Sit back and enjoy the cruise of a lifetime!

East Africa

September 20-October 4, 2012

Grab your safari hat and get ready! This trip includes a journey to the Serengeti, Tarangire National Park, Amboseli National Park, the Masai Mara Game Reserve, and so many more treasured opportunities to tour East Africa.

ASU ALUMNI
ARIZONA STATE UNIVERSITY

For a complete itinerary of all the upcoming trips, visit alumni.asu.edu/services/travel-programs

**Reports
from
around the
Sun Devil
Nation**



Dream • Discover • Deliver *2011 Awards*

AUSTIN

This summer our chapter held its fourth Sun Devil Send-Off for incoming ASU students and welcomed in a new board for 2011-2012 including chapter president Travis Snell. This fall, we've enjoyed events such as our signature Dinner Cruise on Lake Austin and a Pub Crawl with the USC alumni chapter on Sept. 24. We cheered for the Sun Devils at many game-watching tailgates, including two pitting ASU against new Pac-12 teams!

To stay connected with our chapter, visit <http://alumni.asu.edu/chapters/austin>, "Like" our page on Facebook (Austin Sun Devils), follow us on Twitter @austinsundevils, or email austin.sundevils@gmail.com. We hope to see you at an event soon!

CHICAGO

We had 80 attendees at our Sun Devil Send-Off in late July, and met many alumni new to chapter activities during our football game-watching tailgates in the fall. We're planning to go as a group during December to the Pac the Stockings wine tasting event – it should be good holiday-themed fun! We're also planning a day to give back to the community in February, when we do some service work for the Chicago Food Depository.

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

**COLLEGE OF NURSING AND
HEALTH INNOVATION**

As this issue goes to press, our chapter is planning for our fourth annual Dream-Discover-Deliver Awards event. The dinner, slated for Dec. 6 at the Desert Botanical Garden, will honor three stellar honorees dedicated to improving healthcare and/or the health of the American public: Anita Owen, Patricia A. Grady and Joey Ridenour. We're excited about hearing remarks from our dynamic awardees, and hoping to raise funds for the college and its initiatives.

To stay in touch with our chapter, visit us at <http://alumni.asu.edu/chapters/college-nursing-health-innovation>, or contact Emily Gesuale at Emily.Gesuale@asu.edu or (602) 496-0838.

COLORADO

Next month, our chapter will welcome Shaun Bainbridge as president! We'll also host Ski and Board Day 2012, our signature event, high in the Rocky Mountains. In February, we'll host our annual business networking happy hour. For details on all of our events, visit <http://alumni.asu.edu/chapters/colorado> or contact Shaun at Bainbridge@bainbridgecorp.com.

DALLAS

All Sun Devils in the Dallas/Ft. Worth area are invited to get involved with the Dallas Connection. We had a great happy hour in July



(top) The Indianapolis chapter held a "shadow run" in conjunction with the Tempe-based Pat's Run event, which is a benefit for the Pat Tillman Foundation.

(above) Current military personnel, students who are military veterans, and members of the Alumni Association's Veterans chapter participated in the Sun Devil Salute to Service on Sept. 1.

(left) The board of the Engineering chapter makes the pitchfork.

and hope to keep the momentum going. To connect with us, check out <http://alumni.asu.edu/chapters/dallas> or visit our Facebook page – look under "Dallas / Ft. Worth Sun Devils - ASU Alumni Chapter" – for upcoming events. You can also email Connection Leader Marco Canales at sundevil0377@gmail.com if you're interested in helping plan events for the group.

HOUSTON

Our chapter's monthly happy hours continue, letting Sun Devils in Houston get to know one another. Our next events are slated for Dec. 14 and Jan. 11. Both start at 6 p.m. and will be at St. Dane's in Midtown, 502 S. Elgin St., Houston.

For more information on our group, visit us online at <http://alumni.asu.edu/chapters/houston>.

IDAHO

We had a number of Sun Devil alumni representing graduates from the past several decades at our inaugural eastern Idaho region event of the Idaho Connection on July 30 in Idaho Falls. Since that time, we've journeyed to Salt Lake City for the ASU-Utah game and the Sparky's Touchdown Tailgate on Oct. 8, and we've been making plans to host a shadow run in conjunction with Pat's Run this coming April. We hope to see other Sun Devils from the region at future events as we work toward making Idaho an official alumni chapter.



ASU President Michael M. Crow (second from right) discussed recent university achievements during an evening event at the Waverley Country Club in Portland on Oct. 14.

AN EVENING WITH ASU PRESIDENT MICHAEL CROW - PORTLAND

On the night before the ASU-Oregon football game on Oct. 14, Sun Devils in Portland were invited to the first-ever ASU event in that city to feature President Michael Crow. Speaking at the Waverley Country Club, Crow highlighted recent university achievements, such as the new ASU-Mayo Clinic collaboration related to the Mayo Medical School – Arizona Campus, the groundbreaking for a new building at the W. P. Carey School of Business, the expansion of ASU's Global Institute of Sustainability into Latin America, and the university's upward trajectory in college rankings.

Attendees were also treated to remarks by Steve Patterson, the chief operating officer of Sun Devil Athletics, who provided an update on ASU's sports teams and the stadium district. Prior to joining Sun Devil Athletics, Patterson spent nearly a quarter of a century as a successful sports executive, including a position as president of the Portland Trail Blazers.

For more information on our connection group, visit <http://alumni.asu.edu/chapters/idaho>.

IRA A. FULTON SCHOOLS OF ENGINEERING

Our June networking mixer was a huge success and we hope to repeat that achievement in December at our next mixer. The chapter hosts these mixers to engage new graduates, stay in touch with our membership and promote networking opportunities with prospective employers. We'd like to thank everyone for attending and the Engineering Career Center for their coordination with the employers.

This fall, engineering alums supported E2 Camp, the innovative freshman



(left) The Orange County chapter will watch the Newport Beach Christmas Boat Parade on Dec. 18.



(right) Members of the Dallas/Fort Worth connection group got to know each other at a happy hour event in July.

engineering orientation experience. Our freshmen got a great college start thanks to our alumni volunteers.

We can't wait to see all of you at an upcoming event! To connect with us and check out our alumni events schedule, visit <http://alumni.asu.edu/chapters/ira-fulton-school-engineering>.

INDIANAPOLIS

Our connection group hosted its first Pat's Run shadow run in Carmel, Ind., on June 25. The event had a great response from alumni and guests alike, and we are looking forward to hosting a similar race in 2012!

For more information on how to connect with Sun Devils in Indiana, visit <http://alumni.asu.edu/chapters/indianapolis>.

LAS VEGAS

Our group has had a great 2011 and we are looking forward to an even better 2012. This past year, we coordinated a Pat's Run shadow run, held a Sun Devil Send-off, attended a Las Vegas 51s minor league baseball game, and held several game-watching tailgates and happy hours.

We plan to host a volunteer service activity in March and another Pat's Run shadow run in April. Visit us online for more information at <http://alumni.asu.edu/chapters/las-vegas>.

LOS ANGELES

Thanks to everyone who attended Sparky's Touchdown Tailgate and the ASU-UCLA football game on Nov. 5! The Sun Devils appreciate your support!

Thanks to our annual Pennies for Points program, we are again able to offer scholarships for the spring 2012 semester for freshmen and transfer students from Los Angeles County. If you would like to donate to our chapter scholarship fund, email devall@aol.com. Every penny and dollar counts!

Pac-12 men's and women's basketball season is right around the corner, and we'll be there to cheer for our Sun Devils when they come to town. The men's team plays at USC on Jan. 5 and plays UCLA at the Honda Center in Anaheim on Jan. 7. The women's team plays at UCLA Feb. 23 and at USC on Feb. 25. We'll have information available soon related to pre-game events and tickets to these contests.

This coming spring, our chapter will host networking and happy hour events, community service opportunities and much more. Visit <http://alumni.asu.edu/chapters/los-angeles> for a full listing of events!

NATIONAL CAPITAL (WASHINGTON, D.C.)

Alumni flag football is back in DC! This fall, the chapter once again put a team on the field for the Capital Alumni Network flag football season. We had a great year and hope more Sun Devils in the National Capital region will join us next season. In April, we'll start our softball season – come join us!

To find out more about our sports, social and community service activities, as well as other events throughout the year, email us at dcdevils@gmail.com or visit

<http://alumni.asu.edu/chapters/national-capital>.

NEW YORK

This fall, we've enjoyed another season of game-watching tailgates and other great events. In early 2012, we'll have our annual Pulmonary Fibrosis wine tasting fundraiser and our annual Ranger game at Madison Square Garden, plus additional events. To stay in contact with our chapter, email ny_sundevils@thesundevils.com or visit <http://alumni.asu.edu/chapters/new-york>.

ORANGE COUNTY

If you're in the area this month, join us for our annual Newport Beach Christmas Boat Parade Viewing Dinner at the Rusty Pelican Restaurant on Dec. 18. More than a million viewers will watch beautifully decorated yachts, boats, kayaks and canoes sail along the harbor in the 102nd rendition of this parade. The event, which has been hailed as "one of the top ten holiday happenings in the nation" by the New York Times, is truly magical. Don't miss it!

For more information on this and other Orange County Sun Devil events, visit <http://alumni.asu.edu/chapters/orange-county>.

OLD PUEBLO (TUCSON)

Join the Old Pueblo Chapter this month for our signature event, a holiday dinner and walk-through of the Winterhaven neighborhood to view its spectacular holiday light displays.

We are also pleased to report that the

caliber of applicants for the scholarship that we award annually to a local high school senior continues to be very high. Our 2011-2012 scholarship recipient was Saloni Sinha. She and scholarship finalists Elena Whitton, Heidi Kartchner, and Brandon Balsino were recognized at the chapter's Sun Devil Send-Off held in June.

For more information on our chapter, visit <http://alumni.asu.edu/chapters/old-pueblo>.

PHILADELPHIA

Philly Sun Devils gathered at our chapter's third annual Sun Devil Southwest-style family picnic in August. Picnic-goers were treated to all the Tex Mex dishes we grew to love at ASU – including carne asada and grilled chicken, all of it piled high with our favorite taco toppings. What a great way to end the summer!

In September, we hosted a Pac-12 football season kick-off mixer. We look forward to more activities with our fellow Pac-12 alums! November brought us back to Crossing Vineyards in Washington Crossing for another delicious wine and

food event.

We're always seeking new ways to build our chapter's scholarship fund for local ASU students. This summer we participated in Macy's Shop-For-A-Cause to raise money for the fund, and if you want to help out, there's still time to sign up for Pennies for Points before the deadline on Dec. 31. All Pennies for Points donations go toward textbook scholarships for ASU students from the Philadelphia area. If you do sign up before Dec. 31, you'll have a chance to win autographed ASU memorabilia!

If you want to connect with our chapter, you can find us at <http://alumni.asu.edu/chapters/philadelphia> or on Facebook at <http://www.facebook.com/PhillySunDevils>.

VETERANS

Our chapter, which had its inaugural meeting on June 14, proudly participated in the "Sun Devil Salute to Service" on Sept. 1, before and during the ASU home game against the University of California, Davis. It was a great day, and we met many new veterans who also share our

Sun Devil connection.

Our chapter is looking forward to growing and expanding in 2012. If you are interested in participating, contact Doug Zimmerman at dougz@jsslaw.com and visit <http://alumni.asu.edu/chapters/veterans>.

W. P. CAREY SCHOOL OF BUSINESS

After an exciting fall, including a great Homecoming experience, the W. P. Carey School of Business alumni chapter is ready for spring!

We invite all business alumni to attend our upcoming networking receptions and professional development seminars. For a complete listing of upcoming activities, visit: <http://wpcarey.asu.edu/events>. If you'd like to volunteer for our chapter, email us at wpcareyalumni@asu.edu.

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The Community Built for Life®



Word by word

Kristin Espinasse '92 B.A.

When she enrolled in ASU's French program in the 1980s, little did Kristin Espinasse '92 B.A. know that she would eventually tutor more than 42,000 students in the language and culture of France via the Internet. Her popular blog – <http://french-word-a-day.typepad.com> – introduces those curious about Gallic ways to the country's language via personal experiences, recipes, photos, and other items. Her passion for all things French has led her to publish a book, "Words in a French Life."

Espinasse's adventure began in the fall of 1989 when she spent the semester in Lille, France. She credits ASU's grammar drills and language labs with preparing her well for the experience, thus increasing the benefits of the exchange program. She also notes that Dr. and Mrs. Wollam, her hosts during her initial excursion in the country, helped her extend her initial stay by facilitating independent study projects and encouraged her to "dig in" and really apply herself to learn the language.

After returning to ASU to complete her degree, Espinasse realized she had left her heart in France, quite literally. She returned to marry her husband Jean-Marc and start a family, two situations that have provided ample opportunities to polish her language skills.

"Being married to a French national – and rearing children on French turf – has greatly contributed to both perfecting the language and understanding the culture," said Espinasse, who lives in Provence with Jean-Marc and children Max and Jackie.

One of the ironic benefits of raising children who are native French speakers is that they offer mid-sentence corrections of their mother's grammar.

"The truth is I find it enjoyable to receive live 'language edits' from my kids," she laughed. "I began learning French eons before they did... only to be left in the dust of their spinning language wheels as they advance with finesse in the language of Proust!"

While admitting to missing certain aspects of the Arizona desert, including wildflowers, the red rock landscapes, roadrunners, quail and coyotes, she says she is very happy living at the "garage vineyard" her husband purchased five years ago. Recently, the couple was able to share their love of French wine culture with nearly 50 students from Napa Valley in California.

According to Espinasse, those inspired by her example can expand their knowledge of French by seeking out native speakers, participating in French "meet-ups" over the Internet, and immersing themselves in French movies and music. To would-be French speakers, she says, "*Je vous souhaite beaucoup de succes - I wish you a lot of success.*"

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



Kelly Flanagan



Trevor Koskovich



Rachel Robertson



Jeffrey Sherman

2000's

Jamelle McMillan '11 B.S. was named coordinator of basketball operations at Drake University.

Brittany Belsterling '11 B.A. joined the McRae Agency, a public relations agency in Scottsdale, as an account associate.

Robert Gehl '10 B.S., Jenna Julius '10 B.A. and Layne LeVault '10 B.A. announced the second year of @west news, a student newspaper that they initiated on ASU's West campus. The student-run publication operates as a student club and a nonprofit business that is independent of ASU funding.

◆ **Gina Mizell '10 B.A.** joined The Oklahoman as a reporter covering Cowboy football at Oklahoma State University. Last season, she covered the San Diego Padres for MLB.com.

Kelly Flanagan '10 B.F.A. was awarded the position of multimedia journalist in Tanzania after she submitted the winning essay, "Working Women," to the Tanzania Correspondent Contest. She will document the impact of microfinance on women for a nonprofit organization, Opportunity International, that provides financial products and strategies to individuals who seek to overcome poverty in more than 20 developing countries.

Kristin Hsueh '10 B.S., B.A., B.A. is employed by the Arizona Museum of Natural History, where she assisted the development and promotion of the

Hubble Space Telescope Exhibit. She also works as an education intern at the Musical Instrument Museum and as a garden educator at the Desert Botanical Garden.

◆ **Christopher J. Lee '10 B.A.** was promoted to associate director of admissions at Northcentral University.

◆ **Marcelino Canuas Perez '10 B.I.S. and Elizabeth Goodman Canuas '03 B.A.E.** were appointed co-affiliate coordinators for the Phoenix affiliate of the Pancreatic Cancer Action Network.

Elodie Billionniere '09 M.Ed.; Victoria Tandy '07 J.D.; Iain Hamp '06 B.S.; Nicole Kulhavy Siqueiros '05 J.D.; Anabell Castro Thompson '04 M.S.; Brad Shwer '03 J.D.; Shakira Small '02 B.S.W.; and Meghan Hallinan Grabel '01 J.D. were named to the Phoenix Business Journal's 2011 class of "Forty Under 40" business leaders from across the greater Phoenix area.

Jeffrey Sherman '09 B.S. and Trevor Koskovich '02 B.A. have been promoted to the position of associate vice president with Colliers International in Phoenix, where both men specialize in the evaluation, marketing, acquisition and disposition of investment grade, income-producing multifamily properties and portfolios.

◆ **Gustavo (Gus) Schneider '09 J.D.** received the New Volunteer Attorney of the Year award from the Volunteer Lawyers Program for 2010-2011 in recognition of the more than 130 pro bono hours he donated to various cases that were referred to him by that program.

Regina Clemens Fox '08 Ph.D. accepted a new position as director of composition and assistant professor of English at Oklahoma City University.

Amanda (Anello) Pierce '08 B.A. has joined PWP Event Planning, Design and Boutique in Syosset, N.Y., as head event coordinator and executive buyer.

◆ **Meghan Cox '07 B.A.** and ◆ **Arlene Miramon '06 B.S.** were selected for Class 33 of Valley Leadership's Leadership Institute, which supports the development of local leaders who understand and appreciate community service and diversity, work for the common good and inspire and empower others.

Erica (Nielsen) Okamura '06 M.F.A. published a book entitled "Folk Dancing" that is part of the American Dance Floor Series of ABC-CLIO. She presented the work during a signing in August at a coffeehouse in Peoria, Ariz., where she did much of her research.

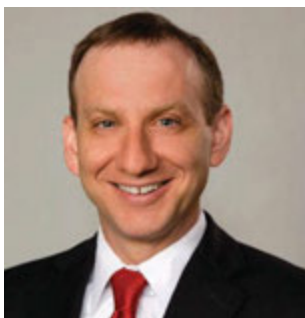
Bill Konigsberg '05 M.F.A. was featured on the website Outsports.com as a participant in one of "Outsports'100 most important moments in LGBT sports history." Konigsberg was recognized for writing a column while working at ESPN.com in which he came out as a gay man.

Roxroy Reid '05 B.S.W., '06 M.S.W., a medical social worker at the University of New Mexico Hospital and Clinics, was selected to serve in the North American network of subject matter experts

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



Carrie Severson



Joe Kanefield



Aaron C. Schepler



Christine Devine

who write test questions for the social work licensing examinations used in the United States and Canada.

David Gillette '04 B.S., founder of God Feet, delivered more than 550 pairs of flip flops designed for use in rough terrain to men, women and children in Haiti. God Feet is a faith-inspired footwear company that gives a pair of new shoes to someone in need for each pair that is purchased.

◆ **Craig DiTommaso '04 B.S.**, a physician with a specialization in neurologic rehabilitation, works at The Institute of Rehabilitation and Research in Houston, Texas, where he tests new methods of neurologic stimulation and provides care for patients with complex neurologic injuries. He also serves as the president and chief medical officer for the nonprofit organization Project Understanding Needs In Our Neighborhoods (Project UNION) that builds on his ASU experiences with recycling and responsible use of resources.

Rachel Robertson '03 B.A., an attorney with Quarles & Brady's labor and employment group, was named among the Top Pro Bono Attorneys in 2011 by the Arizona Foundation for Legal Services & Education.

Meredith L. Jonas '01 B.S., '01 B.S., '06 M.B.A., a senior manager in Grant Thornton LLP's Economic Advisory Services practice, was chosen for the firm's Advanced Manager International Program, which takes place across the globe over a 12-month period.

◆ **Teniqua Broughton '00 B.I.S., '05 M.Ed.** was elected to the board of trustees at the Desert Botanical Garden.

Timothy Johnson '00 B.A.E. viewed the final space shuttle launch from the press site at the Kennedy Space Center in Florida as part of the STS-135 NASA Tweetup.

Tayari Jones '00 M.F.A., associate professor at Rutgers-Newark University, was interviewed by National Public Radio's Michelle Norris for the program All Things Considered on May 19. The discussion considered Jones' novel, "Silver Sparrow," that was released by Algonquin, and named the #1 Indie Next Pick for the month of June by the American Booksellers Association. Jones read from the novel at Tempe's Changing Hands Bookstore in July. She is spending the 2011-2012 academic year at Harvard as a fellow at the Radcliffe Institute for Advanced Study.

◆ **Carrie Severson '00 B.A.** founded the nonprofit organization Severson Sisters in April. The organization is based on the belief that girls can support one another without bullying. It offers a creative program for girls ages 10-14 that uses creative arts as a tool to encourage girls to embrace their inner "Super Girl" rather than buying into the thought pattern of treating others harshly or negatively as a way to survive and thrive.

1990's

Shelly Hodges '99 B.S.; Michael Brewer '98 J.D.; Deanna Romina Khananisho '98 B.A., '98 B.A.; Stephanie Kundin-Krinetz '97 B.S.; Michael Robert Shore '97 B.S.; and David Damron '95 M.Tax. were named to the Phoenix Business Journal's 2011 class of "Forty Under 40" business leaders from across the greater Phoenix area.

◆ **Nikki Severson '99 B.S., '02 J.D.** was elected to the executive board of the Arizona Young Lawyers Division.

Michelle Brooks '98 B.A. recently accepted the position of theater director at Elk River High School in Minn. For the past 10 years, she directed middle and high school plays in Spring Lake Park, where she continues to teach English literature and composition and speech classes.



Julie (Gorman) Lonborg



Dianne (Coffer) Ray



Simon Beltran



Mikelle Moore

Mikelle Moore '98 M.B.A., '98 M.H.S.A. was named vice president of Intermountain Healthcare's Community Benefit Department and president of the Intermountain Healthcare Foundation.

Victoria L. Burke '97 B.A. received her law degree on May 15 in Los Angeles.

Tara La Bouff '97 B.A. recently started Taratory Marketing LLC, a branding and marketing firm based in Scottsdale.

Rigoberto González '97 M.F.A., a freelance book reviewer, was one of three reviewers asked by National Public Radio to select the best books for summer 2011.

Aaron C. Schepler '96 B.S., '96 B.A., '99 J.D. recently joined the law firm Quarles & Brady, LLP. His practice focuses on franchise litigation including matters involving trademark infringement, unfair competition and violations of post-termination restrictive covenants.

Sean D. Williams '96 M.A. has been appointed chairman of the English department at Clemson University. He has been on the faculty there since 1999.

Susan L. Carlile '95 M.A., '01 Ph.D., associate professor of English at California State University, Long Beach, was awarded a one-year National Endowment for the Humanities research fellowship to work on a critical biography titled "Charlotte Lennox: A Powerful Mind."

Simon Beltran '94 B.S. was selected as the president and CEO of Phoenix-based Prisma Graphic, a marketing solutions provider that emphasizes commercial printing and online marketing supply chains.

◆ **Caroline Decker '92 B.S.** has been hired by the American Trucking Association as their vice president of legislative affairs.

Michelle L. Flores '90 B.A. joined the law firm of Fisher & Phillips, LLP as a partner. She specializes in employment litigation, including wage and hour class actions and employment compliance and preventive training.

Joe Manzella '90 B.A. was named Restaurateur of the Year for 2011 by the Orange County Business Journal. He owns three restaurants in Orange County: Taps Fish House & Brewery locations in Brea and Corona and The Catch in Anaheim.

◆ **Joe Kanefield '90 B.S.** was sworn in recently as president of the State Bar of Arizona by Arizona Supreme Court Chief Justice ◆ **Rebecca Berch '76 B.S., '79 J.D.**

1980's

Carey Graves '88 B.S. was appointed vice president for the fishing tackle division of Shimano American Corp. He will have a management role in the Shimano-G.Loomis-PowerPro three-brand strategy as it expands throughout North, South and Central America.

Linda Harless '88 B.F.A. has been appointed principal of the newly opened Utah Connections Academy, a tuition-free, virtual public school for students from kindergarten through grade 12.

Timothy Sedore '88 M.A., professor of English at Bronx Community College of the City University of New York, recently announced the release of his book, "An Illustrated Guide to Virginia's Confederate Monuments," by Southern Illinois University Press.

◆ **Christine Devine '87 B.A.,** a news anchor on Fox 11, received the prestigious Los Angeles Area Governors Award from the Academy of Television



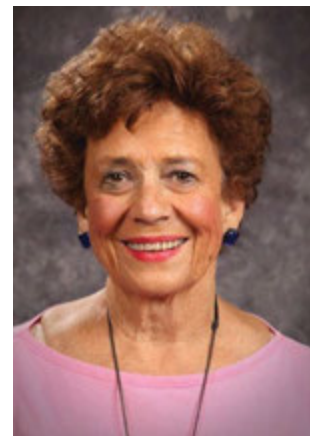
John Rockefeller



Carol (Rancourt) Sorkhabi



Robert J. Moore



Carol Getty

Arts & Sciences for her work on the weekly news segment "Wednesday's Child," which she has hosted for the past 15 years. The segment profiles hard-to-place children who are in the foster care system and has helped more than 400 children find "forever homes." She also won a 15th Emmy Award for her reporting in the segment "Vets – Tempered Steel," which was entered in the Serious News Story – Single Report category.

Carol (Rancourt) Sorkhabi '86 B.S., who makes jewelry, had a bracelet featured recently in *Bead Trends*, an international beading magazine. The bracelet was named ASU after the place she remembers fondly.

Julie (Gorman) Lonborg '82 B.S. was named chief marketing and public relations officer for Denver Health, the Rocky Mountain Region's Level 1 academic trauma center.

Natasha (Lazutin) Wing '82 B.S. has released a new book, "The Night Before Preschool," which is part of her "The Night Before" children's book series published by Grosset & Dunlap. A new sticker book, "The Night Before Kindergarten Sticker Stories," also has been released.

Jon Hunter '81 B.S. was appointed by the state legislature to the South Dakota Investment Council, which manages approximately \$10 billion in assets for the South Dakota Retirement System and other state trust funds.

Irene Jacobs '81 M.S.W. was appointed president and chief executive officer of O'Connor House, a nonprofit organization with a mission to create civil talk that leads to civic action. The organization is named in honor of former U.S. Supreme Court Justice Sandra Day O'Connor.

◆ **Mike Fann '80 B.S.**, president of Fann Contracting, received the 2011 Arizona Construction Executive of the Year Award from the Construction Financial Management Association for his contributions to the industry.

SUN DEVIL



Ed Song '09 B.S. and **Robyn Guzy** were married in Danforth Chapel on the Tempe campus on May 18, 2011. Theirs was the first wedding ever to feature live music played by the Symphonic Carillon.



Amanda (Anello) Pierce '08 B.A. and **Chad Pierce** were married on Jan. 8, 2011, at The Estate at East Wind in Wading River, N.Y.

SUN DEVIL BIRTHS



Zoe Nicole Wombacher was born to ◆ **Christina Wombacher '03 M.Ed.** and **Steven Wombacher** on April 25, 2011.



Carol Poore

◆ **Carol Poore '80 B.S., '96 M.B.A., '11 Ph.D.** was asked to summarize the findings of her dissertation, which examined the significance of networks on downtown revitalization in Phoenix, for an op-ed piece in the Arizona Republic. Poore serves as president and CEO of the Southwest Center for HIV/AIDS.

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

1970's

◆ **John Rockefeller '79 B.S.** has accepted a position as director of social ventures initiatives with The Clinton Foundation in Boston, Mass. He will develop social venture capital structures in the international health field in order to provide medical care to those in need across the globe.

Dianne (Coffer) Ray '78 B.S. was appointed as Colorado's new state auditor by the state's General Assembly. Her five-year term began July 1.

Carol Getty '78 M.S. was approved as professor emeritus of criminal justice administration at Park University.

Ron Rodgers '77 B.S., former president of J.B. Rodgers Mechanical Contractors, received the 2011 Arizona Construction Industry Pioneer Award from the Construction Financial Management Association for his career achievements, including his business's contributions to numerous civic and community organizations.

Robert J. Moore '71 B.A.E., '75 M.A.

announced the release of his book, "Devil's Lake, Wisconsin and the Civilian Conservation Corps," which was published by The History Press in May.

Pasha Rafat '70 B.S., artist and professor of art at University of Nevada, Las Vegas, exhibited works at ASU's Night Gallery that explore the physicality of light. He has exhibited nationally from New York to Los Angeles and internationally in France, Belgium and Korea.

1960s

◆ **James Condé '63 B.A.,** formerly the CEO of Grand Canyon Financial Services, recently published "If I Were President: An Eye-Opening Look at America's Struggles from a Man Who Knows."

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



Taking on the world

Jon Morris '94 B.A.

When he was building technology infrastructure in Abu Dhabi, Jon Morris relied as much on his history degree

from ASU as his graduate training from Johns Hopkins University in information technology. Working and living for 18 months in the capital of the United Arab Emirates, Morris said that his background in humanities was crucial not only in his job, but also his daily life.

"ASU gave me a very competitive education and the exposure to the diversity and having a liberal arts degree has been useful in my career," he said. "Even though I've been in technology, it gives me more context and perspective on what I do, particularly when I go overseas."

Morris worked for Citicorp in financial analysis after graduating from ASU in 1994. After noticing how much the company was investing overseas in information technology, he earned his graduate degree in the field and began working for an international communications firm.

As part of his job working for Good Harbor Consulting from 2009 to 2011, Morris developed infrastructure protection, crisis management and cyber security systems for the city-state of

Abu Dhabi, an emerging financial and cultural center and a metropolis considered among the most progressive places in the Middle East. Morris used his liberal arts education to adapt to the new culture. And, noting one more benefit of his ASU years, Morris said after living in the Valley of the Sun, a desert on the other side of the world felt like home.

When he was a student, Morris took a broad slate of international history classes and complemented that with other humanities courses, but it wasn't just the coursework that opened up the world for him. The size and scope of ASU's student body also made an impact on Morris, who graduated from a small high school in Colorado.

"It was the diversity at ASU, with lots of international students, that really opened up my world quite a bit. It made me feel like I could go out and do just about anything," he said.

By Eric Swedlund, a freelance writer based in Tucson.



(top) A sell-out crowd packed Sun Devil Stadium for the first Fiesta Bowl, held Dec. 27, 1971. (above) ASU Head Coach Frank Kush (at right in photo) celebrates his team's 45-38 victory.

A BOWL GAME THAT TOOK THE CAKE

Football in sunny, temperate Tempe in late December - it seems as if this combination has been in existence forever, but this month marks the 40th anniversary of the first Fiesta Bowl, a contest born at Arizona State University and dominated by the Sun Devils during the bowl's earliest years.

The first Fiesta Bowl was played on Dec. 27, 1971 at Sun Devil Stadium, three years after ASU President G. Homer Durham suggested at an awards banquet that the Valley of the Sun needed a bowl game of its own. That first contest pitted ASU against Florida State University. ASU won in a high-scoring game, edging out the Gators 45-38.

The Fiesta Bowl organization now runs both the original bowl as well as the Insight Bowl, traditionally played a few days before or after the Fiesta Bowl. The Fiesta Bowl, now sponsored by Tostitos, moved to University of Phoenix stadium in 2007, and the Insight Bowl is now played in Sun Devil Stadium.

According to the official Fiesta Bowl website, since its first game at Sun Devil Stadium in 1971, the Fiesta Bowl has generated an economic impact of more than \$2.4 billion to the state's economy and 24 of the past 25 Fiesta Bowl games have been sell-outs.

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