



MAGAZINE

Sun Devil families celebrate  
university connections

ASU leads space exploration efforts

Business school breaks new ground

THE MAGAZINE OF ARIZONA STATE UNIVERSITY

MARCH 2012 | VOL. 15, NO. 3

# maroon and gold memories



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## President's Letter

Of all the roles that the ASU Alumni Association plays as an organization, perhaps none is more important than that of university tradition-keeper. This edition of ASU Magazine is dedicated to celebrating our traditions. Our lead feature story chronicles the history of the university's most treasured traditions – including the school colors, the origins of Sparky the Sun Devil, whitewashing the A, Lantern Walk, Homecoming and many other things that you'll no doubt remember from your time at ASU. Our traditions are what bind us

together as Sun Devils across the generations, and this article provides a wonderful glimpse into customs and lore that are unique to Arizona State. Our other feature takes a look at three Sun Devil families who have passed along their love of ASU and its traditions to generations of university graduates. Each family has deep roots with the institution, and for many members of each family, Arizona State University has become synonymous with higher education opportunity.

Last month, we celebrated one of the university's signature events (and a tradition that is more than 50 years old), Founders' Day, which showcases the Sun Devil excellence achieved by faculty, staff and alumni. Our honorees this year included Stephen Teglas and Randall McDaniel, who both received the Alumni Achievement Award. Wayne Frasch, Joe Lockard and Karen Bruhn received our Faculty Achievement Awards in research, service and teaching, respectively, and Anna Wales received our Staff Achievement Award. Dr. Jeanne and Mr. Gary Herberger received the Philanthropists of the Year Award, presented by the President's Club of the ASU Foundation for a New American University.

As we head into the heart of spring, we'll be involved in dozens of events that touch upon Sun Devil tradition – including Golden Reunion and Commencement – as well as those that are rapidly becoming new traditions, such as the end-of-the year farewell party for graduating students who are part of the Senior Year Experience, the European Discovery tour for graduates, and the Sun Devil Send-Offs for incoming ASU freshmen.

The most important thing to remember about ASU traditions is that their value results from the connections forged between you and the university. The Alumni Association is your gateway to Sun Devil traditions – come to one of our events or explore our website to learn the ways you can engage with the university. ASU is a New American University, but our position as a trailblazer for solving the world's most challenging issues rests upon a foundation of tradition.

Finally, I encourage you to start a new Sun Devil tradition in your own life – whether that is joining the Alumni Association or upgrading your membership; becoming a table host at an event such as Founders' Day; or by volunteering to read scholarship applications for our Medallion or Legacy Scholarship programs.

*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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THE MAGAZINE OF ARIZONA STATE UNIVERSITY

March 2012, Vol. 15, No. 3

## HIGHLIGHTS

### 22 Keeping it in the family

Some families are so devoted to ASU, it has been said, that they bleed maroon and gold. The Perrys, The Garcias and The Westervelts are three Sun Devil families who embody that spirit. All three clans took different paths to the ASU campus, yet all three share a commitment to education that has been nurtured among the generations.



### 28 Maroon and gold memories

If a test were developed to determine who was a genuine Sun Devil, it would include measuring the heart rate to see whose ticker beats a little faster when shown maroon and gold. Join us for a journey through some of ASU's most treasured traditions – from the origins of Sparky and the annual Whitewash the A ritual to the real reason why the Territorial Cup is a traveling trophy.



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Murphy's Girls remember a landmark teacher from ASU's history; Coach Todd Graham takes the reins of Sun Devil Football; plus reports on softball, the Sun Devil Performance Center, and student-athletes in Barrett, the Honors College at ASU.

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ASU's Tempe campus is a trove of Depression-era public art, some of which resides in the Alumni Association's home, Old Main. Plus, new books by alumni, staff and faculty in Shelf Improvement.

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National Capital alumni chapter has deep roots in the creation of the Capital Alumni Network, a thriving sports league in Washington, D.C.

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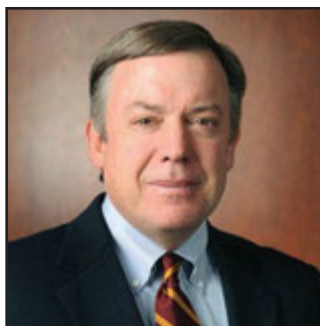
Reports from around the Sun Devil nation.

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A view of the letters that have graced the south side of Hayden Butte near the Tempe campus over the years.



#### ASU Social Stream:

<http://socialmedia.asu.edu/>

**ASU Alumni Events:** <http://alumni.asu.edu/events>

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To access information offered through a QR code, you'll need a mobile phone with a QR code reader application.





## Constructing the future

W. P. Carey School of Business breaks ground on McCord Hall



Approximately 300 people attended the groundbreaking during Homecoming weekend for McCord Hall, a new state-of-the-art facility that will expand significantly facilities for the W. P. Carey School of Business.

The 129,000-square-foot building will help ease crowding in the school's two existing structures and provide facilities competitive with other top business schools across the country. The hall will offer more classroom space, technologically advanced team study rooms, a new career center, outdoor assembly areas and world-class conference facilities.

Business school Dean Robert Mittelstaedt said, "(ASU) may be the only Top 30 business school in the nation that hasn't built a new building in the past 25 years. The new building and renovated existing facilities will help to attract the best and brightest students in a highly competitive business school environment."

The new building will be named after lead philanthropist Sharon Dupont McCord and her late husband Bob McCord. More than \$17 million in gifts and pledges from area companies and families will fund the new building. Major corporate donors include Avnet, Inc., ON Semiconductor, and DPR Construction.

McCord Hall will be environmentally friendly, with less water and energy use than similar buildings and a solar array on the roof that returns power to the campus grid. The building project is expected to create 480 local construction and engineering/design jobs, as well as a total of about 1,150 jobs through direct and indirect spending.

The McCord Hall construction project is scheduled for completion in summer 2013. For more information about McCord Hall or to view a live video stream of the construction process, visit <http://building.wpcarey.asu.edu>.

## UNIVERSITY NEWS BRIEFS

### CRONKITE SCHOOL ANNOUNCES AMERICAN PUBLIC MEDIA PARTNERSHIP

American Public Media (APM) and Arizona State University will help foster collaborative reporting and innovative storytelling in public affairs journalism.

The first phase of the partnership brought Linda Fantin, APM's director of network journalism and innovation, and Joaquin Alvarado, senior vice president of digital innovation, to the Walter Cronkite School of Journalism and Mass Communication as visiting professionals during the spring semester.

Fantin and Alvarado led a class on public insight reporting for radio in which students reported and produced stories of national interest and regional relevance. The class, which will combine creative storytelling with in-depth public affairs reporting, will make use of APM's Public Insight Network, an industry-leading crowd-sourcing platform that allows

journalists to engage their audiences as expert sources.

In addition, David Brancaccio, one of the hosts of APM's daily business and economics show "Marketplace," visited the school in January as a Hearst Visiting Professional. During his time at Cronkite, Brancaccio spoke to students as part of the school's "Must See Mondays" speaker series and visited classes.

"The work being done by American Public Media is some of the best journalism happening in America today," said Mark Lodato, assistant dean and news director at Cronkite. "Some of our brightest students have a great interest in practicing journalism through public radio. Linda Fantin, Joaquin Alvarado and their colleagues will enrich the Cronkite curriculum by sharing innovative newsgathering techniques and best practices in radio storytelling."

Lodato added that he expects more opportunities for Cronkite students in the future as the partnership grows.



(from left) Mark Sholin, founder and CEO, and Lon Huber, CFO, both of Arbsource received the second place award from Dr. Terrence E. Brown, from KTH and coordinator of the Idea2Product Global Competition in Stockholm, Sweden, in November 2011.

### ASU STARTUP PLACES SECOND IN GLOBAL COMPETITION

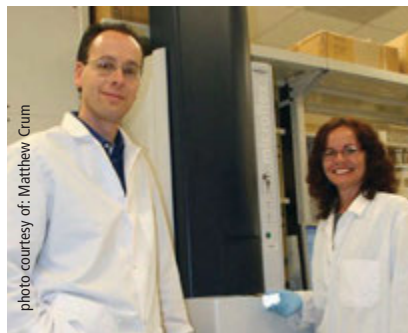
Arbsource, a student-led startup company that licenses cutting-edge technology at ASU, won second place in the Idea2Product (I2P) Global Competition in Stockholm, Sweden, in November.

The I2P competition consisted of 15 teams from nine countries, representing five continents, competing in three tracks – energy, life sciences, and information and computer technology. The award included a cash prize, in-kind business services and continued international recognition for the high-potential Arizona company.

Arbsource competed in the energy track with teams from Brazil, Italy, Ireland, Denmark and Sweden. The startup, which is located in the Edson student business accelerator at ASU's

SkySong, presented their ARBCell bioractor that uses biotechnology to transform wastewater treatment from a costly energy liability to a valuable resource for food and beverage companies. Bruce Rittmann, the director of the Swette Center for Environmental Biotechnology at ASU and Regents' Professor of environmental engineering in the School of Sustainable Engineering and the Built Environment in the Ira A. Fulton Schools of Engineering, acted as a science advisor for the startup. The ARBCell system can cut costs of wastewater treatment for these companies by 50 percent or more through reduced energy consumption and maintenance.

Mark Sholin, co-founder and CEO of Arbsource, noted that the second place win is an honor and stated, "The real value of competing in I2P global came from the connections we made."



ASU faculty member Todd Sandrin and student Stephanie Schumaker pose with a mass spectrometer, one of the sophisticated pieces of scientific equipment available for use in research projects on the West campus.

### BIOTECHNOLOGY CAREERS AIDED BY DEGREE COLLABORATION

Collaboration between Glendale Community College (GCC) and Arizona State University's New College of Interdisciplinary Arts and Sciences is paving the way for students to pursue careers in the growing fields of biotechnology and cell/molecular biology research. The New College, located on ASU's West campus, has added a concentration in Cell and Molecular Biology Research (CaMBR) to its existing Bachelor of Applied Science (BAS) degree program. Students who have completed GCC's Associate of Applied Science (AAS) degree in Biotechnology and Molecular Biosciences are able to transition seamlessly into ASU's New College program.

"BAS graduates with a CaMBR concentration will be well-positioned and competitive if they choose to apply for high-tech, biotechnology-focused careers," said Todd Sandrin, associate director of New College's Division of Mathematical and Natural Sciences. "Other students may use the degree to enhance their record as they apply to professional programs, including medical school."

Biotechnology underpins some of the most relevant and transformative advances in the biological sciences today, Sandrin explained.

"Dr. Sandrin has become a familiar face to my students," said James Tuohy, director of the Biotechnology program in GCC's Biology Department. "Through his many visits and presentations here at

GCC and the internship opportunities that he has afforded my students, he has been a huge factor in removing the apprehension that students sometimes have in crossing the bridge between community college and university."

ASU's Bachelor of Applied Science degree program enables students with an AAS degree from a regionally accredited community college to transfer all 60 AAS credits toward their bachelor's degrees. For additional information on the program, visit <http://newcollege.asu.edu/harcs/degrees/majors/app-science>.

### NEW FINANCIAL MANAGEMENT TOOL NOW AVAILABLE FOR STUDENTS

Arizona State University students have a new financial management tool available to them that could result in more money in their pockets. Money Matters is a personal money management website that helps students learn about finances, how to conserve their income and live within their means. The site comes at a time when many families are struggling to make ends meet.

"We're hearing from many students and families who are in situations where finances have tightened up. It's important for students to take charge of their finances sooner," said Craig Fennell, director of student financial assistance at ASU.

Students can choose from a variety of topics at the site, such as "personal budgeting: spending smart," which lets students take a quick quiz to determine if they are a smart shopper. Six modules are offered currently and the course offerings will expand based on student feedback. A section on "borrowing student loans: school and money" offers lessons in education and earning power, where to find funds for school, an action plan and managing money after graduation.

Most site content is provided by Wells Fargo, but there is no financial obligation among students, ASU and Wells Fargo. Student information is not shared through the site. ASU student peer advisors are available for appointments through the site for one-on-one sessions on money management.

Another section discusses identity theft, money safety and security, and links to consumer protection websites.



Representatives from ASU and City University of Hong Kong met on Nov. 2 to formalize a collaboration on flexible electronics. From left to right: David Allee, Gregory Raupp, Sethuraman "Panch" Panchanathan, and Johnny Ho.

Considerations when renting an apartment also are provided.

The website, which is free to use, is online at <https://students.asu.edu/moneymatters>.

### ASU, CITY UNIVERSITY OF HONG KONG PARTNER IN FLEXIBLE ELECTRONICS

Arizona State University is partnering with City University of Hong Kong (CityU) to advance flexible electronics systems.

The "CityU-ASU Collaborative on Flexible Systems" initiative was launched on Nov. 2 at an event held in Hong Kong. The two universities paved the way for the collaboration when they signed a memorandum of understanding in April.

ASU is already a leader in developing flexible electronics through its Flexible Display Center, created in 2004 through a cooperative agreement with the United States Army Research Laboratory. The FDC seeks to accelerate the commercialization of flexible, lightweight, low-power and rugged display electronics technologies. Such devices could provide a wide variety of applications. For example, soldiers in the field could receive real-time maps, mission briefs, and other information on screens sewn into their uniform sleeves. In the commercial realm, flexible displays offer possibilities for improved technologies from e-readers to conferencing systems.

In this alliance, ASU provides expertise and unique pilot line manufacturing capability in flexible microelectronics based on state-of-the-art amorphous silicon thin film transistor (TFT) technology, and also emerging metal oxide TFT technology. CityU offers expertise in flexible nanowires, a potential high-performance TFT technology. If nanowire TFTs can be implemented on a manufacturing scale, they could open the door to powerful new applications for flexible electronics.

"This exciting collaboration allows our universities to leverage one another's expertise and industry links, and provide

our students with a valuable global research experience," said ASU President Michael M. Crow.

"ASU's vision and mission align beautifully with CityU's," said CityU President Way Kuo. "The launch of this collaborative project represents the first of several key strategic partnership targets we have identified, which collectively will open up new research avenues and industry engagement possibilities and help us provide a truly global education to our students."

### STUDENT JOURNALISTS' FOOD SAFETY NEWS SERIES AVAILABLE AS E-BOOK

A major national investigation into food safety in America is now available in e-book form. The series "How Safe Is Your Food?" was produced by 27 student journalists from Arizona State University, Harvard University, the University of Maryland, the University of Missouri and the University of Nebraska. All of the co-authors participate in the national Carnegie-Knight News21 program, which is headquartered at ASU's Walter Cronkite School of Journalism and Mass Communication and supported by Carnegie and Knight grants that total \$2.32 million over the next 10 years.

Stories, graphics, photos and videos were produced by the student fellows to examine food safety issues in the United States, detailing the widespread incidence and causes of foodborne illness in the country and showing that industry practices and gaps in government oversight leave consumers vulnerable. Major portions of the series were published by The Washington Post and msnbc.com.

The e-book version of the project, published in e-pub and Kindle format is optimized for long-form reading and viewing on a tablet or e-reader device, can be downloaded from the News21 national website at <http://foodsafety.news21.com/>.





Cheryl Nickerson (center) with her research team: Shameema Sarker (left) and Aurélie Crabbé (right).

### LUNGS CLOTHED IN FRESH CELLS OFFER NEW HOPE FOR TRANSPLANT PATIENTS

For patients suffering from severe pulmonary diseases including emphysema, lung cancer or fibrosis, transplantation of healthy lung tissue may offer the best chance for survival. The surgical procedure, however, faces two primary challenges: an acute shortage of donor lungs and rejection of transplanted tissue by the recipient's immune system.

Now Daniel Weiss at the Vermont Lung Center (principal investigator for this project) in collaboration with Cheryl Nickerson and her colleagues at the Biodesign Institute at Arizona State University are exploring a radically new approach for developing viable lung tissue suitable for transplantation. The technique is being developed under a \$3.4 million grant from the NIH to Weiss, \$1.2 million of which is going to Nickerson for these studies. If successful, it could ultimately provide a virtually limitless supply of donor lung tissue while avoiding the host rejection that has long plagued organ transplantation.

While some biological structures (including bladder and skin) may be grown in the laboratory, building a complex organ like a lung from scratch is outside the realm of current medical technologies. The method under study instead involves audacious new techniques of tissue engineering. An organ extracted from a cadaver is chemically stripped of cells – a process known as decellularization – leaving behind a delicate architecture of the extracellular matrix. This scaffold is then recellularized – that is, repopulated using stem cells drawn from the intended transplant recipient.

As the lungs under study are recellularized, they can be carefully evaluated in terms of biomechanics, vascular perfusion and normal lung phenotype, including the production of surfactants – lipoproteins essential for proper functioning of pulmonary alveoli. To accomplish the ambitious goals of the project, Nickerson, who also holds a post as a professor in the School of Life Sciences within ASU's College of Liberal Arts and Sciences, and the research assistant scientists in her laboratory, Aurélie Crabbé and Shameema Sarker, are part of a multidisciplinary team that includes experts in lung biology, stem cells and regenerative medicine, thoracic surgery and bioengineering.

In addition to the NIH grant, work related to the lung recellularization project was honored as a recipient of the 2010 ASU/Mayo Clinic Seed Grant program.



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Luc Anselin



Paul Davies



Colleen Keller



Jerry Y.S. Lin



Gary Marchant



Simon Ortiz



Carlos Vélez-Ibáñez

## EXEMPLARY EDUCATORS

ASU recognizes seven faculty as 2011 Regents' Professors

Arizona State University recognized seven outstanding faculty members as Regents' Professors, the highest level of distinction conferred by the university upon its faculty members.

Regents' Professors have made pioneering contributions in their areas of expertise, achieved a sustained level of distinction, and enjoy national and international recognition for these accomplishments.

### The 2011 Regents' Professors are:

**Luc Anselin** *School of Geographical Sciences and Urban Planning*

Anselin developed the methods and software that integrate the natural and social sciences in the analysis of important policy problems within a consistent framework. He applies these methods to gain understanding of areas as diverse as disease, crime and valuation of such environmental amenities as clean air.

**Paul Davies** *Department of Physics, BEYOND Center for Fundamental Concepts in Science, Cosmology*

A trailblazing scientist who has led the development and research agenda in many areas of physics, Davies also is an accomplished public communicator of science, bringing some of the deepest and most challenging questions in diverse fields to a worldwide audience.

**Colleen Keller** *College of Nursing & Health Innovation, Hartford Center of Geriatric Nursing Excellence, ASU Center for Healthy Outcomes in Aging*

An expert clinician and esteemed scholar, Keller is at the forefront of her field in the reduction of geriatric and racial disparities linked to cardiovascular health, providing research from evidence-based clinical practices. She is a leader in research related to the identification of effective health promotion approaches among minority women.

**Jerry Y.S. Lin** *School of Engineering of Matter, Transport and Energy*

An internationally recognized authority in the fields of adsorption and inorganic membrane science, Lin's work impacts central problems in energy, sustainability and the development of advanced materials.

**Gary Marchant** *Sandra Day O'Connor College of Law, Center for the Study of Law, Science and Technology*

A scholar of law and policy as well as innovations in science and technology, Marchant is a world leader on one of the most important topics of the time: how to realize the benefits of the future while avoiding its dangers. He is a leading scholar on issues of law, science and emerging technologies.

**Simon Ortiz** *Department of English*

Among the first to publish as a contemporary indigenous American writer, Ortiz is renowned as a poet, teacher, scriptwriter, storyteller, author and essayist. He has emerged as a leading voice from the Native American literary renaissance of the 1960s and has hosted a long-running radio show called "Writing the Southwest." Ortiz also is known for his work with public school curriculum design.

**Carlos Vélez-Ibáñez** *School of Transborder Studies*

An internationally recognized social anthropologist, Vélez-Ibáñez pursues interdisciplinary research questions that draw from fields including urban, political and applied anthropology, political ecology, and cultural and education studies to address the living experience of diverse populations. He is a leading pioneer who excels in applied research designed to make a difference in the populations he studies.





#### BEST IN CLASS

ASU ranked by U.S. News in top tier of national universities

For the fifth consecutive year, Arizona State University has been ranked by U.S. News and World Report in the top tier of national universities, jumping 11 spots from last year to 132nd.

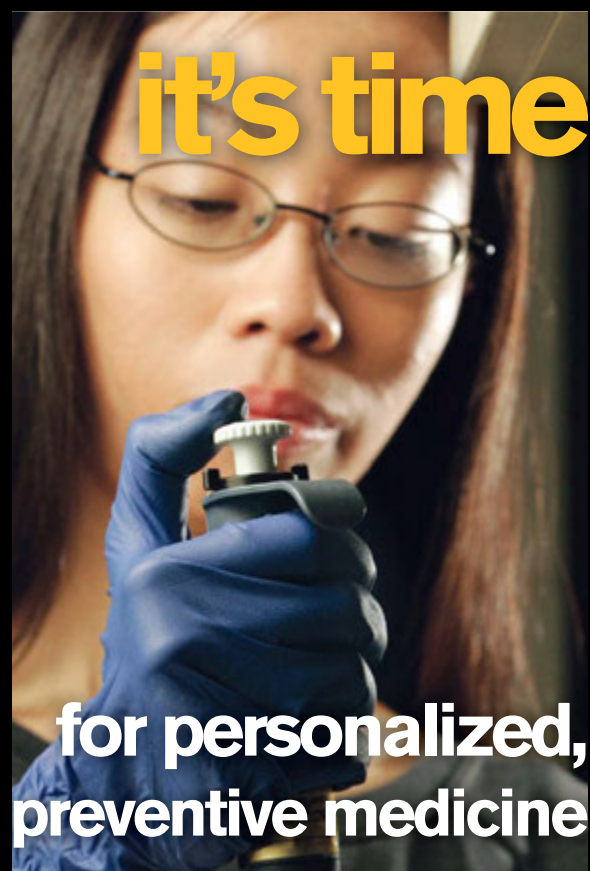
ASU also was named one of the top "2012 Up-and-Comers" among national universities in the "2012 Best Colleges" guidebook by U.S. News & World Report. This is the fourth year ASU has been chosen as a school to watch. The ranking, based on peer nominations, recognizes institutions that have made the most promising and innovative changes in the areas of academics, faculty, student life, campus or facilities. This year, ASU is ranked eighth, tied with Northeastern University, Ohio State University, Purdue University, the University of Maryland-College Park, the University of Southern California, and the University of Florida.

The U.S. News rankings come on the heels of ASU being named 78th in the top 100 universities in the world by the Institute of Higher Education, Shanghai Jiao Tong University.

"ASU is happy to be recognized as one of the leading national universities in the United States and pleased that our peers have taken notice of the innovative directions in which we are moving," ASU President Michael Crow said.

"U.S. News' overall ranking tends to favor elite, private schools that accept only a small percentage of those who apply ... That we can be among the best in the nation and continue to grow to meet Arizona's need for more college graduates is something our university community is truly proud of."

The 2011 Best Colleges guidebook is available online at <http://colleges.usnews.rankingsandreviews.com/best-colleges>.



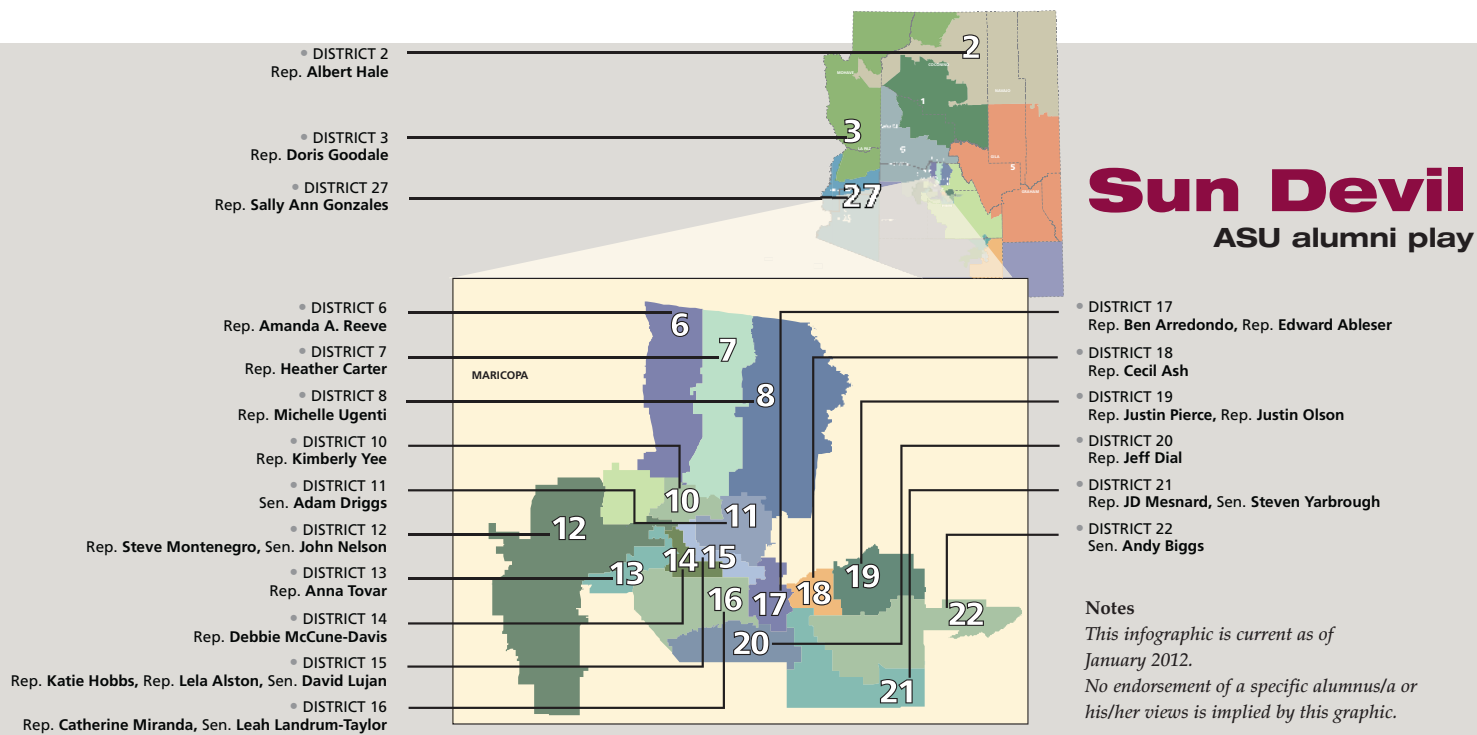
Current research at The Biodesign Institute at ASU looks to the Earth's 3.8-billion-year-old patterns of life to help develop personalized, preventive health care that can reduce costs and revolutionize health care and quality of life in America.

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The digital culture degree enables students' creative work in new media systems.

## SCHOOL OF ARTS, MEDIA AND ENGINEERING LAUNCHES DIGITAL CULTURE DEGREE

The ASU School of Arts, Media and Engineering is launching a new Bachelor of Arts degree in Digital Culture, which will integrate digital technology and creative practice in the context of everyday human experience. The new undergraduate degree, in the Herberger Institute for Design and the Arts, is among the first proficiency-based digital media degrees in the country.

"Digital Culture provides students with a contemporary liberal arts education that gives them a set of skills that will be highly desirable in the workplace over the next 40 years," said Thanassis

Rikakis, professor and director of the School of Arts, Media and Engineering.

The program's curriculum was designed to prepare students to develop new media systems for cultural practice and to combine this knowledge with critical thinking and problem-solving skills that will enable graduates' creative work in areas still unimagined. The proficiency-based model allows students' connection of courses across academic disciplines and collaboration between students who have diverse academic backgrounds.

The Digital Culture curriculum includes nine different areas of study: six of these reside in the Herberger Institute (art, design, filmmaking practices, music, theatre, the arts and design studies) and three areas of study are offered in partnership with the Ira A. Fulton Schools of Engineering (media processing), the College of Technology and Innovation (technological entrepreneurship), and the New College of Interdisciplinary Arts and Sciences' program in Interdisciplinary Arts and Performance. For more information, visit <http://digitalculture.asu.edu/education/degrees>.



Linda Lederman

## SOCIAL STANDING

ASU in top tier in social sciences world rankings

Arizona State University is ranked 23rd in the world when it comes to social sciences, according to the Center for World-Class Universities, part of Shanghai Jiao Tong University in China.

In the social sciences category, ASU is flanked by Pennsylvania State University, at no. 22, and the University of Wisconsin-Madison, at no. 24. The top three universities in social sciences are Harvard, University of Chicago and MIT.

Overall, ASU ranked 78th in the Academic Rankings of World Universities (ARWU) by Shanghai Jiao Tong University. A subset of that ranking is devoted to the social sciences.



## salute

### crucial roles in Arizona Senate and House

As Arizona celebrates the centennial of its statehood, it's only natural to reflect on the men and women who have served as elected officials here and helped shape the state over the past 100 years.

This infographic illustrates which lawmakers currently serving in the Arizona House of Representatives and Arizona Senate have at least one degree from ASU. The university salutes their service to the state and celebrates their embodiment of the New American University design imperative of social embeddedness.

#### Are you an elected official, too?

*The ASU Alumni Association is updating its alumni records to identify alumni who have served as elected officials at the local, state and national levels. Help us strengthen the power of our alumni network by posting your alumni update online at <http://alumni.asu.edu/update>.*

As opposed to other lists 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.

In the social sciences, ARWU uses several objective indicators to rank world universities, including the number of alumni and staff winning Nobel Prizes in economics; number of highly cited researchers in the categories of social sciences in general, and in economics and business; number of articles indexed in the social science citation index; and the number of papers published in the top 20 percent of journals covering the social sciences fields.

Arizona State has consistently ranked high in the social sciences by ARWU. This is due in part to the structural changes instituted by ASU to make its educational and research entities more relevant to today's students and to society in general.

For social sciences, these changes include breaking down the traditional walls between departments and reforming them into transdisciplinary schools focused on the challenges of our times. New entities, such as the School of Social and Family Dynamics, the School of Politics and Social Studies, and the School of Social Transformation have been established.

"ASU's social sciences leadership team within the College of Liberal Arts and Sciences takes a transdisciplinary approach to decision making," said Linda Lederman, ASU dean of social sciences. "We are committed to the belief that the best decisions emerge from collaborating with one another, sharing our strengths and experiences, and working together to address the complex questions that face us as leaders."



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.

**it's time**  
**to invest in ASU**  
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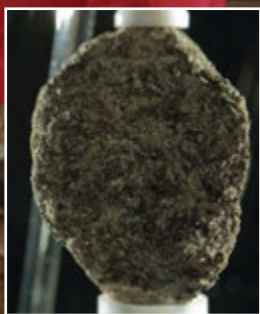
# Winning the space race

From the moon to Mars, ASU is a leader in exploring worlds beyond Earth

TONY MET

IN M

IRON M



Main photo — Meenakshi “Mini” Wadhwa, director of the Center for Meteorite Studies and a professor in the School of Earth and Space Exploration, showcases some of her center’s most interesting meteorite samples.

Inset photo — This piece of Moon rock, now on display at ASU, was cut from the “Great Scott” rock that Apollo 15 astronaut Dave Scott collected from the Moon’s surface in August 1971.

Arizona State University has been a leader in the exploration of worlds beyond our own since the dawn of the “Space Age.” Late last year, the university had several landmark events that affirmed the university’s leadership in exploration of outer space.

## CENTER FOR METEORITE STUDIES MARKS 50 YEARS

For 50 years ASU’s Center for Meteorite Studies, an academic unit of the College of Liberal Arts and Sciences, has served as an intellectual hub for research on meteorites and other planetary materials. Home to the world’s largest university-based meteorite collection, the center has educated generations of students, researchers, scholars and the public on meteorites. Today the center houses specimens representing more than 1,650 separate meteorite falls.

The university commemorated the center’s golden anniversary with several special events on Oct. 21 at the Tempe campus. The center hosted a day-long symposium on meteoritics and cosmochemistry, followed by an evening lecture by Timothy McCoy, curator-in-charge of the meteorite collection at the Smithsonian National Museum of Natural History.

For more information on the center visit:  
<http://meteorites.asu.edu/>

## CHRISTENSEN SPEAKS OF THE MYSTERIES OF MARS

ASU’s own Phil Christensen, an internationally renowned planetary scientist who is a Regents Professor and the Ed and Helen Korrick Professor in the School of Earth and Space Exploration and director of ASU’s Mars Space Flight Facility, was the featured speaker for the Oct. 27 Shoemaker Lecture, an

annual award event hosted by ASU’s Beyond Center, in collaboration with the Center for Meteorite Studies.

Christensen’s lecture focused on the evolution of scientific understanding about Mars’ climate and geology. The earliest glimpses from flyby spacecraft suggested a barren, inhospitable planet with an appearance much like that of our own moon. However, over the past two decades, a fleet of spacecraft have explored Mars, providing vast amounts of new information that show that Mars does indeed have abundant water and has had a complex geologic history.

To see a video recording of the lecture, visit  
<http://vimeo.com/30834888>.

## MOON ROCK GOES ON DISPLAY AT ASU

A sample from a rock that once sat on the surface of the moon went on public display at Arizona State University on Nov. 5. The golf ball-sized rock, on a long-term loan to ASU from NASA, is on display at the Lunar Reconnaissance Orbiter Camera (LROC) Visitor Gallery, located in the Interdisciplinary A building on ASU’s Tempe campus.

Weighing about 2.7 ounces, the lunar sample comes from a larger moon rock that was collected by Apollo 15 astronauts. Informally named after its collector, Apollo 15 astronaut Dave Scott, the “Great Scott” rock was picked up just north of the rim of Hadley Rille on Aug. 2, 1971.

To learn more about LROC, visit <http://lroc.sese.asu.edu/>. The gallery is open to the general public from 9:30 a.m. to 4:30 p.m., Monday through Friday (excluding holidays).





#### WELLNESS INNOVATOR

Pipe named dean of Nursing and Health Innovation

Arizona State University recently named Teri Britt Pipe dean of its College of Nursing and Health Innovation. Pipe, who has been interim dean since June and an adjunct faculty member at ASU since 2002, also has served as director of nursing research and innovation at Mayo Clinic and associate professor of nursing in the College of Medicine at Mayo Clinic.

Pipe holds a doctorate in health policy administration from Pennsylvania State University, a master's in nursing from the University of Arizona and a bachelor's in nursing from the University of Iowa. She is an expert on nursing leadership, as well as health and wellness. Her research focuses on innovative approaches to creating and sustaining healing environments for patients and professional staff, models of resilience and stress management, interdisciplinary research in behavioral approaches to cancer care and survivorship, integrative health care, and care for diverse populations. She has taught primarily in the areas of leadership, innovation and research.

ASU President Michael Crow said, "ASU is developing new models for health care education, research and collaboration, and the College of Nursing and Health Innovation is a cornerstone of that effort. Teri Pipe is a leader in all these areas, and we are fortunate to have someone of her stature and abilities to serve as dean."

"It is an honor and an opportunity to serve in a world-class organization that is positioned to have a significant, positive and enduring impact on the health models of the future," Pipe said. "The College of Nursing and Health Innovation has a strong foundation and forward momentum that is outstanding in terms of education, research and service. The students, faculty, staff, alumni and supporters are dedicated, talented and innovative individuals, and it is my sincere privilege to serve in this way."

# it's time

## to build a better Arizona

Arizona State University is not just a place, but a force — advancing the economic, environmental, cultural and social well-being of our state and educating the next generation of leaders prepared to solve the greatest challenges we face.

### it's time to invest in ASU

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# Friends for life

The ASU Alumni Association welcomes the following new life members, who joined between Aug. 25, 2011 and Jan. 4, 2012.

Dyan L. Abbott '09 B.S., '09 B.S.  
 Mohamed Y. Abera '11 B.A.  
 ♦ Jack L. Adams '73 B.S.E., '74 M.S.E.  
 ♦ Andrew R. Anderson '01 B.I.S.  
 Stephanie J. Ankebrant '01 B.S.D.  
 Rachel D. Armstrong '95 B.S.N., '09 M.S.  
 Scott O. Ash '10 B.S.  
 Joseph P. Barberio  
 Geoffrey P. Barbier '11 Ph.D.  
 Diana D. Becker  
 Thomas J. Belmega '10 B.S.E.  
 Lauren V. Berger '09 B.A.  
 ♦ Becky G. Blair '91 B.S.W., '96 M.S.W.  
 Brett T. Bowman '10 B.S.E.  
 ♦ Ferne O. Burney '71 B.A., '75 M.A.E.  
 Edward M. Burr Jr. '90 B.S., '96 M.B.A.  
 Clifton J. Burt '01 B.A., '01 B.S.  
 Amy K. Busch '94 B.A.  
 Darren A. Busch  
 Ryan C. Calhoun '09 B.A.  
 John R. Callahan  
 Elinor L. Campion '10 B.S.E.  
 ♦ Eugenia J. Carter '75 B.F.A.  
 Josemar A. Castillo  
 Terry S. Chambliss '10 B.L.S.  
 Steven A. Chicoine '10 B.S., '10 B.S.  
 Dana D. Christophersen '73 B.S.E.  
 Kayla J. Clark '72 B.A.  
 Gary R. Clark '70 B.S.  
 ♦ Matthew D. Clarkson '92 B.S.  
 Thomas D. Collinsworth '09 B.S., '10 M.Tax.  
 Katherine L. Cook  
 Tiffany A. Copp '10 B.A.  
 Paul A. Cox '82 B.A.  
 J. Timothy Cuestas '99 B.S.  
 Wanda L. DeB.A.un '10 B.S.W.  
 Diane W. DeCesare '94 B.S.  
 Chelsea Dickkut '10 B.S.E.  
 David L. Donahue '68 B.A.E.  
 Erin A. Donohoe '09 B.A.E.  
 Sharon K. Dorame '09 B.A.  
 Kristen D. Dunfee '03 B.S., '10 B.S.N.  
 E J. Edwards '09 M.Ed.  
 Jewel L. Eldridge '11 B.L.S.  
 Cara English '99 B.A.  
 Sandra O. Erickson '99 J.D.

Amye M. Farag  
 Daniel D. Fennessy '70 B.S.E.  
 Michael G. Ferrero '10 B.A.  
 Eliza M. Fishbein '10 B.A.  
 Jacob L. Flach '10 M.B.A.  
 Shannon Flores '09 B.A.  
 Christopher K. Fong '09 B.S.  
 Jela M. Foote '01 B.S.  
 Cole J. Forbregd  
 Sandra W. Foster '70 B.A.  
 Melanie R. Gaines '85 B.A.E.  
 Juan M. Garcia  
 Andrew P. Georgevits '09 B.S.  
 Frank C. Giardina Jr. '65 M.A.E., '74 Ph.D.  
 James M. Gillette  
 ♦ Robert B. Glassman '73 D.B.A.  
 Brianna R. Grass  
 Yeshpal Gupta  
 Paul K. Halverson '82 B.S., '84 M.H.S.A.  
 Jessica A. Hammeke  
 Lee R. Hammer  
 Anthony B. Hannigan '00 B.S.  
 Carolyn J. Hardison '73 B.A.E.  
 Lee W. Harju  
 Kenja S. Hassan '04 M.A.  
 ♦ Dennis V. Haugan '72 B.S.  
 John M. Hedrick '09 B.S.E.  
 Jeff G. Helwig '10 B.S.  
 Rafael Hernandez '10 B.S.P., '10 B.S.  
 Alexandra K. Hewlett  
 ♦ Janice G. Hill '90 B.S.  
 Elizabeth M. Ho '10 B.S.  
 Christopher B. Hoffman '10 B.S., '10 B.S.  
 ♦ John F. Hogeboom '04 B.S.  
 Susan Holechek  
 ♦ Michael T. Hughes '80 B.S., '81 B.A.E.  
 Robert P. Hughes '76 B.S.E.  
 Shawn R. Hyde '09 B.A.  
 Scott C. Jennings '93 B.A.  
 Edward C. Jensen '11 B.S.  
 ♦ Duangporn Jerkpaporn '00 M.S.E., '03 Ph.D.  
 Cynthia C. Johnson '86 B.S.  
 ♦ M.A.dhav Kalaga '98 M.S., '03 M.B.A.  
 ♦ Beth A. Kaper '92 B.S.  
 ♦ Bertrand P. Kaper  
 Asher W. Kaplan-Dailey '09 B.S.  
 Janelle M. Kappes '08 Ph.D.

Jon E. Kappes '06 J.D.  
 Chris C. Kengla '78 B.S.  
 Sandra Kengla  
 Robert K. Koskei '10 M.S.E.  
 Dorothea P. Kraeger '11 Ph.D.  
 Ashlie C. Kucera '08 B.S.  
 Kyle S. Kuhn '08 B.S.  
 Alike K. Kumar '96 B.S., '00 M.B.A.  
 Frank J. Kush '61 M.S.  
 Graham S. Lace '97 B.S.  
 Amanda M. Lace '00 B.A.E.  
 Shawn M. LaChance  
 Karen R. Leland '94 B.S.  
 James T. Leland '97 B.S.  
 Jennifer M. Leyda '10 B.S.  
 Robert J. Lindsay '78 B.S.  
 Kevin M. Litwin '03 B.A.  
 Craig A. Lohman '91 B.S.  
 Julia R. Lohman '92 B.S.  
 Isabel M. Lopez-Eddleman  
 Aaron F. Luman  
 Rexford MacGregor '81 B.S.  
 ♦ Carly Mahlmeister '02 B.A.E.  
 ♦ Paul Anthony Mahlmeister III '02 B.I.S.  
 Jennifer Marckmann '02 B.S.E.  
 Thomas A. Markey '80 B.A., '92 M.B.A.  
 Julianne E. Mate '09 B.A.  
 Robert A. McKay  
 Riki Meier '10 B.A.  
 Brooke Michalik '07 M.F.A.  
 Thomas R. Mickel '81 B.S.  
 ♦ Georges F. Mirza '90 B.S.  
 Rosemary Mitchell '82 B.A.  
 Kristi L. Mizner '09 B.S.  
 Joann Mock '02 B.A., '02 B.A.  
 Todd A. Monchilov '10 B.A.  
 Pamela K. Moreno  
 Brandi J. Mroczek  
 Alyssa A. Muecke '11 B.A.E.  
 Anayanci Murphy '98 B.A., '01 M.A.  
 Clinton A. Myers '76 B.A.E.  
 Ramesh Narasimhan '89 B.S.E., '96 M.S.  
 Leena T. Nasaredden '09 B.A.E.  
 Corey M. Nelson '10 B.A.  
 Sophronia A. Norton '95 B.S.  
 Jennifer K. Nunez  
 Paul E. Oran '07 B.S.  
 Lauren G. Ornelis  
 Chelsea A. Oyen '99 B.A.

M.A.ththew T. Ozalas '10 M.B.A., '10 M.S.E.  
 Sethuraman Panchanathan  
 Stephanie L. Paton  
 Alyssa N. Patterson '11 B.S.  
 Carol G. Peck '71 B.A.E., '75 M.A.E., '79 Ed.D.  
 Fabiola Perez-Escalante  
 Jelena Peric '11 B.S.N.  
 John T. Peterkin '76 B.S.  
 Matthew D. Peterson '00 M.B.A.  
 Nga T. Peterson '00 M.B.A.  
 Cora L. Petty '62 B.A.E.  
 Robert A. Petty II '70 B.S.  
 Katherine C. Phillips '11 B.A.  
 Justin D. Poore '11 B.S.  
 Michele Porter '03 M.S.  
 Marlin K. Posvar, Jr.  
 Zachary C. Price '10 B.S.  
 Adrian M. Quintanilla '08 B.S., '10 M.S.T.C.  
 Kathleen L. Reeves '11 B.S.N.  
 Wellington J. Reiter  
 Brisa A. Reyna  
 David Lee Rice '74 B.S.  
 Brandon P. Richardson  
 Courtney R. Rieck  
 Eric D. Rosado '10 B.S.  
 Jennifer M. Rose '09 B.S.  
 Jessica M. Rudd '10 B.S.  
 Stori Ann Ruhter '11 B.A.  
 ♦ Miguel J. Ruiz '02 B.A.  
 Marisa E. Ruiz '10 B.A.E.  
 Joseph A. Ryan '10 M.B.A.  
 Thomas C. Sahajdack '10 B.S., '10 B.S.  
 Michael G. Samuels '80 B.S.  
 Ulrika A. Sandbacka '10 M.Tax.  
 Marco A. Sandoval II  
 Christine T. Schmidt '10 B.A.  
 Erin K. Seto '11 B.S.  
 Robert J. Shake  
 Abby L. Sheahan '11 B.A.  
 Irwin R. Sheer '81 B.S.  
 Randal D. Shimon '91 B.A.  
 Melissa M. Shoemaker  
 Erika Simington '09 B.A.  
 Steven L. Simpson '85 B.S.  
 ♦ Ning C. Sizto '79 M.S.  
 Scott D. Smith '04 B.S., '07 M.S.T.C.  
 Tara E. Smith '10 B.S.E.  
 Greg B. Smith '09 B.S.  
 Crystal L. Spahn-Coft  
 Kristopher C. Spector

Matthew M. Speicher '10 B.S.E.  
 Alexander C. Spinks '08 B.A., '08 B.A.  
 Michael E. Stanley '82 B.S.E.  
 Edell Stinnett  
 Timothy G. Stroesenreuther  
 Thomas W. Sullivan '76 B.A.E.  
 Adam F. Sutherland  
 Kevin M. Sweeney '93 B.S.  
 Steven T. Sweeney  
 William F. Taylor '76 B.S., '83 M.P.A.  
 Nancy A. Taylor '81 M.P.A.  
 ♦ Gary A. Tillman '75 B.A.  
 Stephen T. Tomaiko '84 B.S.  
 Thomas J. Torretta  
 Robert V. Trapani '77 B.A.E.  
 Gustavo M. Ugarte  
 Janis C. Utley '71 B.S.N.  
 Terry M. Valentine '73 B.A.  
 Robert E. Wacker '72 B.S.  
 Kristin V. Wagner '85 B.S.  
 Sandeep K. Walia '11 M.B.A.  
 Scott T. Wallace '74 M.S.  
 Michelle Wasowicz '11 B.A.  
 Shanna M. Weaver  
 Noah G. Weiss  
 Matthew S. Wester '07 B.A.  
 Roxanne D. Wheelock  
 Brittany E. Whipple  
 Tamzyn B. Whitaker '98 B.S.  
 Rita A. Whitehorse-Larsen '98 B.S.  
 Carol E. Whitehouse '09 Ph.D.  
 Michael J. Willey '10 B.S.  
 Donald H. Willey '87 B.S.  
 ♦ Darlene Selena Williams '98 B.S.  
 Aaron R. Wilson '01 B.S.  
 Bryan W. Winfrey '11 B.I.S.  
 Ranay Yarian  
 ♦= 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.

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## **PRESCRIPTION FOR GREATNESS**

Lindor named executive vice provost of Health Outcomes@ASU

Keith D. Lindor, former dean of the Mayo Medical School Rochester, Minn., and professor of medicine at the College of Medicine, Mayo Clinic, became executive vice provost of Health Outcomes@ASU on Jan. 3.

In his new position, Lindor leads all of ASU's health related activities and has responsibility for developing the new School of the Science of Health Care Delivery. Additionally, he will work with others to develop ASU's master's degree in the Science of Health Care Delivery that will be embedded in the curriculum of the Mayo Medical School in Arizona.

The School of Nutrition and Health Promotion and the Department of Biomedical Informatics report to Lindor. The College of Nursing and Health Innovation is part of Health Outcomes@ASU. Other related units include the School of Biological and Health Systems Engineering and numerous research centers and programs including the Center for Health Innovation & Clinical Trials, the Center for Health Information and Research, the Center for World Health Promotion and Disease Prevention, The Health Care Delivery and Policy Program and the Healthcare Transformation Institute.

"At ASU we are focused on challenges, and improving health care is at the top of our challenge list," said ASU President Michael M. Crow. "Keith Lindor has already undertaken an innovative approach to improving health care in helping to conceptualize the Mayo Medical School – Arizona Campus, which includes a key collaboration with ASU."

Elizabeth D. Capaldi, executive vice president and provost of ASU, said, "Dr. Lindor is exceptionally creative and innovative, and an ideal person to lead our programs that will produce the health care professionals who will transform health care in the future."



## **PUBLIC KNOWLEDGE**

Koppell becomes dean of ASU College of Public Programs

Jonathan Koppell, former director of ASU's School of Public Affairs and holder of the Lattie and Elva Coor Presidential Chair, became dean of the College of Public Programs on Oct. 31.

Koppell, who continues to direct the School of Public Affairs, came to ASU from the Yale School of Management, where he was director of the Millstein Center for Corporate Governance and Performance. He succeeds Debra

# **Answer questions, win an iPad 2!**

**Need an iPad 2?** Look for an ASU Alumni Association survey coming to your email soon!

We're looking for ways to develop programming and communication tools that better serve our alumni and university friends, and your input is invaluable.

By simply completing this short survey when you receive it, you will be entered to win an ultra-thin, surf-the-web, check-email,



watch-movies, play-games, apps-loaded, iCloud-included Apple iPad2 mobile digital device!

It's that simple: answer questions, win an iPad2. **Look for the survey in April.**

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Friedman, who left the university in the summer of 2011 to become chancellor of the University of Washington, Tacoma.

Koppell holds doctoral and master's degrees from the University of California, Berkeley and a bachelor's degree from Harvard. His research concerns the design and administration of complex organizations, particularly entities that hover at the intersection of politics and markets. During his time at ASU, Koppell helped broaden the School of Public Affairs' concurrent master's degree programs to link with the other schools in the College of Public Programs and the rest of ASU.

University President Michael Crow termed Koppell's appointment "very important" for the university, because of ASU's commitment to community embeddedness and public service.

"The College of Public Programs is a major channel for those efforts in terms of education and research, field work and community engagement. In his new position, Dr. Koppell will play a major role in helping ASU achieve its aspiration to be the most community embedded and socially responsible university in the country."

An exercise in gratitude  
Heavy duty  
She's back  
Energy in action  
Smart times two

### An exercise in gratitude

**"Murphy's Girls"**  
continue to gather to  
celebrate professor's  
legacy



Top image: Bridget Arenson  
Bottom image, left to right:  
Marcia Olney, Eloisa Segovia,  
Shirley Schmitz



It doesn't take a lot of work to figure out that there was something special about Nina Murphy. It only takes a few phone calls to some of her former students at Arizona State University. Tell them you want to talk about "Murphy's Girls," the loose gathering that occurs every year around Homecoming to honor her, and you're golden.

A few samples of the reactions:

- "About Nina Murphy? You can talk to me anytime."
- "The minute you said, 'Murphy's Girls,' you had me. It was like throwing a line and getting the big fish."
- "It's a strong heritage."

It is – and a lasting one, a heritage that has spanned generations. These women, these "Murphy's Girls," are plenty spry, but with all due respect, no one else has called them "girls" in a while. Many are in their seventies and eighties. Most attended Arizona State College before it became a university, including a few who call themselves the "'49ers," because they graduated in 1949.

But the impression made on their lives by Nina Murphy, a coach, professor and guiding force behind the women's physical education department from 1924 to 1969, remains as strong as ever.

The institution that became ASU during her tenure matured during her years here. She arrived fresh from an Iowa teacher's college and accepted a \$15-a-month job coaching girl's basketball at Tempe Normal School in 1924. One of her colleagues in the early years was Sara "Sallie" Davis Hayden, the daughter of Charles Trumbull Hayden, who was a founder of both the city of Tempe and the normal school that grew into Arizona State University.

Murphy became head of the women's physical education department in 1936, and made full professor in 1949. When she retired in 1969 after 45 years of service, she left behind an excruciatingly well-documented history

of her department covering the period from ASU's founding until her retirement.

Murphy's students remember her as a force of nature in the P.E. world.

"She was a special lady," says Eloisa Segovia '49 B.A.E., 84. "She was almost an institution here way back when."

Way back when, indeed. Most of Murphy's Girls arrived on campus long before women's athletics were a thriving enterprise at ASU, or any other college. This was before women at ASU won national championships in golf, softball and track. This was before such a thing even seemed possible. This also was long before Title IX, the landmark legislation that ensured women would have equality in sports and other areas of education.

"I don't think anyone would disagree that Coach Murphy and her fellow female coaches – including Anne Pittman, Mary Littlewood and others – shaped female athletics for not only the Sun Devils, but for many other female teams of their time and the future," said Bridget Arenson, the associate director for membership benefits and events for the Sun Devil Club.

But however large Murphy's role in establishing women's athletics and physical education, for someone like Marcia Olney, who found college daunting, her impact was much more personal.

"I was kind of a lost kid," Olney, 72, a 1961 graduate, said. "I didn't really know where I was going or what I was going to do."

Enter Murphy.

"I signed up to be a (physical education) major," Olney said. "My first class was Introduction to Physical Education, and Miss Murphy was the professor." Murphy didn't alleviate all of her concerns, exactly. She just made sure those concerns were dealt with.

"She had a way of keeping an eye on people so that we didn't fall through the cracks."

If that sounds a little vague, perhaps that's because, in addition to her administrative duties, Murphy played a different role in the lives of different women. For Olney, it was helping her

feel like a part of a group – in this case other physical-education majors.

"We became a team, a unit," Olney said. "We got ourselves through college. We studied together, we played together, we suffered together, we celebrated together."

Murphy was what brought them together.

"You can't put your finger on it," said Shirley Schmitz, a 1949 graduate who is now 84, "but ... her capability in getting to the bottom of your problems was extraordinary. ... She could be tough. She could be kind. She could be placid. She was strong in her purposes. She was very much an individual who took an interest in how you were doing in your other courses besides the ones with athletics."

Many of the women who studied under Murphy went on to work as teachers themselves. Others took different paths; Schmitz, for example, became a successful entrepreneur.

Time and distance, as they often do, would separate the women. Then, according to Segovia, in 1987, with the help of the Alumni Association and fellow Murphy's Girl Karen Maglich, they started getting back together. Invitations went out to a homecoming gathering. That first year, at the old Holiday Inn on the corner of Rural Road and Apache Boulevard, about 25 of "Murphy's Girls" reunited. After moving their reunion from place to place, they settled on the Karsten Golf Course, where they have met for the last few years to socialize, catch up on news and gossip and honor the woman who influenced them so much so long ago.

"Those were happy times," Olney said. "It's human nature to seek out good stuff. The reason we get back together is to remember the good times."

And, of course, to remember Murphy.

"She knew," Schmitz said, "how to get the best out of all of us."

*By Bill Goodykoontz, a Chandler-based freelance writer.*





### HEAVY DUTY

Performance center aids conditioning for Sun Devil athletes

Arizona State University's football team has one of the top weight-training facilities in the nation. Now some of the school's other athletic programs have a state-of-the-art facility to help them get stronger and faster.

The Sun Devil Performance Center sits east of Rural Road and north of University Drive, in the middle of the athletic homes of men's and women's basketball, soccer, softball and baseball. ASU took over the facility a few years ago after the original tenant, the Adidas Athletes Performance Center, moved to north Phoenix.

The man who runs the center says it's a place in which an athlete can get just about every training need met.

"It is its own little community," said Rich Wenner, the associate head sports performance coach who is in his 25th season at ASU. "It is all-inclusive. Everything is within our reach — conditioning, a training room and even a pool for therapy and conditioning."

It also has half of a rubberized basketball surface and a three-lane track.

"You don't have to go to a different place for different things," Wenner said. "We even have a wall for med (medicine) balls. When we worked in Wells Fargo (Arena), we had to look all over the place for a wall to use."

The men's and women's basketball teams, who are housed in the new Weatherup practice facility nearby, use the center quite often. It is open all year.

"In the off-season, they come in and work about four days a week," Wenner said. "They are getting bigger, stronger and faster. In-season, they are maintaining their strength, especially the people who play a lot."

If the team needs a day to stay off its feet, the pool is the perfect place for conditioning. And the more, the merrier.

"We've had the whole team in here," Wenner said.



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## **SHE'S BACH**

*Softball pitcher hopes to play role in another World Series run*

Hillary Bach doesn't let anything get in her way.

She has excelled on the softball field for Arizona State University as a pitcher and in the classroom, graduating at the end of her junior year last May with a degree in marketing. She is now working toward her master's degree in business administration with an emphasis on leadership.

Bach also served as general manager of the Phoenix Women's Sports Association, a nonprofit group that helps athletes acquire funding for club-team participation and college scholarships and also sets up motivational speakers at Valley schools.

"Academics have always been important to me and my family," said Bach, a native of Tulsa, Okla. "I just know what I want to do and keep working toward that. I am really thankful for all of the opportunities I have had at ASU."

She and her teammates are looking for an opportunity to return to Oklahoma City in a few months and win their second straight NCAA championship at the Women's College World Series.

In her first two seasons at ASU, Bach compiled a 56-19 record as the Sun Devils' primary pitcher. Last season required a big adjustment as Dallas Escobedo, a former pitching star at Phoenix St. Mary's High, arrived on campus.

Escobedo became the main pitcher while Bach had spot duty, carving out a 10-0 record to give her a 66-19 mark in three seasons with a 2.64 earned-run average and 67 complete games.

Bach adjusted to this scheduling change-up, and says she will do so again this season. So far, she is doing well enough to have earned Pac-12 Softball Pitcher of the Week honors for the week of Feb. 13-19.

"It was a completely different situation," she said. "The program was very fortunate to get a pitcher as talented as Dallas. It is my goal to make the most of the opportunities I do get. We are united as a team."

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



Todd Graham

## ENERGY IN ACTION

Todd Graham named ASU's head football coach

In mid-December, Arizona State University named Todd Graham, formerly head coach of the University of Pittsburgh, as its 23rd football coach. Graham led Rice to its first bowl victory in 45 seasons in 2006 and then led Tulsa to back-to-back 10-plus win seasons for the first time in school history in 2007 and 2008. Known for leading programs that post many of the top offensive numbers in the nation in recent seasons, Graham is also a tough defensive coach.

Lisa Love, ASU's vice president of athletics, explained that the university chose Graham because he offered the chance to continue the momentum already established with the Sun Devil team.

"Criteria for our head coach was established, and the word that was at the forefront of discussions was 'energy' ... energy towards promoting our program in the community and with former players," Lisa Love, ASU's vice president of athletics, said. "Energy towards instilling discipline, leadership and in recruiting. Energy towards representing our brand in every facet of the program."

"In Todd, we have not only hired a young and sitting head coach, but one with a history of success on the field and in hiring top-notch assistant coaches. For the first time in his career, he will be taking over a program with a strong nucleus at the beginning. We are excited to watch Coach Graham take over a very well-positioned program and elevate it to the next level."

Graham was an all-state defensive back at North Mesquite (Texas) High School and after graduating in 1983 he played for East Central University in Okla., where he was a two-time NAIA defensive back. He began his coaching career in 1988 as an assistant at Poteet High School in Mesquite and then helped lead East Central University from a .500 program to NAIA national champions in his second year as he served as defensive coordinator from 1991-1993.

He is 49-29 in his six-year head-coaching career. He is well known for his four-year stay at Tulsa from 2007 to 2010, during which he led the Golden Hurricane to a 36-17 mark, a total that included three bowl wins and three seasons of 10 or more wins. He became head coach of at the University of Pittsburgh in January 2011.



Nathan (left) and Stephen (right) Estes.

## SMART TIMES TWO

Twin brothers pursue athletic, academic excellence

For many generations, a perception has existed that athletes and academics don't mix. Stephen and Nathan Estes, ASU juniors and twin brothers, are helping to shatter that myth.

According to Natalie Burgess, a coordinator for student-athlete development, the Estes brothers are among approximately 30 athletes enrolled in Barrett, the Honors College at ASU. Many of ASU's sports programs are represented.

Stephen Estes is a member of the swimming team and Nathan is on the track team. Both are majoring in mechanical engineering and graduated from North High in Phoenix.

"It is great to be a part of the honors college," said Stephen, who competes in the breaststroke. "It will give you opportunities later in life that you might not otherwise have had."

"I like their learning programs. In many of the honors classes, there are around 25 or 30 people in them, where in other basic classes there can be as many as 100 or 150. That allows you to delve deeper into a subject and get more individual attention."

"There is a certain prestige about being an athlete in the honors college."

The Estes brothers are fraternal twins. Nathan is much bigger than Stephen, outweighing him by nearly 100 pounds. Nathan competes in the shot put, discus and hammer throw and hopes to compete in the Pac-12 championships this spring.

"It's really cool that I can be in the honors college with my brother," Nathan said. "The stereotype is that most athletes aren't capable of doing this, but we are showing otherwise. When people get to this point, they have shown a real determination to achieve something. It can carry over into everything else you do."

"We can be an example of how to go about driving yourself, and hopefully more young athletes will follow."



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# Keeping it in the family

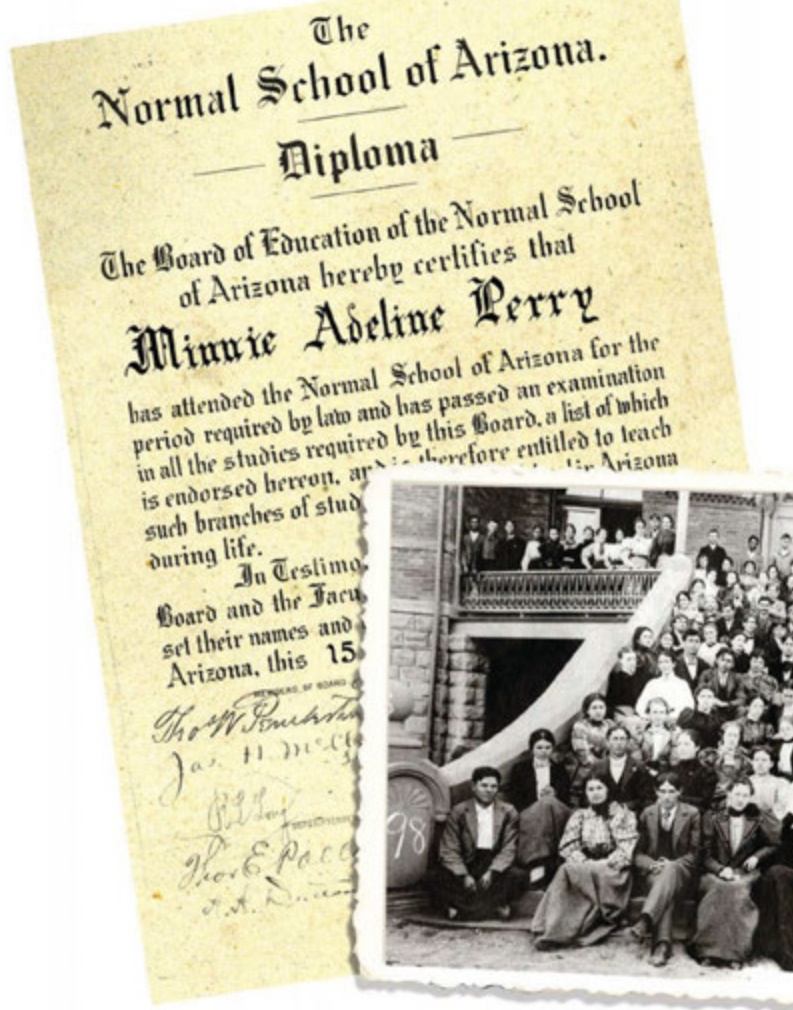
An ASU education is  
a tradition for these  
Sun Devil clans

by Amy Roach Partridge

Some families are so devoted to ASU, it has been said, that they bleed maroon and gold. While that theory best remains untested, the university certainly has its fair share of students who follow in the footsteps of family members when they become Sun Devils. For them, ASU has become a time-honored family tradition and a connection to previous generations – something much more than just a place to get an education.

The Perrys, The Garcias and The Westervelts are three Sun Devil families who embody that spirit. Though they took different paths to ASU, all three families share a commitment to education that has been nurtured among the generations.

Here are their stories.



## The Perry Family

From The Mesa to Old Main

The Perry family's roots in Arizona – and with ASU – go back further than most. Five generations of Perrys have been born in Arizona since William Henry Perry and Mary Agnes Clark Perry established a homestead in 1876 near what is now Cordes Junction.

Perry Mesa, one of three mesas in the Agua Fria National Monument, bears the family name, as does the Perry Family Conference Room in ASU's Old Main building.

But the family's true legacy is its enduring tradition of embracing higher education, which began when William and Mary Agnes' oldest daughter, Charlotte Elizabeth Perry Redden graduated with a teaching degree from ASU's predecessor, the Tempe Normal School, in 1898. That devotion to



(below) The Perry family's maroon and gold roots stretch back to the class of 1898, and Minnie Adeline Perry (certificate at left and child's photo, opposite page) was another early graduate, matriculating in 1899.

(right) The Perry family: (from left to right) Adam Hawkins, Anna-Marie Aja Knorr, Anna-Marie Perry, Virginia Ragsdale (seated), Michael Daly Hawkins, Jennie (Gina) Ragsdale, Helen Heiden.



higher education sparked the pioneer family to build a winter home near Tempe Normal, which six of their nine children attended, explains fourth-generation Sun Devil Michael Daly Hawkins '67 B.A., '70 J.D., a member of the charter class of ASU's law school and a senior judge on the U.S. Court of Appeals for the Ninth Circuit.

"My great-grandparents were Arizona pioneers who inspired their children to experience the joy of learning and respect the power of knowledge," says Hawkins, whose grandmother Maude Perry Daly, a Tempe Normal 1908 graduate, was the first editor of the student newspaper that is now The State Press. "That influence was passed down among generations and carries on today."

Indeed, the family counts more than 30 members who have attended ASU. Since the late 1980s, 15 Perry descendants have become ASU graduates, including current ASU women's golf coach Melissa Farr '90 B.S., as well as Michael Hawkins' son, Adam Perry Hawkins '06 B.S. Justin ('99 B.S.) and Robert Bassett ('99 M.B.A.) donned their caps and gowns exactly 100 years after their great-grandmother Minnie Adeline Perry Bassett graduated from Tempe Normal. The most recent relatives to join the ranks of Sun Devil alumni are Virginia June Ragsdale '10 B.S.D. and Helen Heiden '10 B.S. Other graduates

include Anna Marie Knorr '04 B.S., a graduate of the W. P. Carey School of Business, and Anna Marie Perry '77 B.S.

Despite the family's rich history, Perry descendants are not pressured to attend ASU, notes Virginia's mother, Jennie "Gina" Perry Ragsdale '73 B.S., (William Henry Perry's great-granddaughter) whose husband, Larry Ragsdale, and oldest daughter, Florence Ragsdale Simmons '01 B.A.E., are also Sun Devil alumni.

"Most of the family selected ASU because of its wonderful reputation and quality programming," says Ragsdale, a special education compliance specialist for the Saddle Mountain Unified School District.

The family cherishes its history and tradition at ASU.

"It is remarkable that my grandmother, Charlotte, and several of her sisters graduated from college in the late 1800s and early 1900s, but when I was growing up, going to college seemed matter of fact," recalls Elizabeth Ellen Ramsey Kaime '50 B.A.E, a fourth-generation Perry descendant.

"I just followed the family tradition of going to ASU," adds Kaime, who worked briefly as a Tempe schoolteacher. "It's only as I got older that I realized how much that tradition means to me and to all of us."



# The Garcia Family

Education for the greater good

(left) The Garcia family gathers in front of "the Wall," which displays the diplomas of all ASU graduates. (below) The Garcia family with future Massachusetts U.S. Rep. Joseph P. Kennedy II (back row, center) in the 1970s.







Margarita V. Garcia



Lauro Garcia III



Maria Garcia Zanotti



Genaro "Nayo" Garcia

Walk into Margarita Garcia's home in Guadalupe, and it is quickly obvious that the Garcia family places premium value on education. In a prime spot in the living room sits what the family affectionately calls "the Wall" – a part of their home that is decorated with the college degrees earned by various Garcia family members, including more than 10 ASU diplomas.

"The Wall sits right in the middle of the home we were all raised in, and it's a reminder that education is number-one for our family. Today, when younger generations visit, it serves as inspiration," says Maria Garcia Zanotti '89 B.S., one of nine children born to Margarita and her husband, Lauro Garcia Jr.

The ASU tradition began with Lauro Jr., a Williams, Ariz., native and Air Force veteran who earned both bachelor's and master's degrees in Spanish from ASU while holding down several jobs, raising their large family, and serving as founder of the Guadalupe Organization, a nonprofit organization devoted to improving Guadalupe's Hispanic and Yaqui Indian community. Though the patriarch passed away five years ago, his descendants have upheld his keen understanding of hard work and dedication to higher education and community improvement.

Seven of the nine children completed undergraduate degrees from ASU, including Zanotti; Alberto Garcia '92 B.A.; Loretta Garcia '80 B.A.E.; Genaro "Nayo" Garcia '84 B.S.; and Alicia Flores '89 B.S. Two of them, Lauro Garcia III '79 B.A., '82 J.D., and Fidelis Garcia '93 B.A., '99 J.D., also graduated from ASU's Sandra Day O'Connor College of Law. The siblings work in varied fields that include finance, education, law and business,



Alicia G. Flores



Fidelis V. Garcia



Alberto Garcia



Loretta V. Garcia

but all trace their success to the way they were raised.

"My dad set the example that, through education, we could achieve what we wanted. My oldest brother, Lauro III, followed in his footsteps at ASU and after that, we all knew that we'd attend ASU," says Zanotti, a stay-at-home mom of two daughters. Older siblings pitched in to help with tuition and other expenses for the younger children, and graduations at all levels were rewarded with a huge feast for family and friends. "We always celebrated educational achievements to encourage the next kids coming up," she explains.

Those kids didn't necessarily have to be Garcia family members; Lauro Jr. and Margarita encouraged many Guadalupe families to embrace education. "Our parents were very active in trying to get Guadalupe kids to go beyond high school,"

says Lauro III, an investment banker in Del Mar, Calif.

The family worked with ASU to create the ASU Hispanic Convocation to promote higher education in the Hispanic community and to honor the accomplishments and commitment of ASU Hispanic graduates. It began in Guadalupe and continues today. "Even though Guadalupe is so close to ASU, it was not common when we were young for people to go to college," recalls Lauro III, who was a co-founder of ASU's Hispanic law school mentoring program. "I believe I was the first in town to earn a doctoral degree, but now, we have quite a few doctors and lawyers from Guadalupe," he said.

To the Garcias, education always has been a tool for success, which means going beyond personal achievement.

"In our family, success means encouraging the next generation and trying to make a difference in our communities and in the world," Zanotti explains.

# The Westervelt Family

A football field of dreams



Vincent Sheridan



Ann Sheridan



(above) The Westervelt family gathers to celebrate their Sun Devil heritage.

(left) Ann Sheridan and Sue Enright







Jim Waring



Sue Enright



Mike Westervelt



Andria Sheridan



Marcus Westervelt



Marcus Westervelt

In 1946, when Dr. Marcus Wells Westervelt became the football team doctor for Arizona State College, it's unlikely he knew he'd be sparking generations of ASU devotees. But that's exactly what happened, says one of Dr. Westervelt's four children, Ann Westervelt Sheridan '70 M.A.E. (Dr. Mark J. Westervelt, Sue Westervelt Enright '62 B.A., '66 M.A.E., and Jane Westervelt Herion are the other three.) The elder Dr. Westervelt, who served as team doctor under famed coaches such as Bill Kajikawa, Dan Devine, and Frank Kush, was the first physician to work at the ASU infirmary and maintained a private practice in downtown Tempe.

"Dad was so involved with the ASU community that the four of us grew up with ASU in our veins. We used to go to football games and watch him on the bench; and we'd always see ASU coaches and faculty members at our house," recalls Sheridan, a former teacher at St. Daniel the Prophet Catholic School in Scottsdale. Her husband, Vince Sheridan, was in the first class of history Ph.D. recipients at ASU, and is currently principal of Our Lady of Mount Carmel Catholic School in Tempe. Their daughter-in-law, Andria Sheridan '01 B.A., graduated from ASU with a degree in history and works as director of operations for a dental insurance company.

Tempe in the 1940s was a small community with ASU as its heart and soul. It was natural for the family to gravitate to and support the university, adds Sue Westervelt Enright, a former librarian at St. Daniel. As an undergrad, Enright recalls working with sorority members on petitions for the 1958 statewide ballot measure that turned Arizona State College into ASU.

In addition, the Westervelts had a tradition of valuing education that predated their arrival in Arizona. "My dad was a doctor and so was his dad, so education was always important. My mother earned two college degrees, and her mother and two aunts were college-educated teachers in the 1800s," explains Enright, whose own ASU affiliation now spans three generations: daughter Lt. Col. Laurie Enright is an alumni who serves in the Air National Guard in Pennsylvania, and granddaughter Molly Michael is currently an ASU sophomore. Also part of the alumni side of the family is son-in-law Jim Waring '92 M.A., '94 M.P.A., '98 Ph.D., who serves as a Phoenix city councilman.

The tradition also lured second-generation Westervelt family members to ASU. Scottsdale-based ophthalmologist Dr. Michael Herion '92 B.S.—son of Jane Westervelt Herion—was raised in Spokane, Wash., but recalls being enthralled with ASU during holiday and summer trips to Tempe.

"I remember seeing the campus at a very young age and there was no doubt in my mind that I would attend ASU," says Herion, an Alpha Tau Omega member who still meets with fraternity brothers to attend ASU sporting events.

Four of Dr. Mark Westervelt's 10 children also embraced ASU: Marcus F. Westervelt '86 B.A., Kim Westervelt Buysse '86 B.S. — whose son Brian Buysse is a current ASU student — Dr. Kirk Westervelt '91 B.A., and Michael Westervelt '89 B.S. The oldest son, Marcus, (who, like his brother Michael, runs a law firm in Phoenix) fell under the spell of ASU while watching the Sun Devils play in the first several Fiesta Bowls in the 1970s.

"Even though I grew up in the Verde Valley, I felt a strong affinity with ASU because of my grandfather's connection there, so it made sense for me to attend," Marcus notes. Today, he keeps that Westervelt-ASU family connection going strong by escorting his aunts to shows at ASU Gammage, a place which brings the whole tradition full circle: the auditorium is named after Grady Gammage, the long-time ASU president who hired Dr. Marcus Wells Westervelt to the job that started it all.

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



**Tell us about your Sun Devil family!**

Are you part of a clan with plenty of ASU graduates? Tell us about it! Visit [alumni.asu.edu](http://alumni.asu.edu)

mark Carlino

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# maroon and gold *memories*

ASU traditions provide  
touchstones for alumni,  
even as they evolve

by Sarah Auffret

What do Sun Devils have that no other university has? Ask any alum and they can tell you – we have the Lantern Walk up “A” Mountain. We have the Golden Circle Induction ceremony for alums returning to campus to celebrate the 50th anniversary of their Commencement. We have fireworks at home football games, at the beginning of the game and after every point scored. We have Oozeball, the student-run mud volleyball tournament. We make the pitchfork hand sign to show our loyalty, and we have Sparky the Sun Devil for a mascot.

If a test were developed to determine who was a genuine Sun Devil, it would include measuring the heart rate to see whose ticker beats a little faster when shown maroon and gold. It would include measuring what areas of the brain became active upon hearing the strains of the Alma Mater and the Fight Song. And it would monitor test subjects carefully to rate their reaction to seeing Sparky launching into his acrobatic routine after a particularly masterful play by an ASU sports team on the field.

The real value of university traditions is that they connect generations of students, alumni, faculty and staff, says Rob Spindler, university archivist.

"Traditions serve as catalysts for all those other memories, signposts to help us remember our experience in college," Spindler said. "They create a sense of continuity. We see ourselves as part of a long-standing community of Sun Devils, something larger than ourselves."

Not all traditions last forever, and most traditions that do last undergo changes over the years. But that's OK, asserts Spindler – when our traditions include an element of flexibility, it ensures they'll be resilient enough to continue to be relevant.

"Traditions are dynamic, and they change as we change as a people," he said.

### *The more* things change ...

School colors are perhaps the oldest of ASU's traditions. "Old gold" was chosen by the student body of Tempe Normal School in 1896, and maroon and white were selected by the football team in 1898.

The recent emergence of black as an additional uniform color for ASU sports teams seems to have energized the student body, and Sun Devils both old and new are supporting the changed logo and color scheme. Black T-shirts and hats with the new, stylized pitchfork logos are very popular with students at the Tempe campus Sun Devil Book Stores outlet. Michelle Wood '11 B.A., manager of Cactus Sports on Mill Avenue, says she has a hard time keeping them in stock.

"Anything that has the new pitchfork and anything in black is selling really well, especially hats and men's T-shirts. We've gotten a good response to the new stuff," Wood said.

Robert Skousen, a sophomore in political science who was shopping at the Tempe campus bookstore one day last fall, said he liked the pitchfork logo. "I've been an ASU fan for a long time, and I like Sparky, but I think the fork is a little more fierce," he said.

Brent Smith, regional manager for sales and operations for the Follett Higher Education Group, the company that operates the Sun Devil Campus Stores at ASU, noted that black ASU apparel had seen a spike in sales in the weeks leading up to the two ASU football home games designated as "black-out" dates last fall.

"This year, the black (apparel) was much more in demand due to the black-out games," Smith said. "Traditional maroon and gold product sales did not suffer, however, as they are still the

## rob spindler





# Michelle Wood



primary school colors and very much in demand year round.”

For some alums, the addition of another uniform color, as well as the fact that the Sun Devil mascot Sparky has moved to the back of ASU helmets, has been a challenge to appreciate. Change can be hard. But Don Dotts, '58 B.A., former executive director of the ASU Alumni Association for 26 years, says although he's partial to the Sparky logo, he defends the new logo, asserting that the pitchfork is an undeniable part of our mascot's armament.

“I tell people, where do you think the pitchfork comes from? It comes from Sparky. And he's still there at games,” says Dotts. “Most alums say they're not crazy about the pitchfork, but if it helps us win games, it's OK with me.”

## *The Territorial Cup* **runneth over**

The tradition that gets every Sun Devil's heart pounding, of course, is the

football rivalry with the University of Arizona (UA), which pre-dates Arizona's statehood by more than a dozen years. The NCAA confirms that the ASU-UA Territorial Cup is the nation's oldest intercollegiate rivalry. Sometimes referred to as “The Duel in the Desert,” the first match-up was played in Tucson on Nov. 30, 1899 – a cloudy Thanksgiving Day.

That was the day Normals (ASU) beat the Wildcats 11-2 to win the Territorial Cup, a silver-plated trophy that disappeared some years later for a good three-quarters of a century before turning up in a Tempe church basement in 1983. The cup was returned to the ASU Alumni Association, then brought to University Archives, where it was placed on display for many years.

In 1995, two UA alumni association staff recognized it at an exhibit at Sky Harbor Airport and asked to borrow it for permanent display. The answer was a polite no. But in 2001, ASU President

Lattie Coor directed that the Territorial Cup trophy would be awarded to the winner of the big game each year. (Which means, unfortunately, it is currently sojourning in Tucson.) A formal protocol document signed by Coor and UA President Likins identified the responsible parties at each university and mandates the use of white cotton gloves while handling the delicate hardware.

White gloves and protocol agreements seem like very civilized ways of conducting a contest that both sides acknowledge to be a winner-take-all battle for blood and honor. Why do both sides approach the in-state rivalry with such a vengeance?

Hjorleifur Jonsson, associate professor in the ASU School of Human Evolution and Social Change, studies the anthropology of sports, in addition to the role of festivals, music and other rituals in contemporary identity. He compares the university's match-ups with UA to spats with that brother or sister with whom

you could never quite stop tussling when you were kids.

"We're all very well behaved," he says, "but as humans we have a hard time getting along. So we find worthy rivals, someone who is a match to us, in size and proximity. We're like siblings. We humans like suspense, play and risk, so we structure a fight with a 'play enemy.'"

### *Gold-letter days*

The battle between ASU and the rival school to the south often spills off the playing field and into the environs surrounding the university. Holding off Wildcat invasions, sometimes quite literally, is part of another tradition — that of keeping the "A" on Tempe Butte, also known as A Mountain, painted gold.

The butte has displayed a letter for almost a century, but it wasn't always an "A." The first letter was a 36-foot tall N built by the class of 1918, which stood for Tempe Normal School. When the school changed its name to Tempe State Teachers College in 1925, the letter was changed to T. The T became an A in 1938, 10 years after the school became Arizona State Teachers College. The present A was built using reinforced steel and concrete in 1955 and measures 60 feet tall.

The entire city of Tempe, and sometimes the entire metropolitan area of Phoenix, seems at times to have an investment in the "A" staying gold. When UA vandals assemble a "flash mob" under cover of darkness and give the letter an unplanned red-and-blue makeover, it can make the local news — and phones at the Alumni Association start ringing off the hook.

The association's student organization, the Student Alumni Association (SAA), is the vanguard charged with fending off the would-be redecorators. A favorite memory of Anne Sawkiw '99 B.A. is camping out on the mountain before the game against UA to make sure the gold A didn't get splashed with red and blue paint during the night.

"Fifteen or 20 of us would go up with sleeping bags, the week before the game," says Sawkiw, who was on the SAA executive committee. "It was a really cool thing to do. We'd stay awake and eat pizza and talk, or hike around the mountain. That boosted morale for the whole student body."

But gold isn't the only color that looks good on the "A." The iconic letter gets whitewashed every fall by incoming ASU freshmen during Welcome Week, a tradition that started in the 1930s. Dotts remembers struggling up the



*don* dotts





*anne* sawkiw

mountain as a newbie one hot afternoon in 1953, passing the paint brushes around and spilling a lot of paint. It was like an initiation, he remembers, but it also was a lot of fun.

The Alumni Association approves all official changes in color and appearance for the "A." The letter is painted for special occasions and the color change is very brief. A squad of SAA students known as the "A Team" ensures the letter returns to its natural golden hue.

### *Giving tradition* **a hand**

Surprisingly enough, one of the Sun Devil traditions that is seen everywhere on game days – the pitchfork hand sign – isn't the stuff of ancient history or administrative wizardry. The "Fork-em Devils" sign is now a staple at ASU

games. Many graduates can't imagine posing for a picture with Sun Devil peers without lifting their hands in this unique salute.

ASU basketball player Mark Carlino '88 B.S. created the sign one sunny day when he and two friends were hanging out on San Diego's Mission Beach. It was the summer of 1986, and they were excited about the upcoming football season. Carlino says they started messing around with hand signs, wondering why Sparky should be the only one with a pitchfork.

"I said, 'We need a hand symbol, like Texas and 'Hook-em Horns.' We tried holding up three fingers, but it didn't look right."

On the next try, tucking the tip of his ring finger under his thumb, Carlino created the now famous gesture.

When the three returned to Tempe, Carlino showed it to a cheerleader, who liked it and agreed to show it to the fans. By the time the team went to the Rose Bowl that year, it had caught on.

"It's funny," he said reflectively. "I feel like it's my biggest contribution to ASU. I wish I could have been a bigger contributor on the basketball court."

### *Band members* **put a song in their hearts**

Hearing the Alma Mater or the Fight Song can transport Sun Devils back to their student days quicker than anything else. The ASU marching band plays a key role in maintaining the significance of the university's traditional songs, making sure the students attending football games know the words and the tune.

Band members' vocal harmonies on

# do you remember these



the Alma Mater can be heard after every Friday night rehearsal and at the end of every post-game show. Robert Fleming, director of the ASU band from 1974 to 2002, remembers how that tradition got started in 1977:

"The Alma Mater is a song that has to be loved. One night I was upset when the band wasn't playing the Alma Mater with reverence and feeling. So I told the section leaders, you learn to sing it, not just play it. Then I left.

"I was in the middle of the field, sitting on the grass, when the band came out and surrounded me and started singing. Each section circled me and sang their parts to me. By the end of rehearsal, they were all around me in big circles, 132 of them, singing in harmony.

"I can still feel that happening. It was one of those magic moments in time.

That's what started the tradition, of singing it after rehearsal and post-game. It got to be something they couldn't leave the field without doing ...

"This year at Homecoming, the band alumni were practicing on the field. They didn't want to leave until they sang the Alma Mater, even the alums."

## *A mascot with spark*

Most beloved of all traditions may be the university's mascot, Sparky. Despite the recent changes in sports uniforms, the Sun Devil hasn't disappeared from game days, says Christine Wilkinson, president of the ASU Alumni Association. Sparky's still doing push-ups at the games and he still comes out with the band, stabbing his pitchfork into the center of the field. His overall role has been expanded.

"Sparky's actually going to reach out more into the community," Wilkinson said, "not just sports, but nonathletic events, as well. He'll be making more appearances. He's emblematic of the whole university."

The institution's mascot has changed several times over the 125-plus years of its existence, mirroring the changing role of the school in Arizona's educational landscape. The football players were the "Normals" until 1928, when the school became Arizona State Teachers College and the students chose the name "Bulldogs." A rumor that they were once the "Owls" is an urban myth, Spindler says, fueled by a photograph of the 1899 football team sitting on the steps of Old Main with an owl on a leash.

The State Press, Arizona State's student newspaper, appealed to the



# traditions from ASU's past?



The student council voted to form a Rodeo Association in 1949, and the first event had more than 100 student athletes participating. The tradition lasted 25 years before being renamed the Tri-City Intercollegiate Rodeo. Eventually, the rodeo was taken over by another group and later disbanded.

Homecoming in the 1950s featured a beard-growing contest, called Whiskerino. People who came to the event without western dress were subjected to the humiliation of a donkey ride around the quadrangle, incarceration in the bullpen or a small fine.

At the annual birthday party for the Memorial Union, started in the mid-1950s, students would create huge decorations around a theme—the Seattle Space Needle, Golden Gate Bridge, or Alice in Wonderland, for instance. Thousands of people came from across the Valley to watch student performances and displays.

The original ASU Victory Bell hung in a dining hall and summoned students to meals. After World War II, it became a trophy awarded to the winner of the ASU-UA game. It was installed in a place of honor outside the Memorial Union in 1956, but disappeared sometime in the 1970s, when the MU was remodeled. A replica of the original bell sits outside Sun Devil Stadium today.

The student government bought a 148-bell symphonic carillon in 1966 and installed it in Matthews Center as a tribute to veterans. Some time in the early 1970s it disappeared, perhaps during a renovation. It was rediscovered in storage in 2002 and has been lovingly restored. It now strikes on the hour and broadcasts a pre-recorded concert at 5 p.m. daily.

Sun Devil Marching Band tuba players traditionally hold at least one practice near the beginning of the new school year in the Cady Fountain on Cady Mall. New members of the section are given a "Tuba Baptism" initiation, during which new members are called out one by one to receive their nickname. Through the course of the season they are asked to figure out the origin of their nickname. If they cannot solve the riddle of their name, it is revealed at the end of the season.

Many Sun Devils got their first glimpse of campus life while taking a tour with the Devils' Advocates, a student organization formed in 1966 with the goal of informing high school students of the opportunities and benefits available at ASU. The tour guides are easily recognizable by their white polo shirts and known for their penchant for walking backwards. An alumni chapter for former Devils' Advocates is overseen by the Alumni Association.



## Hjalmar Jonsson

student body to replace the Bulldog with the Sun Devil. And on Nov. 8, 1946, the students voted 819 to 196 to make the change official. A performing Sparky didn't arrive on the scene until the early '50's, when gymnast Dick Jacobs performed with several female "Sparkettes." A live Sparky then disappeared again until the '60's. The identity of the students behind the costume has remained a secret over the years, although it's common knowledge that several students stand ready to perform the role at games and other public events at any given time.

Anthropologist Jonsson says Sparky serves a significant purpose in the ASU pantheon.

"Sparky sets things in motion. He helps animate an ASU crowd to do things, like a wave. He's a mythical creature with a set behavior pattern, and he's part of who we are. We need this otherworldly creature to come out of ourselves."

### Coming home

Sparky is a rich part of ASU's history, and nowhere is the richness of ASU traditions more evident than during Homecoming, with the Lantern Walk on the Friday night before the game, the pageantry of the Saturday parade and the crowning of a king and queen. But the elements have varied widely through the years.

The first Homecoming was held on a rainy Friday night in December in 1926, when Tempe State Teachers College invited alumni back for a bonfire and pep rally before a Saturday football game against Phoenix Indian School. The first Homecoming parade was mounted the following year.

The Lantern Walk, with students carrying torches or candles up "A" Mountain, began in 1917 as a symbolic passing of the torch from the senior class to the junior class. It took place just

before graduation. The event was revived and re-invented in 1990 as a Homecoming tradition, one at which Sun Devils sing the fight song after climbing to the summit of the butte and honoring their alma mater.

For decades, students got a double dose of Homecoming parade fun: there was a morning parade in Phoenix and an afternoon parade in Tempe. Beard-growing contests and float and house decorations were part of the fun.

The 1950s were the golden age of Homecoming, with a full week of events, including western dress and square dancing. Parade floats were major productions, with up to 20,000 handmade paper flowers, and house and window decorating contests attracted carloads of local residents wanting to see them.

Dotts fondly remembers staying up most of the night before the parade to work on a float, shaping wire over a





*christine k.* **wilkinson**

frame and covering it with rolls of floral sheeting and paper flowers. The Homecoming king, one of his fraternity brothers, overslept the next morning and missed the Phoenix portion of the parade.

Student interest in traditions faltered in the 1960s, when the parade and many of the festivities were set aside. Homecoming continued as a smaller celebration, but by 1980 it was again a full week of events, before getting pared back again in the 1990s.

The spectacular FestDevil Block Party, an adjunct to the pre-game parade, was launched in 2003. The event closes University Drive for an art walk, craft fair and features displays by almost every university department and organization. Along with the parade and football game, it continues to be an annual event that binds ASU to the community.

### *Staying in the game*

Important as it is, Homecoming isn't the only football-related tradition that connects Sun Devils to their alma mater. ASU Parents Day has given way to Family Weekend, a three-day celebration for extended families to attend class with their students, meet professors, attend a tailgate and a football game. This year 2,500 parents attended, many from out of state.

Much has changed in the celebration of Sun Devil traditions. But much remains the same: once inside a Sun Devil sporting event, alums and students alike sing the ASU Fight Song and wave the hand sign. Sparky was and is there to greet them at these contests, his impish grin a challenge and his own pitchfork held high. Outside of Sun Devil Stadium and other sports venues, "A" Mountain

serves as a landmark for the Tempe campus on Valley maps. Eyes still tear up when the strains of the Alma Mater tune fill the air at Commencement. And Sun Devils still recognize each other in a crowd by wearing maroon and gold.

If the past offers any forecast as to how the newer variations on Sun Devil traditions will fare, those who participated in them will likely remember them fondly and feel a part of a long-standing community because of them. After all, that's what traditions are for.

As Jonsson says, "Rituals are how we renegotiate the world. We have a shared identity through the institution. We don't have to explain ourselves to each other."

*Sarah Auffret retired recently from a position as assistant director of ASU Media Relations. She is currently a Tempe-based freelance writer.*

The real deal  
 Shelf improvement



Public art advocates: ASU art history professor Betsy Fahlman at Old Main fountain (above); alumna Dianne Cripe in front of a mural by Joseph Morgan Henninger (opposite page).

## The real deal

Depression-era art  
 still graces Tempe  
 campus landscape

While economists vigorously debate the effectiveness of federal economic stimulus programs, Valley residents can glimpse physical remnants of 1930s New Deal programs from the Great Depression. Towns in the Phoenix metro area developed a host of infrastructure as a result of New Deal projects: city parks, streets, even curbs.

But perhaps the most surprising legacy of President Franklin Roosevelt's economic recovery plan is the breadth of Arizona-based art fostered by the New Deal. According to ASU Art History Professor Betsy Fahlman, author of the 2009 book "New Deal Art in Arizona," the program's cultural agencies, including the Works Progress Administration, were responsible for the creation of artworks and art organizations throughout the state, in the Valley and on the ASU Tempe campus. This federal aid helped solidify the arts scene in the fledgling state, which was less than two decades old when the stock market crashed in 1929.

The result was that an area long known for its "Five Cs" of cotton, copper, climate, citrus and cattle, grew in notoriety for a human-made quality: culture.

"The government bureaucracy that gave cultural support under the New Deal created a sense of community among the state's artists where there had been none before," says Fahlman. "It was during this era that culture emerged as a sixth significant C."

### OLD MAIN'S MASTERPIECES

The Alumni Association's headquarters, Old Main, is home to three artworks produced through the Public Works of Art Project (PWAP), an agency that enriched the state's cultural legacy considerably, despite only existing for five months during 1933 and 1934.

"During that short span, Arizona received eight murals, 21 oil paintings, 30 watercolors, six oil





panels and a design for a decorative fountain," said Dianne Cripe '72 B.A.E., '76 M.A.E., '99 M.A., an expert on public art who works for the city of Goodyear.

Two of the visual treasures that haven't disappeared over the years are a pair of 7-foot by 16-foot murals by Joseph Morgan Henninger that reside in Old Main's Tooker Boardroom and Basha Family Library. Trained at the Ecole des Beaux Arts in Paris, Henninger came to Phoenix in 1933 and was captivated by the geographic extremes presented by the Southwestern landscape.

"I find this part of our United States severe, austere and harsh ... it is all sharp in its outline ... In a word this country is dramatic," he wrote in a letter home to his parents.

His painting "Industrial Development in Arizona" reflects several of the aforementioned economically important "C's": the raising of citrus and cattle as well as hard rock copper mining. Fahlman says of the painting: "The view he presents of modern Arizona ... (conveys) the strength of labor and hard work that symbolized the progress in a young state that would eventually

triumph over the Depression."

A less optimistic viewpoint colors Henninger's other painting, "Spanish Influence in Arizona." The painting is dominated by a dramatic central figure protesting the treatment of indigenous peoples. This figure is flanked by a scene portraying the baptism of Native American youth by Catholic missionaries, as well as a setting that depicts the use of native people as forced laborers.

A third PWAP-funded artwork on view at Old Main sits outside on the building's front lawn. Emory Kopta's three-foot stone "Kachina Fountain" replaced an earlier water feature in front of Old Main and featured four kachinas, considered guardians of well being in Hopi lore. Kopta, who came to the United States from his native Austria, designed a grand nine-foot-tall Hopi Flute Player sculpture to stand atop the fountain, but the project's funding ran out before a casting of the bronze statue could be completed.

Luckily for art lovers, the story doesn't end there. In 2002, in accordance with the wishes of the Hopi Tribe, ASU cast a six-foot-tall version of the flute player

figure and installed it in the courtyard of the Music Building on the southwest side of campus.

#### **SIXTH "C" STILL RESONATING**

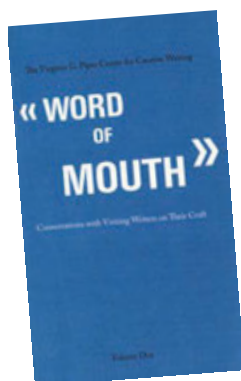
The impact of the New Deal on the arts in Arizona seems beyond dispute. Fahlman points out that the cultural components in the state strengthened by the New Deal play a significant role in attracting and retaining a well-educated work force today. She had the opportunity to buttress this point in 2010, when she was tapped to edit the "Capitalizing on Arizona's Arts and Culture" report to the 98th AZ Town Hall.

"There is a wealth of hard information that supports precisely why the arts are important to Arizona's economy and what a huge contribution they make to the state as a whole," Fahlman said. "The arts and culture dollar is often stretched very thin, yet it makes an excellent return on monies invested, revealing that supporting the arts reaps positive benefits for the communities that invest in them."

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

## SHELF IMPROVEMENT

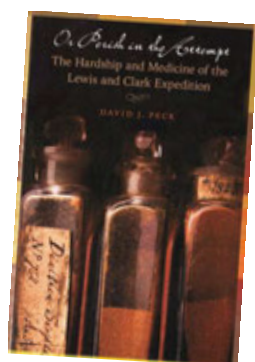
## BOOKS AND MEDIA PRODUCED BY ALUMNI, STAFF AND FACULTY



**Word of Mouth:  
Conversations with  
Visiting Writers on  
Their Craft, Vol. 1**

*Edited by The Virginia G. Piper  
Center of Creative Writing*

Each year, the Virginia G. Piper Center of Creative Writing Distinguished Visiting Writers Series brings exceptional writers to ASU and the greater Phoenix area. The writers' activities include informal discussion in the living room of the Virginia G. Piper House about the craft of writing. In "Word of Mouth," eight of these conversations are transcribed and expertly edited to capture the insightful reflections on writers and writing and the varied styles and personalities of these invited writers of poetry, fiction and nonfiction. Authors featured include historical true-crime author Harold Schechter, poet Kimiko Hahn, and novelist Francine Prose. Delightful in its candor, this work will be useful and encouraging to any writer who has struggled to put meaningful words on a blank page.



**Or Perish in the  
Attempt: The  
Hardship and  
Medicine of the  
Lewis and Clark  
Expedition**

*By David J. Peck '76 B.A.E., '81  
M.Ed., Bison Books (University  
of Nebraska Press)*

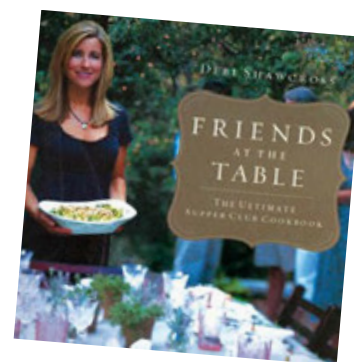
With imagination born of detailed study, physician David Peck guides readers on an insightful journey into Meriwether Lewis and William Clark's legendary exploration of the uncharted North American West. Unique in the depth of its focus on the human experience of a small group of explorers in a vast territory, this work furnishes a sense of the daily joys, fears, hardships and relaxations of 31 men, one woman and one infant across 28 months and 8,000 miles. Current medical understandings are applied to journal descriptions of expedition ailments and injuries and help elucidate the breadth of the explorers' achievements in completing their mission to map and record a large chunk of what is now the United States. The result is a compelling, fact-based story from a seminal time in U.S. history.



**Man Overboard:  
Inside the Honeymoon  
Cruise Murder**

*By Joan Lownds '73 B.A.E.,  
Lyons Press.*

Award-winning journalist Joan Lownds has covered the story of George Allen Smith IV and Jennifer Hagel since it broke during the young couple's honeymoon cruise in June 2005. George's suspicious disappearance at sea, followed by botched homicide investigations, legal sidestepping by the cruise industry and discovery of a shocking number of similar cases, launched a series of events that led to a five-year battle for reform in the cruise industry. With a storyteller's skill and a journalist's eye for detail and fact, Lownds recounts this tale of intrigue, glamour, corporate maneuvering, courtroom and political battles, and one family's efforts to comprehend the loss of a son while demanding strengthened regulations for the cruise industry. Although this book is not for the faint of heart, or those who would like to simply enjoy a relaxing ocean cruise, it contains a wealth of information about this case and about making change against all odds.



**Friends at the Table:  
The Ultimate Supper  
Club Cookbook**

*By Debi Shawcross '88 B.S.,  
Franklin Green Publishing*

In her deliciously illustrated book "Friends at the Table," chef and caterer Debi Shawcross explains that she wanted to take the menu elements of the classic American supper club – restaurants popular during the 1930s and 1940s – and transform them into an experience that can be shared at home among friends. She provides a comprehensive culinary guide to starting a home supper club, with dozens of delectable recipes categorized by season and grouped into possible menus. Readers will find dishes ranging from Pork Roulade with Pancetta, Fennel and Port Wine Sauce to Southwestern Potato Salad and Blueberry Pie a la Mode, plus plenty of handy tips for making a supper club run smoothly.



# Fueled by maroon and gold



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[alumni.asu.edu](http://alumni.asu.edu)

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Alpha Tau Omega Fraternity  
Zeta Alpha Chapter  
ΑΦΣ Founding Fraternity

## A capital idea

DC's alumni sports league has maroon and gold roots



ASU alums living in the Washington, D.C. area are active in the Capital Alumni Network Sports league.

With more than 4,000 Sun Devil graduates in the metro D.C. area, ASU's National Capital alumni chapter is among the most active participants in the District of Columbia's Capital Alumni Network (CAN) sports league. And in a certain way, that makes a lot of sense, since it was founded by ASU alum Steve Primrose '89 B.S., a professional lobbyist who first came to the area while working for U.S. Sen. John McCain in 1991.

The network grew rapidly from humble beginnings, and CAN's sports league now boasts more than 250 alumni associations and clubs.

"The Capital Alumni Network officially started in 1998," said Primrose. "It has its origins in March Madness game-watching parties, an informal softball league and a flag football season. It's been going on for (nearly) 15 years and has grown into the largest coalition of university alumni chapters in the country."

Softball and football competitions originally offered by the league expanded to include volleyball, basketball and soccer leagues, as well as group community service outings, says Primrose. CAN promotes membership in each institution's alumni association, which helps provide incentive for local chapters to become involved.

"Anybody that wants to play in a Capital Alumni Network sports league has to be a paid alum (member) in order

to participate, and that's what alumni chapters are looking for. We think we've found a pretty good method. It's hard for one chapter to pull things off but if CAN is sponsoring the event, it's not as hard to find people to participate.

"It's a completely 100 percent volunteer organization," says Primrose who served as CAN president for 11 years before launching his own lobbying firm, Capitologic, in 2009.

Keely McCarthy '07 B.A., '07 B.S. moved to D.C. to attend graduate school at the University of Maryland, where she earned a master's degree in criminology and criminal justice. McCarthy joined ASU's D.C. alumni chapter to fill a competitive sports void in her life at the time and to do some social networking.

"I've participated in sports almost all of my life, so it was a natural choice to become involved in the CAN sports league. It was also a great way to meet new people every year, especially others who went to ASU," says McCarthy.

Currently a visiting fellow at the Office for Victims of Crime and the Office of Justice Programs at the U.S. Department of Justice, McCarthy plays football and softball for ASU alumni teams. It's a lot of fun, she says.

"I enjoy it for a few different reasons. I love playing sports in the nation's capital with fellow Sun Devils. It's hard to find female sports leagues, so because it's co-ed, it's great for women. Finally,

there's the location; honestly, there is nothing better than hitting a line drive in the shadow of the Washington Monument or rounding third base with the view of the White House as you cross home plate, or waiting for a fly ball in the outfield as the president's chopper flies overhead. It's a once in a lifetime opportunity, and I will take these memories with me wherever I go."

CAN's annual co-ed softball tournament is the network's signature event, drawing as many as 1,700 participants over two consecutive weekends at the Goddard Softball Complex in Greenbelt, Md. Primrose said he is pleased with the tournament's growth and lasting popularity.

"The softball tournament began in 1997 with seven teams, now we get about 70. We've had people play for four or five years and then get a job and have to move away, but they'll come back to play in the tournament," says Primrose.

That loyalty has cemented more than just the sports league's future.

"They used to come with their boyfriends and girlfriends, now they come with their families," Primrose said. "There have probably been more than 100 CAN marriages and CAN kids."

*By Charlie Vascellaro '93 B.A., a freelance sportswriter based in Baltimore.*





#### A LEGENDARY HOMECOMING

During Homecoming Week at ASU last October, the Alumni Association continued its tradition of honoring ASU's football stars of years past with its Legends Luncheon. The legacy of iconic Sun Devil Head Coach Frank Kush, who headed the ASU program from 1958 to 1979, was the focus this time; the success of Kush's players also was heralded.

More than 1,200 Sun Devil fans gathered at the Downtown Sheraton hotel to pay tribute to Coach Kush and his teams, enjoy film and video highlights of the Kush era, and to look forward to ASU's future football greatness.

The celebration continued on Homecoming day, when Kush was grand marshal of the Homecoming Parade, and Kush and his players signed autographs at the Alumni Association section of the Homecoming Block Party.

The Alumni Association also honored alumni and university supporters during halftime at the Homecoming game by presenting its annual Homecoming Awards, which this year recognized the contributions of Steve Evans '67 B.S., '68 M.B.A., Geoffrey Edmunds '63 B.S., and Rick Howarth, general manager of Intel Products Vietnam.



#### WANT MORE?

See videos of Kush's players talking about their days at ASU at <http://vimeo.com/channels/asulegends2011>.



## Reports from the Sun Devil Nation



### CHICAGO

Our chapter had an exciting fall and winter, with a great turnout at the Pac the Stockings wine tasting in December and fun-filled game-watching tailgates at the Cubby Bear. We're presently getting ready for our annual Cubs baseball game outing later this spring. We look forward to seeing you there!

We will be hosting our third annual Pat's Run "shadow run" in April, so be sure to run, walk, volunteer or cheer alongside other Sun Devils. Contact Ryan Dromgoole at [asuchicagoalumni@gmail.com](mailto:asuchicagoalumni@gmail.com) or visit <http://alumni.asu.edu/chapters/chicago> for more information on any of our events.

### COLLEGE OF TECHNOLOGY AND INNOVATION

The College of Technology and Innovation held its inaugural alumni reception on Nov. 17. The 40-plus alums who attended were able to see all the exciting changes happening on the Polytechnic campus, reconnect with faculty and staff, and visit with current students.

Prior to the reception, a special alumni employer panel was held for freshmen in the college, at which recent alumni shared their experiences from their first months on the job. Panelists included James Krupnik, a software engineer from Jobing.com; Brianna Schepis, a test officer for Trax International; and Amanda Cobo, an operational specialist for US Airways. Our thanks go out to these alumni for sharing their wisdom!

To become a part of our academic affiliate group, please visit: <http://technology.asu.edu/alumni/communication-signup>. You also may contact Jackie Terry at 480-727-2335 or [Jackie.terry@asu.edu](mailto:Jackie.terry@asu.edu).

### COLORADO

The chapter is gearing up for a busy spring, as we're hosting a "wine night" event this month in Denver, and also will be participating in a community service project as part of the ASU CARES Day of Service. This summer, we'll host our annual Sun Devil Send-Off for incoming ASU





(left) Thousands of Sun Devils will participate in the eighth annual Pat's Run held in Tempe on April 21, and ASU alumni chapters will host more than 20 "shadow runs" across the nation.

(below) The College of Technology and Innovation academic affiliate held its inaugural alumni reception at the Polytechnic campus on Nov. 17.

(below - inset) The Colorado alumni chapter performed community service in the Denver area as part of the annual ASU CARES event.



freshmen, and applications for our chapter's scholarship will be due by the end of June. Visit our website at <http://alumni.asu.edu/chapters/colorado> for more information.

#### **HERBERGER INSTITUTE FOR DESIGN AND THE ARTS**

Right now, our academic affiliate is preparing for our signature spring event, "Art by Alumni," a gallery show and wine-tasting reception in the heart of Old Town Scottsdale. Photography, paintings, sketches, sculpture by ASU alumni will be on display and available for sale, with a portion of the proceeds supporting student scholarships. We're hoping for a great turnout – this will be a great opportunity for Herberger alums to see the work of their fellow artists and to network with other Sun Devils!

In addition to big events such as "Art by Alumni," the chapter also hosts monthly mixers that are paired with

museum tours, lectures and musical performances. For more information and to RSVP for events, check our Facebook page at <http://www.facebook.com/ASU.HIDA.Alumni> or email us at [hida@asualumni.org](mailto:hida@asualumni.org).

#### **HOUSTON**

All through the fall and winter, we have been enjoying our monthly happy hours, and Houston Sun Devils can check our website for dates and locations and join us at the next gathering!

On April 21, we're going to host our third annual Pat's Run "shadow run." This event is a lot of fun, so plan to attend.

To learn about these and other chapter events, visit us online at <http://alumni.asu.edu/chapters/houston> or contact Michael Barney at 832-350-8278 or [MichaelABarney@gmail.com](mailto:MichaelABarney@gmail.com).



#### **INDIANAPOLIS**

Our connection group had fun watching Sun Devil football and enjoyed gathering with other ASU alums at our happy hours. We'd love to see you at our next event, and always can use help planning future gatherings.

On Saturday, April 14, we'll host a Pat's Run "shadow run" in downtown





(left) Members of the W. P. Carey School of Business alumni chapter board participate in the McCord Hall groundbreaking ceremony.

(below) Members of the National Capital chapter in Washington, D.C., enjoy the Sun Devil Crabfeast.

(opposite page) Alumni Samantha Schultz, Jeremy Schultz and Robin Kimbrell staff the ASU table at the Columbus (Ohio) Suburban College Fair on Sept. 18.

Indianapolis. Let us know you're in town by emailing Chrissy Vasquez at [asusugah@gmail.com](mailto:asusugah@gmail.com). You can find us on Facebook by searching for "Arizona State University Indiana Alumni."

#### **LAS VEGAS**

Thanks to everyone who joined us for game-watching tailgates last fall. Our club will be planning some fun events in 2012, including a Pat's Run "shadow run" and a signature event. To keep up on all the latest news, be sure to check out our page at <http://alumni.dev.asu.edu/chapters/las-vegas> for updates. You can also follow our page on Facebook at <https://www.facebook.com/pages/Las-Vegas-Sun-Devils-Alumni>, or contact Jeremy Bradshaw at [jw.bradshaw@yahoo.com](mailto:jw.bradshaw@yahoo.com).

#### **LOS ANGELES**

Our chapter had a busy winter, with a wine tasting event at Malibu Wines, a trip to view the city from Griffith Observatory in the Hollywood Hills, and an event at the Hollywood Improv.

Spring has been a busy season, as well, with Los Angeles-based alums cheering on the Sun Devils at the men's and women's Pac-12 basketball tournaments at Staples Center and rooting for the baseball team as they took on UCLA.

In April don't miss our annual Pat's Run "shadow run" at the Rose Bowl on the 14th, which will include a fabulous post-race picnic. We'll be participating in several community service events, too, ranging from a Marina Del Rey harbor clean up to participation as a team in the annual Revlon Run/Walk for Women. We also plan to take to the hills for a hike in Malibu/Pacific Palisades on May 20 and continue to host our networking events and happy hours.

To learn more about the LA chapter, contact Eddie DeVall at [devall@aol.com](mailto:devall@aol.com) or visit our website at <http://alumni.asu.edu/chapters/los-angeles>. You can find us on Facebook by searching for "LA Sun Devils."



#### **NATIONAL CAPITAL (WASHINGTON, D.C.)**

D.C.-area Sun Devils will kick-off the 2012 softball season in April by playing in the Capital Alumni Network league. Most games are held on the National Mall on weeknights and all alums are welcome! If softball's not your forte, we have other great events coming up, such as our Pat's Run "shadow run" at East Potomac Park on April 21 and our third annual Sun Devil Crabfeast in May. For more information, visit our Facebook





group by searching for "Arizona State National Capital Alumni" or email us at [dcsundevils@gmail.com](mailto:dcsundevils@gmail.com).

#### NEW YORK

Our chapter has had an active winter and spring, enjoying each other's company at game-watching tailgates, happy hours and our annual Ranger hockey game event. Looking forward, we're currently preparing for our Pat's Run "shadow run" in April and our Cinco de Mayo dinner in May. For information on all our activities, contact us at [ny\\_sundevils@thesundevils.com](mailto:ny_sundevils@thesundevils.com).

#### OHIO

Our group is thrilled to be bringing Sun Devil energy to the Buckeye state. You can find us on Facebook at <http://www.facebook.com/OhioSunDevils>. On LinkedIn, we are a subgroup of the Alumni Association's group, known as "Arizona State University Alumni in Ohio."

Our connection group will hold a Pat's Run "shadow run" on April 21 in the Columbus area. Other upcoming events include game-watching tailgates, happy hours and trivia nights. We welcome your ideas for events; to connect with us, contact Samantha Schultz at 614-935-1903 or [SamanthaAmySchultz@gmail.com](mailto:SamanthaAmySchultz@gmail.com).

#### PHILADELPHIA

Our chapter had a busy 2011 football-watching season, which culminated in a Pac-12 championship happy hour and game-watching event with eight Pac-12 schools in attendance!

Looking ahead, we are honored to host our fourth Pat's Run "shadow run" on April 21. You can access registration details by visiting <http://pattillmanfoundation.org/pats-run/race-info/shadow-runs>.

To learn more about the chapter, contact Fernando Torres at [PhillySunDevils@gmail.com](mailto:PhillySunDevils@gmail.com).

You can follow us on Facebook by visiting <http://facebook.com/PhillySunDevils>.

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#### W. P. CAREY SCHOOL OF BUSINESS

The W. P. Carey School of Business honored three distinguished alumni at its 2011 Homecoming Hall of Fame event on Oct. 27: Elizabeth Crain '87 B.S., chief operating officer at Moelis & Company; Xu Jianjiao '05 M.B.A., chairman & CEO of Shanghai Electric; and Chris Cookson '69 B.S.E., '70 M.B.A., president of Sony Pictures Technologies. Congratulations to these accomplished alumni!

Another highlight of Homecoming week came when the business school broke ground on McCord Hall, named for Arizona philanthropist Sharon Dupont McCord and the late Bob McCord. Speakers at the groundbreaking ceremony included ASU President Michael Crow and Sharon McCord, who addressed a crowd of approximately 300 people. Many members of the W. P. Carey Alumni Chapter were able to take part in this historic occasion and the chapter is excited to lend its support to the project.

For more information about the new building, or to watch a live stream of the building site, visit <http://building.wpcarey.asu.edu>. To become involved with our chapter, email [wpcareyalumni@asu.edu](mailto:wpcareyalumni@asu.edu).

## Perfect fit

Chris Powell '00 B.S.



Chris Powell works with a client.

Chris Powell, host of the ABC television series “Extreme Makeover: Weight Loss Edition,” is perhaps the most high-profile personal trainer and transformation specialist to emerge from ASU’s kinesiology and exercise science program. After working as “The Transformation Pro” on KTVK’s “Good Morning Arizona” for six years, Powell earned national prominence and accolades when he guided viewer David Smith to the largest and most rapid natural loss of weight on record, 401 pounds in 26 months, after Smith contacted Powell through the television program.

Powell made his network television debut last March as a host for the “Extreme Makeover” series – a reality TV program that chronicles the journey of morbidly obese individuals as they attempt to engage in massive weight loss. The first season of eight episodes featured Powell as a vigilante-style personal trainer, arriving initially without notice, to assist in the rapid transformation of people’s lives. Each episode condensed a year’s worth of work with a client to an hour.

Powell’s method is a combination of specialized exercise regimen and diet, which he says is the result of his concentrated studies in biomechanics and physiology at ASU.

“ASU gave me an incredible scientific foundation that I can use to elicit any kind of physiological change that my clients desire. The hands-on experience primed me for the real world issues I have since encountered in my clients’ lives,” said Powell.

Powell said he has adjusted his message and methods to communicate to a nationwide audience.

“The overall approach is still the same, but when communicating with a broader audience, it’s important to simplify and make the approach fast, easy, fun and convenient,” he said. “This is what the masses are looking for.”

Another challenge for Powell has been maintaining his own healthful lifestyle while becoming a celebrity almost overnight.

“I’m living life like I always have,” he said. “I am a family man with a beautiful wife and three incredible kids. I change diapers, pack lunches, and drive the kids to their activities alongside my wife every day.”

*By Charlie Vascellaro '93 B.A., a freelance sportswriter based in Baltimore.*



## 2010s

**Deirdre Cienki '11 B.A.**, a former ASU tennis player, joined ESPN as a production assistant in Bristol, Conn.

**Marius Ciocirlan '11 B.A.**, a motion graphic artist, filmmaker and product designer, earned an Emmy in 2010 for his motion graphic work on an advertising campaign for PBS.

◆ **Amy Fleishans '11 B.A.** joined R & R Partners in Scottsdale, Ariz., as an agency coordinator.

**Monica Gracyalny '11 Ph.D.** recently joined the faculty of California Lutheran University as an assistant professor of communication.

**Jeremy Lappitt '11 B.Mus.** is band leader, saxophonist, clarinetist and flutist with The Savoy Swingdicate, the new official house band for the Phoenix swing dance group the Savoy Hop Cats. This is the first fully collaborative effort between swing musicians and swing dancers in the Phoenix area.

**Julianna Calvin '10 M.R.D.** is development manager at Habitat for Humanity of Coastal Fairfield County in Bridgeport, Conn., and appreciates her ASU education in socially responsible building.

◆ **Nick Coury '10 B.S., '10 B.S., '10 B.S.E.** was included on the 2011 list of 35 Arizona entrepreneurs 35 and under. The list is compiled annually by The Arizona Republic and azcentral.com to recognize Arizona's top young business owners.

**Margaret Dunn '10 B.A.** is chief executive officer for Dunn Transportation/Ollie the Trolley. The organization received a 2011 Spirit of Enterprise Award from ASU's W. P. Carey School of Business. The award recognizes thriving local businesses that contribute to the community.

**Jin Ho Jo '10 Ph.D.** is an assistant professor in the Renewable Energy Program and a faculty research associate at the Center for Renewable Energy at Illinois State University. He serves as a manuscript referee for The International Journal of Sustainable Building Technology and Urban Development and is an occasional columnist for the Daily Construction and Economy (South Korea).

**Fernando Perez '10 M.F.A.** was featured in a Phoenix Poetry Series event on Sept. 16 held at Artlink Gallery in Phoenix. His poetry also was included in an exhibit, "Passages," featured during the opening of the South Mountain Community Library.

◆ **Cameron Rutherig '10 B.A.** was promoted to associate at Lee & Associates Commercial Real Estate Services in Carlsbad, Calif.

**Ian T. Zymarakis '10 B.A.** joined ZOG Media Inc. in Scottsdale, Ariz., as director of public relations.

## 2000s

**Ann Campeau '08 M.B.A., ◆ Jamil Coury '07 B.S., Kelly Saxer '04 M.S., ◆ Danielle (Bella) Vasta '04 B.A., Zachary Barna '03 B.S., Steve Benedetto '03 J.D., James Archer '01 B.A., and Dan Mermelstein '01 B.S.** were included on the 2011 list of 35 Arizona entrepreneurs 35 and under. The list is compiled annually by The Arizona Republic and azcentral.com to recognize Arizona's top young business owners.

◆ **Brittany DeKnight '09 M.A.** is associate director of the Shi Center for Sustainability at Furman University in Greenville, S.C.

**Dustin A. Kirby '09 B.S.** resigned his position as associate broker with Orion Investment Real Estate Solutions in Scottsdale, Ariz., to launch Firewren, an iPhone app.

**Andrew Krause '09 B.A.** is regional coordinator and commercial energy consultant for Sequoia Solar in California and is enrolled in the School of Sustainability's master's degree program.

**Mindy Pallagi '09 B.A., '10 M.Ed.,** a seventh grade science teacher in the Deer Valley Unified School District, was named that district's Rookie of the Year.

**Roxanne Peterman '09 M.B.A.** was admitted to the Ohio College of Podiatric Medicine, where she is studying for the doctor of podiatric medicine degree.

**Clea Senneville '09 M.A.** recently launched Beet StrEAT Truck, a mobile kitchen and market that offers wholesome food from local farms to families at varied Phoenix venues.

**Claire McQuerry '08 M.F.A. and Iliana Rocha '08 M.F.A.** had poetry included in an art installation entitled "Passages" at the opening of the new South Mountain Community Library in Phoenix.

**Molly Carlson '07 B.A.** contributed to the anthology "Love, InshAllah: The Secret Love Lives of American Muslim Women" that was released by Soft Skull Press on Valentine's Day 2012. In this work, American Muslim women seek to refute stereotypes by sharing real-life tales of flirting, dating and sex.

**Chris Emery '07 B.A., '11 M.F.A.** was featured in a Phoenix Poetry Series event on Sept. 16 held at Artlink Gallery in Phoenix.

◆ **Michael DiGirolamo '07 B.A.E., '09 M.Ed.** and ◆ **Alan Carrico '05 B.A.** showed their Sun Devil spirit at the Air Force's 64th Birthday Ball in Panama City Beach, Fla., by dressing in a Sun Devil party shirt and carrying a pitch fork, respectively.

**T. J. Hogan '07 B.F.A.** exhibited "Mnemosyne," a merging of sculpture and video, at the Night Gallery in Tempe in November.

◆ **Daniel Brodie '06 B.A.** completed his first Broadway projection design credit by working on

the revival of "Godspell," placing him among the youngest Broadway designers of all time.

**Katie Cortese '06 M.F.A.** was awarded third prize for her story "The Promised Land" in Narrative Magazine's Spring 2011 short story contest.

**Matthew Gavin Frank '06 M.F.A.** announced the release of his new book, "Pot Farm," by the University of Nebraska Press. His earlier book, "Barolo," has gone into its second printing, also with the University of Nebraska Press.

**Plynn Gutman '05 B.I.S.** recently conducted a four-week workshop in fiction and nonfiction writing for girls in grades seven through 12 at Changing Hands Bookstore in Tempe.

**Doajo D. Hicks '05 B.S.A.,** recipient of the Pat Tillman Courage Award, completed law school at the Marshall College of Law, Cleveland State University, and was admitted to the Ohio State Bar. He is assistant general counsel for the Sisters of Charity Health System in Cleveland, Ohio.

**Scott Jensen '05 B.S.** recently joined the Dana Law Firm, where he will practice in the probate and trust administration department and assist in the estate litigation department. There are five additional ASU alums with the firm, including senior attorney and managing partner **Matt Dana '81 B.S., '84 J.D.**

**Travis Pietila '05 B.A.** graduated from the University of Virginia with a juris doctorate and a master's degree in urban and environmental planning. He passed the Colorado State Bar Examination in October and is employed by the Southern Environmental Law Center.

**Jianguo Xu '05 M.B.A.,** chairman of the board and chief executive officer of Shanghai Electric, was inducted into the W. P. Carey School of Business Homecoming Hall of Fame in October, in recognition of his contributions to the global economy.

◆ **Nicole D. Almond '04 B.A., '09 M.Np.S.** has joined ASU's Lodestar Center for Philanthropy and Nonprofit Innovation as the manager of marketing, communications and stakeholder relations.

◆ **James S. Graham '04 M.B.A., '04 M.H.S.A.** and ◆ **Sonia A. Graham '04 M.B.A., '04 M.H.S.A.** opened Your Place — Pizza Sports Bar in Hemet, Calif.



Nicole D. Almond

♦ **John Ronquillo '04 B.A., '06 M.P.A.** completed his doctorate at the University of Georgia School of Public and International Affairs and accepted a tenure track faculty position in the School of Public Service at DePaul University in Chicago.

♦ **Kelly S. Grose '03 B.S.** was named senior vice president of the American Heart Association Western States Affiliate, Greater Phoenix Division.

**Katie Hallan '03 B.A.,** manager of My Wine Cellar bar in Ahwatukee, founded a book club named Winoholic Bookworms that meets monthly for discussion and dinner.

**Eric Johnson '03 M.A., '08 Ph.D.** has been elected to the American Anthropological Association's Committee for Human Rights. He is a sociocultural anthropologist and assistant professor of bilingual education at Washington State University.

**Michael F. Tamm '03 J.D.** joined the law firm Brownstein Hyatt Farber Schreck as of counsel in the Phoenix office. His practice is in litigation and health care.

♦ **Jacquelyn A. Ahrenberg '02 B.S.** has joined the YWCA of Maricopa County as director of development.

♦ **Meghan Dorn '02 B.I.S.** joined the NetworkingPhoenix.com team as their community outreach liaison, where she plans to increase the availability of events offered to members.

**Matthew Gould '02 D.M.A.,** co-founder of the violin-guitar ensemble Duo46, accepted an appointment to the Cambrian College music faculty in Sudbury, Ontario, Canada. He is also on the faculty of the annual summer festival soundSCAPE in Maccagno, Italy.

**Christine O'Grady '02 M.F.A.** was nominated for a New York Innovative Theatre Award for Outstanding Choreography/Movement for her work in "The Drowsy Chaperone" that was produced by The Gallery Players.

**Scott Peacock '02 B.A., '02 B.S., '09 M.P.A.** was appointed manager of systems and analytics in asset protection investigations at the corporate headquarters of Wal-Mart Stores, Inc. in Bentonville, Ark. He was employed previously as a police analyst by the Scottsdale, Ariz., Police Department.

**Todd Ragan '02 B.A.** opened TD's All-American Hot Dogs & Hamburgers, a restaurant and bar in Denver, Colo.

**Benjamin Shaw '02 B.S., '03 M.A.I.S.** joined the Tanner LLC certified public accounting firm in Utah as a senior audit manager.

**Stacey Tullock '02 B.A.; Marvel Smith '01 B.I.S.; Molly Tuter '98 B.S. and Townsend Saunders '91 B.A., '09 M.B.A.** were inducted into the ASU Sports Hall of Fame on Oct. 1 during the halftime of the ASU-Oregon State football game.

**Jessica R. Tribble '02 B.A., '05 M.A.** has been promoted to publisher with Poisoned Pen Press.

**Ellen Wenzel '02 B.S.** was named a diplomate of the American Board of Podiatric Orthopedics and Primary Podiatric Medicine. She and her husband own a podiatric practice in Vancouver, Wash.

**David Stutz '01 B.I.S. and Michael Palatnek '99 B.A.,** childhood friends who attended ASU together, were honored by the listing of their company, C2C Outdoor, on Inc. magazines' annual Inc. 500 list. The company was positioned third on the list of the nation's fastest growing private companies.

**Rochelle Wells '01 M.S.W.** has begun a two-year term as the state president of the Arizona Parent Teacher Association. She serves also on the Tempe Elementary School District governing board.

**Joy Parrish '00 B.A., '00 B.A.,** director of the Juvenile Diversion Counseling Program in the 18th Judicial District of the State of Colorado, accepted a Heartland Emmy on July 23 for a documentary short produced by Uninterrupted.TV, a teen media project that she oversees. The winning program chronicled a teenage girl's drug and alcohol addiction and recovery.

## 1990s

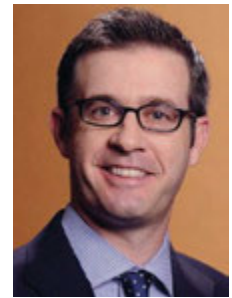
**Eduardo C. Corral '99 B.A.** received the 2011 Whiting Writers' Award on October 25, 2011, in New York City. The coveted \$50,000 award recognizes 10 young writers for their extraordinary talent and promise.

**Will Curran '99 M.B.A.** was included on the 2011 list of 35 Arizona entrepreneurs 35 and under. The list is compiled annually by The Arizona Republic and azcentral.com to recognize Arizona's top young business owners.

**Craig Olson '99 M.S., '99 M.B.A.** is battalion executive officer for a military intelligence unit stationed at Camp Humphreys, South Korea.



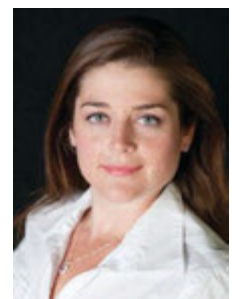
Kelly S. Grose



Michael F. Tamm



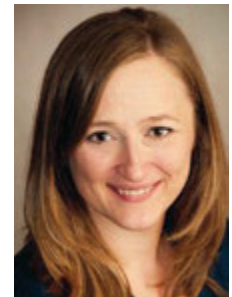
Jacquelyn A. Ahrenberg



Meghan Dorn



Benjamin Shaw



Ellen Wenzel



David Stutz



Joy Parrish



**Kent Scribner '98 Ph.D.**, superintendent of the Phoenix Union High School District, was selected by President Obama to serve on the President's Advisory Commission on Educational Excellence for Hispanics. He attended the swearing in ceremony in Washington, D.C. in October.

**Erika Jahneke '97 B.A.** had the short story "Didn't You Used To Be Somebody?" featured in the anthology "Tales from the House Band" published recently by Plus One Press.

**Christopher M. Natale '96 M.F.A.** announced the recent publication of his second book, "Perspective Drawing for Interior Spaces," by Fairchild Books.

**Viktorija Todorovska '96 M.T.E.S.L., '00 Ph.D.** participated in a demonstration related to the language of food that was part of the Randel and Susan McCraw Helms Homecoming Writing Awards celebration held at ASU's Tempe campus in October. She is author of "The Puglian Cookbook" and the operator of Olivia Cooking in Chicago.

**Kellie (Ward) Burkhart '95 B.A.** and **Andrew Burkhart '93 B.S.** are engaged in fundraising to facilitate treatments for their four year old son, who was diagnosed recently with cerebral palsy.

**Ryan L. Price '95 B.S.** was named director of marketing for Dyson in Chicago, Ill.

**Rasheda (Mateen) Worthy '95 B.A., '00 M.S.W.** is chief executive officer for The Worthy Institute, LLC. The organization received a 2011 Spirit of Enterprise Award from ASU's W. P. Carey School of Business. The award recognizes thriving local businesses that contribute to the community.

**Karen Leland '94 B.S.** accepted the position of director of communications and external relations with the Virginia G. Piper Charitable Trust in Phoenix, Ariz.

**John Musulin '94 M.F.A.** joined Teach for America's 2011 teaching corps. He is teaching seventh grade English at the Larino Studies Academy at Burns Elementary in Hartford, Conn.

**Michelle A. Deblasi '93 B.S.**, a partner in the Phoenix law offices of Quarles & Brady LLP, was named chair of the newly formed Arizona Energy Consortium.

♦ **Gabe Gerbic '93 B.S., '00 B.S., '02 M.P.E.** is the fitness coordinator at the Virginia G. Piper Sports and Fitness Center for People with Disabilities, a new facility that is managed by Arizona Bridge to Independent Living in Phoenix.

**Rick Noguchi '93 M.F.A.** had poetry included in an art installation entitled "Passages" at the opening of the new South Mountain Community Library in Phoenix.

♦ **Michael Wong '93 B.S.**, director of career services at the Walter Cronkite School of Journalism and Mass Communication, was



Eduardo C. Corral



Ryan L. Price



Gabe Gerbic



Michael Wong



Bill Kavan



Mike Pressendo

inducted into the Silver Circle Society of the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences at the 2011 Rocky Mountain Emmy Awards. The distinction honors those who have at least 25 years of service to the television industry and have made meaningful and significant contributions to the field, with the majority of service in the Rocky Mountain Southwest.

**Kimberly (Doane) Halloran '92 B.A.** is executive vice president of Angel MedFlight Worldwide Air Ambulance. The organization received a 2011 Spirit of Enterprise Award from ASU's W. P. Carey School of Business. The award recognizes thriving local businesses that contribute to the community.

♦ **Bill Kavan '92 B.A.**, formerly vice president of advancement at SunGard Higher Education, joined the ASU Foundation for a New American University's constituent development team as director of development for the College of Liberal Arts and Sciences.

**Myndi (Eakin) Kort '91 B.S., '95 J.D.** was promoted to deputy general counsel with Republic Services, Inc. She is responsible primarily for supporting the legal needs of the company's eastern region.

**Clarence McAllister '91 B.S.E., '97 M.S.** is chief executive officer of Fortis Networks. The organization received a 2011 Spirit of Enterprise Award from ASU's W. P. Carey School of Business. The award recognizes thriving local businesses that contribute to the community.

**Katrina S. Kane '90 B.S., '96 M.A.**, field office director in Phoenix for Enforcement and Removal Operations with U.S. Immigration and Customs Enforcement, was appointed to the Senior Executive Service.

♦ **Marshall Messamore '90 B.S.E.** was elected to the board of directors for the Tennessee Court Appointed Special Advocates (CASA) association in Nashville, Tenn.

♦ **Mike Pressendo '90 B.S.** was named head of marketing at Schaller Anderson, an Aetna company. He will oversee the integrated marketing communications programs that support Aetna Medicaid's strategic business objectives.

**Joanna (Jodie) Wilmot '90 B.S.**, director of meetings for the National Association of College Stores, was named first runner up for 2011 Meeting Professional of the Year by the Professional Convention Management Association. The distinction recognizes meeting professionals who excel in contributions professionally, personally and in their community, and who serve as a mentor and role model to their peers.

## 1980s

**Sydney James '88 B.A., '92 M.F.A.; Susan L. Krevitsky Law '84 B.S., '88 M.F.A.; and Lois Roma-Deeley '84 B.A., '88 M.F.A.** had poetry included in an art installation entitled "Passages" at the opening of the new South Mountain Community Library in Phoenix.



Richard Distler



Jim Amorosia

**Richard Distler '89 B.S.E.** was named president and chief operating officer of Energy Systems Co. in Omaha, Neb. He served formerly as pre-construction director with McCarthy Building Company in Tempe.

♦ **Robert Silverman '89 B.S., '91 M.P.A.** co-authored "Fair and Affordable Housing in the US: Trends, Outcomes, Future Directions" that was released in 2011 by Future Directions.

**Jim Amorosia '88 M.B.A.** was named chief executive officer of Motel 6 and Studio 6. He manages these brands in North America.

**Elizabeth Crain '87 B.S.**, chief operating officer of Moelis & Company, was inducted into the W. P. Carey School of Business Homecoming Hall of Fame in October in recognition of her contributions to the global economy.

**Cindy (Pollock) Schnackel '86 B.A.** exhibited paintings recently at the Shemer Art Center, Willilo North gallery and Bragg's Pie Factory gallery in the Phoenix area.

**John Grimm '85 B.S.** was promoted to vice president for medical device research and development for B. Braun Medical. He lives with his wife and three sons in Schnecksville, Pa.

**Jack A. Christiansen '84 B.S.** was named western advertising manager for Danny Lipford Media in Glenview, Ill.

**Theresa (Terri) Leon '83 B.S.W., '87 M.S.W.** was appointed program officer with the Virginia G. Piper Charitable Trust in Phoenix, Ariz.

**Paul White '83 M.C.** recently announced the release of his new book "The 5 Languages of Appreciation in the Workplace: Empowering Organizations by Encouraging People," which has been published by Northfield Press. The book was written with co-author Gary Chapman.

**Stella Pope Duarte '82 B.A.E., '87 M.Ed.** was honored Sept. 15 with the Victoria Foundation's Professor Alberto Rios Award for Outstanding Literary/Arts in Higher Education.

**Donna Esposito '81 B.S., '90 M.Tax.**, senior director in the Desert Southwest Practice of RSM McGladrey in Arizona, was appointed to the board of directors of the Catholic Community Foundation.

♦ **Eduardo L. Preciado '81 B.S.C.J.** is the assistant field office director for congressional/media relations and mission support for the Phoenix field office of the

U.S. Immigration and Customs Enforcement agency's Enforcement and Removal Operations group.

**Glenn Button '80 B.S.**, system manager of the customer and supplier data transmittal system for Boeing, is president of the Boeing Long Beach Leadership Association that invests in current and future leaders and includes an annual scholarship option. With his wife, **Mary (Puetzer) Button '79 B.F.A.**, he owns and operates the It's A Grind Coffee House in Cerritos, Calif.

**Mark Hiegel '80 M.B.A.** joined the national office in Phoenix of the Make-A-Wish Foundation of America, where he will oversee external communications strategy and media relations.

## 1970s

♦ **Darilyn R. Rowan '79 B.A., '85 M.Ed.**, professor of photography at El Camino College in Los Angeles, Calif., had a photograph selected as a finalist in Photographer's Forum Best of Photography Competition 2011. The photograph was published in the "Best of Photography Annual: 2011." Rowan's work was exhibited at the Cathedral City Library in Cathedral City, Calif., in August.

**Jeanne E. Clark '77 B.A., '90 M.F.A., '01 Ph.D.** had poetry included in an art installation entitled "Passages" at the opening of the new South Mountain Community Library.

♦ **Morris Stein '77 B.Arch.**, principal with HKS, Inc., received the 2011 Lifetime Achievement Award from the American College of Healthcare Architects (ACHA) in recognition of his significant body of work with lasting influence on the theory and practice of healthcare architecture. The award, which is conferred by the national ACHA Board of Regents, is the highest honor ACHA bestows on an architect

**Mike Schwenk '75 B.S.E.**, Pacific Northwest National Laboratory's director of technology deployment and outreach and vice president for Battelle, was named by the governor to the Washington Economic Development Commission.

**Thomas J. Hecker '74 B.S.** swam 22 miles across Lake Tahoe in 15 hours, 9 minutes, to become the oldest swimmer on record to accomplish this swim, which began at Camp Richardson in California and ended on Hyatt Beach in Nevada. Hecker has completed swims across the English Channel, the



Jack A. Christiansen



Theresa (Terri) Leon



Donna Esposito



Mark Hiegel

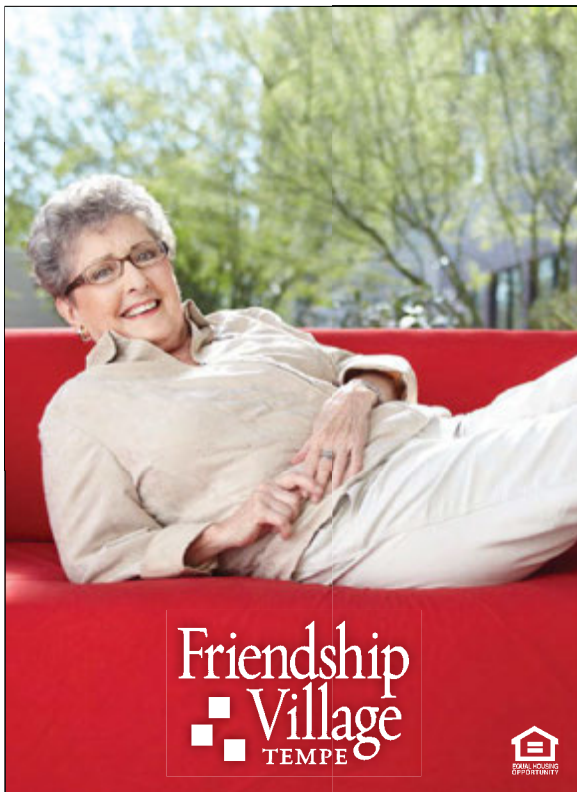


John D. LeHockey



Lawrence Lihosit





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Catalina Channel, and the Strait of Gibraltar and finished the Manhattan Island Marathon Swim.

**John D. LeHockey '74 B.S.** is the executive vice president for scholarship for Step Up for Students (SUFS) and the chief executive officer of the Scholarship Organization Network (SON). SUFS is a nonprofit organization that provides scholarships to low income K-12 students, and SON administers those scholarships.

**Lawrence Lihosit '74 B.S.** received a commendation for his memoir relating his

experiences in the Peace Corps, "South of the Frontera," from U.S. Rep. John Garamendi (Calif., 10th District) during the Peace Corps' 50th Anniversary events in Washington, D.C.

◆ **Bill Otwell '73 B.Arch.** has been added to the Arizona Culturekeepers, an elite list of people prominent in preserving Arizona's history, for his restoration of historic buildings in Prescott. The Culturekeepers award originated in 2002 with the selection of 10 prominent people from around the state. Ten recipients are added each year until 2012, when the awards will culminate with a total of 100 honorees.

**Jon E. Pettibone '73 B.S., '76 J.D.** was named in The Best Lawyers in America 2012. He is a partner in the Phoenix office of Quarles & Brady LLP.

**Lawrence Enyart '72 B.Arch., '77 M.Arch.** was honored in October with the Silver Medal Award from the American Institute of Architects Western Mountain Region at an awards ceremony in Las Vegas, Nev. The award recognizes an individual architect who has made significant contributions to the institute, profession, citizens of the Western Mountain Region and their communities.

**Maria Hoffman '72 M.C.** received the Leadership in Advocacy Award from the ASU Center for Applied Behavioral Health Policy in July in recognition of her tireless advocacy on behalf of children and families at risk.

**Gary G. Tillery '72 B.A.** announced the publication of his latest book, "Working Class Mystic," a spiritual biography of Beatles musician George Harrison, by Quest Books.

## 1960's

◆ **Chris Cookson '69 B.S.E., '70 M.B.A.,** president of Sony Pictures Technologies, was inducted into the W. P. Carey School of Business Homecoming Hall of Fame in October, in recognition of his contributions to the global economy.

◆ **Hormoz Hormozi '64 B.S.** was named grand marshal for the 18th Annual Summer Celebration Parade in Streamwood, Ill. The honor recognized his many contributions to that community.

**Peterson Zah '63 B.A.E.** has been added to the Arizona Culturekeepers, an elite list of people prominent in preserving Arizona's history, for his service to the state of Arizona and as a leader in Native American government and education. The Culturekeepers award originated in 2002 with the selection of 10 prominent people from around the state. Ten recipients are added each year until 2012, when the awards will culminate with a total of 100 honorees.

## Singing out

Lisa Rayam '84 B.A.E.



Lisa Rayam, a Phoenix native who has a bachelor's degree in English education and a minor in broadcast journalism, has built her career and enjoyed her hobby in Atlanta, a thriving Southern metropolis sometimes known by its nickname "Hotlanta." Rayam is a news anchor for Fox 5 in Atlanta, a career choice which in some ways is a surprise, given that she was not outgoing as an adolescent.

"I knew I wanted to be in broadcast journalism, but I was a shy teenager," Rayam said. "It wasn't a walk in the park. It was a struggle to overcome my shyness."

Phoenix news anchor and an ASU graduate Linda Williams '81 B.S. was a role model for Rayam, who continued her professional growth in Tempe by working at the campus radio station. Once she conquered her shy nature, she was drawn to Atlanta, which she had visited with friends before deciding to move there.

"Atlanta was a new experience for me," Rayam said. "The cultural world it offered was great. Atlanta is now a lot larger, but in many ways, it is still a small Southern town. There is still a feeling of coming together to tackle the city's problems. I really admire that."

The 1990s contained its share of excitement, shock and sadness for Rayam as she made the city her home. She received a phone call late one night in 1996 informing her about the Centennial Olympic Park bombing during the Summer Olympics. Rayam raced to the studio and was on the anchor desk during the aftermath of the tragedy.

"I was trying to decipher what happened in our great city," she said. "I vividly remember my adrenaline and how Atlanta sprung into action. It was devastating. I had a feeling of ... 'I can't believe this is happening before my eyes.'"

Since then, Rayam says she has experienced the energy and spirit of Atlanta repeatedly, whether she is mentoring at-risk youth in area schools or enjoying her "total hobby" of singing. Rayam also released a CD in 2003 entitled "Just As I Am," and the Atlanta Gospel Choice Awards voted Rayam Best New Artist in 2004. She has performed the national anthem at an Atlanta Falcons game and recently did a Christmas benefit concert for a local senior center.

"Singing is just a part of my soul," she said. "It has soothed me through life's ups and downs. I started very young, so it is truly intertwined with who I am."

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



## SUN DEVIL MARRIAGES



Katherine Murphy and Travis Pietila



Aimee Dars Ellis and George J. Nosis II



Dianna C. Kestler and Paul D. Kestler

**Katherine Murphy '07 B.A.** and **Travis Pietila '05 B.A.** were married Oct. 6, 2011, in Chianti, Italy.

**Aimee Dars Ellis '08 Ph.D.** and **George J. Nosis II '97 B.S.** were married in Ithaca, N.Y., on Oct. 9, 2010.

◆ **Dianna C. Kestler '84 B.S.** and ◆ **Paul D. Kestler '81 B.S.** celebrated their 20th wedding anniversary on March 9, 2011. They are at home in Dallas, Texas.

**Jennifer Sheik '03 B.A.E.** and **Gregory Lugo '00 B.S.** were married in Mesa on July 7, 2011.

◆ **Travis Schulte '02 B.A., '02 B.A.** and **Ashley Schwecke** were married May 28, 2011, at the Windmill House in Prescott, Ariz. They are at home in Tempe.

**Nancy Gracey Bann '61 B.S.** and **Ronald Weiland Moschel** were married March 24, 2011, at Lana'i, Hawaii.

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

## SUN DEVIL BIRTHS



Kitt Link Agne



Paige Elizabeth Downin



Madison Grace Fields



Lila Ruth Gabel



Dorothy Ann Jacob



Dominic Robert O'Brien



Maddie Christine Olson



Sofia Victoria Shnitzer

Kitt Link Agne was born to ◆ **Sara Agne '04 B.A.** and ◆ **Tim Agne '04 B.A.** on Sept. 20, 2011. The family is at home in Phoenix, Ariz.

Paige Elizabeth Downin was born to ◆ **Sarah Downin '01 B.S., '01 B.S.** and **James Downin** on Jan. 7, 2011, in Gilbert, Ariz.

Madison Grace Fields was born to ◆ **Anne Fields '98 B.S.** and **Byron Fields** on July 25, 2011, in Austin, Texas.

Lila Ruth Gabel was born to **Chris Gabel '03 B.A.** and **Tammy Gabel** on July 15, 2011.

Dorothy Ann Jacob was born Jan. 1, 2011, to  
◆ **Richard E. Jacob '97 B.S.** and ◆ **Connie Jacob '97 B.A.E.** in Kennewick, Wash.

Madeline Diana Leppert was born June 10, 2011, to **Michael Leppert '99 B.S.** and **Emily (Degner) Leppert '01 B.S.** The family lives in Tempe, Ariz.

Dominic Robert O'Brien was born to ◆ **Abby (Lewis) O'Brien '00 B.I.S.** and **Robert O'Brien** on July 2, 2011.

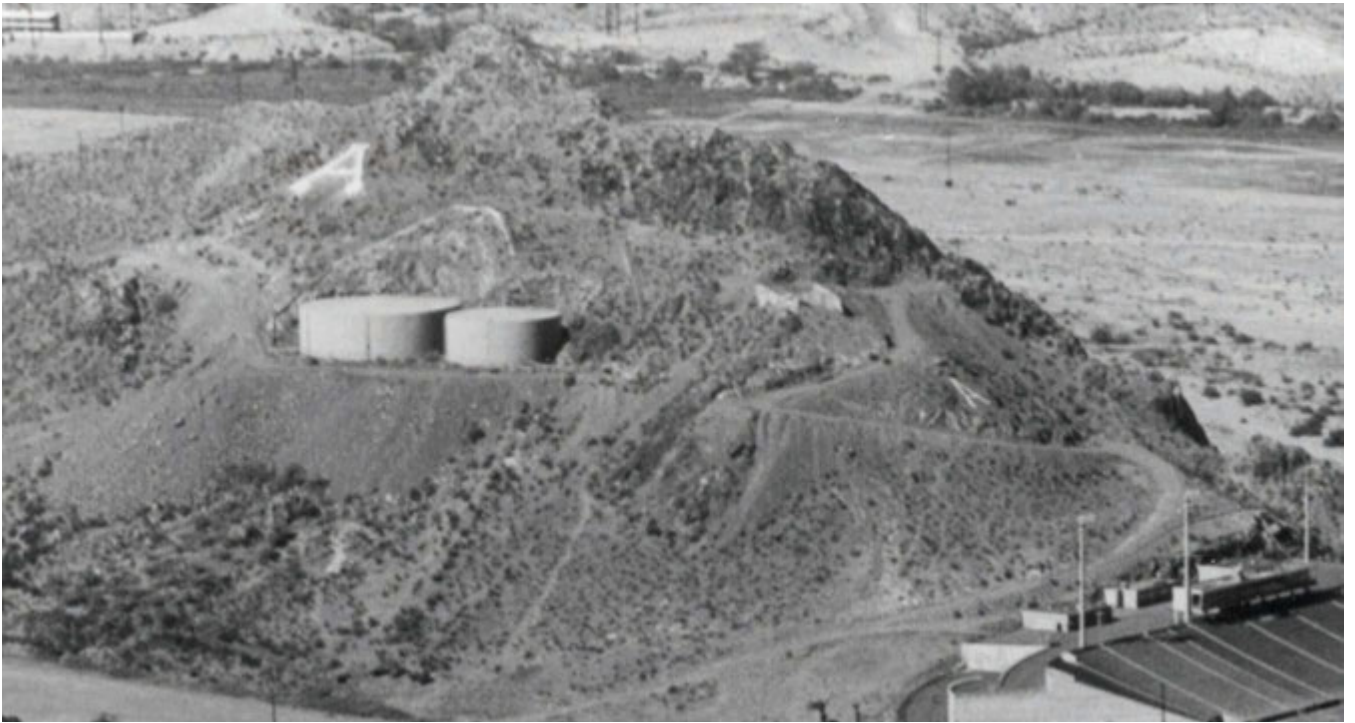
Patrick Sean O'Hara was born Sept. 27, 2011, to  
◆ **Sean O'Hara '03 B.A.** and **Amy O'Hara.** The family is at home in Scottsdale.

Maddie Christine Olson was born on Jan. 25, 2011, to **Craig Olson '99 M.S., '99 M.B.A.** and **Jennifer Olson** in Cheonan, South Korea.

Rosie Noback was born to **Alisa Lim Noback '98 B.A.** and **Michael Noback** on Jan. 18, 2011, in Phoenix.

Sofia Victoria Shnitzer was born to **Alon Shnitzer '02 B.I.S.** and **Debbie Shnitzer** on July 6, 2011. The family is at home in Phoenix.

Morgan Elizabeth Yauchzee was born to ◆ **David Yauchzee '94 B.S.E.** and **Allison Yauchzee** on Sept. 14, 2011.



#### LETTER PERFECT

Although the geographic landmark known as “A” Mountain (or Hayden Butte) has been around for a very long time, it hasn’t always been known as A Mountain.

The butte has displayed a letter for almost a century. A 36-foot tall N was constructed by the Class of 1918, to highlight the existence of the nearby Tempe Normal School. When the school became Tempe State Teachers College in 1925, the letter was changed to T. The T became an A in 1938, 10 years after the school became Arizona State Teachers College.

The current A, which spans 60 feet from the base of the letter to the top, was built on the south side of the butte in 1955. A second, smaller A is located on the east side of the butte; this photo showing both of the letters on the mountain dates from the 1960s.



#### Do you have a favorite A Mountain story?

Have a memory from the butte? Share it with us! Snap a photo of the QR code next to this paragraph or visit [alumni.asu.edu](http://alumni.asu.edu) to share your story!



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