

asu

magazine

December 2013 volume 17 number 2

**ASU commits to
carbon neutrality**

**Civic initiatives
promote community
involvement**

**ASU center looks
to past for future
inspiration**

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President's Letter

In this issue, we dedicate our program update page to discussing the Sun Devil Advocates Network, which is facilitated by the ASU Alumni Association. We're focusing on advocacy as we prepare to go into 2014 because it takes an entire Sun Devil nation of informed and engaged

alumni to ensure that our elected representatives support the university.

Alumni are the best evidence that the way ASU educates its students results in a positive impact on the community at the local, national and international levels. Sharing your personal ASU story demonstrates your commitment to the university. If you live in Arizona, participation in the Sun Devil Advocates Network amplifies our voice at the Arizona Legislature. Each February, we say "thank you" to the Legislature by co-hosting "ASU Day at the Capitol," which showcases the groundbreaking work that the university is doing and helps elected officials see how the state's support of higher education leads to positive outcomes.

Beyond our advocacy focus, we have a feature story that details how Arizona State University is contributing to the ongoing national dialog about community participation in civic life. From games that teach the basic building blocks of our democracy to academic programs that advance excellence in governance by creating, sharing, and applying knowledge of public administration, ASU is engaged in research and scholarship that advances the American ideal of government that is created by "we the people." We also have a feature in this issue that describes ASU's leadership in the field of simulation and modeling, as well as a story about the university's quest to achieve a net zero carbon footprint by 2025.

As the year draws to a close, I would like to thank all members of the Alumni Association for their support, and encourage alums who have not yet joined to do so as we work to unite and serve all Sun Devils. Your financial support enables us to strengthen our organization so that it may better honor the university's traditions, advance the university, and enhance the alumni experience.

Best wishes for a prosperous and safe new year! Go Devils!

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

24 We the people

The United States is struggling to educate and engage its citizens in matters of government, history and law. That's why ASU is using a variety of programs to teach students about societal challenges and how to solve them. Whether it is educating future public servants, encouraging the next generation of nonprofit leaders, delivering online lessons in how our government functions, or promoting community involvement through volunteerism, ASU is reinforcing the notion that the "we" in "We the people" includes all of us.



30 Getting to zero

Arizona State University has pledged itself to achieve carbon neutrality by 2025 and to offset the emissions of all university-generated transportation by 2035. Given the tremendous scale of the university it will take a concerted effort, year after year, for ASU to meet these goals. While challenges remain, the university is making steady progress in this key area of sustainability, and creating a leaner, more efficient organization in the process.



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1 President's Letter

Christine Wilkinson makes the case for the importance of alumni involvement in university advocacy efforts.

4 University News

Research reveals that families can bond over video game play; the Office of Knowledge Enterprise Development reorganizes; a new theory exposes cancer's deep evolutionary roots.

18 Sports

Sun Devil women's sports teams have a long history of encouraging female accomplishment; ASU teams post highest Academic Progress Rate ever; plus sports updates on water polo, track and gymnastics.

42 Arts & Culture

The Arizona Center for Medieval and Renaissance Studies, headquartered at ASU, looks to the past for insight on current challenges. Plus, new books by alumni, staff and faculty in Shelf Improvement.

48 Alumni News

A recap of recent alumni events, including Legends Luncheon, Homecoming, Sparky's Sprint and more.

52 Sun Devil Network

Reports from around the Sun Devil nation.

56 Class Notes

Alumni news, notes and milestones.

64 Sun Devil Snapshot

By the books: The ASU library system has come a long way in its 125-plus years of existence.

36

This is only a test

In an increasingly complex world it is often too difficult, expensive or dangerous to build something or enact systemic changes without creating models and simulations first. ASU is taking a lead position in studying how to create effective simulations, and is also at the forefront of integrating simulation into everyday practice, using simulation science to improve outcomes in fields such as national security and medicine.

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Sethuraman "Panch" Panchanathan



Keith Walton



Todd Hardy



Gordon McConnell

Growth Strategy

ASU expands mission with reorganization of economic development units

Arizona State University's Office of Knowledge Enterprise Development (OKED) recently changed its organizational structure to more directly drive ASU's expansion into research, intellectual property and startup and industry portfolios, locally, nationally and around the globe.

"ASU is a place where research, entrepreneurialism and innovation thrives, prospers and helps drive economic development in Arizona and beyond," said OKED's senior vice president, Sethuraman "Panch" Panchanathan. "We are committed to accelerating the trend of economic growth."

As part of this new structure, Keith Walton is joining the office as vice president for strategic industry collaborations. He will focus on strategic corporate engagement to increase the university's accessibility to business collaborations. Walton has served as vice president of Global Government Affairs at Alcoa and before that as principal and chief administrative officer at Global Infrastructure Partners. From 1993 to 1996, he served the U.S. Department of the Treasury as deputy chief of staff and chief of staff to the Undersecretary for Enforcement, the Treasury's chief law enforcement official.

Todd Hardy will assume the role of vice president of assets at the ASU Foundation for A New American University, as well as senior economic development advisor within OKED. He has worked for more than 25 years as corporate counsel to Fortune 500 and NASDAQ firms, and as co-founder of a number of startup and early stage enterprises.

Gordon McConnell, assistant vice president for innovation, entrepreneurship and venture acceleration within OKED, will lead the newly named Entrepreneurship and Innovation Group (EIG – formerly ASU Venture Catalyst) based at ASU SkySong. EIG will serve as the entry point for information about the diverse entrepreneurial activities supported by ASU within the university and

the community. Under McConnell's leadership, EIG has grown to encompass not just startup acceleration, but a broad range of entrepreneurship-related activities across the university, the metro area and the state. Prior to relocating to the United States, McConnell was deputy CEO of the Dublin City University Ryan Academy for Entrepreneurship in Ireland.

In addition to the implementation of the new structure, OKED has launched a new Office of Knowledge Enterprise Development website. To learn more, visit: research.asu.edu.

Learning online

Crow joins university presidents exploring new educational technologies

Arizona State University President Michael M. Crow is among more than a dozen leaders from a diverse group of colleges and universities examining the disruptive potential of new educational technologies, such as massive open online courses (MOOCs), to boost the number of Americans earning a college degree. The launch of the Presidential Innovation Lab was announced by the American Council on Education, the nation's largest higher education organization.

"I look forward to helping lead a national dialogue about how newer educational innovations could be used by particularly older, post-traditional students, low-income young adults and other underserved students toward degree completion," Crow said. "This opportunity aligns directly with our ASU vision as the model for a New American University – measured not by who we exclude, but rather by who we include and how they succeed."

The Presidential Innovation Lab will bring together higher education leaders to engage in proactive thinking about this new learning space. The lab is part of a wide-ranging research and evaluation effort examining the academic potential of MOOCs.

The lab met for the first time July 21-23 at the Institute for the Future in Palo Alto, Calif., an independent, nonprofit research organization that will help guide the work of the university leaders. A second two-day meeting was scheduled for October 2013 in Washington, D.C.

The new think tank of higher education CEOs will consider questions such as how newer educational innovations could be used by students toward degree completion, and the potential impact of such innovations on the fundamental design and delivery of instruction. The lab participants also will examine how institutions recognize learning and which financing models underpin all of higher education.

Findings from the lab will be shared with ACE membership, policymakers and the media. Its work is being supported by the Bill & Melinda Gates Foundation.

Healing assignments

New programs merge medicine with journalism, business

Arizona State University is launching two academic programs that will help bridge the gaps between medicine and the worlds of media and business.

One new program at the Walter Cronkite School of Journalism and Mass Communication will be led by Ed Sylvester, a longtime faculty member, national science journalist and author of five books exploring the frontiers and complexities of science and medicine for general audiences.

"There's often great miscommunication when scientists try to explain their work to journalists, and journalists attempt to communicate those complex issues to readers and viewers,"



Ed Sylvester

Sylvester said. "Yet nothing is more important to the public than clarity in reporting on the latest discoveries in science and medicine. Our new program is designed to bridge that significant gap."

Sylvester, who recently stepped down from his full-time faculty position to concentrate on the new initiative, serves as the mentor for the school's innovative partnership with the Mayo Medical School, in which Mayo students take a year off from their studies in Rochester, Minn. to earn a master's degree

in mass communication at the Cronkite School.

He will continue to teach the groundbreaking course he created in 1999, Science and Medical Journalism.

Joining the program as adjunct professor of medical journalism will be Joseph Sirven, M.D., professor and chairman of the Department of Neurology at Mayo Clinic Arizona. Sirven also is a health contributor and columnist for NBC Latino and editor-in-chief of Epilepsy.com.

For future physicians who wish to know more about business, the W. P. Carey School of Business recently announced that a select number of students from the Mayo Medical School are participating in a cutting-edge program that allows them to get both their M.D. degree from Mayo Medical School, and an MBA from the highly ranked Carey school.

Students who take the dual-degree program spend two years at the Mayo Medical School, followed by one or two years in the W. P. Carey School's MBA program, currently ranked top 30 in the nation by U.S. News & World Report. They return to medical school afterward to finish up their studies. The whole experience is facilitated by both schools to be virtually seamless for the Mayo students who qualify.

Amy Hillman, dean of the business school, said the new joint degree program "is helping to educate some of the brightest medical minds of our future in such a way that they will be more aware of the business side of medicine, the patient experience and the costs for us, the taxpayers."

Fit to eat

ASU nutrition and fitness camp helps kids crave healthy foods

On any given day, the Kitchen Café – ASU's state-of-the-art learning food lab on the Downtown Phoenix campus – is bustling with activity as nutrition and food service management students learn to prepare, cook and serve meals.

But for a few weeks this summer, most of the eager students watching cooking demonstrations and preparing dishes needed a stool to reach their cook tops. They were on campus as part of Camp CRAVE, an interactive summer camp that combined food, fun and fitness. Taught by ASU nutrition students, campers in grades 4-6 learned the importance of healthy living, including

how to prepare a nutritious meal by incorporating the new USDA MyPlate guidelines.

"We are excited (we were able) to bring this program to the community," said Michelle Miller, Camp CRAVE director and project coordinator for the School of Nutrition and Health Promotion. "It's linking ASU's academic world with the community in a very hands-on, health-focused way."

In its inaugural year, Camp CRAVE was funded by the Virginia G. Piper Foundation and put ASU's School of Nutrition and Health Promotion students on the front lines of teaching children who otherwise might not be willing to try nutritious, unique foods about healthy, active lifestyles.

A typical day at camp involved group exercise and learning about how to prepare a variety of foods such as a Native American dish, a healthier spaghetti sauce and egg drop soup. Through the Kitchen Café experience, students discover healthier alternatives to fried or heavily breaded staples that are often part of adolescent diets. Whether it is with preparation of whole or raw foods, or understanding the alternatives for meal combinations, students come away with a new appreciation of and exposure to different foods. They learn basic kitchen preparation techniques and safety around appliances from Kitchen Café's Chef Kent. At the end of camp, students took home a recipe book to share with their families.

The curriculum and menu planning was jointly developed by ASU and partners such as Phoenix Children's Hospital and the downtown Phoenix YMCA. Two sessions of the two-week camp were offered this summer with the hopes of adding another session or two next year, and involving more ASU students and community partners.

Cell block

New theory uncovers cancer's deep evolutionary roots

A new way to look at cancer – by tracing its deep evolutionary roots to the dawn of multicellularity more than a billion years ago – has been proposed by Paul Davies of Arizona State University's Beyond Center for Fundamental Concepts

in Science in collaboration with Charles Lineweaver of the Australian National University. If their theory is correct, it promises to transform the approach to cancer therapy, and to link the origin of cancer to the origin of life and the developmental processes of embryos.

Davies and Lineweaver are both theoretical physicists and cosmologists with experience in the field of astrobiology – the search for life beyond Earth. They turned to cancer research only



ASU's Paul Davies has proposed a new way to look at cancer by tracing its deep evolutionary roots to the dawn of multicellularity, more than a billion years ago.

recently, in part because of the creation at ASU of the Center for the Convergence of Physical Science and Cancer Biology. The center is one of 12 established by the National Cancer Institute to encourage physical scientists to lend their insights into tackling cancer.

The new theory challenges the orthodox view that cancer develops anew in each host by a series of chance mutational accidents. Davies and Lineweaver claim that cancer is actually an organized and systematic response to some sort of stress or physical challenge.

Their view of cancer is outlined in the article "Exposing cancer's deep evolutionary roots," written by Davies, which appeared in a special July issue of *Physics World* devoted to the physics of cancer.

"We envisage cancer as the execution of an ancient program pre-loaded into the genomes of all cells," says Davies, an Arizona State University Regents' Professor in ASU's College of Liberal Arts and Sciences.

The new theory predicts that as cancer progresses through more and more malignant stages, it will express genes that are more deeply conserved among multicellular organisms, and so are in some sense more ancient. Davies and Lineweaver are currently testing this prediction by comparing gene expression data from cancer biopsies with phylogenetic trees going back 1.6 billion years, with the help of Luis Cisneros, a postdoctoral researcher with ASU's Beyond Center.



ASU nutrition student Amy Christman shows campers how to cook healthy meals at Camp CRAVE.

But if this is the case, then why hasn't evolution eliminated the ancient cancer subroutine?

"Because it fulfills absolutely crucial functions during the early stages of embryo development," Davies explains. "Genes that are active in the embryo and normally dormant thereafter are found to be switched back on in cancer. These same genes are the 'ancient' ones, deep in the tree of multicellular life."

This could provide clues to future treatments. For example, when life took the momentous step from single cells to multicellular assemblages, Earth had low levels of oxygen. Davies and Lineweaver predict that if cancer cells are saturated with oxygen but deprived of sugar, they will become more stressed than healthy cells, slowing them down or even killing them.

"It is clear that some radically new thinking is needed," Davies states. "Like aging, cancer seems to be a deeply embedded part of the life process. Also like aging, cancer generally cannot be cured but its effects can certainly be mitigated ... But we will learn to do this effectively only when we better understand cancer, including its place in the great sweep of evolutionary history."

Out of character

ASU researchers find families bond over video game play

For parents, it seems counterintuitive, but the video games they think distance them from their adolescent children could actually bring them closer together. Indeed, Arizona State University scientists who study the educational aspects of video games suggest that a shared gaming experience can enhance communication among family members.

Elisabeth Hayes, Delbert & Jewell Lewis Chair in Reading & Literacy and professor in ASU's Mary Lou Fulton Teachers College, and Sinem Siyahhan, assistant research professor in Sanford School of Social and Family Dynamics, began studying intergenerational play using commercial, off-the-shelf video games earlier this year. The researchers conducted focus groups at ASU Preparatory Academy campuses across the Valley to find

out how parents view video game play with their children.

"Parents miss a huge opportunity when they walk away from playing video games with their kids," Hayes explained. "Often parents don't understand that many video games are meant to be shared and can teach young people about science, literacy and problem solving."

Siyahhan noted that typically elementary school youngsters transitioning to middle school want to develop greater independence from their parents, so these "digital natives" may retreat into solitary video game play. Parents can effectively open the communication lines by engaging their children in family-friendly video games played together.

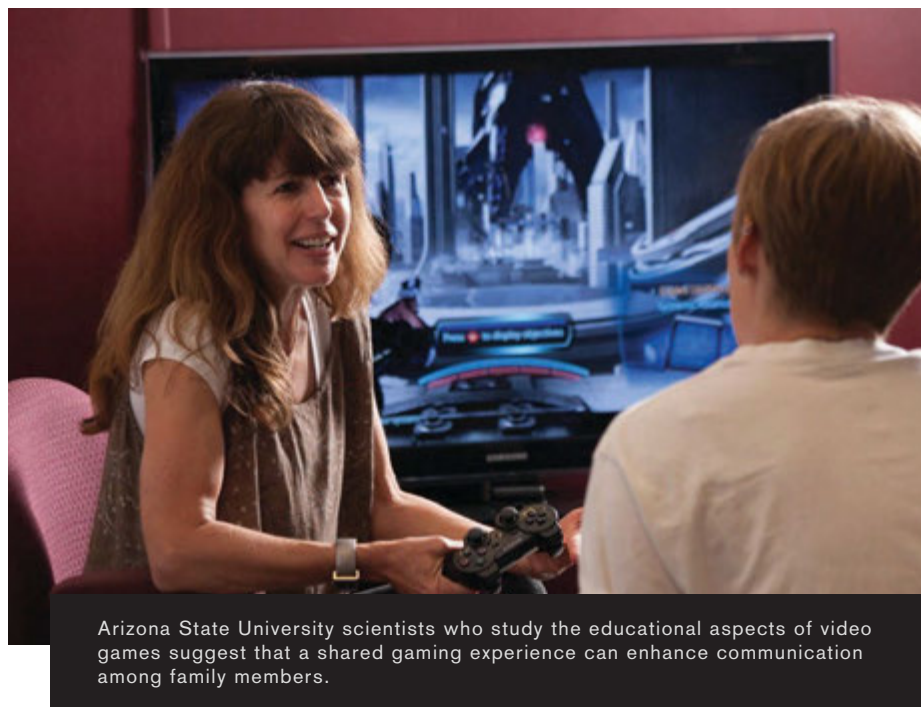
"Video game play becomes a point of conversation, not a point of conflict," Siyahhan said. "On the flip side, it's nice for the child to be able to teach his or her parents about gaming. Our research is finding that sharing this experience cultivates family bonding, learning and well-being."

The video game research inspired an intergenerational gaming night hosted by ASU's Center for Games & Impact July 31 at the Phoenix Art Museum, which was part of the museum's "The Art of Video Games" interactive exhibit exploring the 40-year history of video games.

According to Hayes, the media attention paid to first-person shooter video games in some cases has colored parent perception of the entire gaming genre. She hopes to bust that myth as she and Siyahhan organize more and more family game nights.

"Another advantage of gaming with your children is that you can help them identify appropriate fan communities where gamers get together to discuss the games, create art and share fan fiction, as well as play the games with one another," Hayes said.

The Center for Games & Impact offers a library of six impact guides for parents designed to help facilitate conversations with children about their game play. These guides can be downloaded at gamesandimpact.org/about/parents/.



Arizona State University scientists who study the educational aspects of video games suggest that a shared gaming experience can enhance communication among family members.

Sun shade

Green parks could be solution to urban heat islands, say ASU researchers

In a National Science Foundation article titled "Summertime: Hot Time in the City" published earlier this year, several sustainability scientists from the Global Institute of Sustainability and ASU's Central Arizona-Phoenix Long-Term Ecological Research (CAP LTER) highlighted their research on Phoenix's urban heat island effects.

Urban heat islands, or areas where temperatures are significantly higher than surrounding rural communities, tend to happen in cities where concrete, buildings and black asphalt replace cool-inducing vegetation. These higher temperatures have deadly effects on vulnerable populations like the elderly, poor and homeless, who



Photo courtesy: SKC

Incorporating green parks in densely populated urban centers is one way to mitigate the negative effects of urban heat islands, according to a report published by several sustainability scientists from the Global Institute of Sustainability and ASU's Central Arizona-Phoenix Long-Term Ecological Research.

may not have easy access to air conditioning and the cooler indoors.

ASU sustainability scientist Sharon Harlan, a sociologist who studies the human-environment interactions behind class, gender and ethnic inequalities, believes we are the cause of urban heat islands.

"It's all due to the effects of humans," says Harlan, who's also an associate professor in the School of Human Evolution and Social Change. "We've modified the surface of the land in ways that retain heat."

Researchers from CAP LTER report that humans can positively modify urban environments by incorporating cool, green parks

within urban areas. Their studies have found that temperatures are significantly cooler in green parks. Large trees absorb and reflect sun rays, thus causing cooler temperatures. Harlan says these "cool islands" can mitigate negative urban heat island effects.

"If targeted to low-income neighborhoods where vulnerability to heat is greater," says Harlan, "it would address an environmental inequity and provide better ecosystem services for these neighborhoods."

To review the article on the NSF website, visit: www.nsf.gov/discoveries/disc_summ.jsp?cntn_id=128204&org=NSF.

university briefs



In a new listing by the Center for World University Rankings, ASU was the top ranked Arizona university at 73rd overall and 46th among U.S. universities.

ASU ranked among elite 100 world universities in new listing

Arizona State University was the top ranked university in Arizona when the Center for World University Rankings (CWUR) released its list of the top 100 elite world universities for 2013 and Arizona State University ranks among the top 100 in the world.

ASU ranked 73rd overall, and 46th among U.S. universities.

CWUR ranked the university 20th in terms of patents produced, 73rd in the quality of faculty, and 89th in terms of citations (an indicator of the strength of faculty research). This new ranking for ASU follows last year's top 100 recognition on the Academic Rankings of World Universities, in which the university placed 79th.

CWUR publishes the only global university performance tables that measure the quality of education and training of students, as well as the prestige of the faculty and the quality of their research, without relying on surveys and university data submissions.

Data was obtained for more than 16,000 universities from all over the world. The top 100 universities were ranked

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in terms of seven indicators, including the quality of faculty members; publications; influence; citations; patents; alumni employment; and quality of education. The complete list of the world's top 100 universities and a preprint describing the methodology can be found at the CWUR website: cwur.org/top100.html.

Online 'Ask A Biologist' program experiences popularity boom

When he began "Ask A Biologist" in 1997, Chuck Kazilek thought he was at a crossroads in education: the place between formal education, which is taught in a classroom, and informal education, which is learned by oneself. What Kazilek, now an assistant dean of technology, media and communications in the College of Liberal Arts and Sciences, hadn't realized at the time was that he was not the only one at the crossroads.

Apparently there are millions of people at that crossroads, most of whom are thirsting for more science information. Kazilek has numbers to prove it.

This year, "Ask A Biologist," an online science program (located at askbiologist.asu.edu) designed to "excite and enrich" the learning experience of K-12 students, will pass 3 million visitors. The website, which also now has more than 6,000 pages (versus the one page Kazilek opened with 16 years ago), averages 10,000 visitors each day of the year.

"That is 40 to 60 percent growth over last year," Kazilek says. "While we don't compete with the numbers of, say Nickelodeon, it does show there is strong growth on the site."

One feature that sets the site apart is that students, teachers and parents have direct access to working scientists at ASU. The website collection officially has been added to the National Science Digital Library and is rated 100 percent child safe. It contains articles about current research, profiles of scientists (with audio interviews included on a companion podcast), an image gallery, mystery images, coloring pages and interactive quizzes. In addition, "Ask A Biologist" features fun, flexible data sets that can be used in and out of the classroom by teachers and parents.

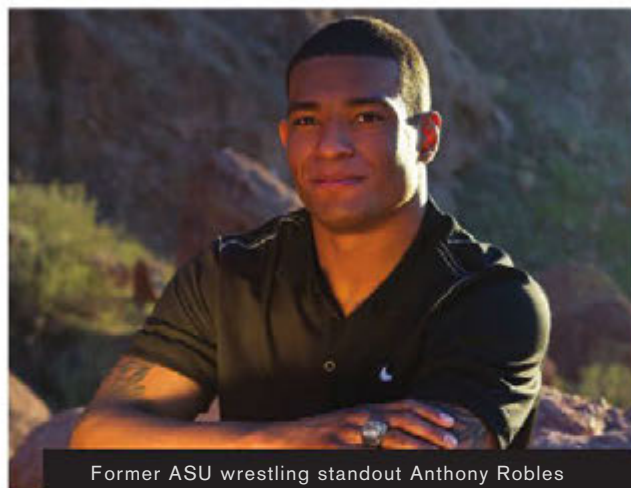
Kazilek says plans are in the works to expand the scope of "Ask A Biologist" to "Ask An Expert," opening up several new areas of expertise offered online through the ASU portal. New channels are being developed and tested for energy, sustainability, engineering chemistry, physics and anthropology.

"We have found that there is a role at the intersection of informal and formal education," Kazilek adds. "We do storytelling with a purpose, adding activities and experiments, and trying to meet next generation educational standards. We are blending formal and informal learning. It is very exciting."

Anthony Robles appointed to key administrative post

Former ASU wrestling standout Anthony Robles '11 B.I.S. was appointed in August to the President's Council on Fitness, Sports and Nutrition, according to the White House Office of the Press Secretary.

Robles is currently an NCAA wrestling analyst and expert at ESPN. Born with only one leg, Robles won the 2010-2011 NCAA individual wrestling championship in the 125-pound weight class, and was a three-time all-American.



Former ASU wrestling standout Anthony Robles '11 B.I.S. has been appointed to the President's Council on Fitness, Sports and Nutrition.

His awards include NCAA Best Wrestler of the National Tournament in 2011, the Jimmy V Perseverance Award at the ESPN ESPYs, and the NFL Hispanic Heritage Leadership Award. He was inducted into the National Wrestling Hall of Fame in 2012.

Following his graduation, Robles has pursued a career as a motivational speaker, traveling across the country to share his story of perseverance in the face of his disability.

The President's Council on Fitness, Sports and Nutrition was formerly the President's Council on Physical Fitness. The American government organization aims to "promote, encourage and motivate Americans of all ages to become physically active and participate in sport." It is part of the Office of Public Health and Science, an agency of the U.S. Department of Health and Human Services.



Photo by: Rosie Gochhour/ASU

Baoxin Li is an associate professor of computer science at Arizona State University.

Tactile photographs “seen” through touch

Arizona State University computer scientist Baoxin Li is demonstrating the artistic side of his technical field by creating computer-generated tactile photographs for people living with visual impairment.

His tactile photographs, printed on special heat-sensitive paper, are portraits made with raised grooves and contours that enable someone with a visual impairment to get a general idea of the details of an individual’s face by touching the images.

Li is an associate professor in the School of Computing, Informatics and Decision Systems Engineering, one of the Ira A. Fulton Schools of Engineering. He came up with the idea for the tactile photographs when he began working with a coworker who is blind.

With his coworker in mind, Li developed computer software capable of automatically creating a simplification of a printed image such as a photograph, or even a simple webcam image. The software extracts basic facial features, contours and outlines to create the image.

Surveys of individuals with blindness were conducted to find out what contours were most effective and which were distracting or confusing when people touched them.

Aside from the practical benefits of producing tactile photographs, they have become an artistic pursuit for Li. Earlier this year, he teamed up with photographer Kristel Puente from San Antonio, Texas, when he was asked to create 11 tactile photographs for an art show at the ZaZa Garden Gallery in San Antonio.

The show, titled “Color of the Blind,” was an interactive exhibit focused on providing artistic engagement for people who are blind or visually impaired.

The tactile images that Li created and Puente photographed were featured along with works by 40 local San Antonio artists who crafted various kinds of images meant to be felt and heard, and even smelled and tasted. A portion of the proceeds from art sales at the show benefitted the National Federation of the Blind.

He now is considering other applications of the tactile-photography technique, including tactile floor maps that make it easier for people with visual impairments to navigate places such as shopping centers.

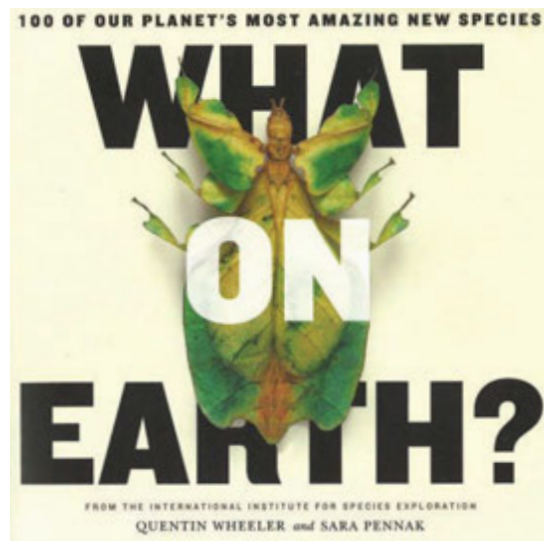
He’s also interested in developing a system that might allow those who are blind to print a tactile “picture,” perhaps from Facebook. “The software makes the process simple and automatic, it’s just a matter of making the printing technology more affordable,” says Li.

Top 10 new species list turns into book of top 100

Earth is home to an incredible array of living organisms. Taxonomists quietly document the thousands of new species discovered each year. Scientists estimate that an average of 18,000 new species are discovered per year, with as many as 10 million living plants and animals still to be discovered. These species explorers advance our knowledge about the diversity of life forms and their distribution in our biosphere.

Quentin Wheeler, founding director of the International Institute for Species Exploration (IISE) at ASU, and Sara Pennak, manager of IISE’s popular State of Observed Species reports, sort through thousands of amazing discoveries to create an annual Top 10 New Species list. Among the entries are incredible species – including night-blooming orchids, kite-shaped venomous jellyfish, hairy blue tarantulas and sneezing monkeys.

In their new book, titled “What On Earth? 100 of Our Planet’s



Most Amazing New Species,” Wheeler and Pennak share some of the most intriguing discoveries from the past decade – complete with color photographs.

“One thing that makes us human is our innate curiosity about ourselves, our origins and our place in the universe,” says Wheeler. “A critically important part of the answer lies in the complex story of evolution. As we piece together the history of Earth’s species, we begin to appreciate our status as a species within evolutionary history.”

Taking on the role of “taxonomic tour guides,” the authors highlight new species ranging from the deadliest to the most beautiful, and the oldest to the most endangered. From nearly 200,000 species named over the past decade, the authors picked the top 100 they personally found fascinating, disgusting or simply cool.

ASU’s Ríos named Arizona’s Inaugural Poet Laureate



Regents’ Professor Alberto Ríos has been named the inaugural Poet Laureate for the state of Arizona.

In partnership with the Office of the Governor, the Arizona Commission on the Arts announced in August that celebrated poet and Arizona State University Regents’ Professor Alberto Ríos has been named the inaugural Poet Laureate for the state of Arizona.

Arizona's Poet Laureate post commemorates and honors the wealth of Arizona literary artists who through their work and service, represent Arizona's values, independence, storied history and boundless potential. With this appointment, Arizona becomes the 43rd state in the nation to establish a Poet or Writer Laureate position.

The purpose of the Poet Laureate post is to champion the art of American poetry, inspire an emerging generation of literary artists and educate Arizonans of all ages about the countless writers who have positively influenced our state.

Ríos will serve a term of two years; will offer public readings throughout the year, in urban and rural communities in various regions of the state; and will pursue a major literary project over the course of the appointment term.

Born in 1952 in Nogales, Arizona, Ríos is the author of ten books and chapbooks of poetry, three collections of short stories, and a memoir. He received his bachelor's and master's degrees from the University of Arizona, and has been a tenured professor in ASU's Department of English since 1989.

He has individual works published in more than 300 journals and 250 anthologies, and has been honored with numerous awards, including the Walt Whitman Award in Poetry bestowed by The Academy of American Poets, the Western Literature



ASU Teachers College student Miriam Quinones (left) and New College faculty member Susannah Sandrin display science-related educational tools from the Families and Science Project.

Association Distinguished Achievement Award, the Arizona Literary Treasure Award and a Governor's Arts Award.

Ríos said of his appointment, "This is a profound honor. A small-town border kid from Nogales to Poet Laureate—this is a good story, an Arizona story. As the state's first Poet Laureate, the work of inventing this job is now at hand, and I'm very much looking forward to the adventure."

NSF-funded project targets youngsters' interest in science

It's generally recognized that in order to compete in the 21st century economy, the United States needs to encourage young

people to become educated about science and consider pursuing science-related careers. But studies have shown that students' interest in many science-related fields, while relatively high in the early middle school years, tends to decline in the high school years and into college.

Susannah Sandrin, a faculty member in ASU's New College of Interdisciplinary Arts and Sciences on the West campus, has launched a project to investigate and address this phenomenon. "We would like to know what is happening before this decline begins," said Sandrin, assistant clinical professor in New College's School of Mathematical and Natural Sciences.

Sandrin's Families and Science Project works with fourth-graders and their parents from local partner school districts in metropolitan Phoenix, including the Pendergast, Littleton and Washington Elementary School districts. The three-year effort is a collaborative project with a faculty member at the University of Wisconsin-Oshkosh and is funded by a \$500,000 research award from the National Science Foundation.

"We want to learn more about parents' and children's attitudes about science, and their interest within different areas of science," Sandrin said. "We also want to provide schools and families with more information about effective strategies for encouraging their children in science-related fields."

The study collected information from 150 families. Fourth-graders participated in the study with one of their parents. The parent and child spent the majority of the time solving hands-on science problems together. Child participants also took a brief assessment of science knowledge and answered some interview questions while parents filled out a questionnaire in the same room. Sandrin and her student researchers also hosted family science fun nights in the collaborating school districts.

For information and resources related to the Families and Science Project, visit newcollege.asu.edu/familiesandscience.

Plant-made drug reverses breathing paralysis

Paralytic drugs like succinylcholine are often used during surgery or when critically ill patients require endotracheal intubation. But if the drug is not swiftly cleared from the

patient's system, the results can be deadly.

In a new study, Tsafir Mor, a researcher at Arizona State University's Biodesign Institute and an assistant professor in the School of Life Sciences, shows that the plant-produced recombinant human enzyme butyrylcholinesterase (BChE) can rapidly reverse paralysis of the airways – or apnea – caused by succinylcholine.



Tsafir Mor

The results, recently reported in the journal PLOS ONE, suggest an expanded role for trauma techniques, like rapid sequence intubation, as well as other methods involving the use of succinylcholine, particularly in the pre-hospital arena, where

How to Outsmart a Millionaire

Only the "Robin Hood of Watchmakers" can steal the spotlight from a luxury legend for under \$200!

Mr. Bigshot rolled up in a roaring high-performance Italian sports car, dropping attitude like his \$14,000 watch made it okay for him to be rude. That's when I decided to roll up my sleeves and teach him a lesson.

"Nice watch," I said, pointing to his and holding up mine. He nodded like we belonged to the same club. We did, but he literally paid 100 times more for his membership. Bigshot bragged about his five-figure purchase, a luxury heavyweight from the titan of high-priced timepieces. I told him that mine was the *Stauer Corso*, a 27-jewel automatic classic now available for **only \$179**. And just like that, the man was at a loss for words.

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a speedy intervention can mean the difference between life and death. Given the variety and frequency of conditions involving failed airways, a means of reversing succinylcholine-induced apnea may have profound implications.

"BChE is a promiscuous enzyme that can function as an effective, safe and versatile bioscavenger, but its use has been hampered by its availability," Mor says. "Plants expressing recombinant human BChE may provide the answer for this limitation."

The new findings build on earlier work by Mor's group, which demonstrated the potential for plant-made BChE to reverse the effects of organophosphate poisons, including pesticides and weaponized nerve agents. Possibilities also exist for reversing the effects of acute cocaine overdose or using plant-derived BChE as a cocaine prophylactic, dampening the drug's euphoric effects and thereby discouraging use.

Further work by Mor and his colleagues will explore issues of pharmacokinetics, safety and efficacy.

ASU students help small businesses grow in downtown Mesa

Business is better for nine small companies in downtown Mesa, thanks to entrepreneurship students at the College of Technology & Innovation at Arizona State University.

A Local Entrepreneurs Assistance Program grant, funded by the JPMorgan Chase Foundation, gave \$100,000 to build a partnership between ASU's College of Technology & Innovation and Mesa's Neighborhood Economic Development Organization (NEDCO) to support and build the capacity of minority-owned businesses along the light rail construction area in Mesa.

Students provided marketing help for taco shops, taught sales tactics to a religious bookstore, unearthed the legacy of an upscale Thai restaurant and helped streamline the business model for an air-conditioning business. All had seen a decline in activity due to construction along Mesa's light rail corridor.

NEDCO studied about 200 companies and qualified nine minority-owned businesses that needed help. "NEDCO helped us find the businesses and filtered the ones that really needed assistance," said Jason Bronowitz, an ASU lecturer in Technological Entrepreneurship and Innovation Management.

Students met with business owners and spent 90 minutes every week for 15 weeks to understand their needs and provide solutions. Six students participated in helping the affected businesses.

"Our biggest challenge was communicating with the owners," said Bryan Azeka, a Technological Entrepreneurship and Innovation Management major. "Many companies would not divulge information and it took time to gain trust," he said. "Once we got to know them better, we got quite a bit of access working with them personally," Azeka said. Once the key issues with each business were identified, students helped them with guerrilla marketing, public relations and tactics to help enhance community awareness, according to Aram Chavez, a lecturer in Technological Entrepreneurship and Innovation Management.

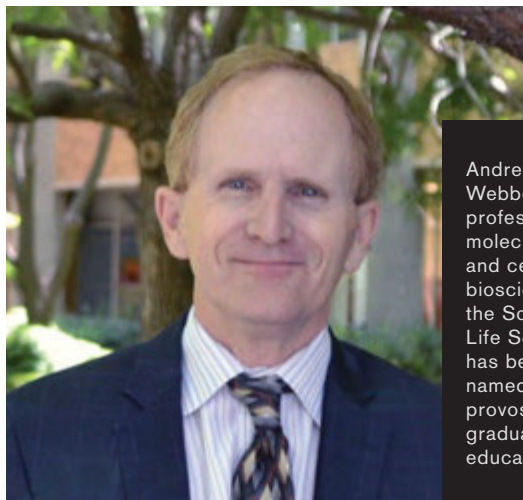
This included a marketing strategy where students assisted in the development of websites, search engine optimization and earned media. When some students said they wanted to launch

their own businesses after acting as consultants, Bronowitz felt that a teaching moment had arrived.

"Once students understood the businesses' stories, they became live case studies. This even inspired them to start their own ventures," Bronowitz said. "They helped businesses set price points, create healthy margins and schedule staff to optimize revenues."

Andrew Webber named new vice provost for graduate education

Andrew Webber, ASU's professor of molecular and cellular biosciences, has been named vice provost for graduate education. He was previously associate vice provost for graduate support programs in the Graduate College.



Andrew Webber, professor of molecular and cellular biosciences in the School of Life Sciences, has been named vice provost for graduate education.

As vice provost for graduate education, Webber will provide central leadership, in collaboration with the other deans, to foster the highest level of excellence and diversity in ASU's graduate programs. He will be responsible for making recommendations on new curricular programs and also will assist the deans and the provost in all issues connected to graduate students from admissions through graduation.

"Professor Webber has proven himself as an academic leader in the graduate college, as well as in the School of Life Sciences," said ASU Executive Vice President and University Provost Elizabeth D. Phillips. "He has provided exceptional service to the university and is the perfect person to work with the units in establishing and maintaining superb graduate programs."

Previously, Webber served as associate dean of the Division of Graduate Studies, director of the Center for the Study of Early Events in Photosynthesis and associate director for the School of Life Sciences.

"It is an honor to have this opportunity to continue to serve ASU's graduate students as vice provost. I sincerely look forward to working with our outstanding faculty and staff as we continue to advance graduate education at ASU," Webber said.

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- ◆ Erich J. Batch '88 B.S.
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magazine.asu.edu/health

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ASU alumni and faculty will be recognized for their work related to health transformation.

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Feb. 20, 2014

6 p.m. Reception

7 p.m. Dinner & Awards Ceremony

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alumni.asu.edu/events/founders-day

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❖ Siwei Zhang '12 B.S.,
'12 B.S.

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



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Women's work + play

ASU's
post-Title IX
victories build on
firm foundation of
coaching,
support



Mary Littlewood coached women's softball, basketball and volleyball at ASU.

Athletic fields, parks and schoolyards across the country are filled with the next generation of aspiring athletes, many of whom are making the most of an opportunity that can lead young girls and boys to receiving a college education while playing the sport they enjoy.

For young girls, the introduction in 1972 of Title IX, the Equal Opportunity in Education Act, federal legislation protecting individuals from discrimination based on sex in any educational program or activity operated by recipients of federal financial assistance, was an integral part of where women's collegiate athletics is today. But Arizona State University was ahead of the game before the introduction of Title IX, thanks to a constellation of gifted coaches focused on giving female student-athletes a shot to showcase their talents on the field.

"ASU was blessed with some super female athletes in the late '60s and these were gals who just wanted to come to ASU to get an education, it wasn't because of an athletic program," said Mary Littlewood, retired ASU softball coach.

"So what Anne [Pittman] did in tennis and Mona [Plummer] did in swimming and Merle Packer did in badminton and Margaret [Klann] did in archery was to provide a place where they could practice and maintain those skills," Littlewood continued. "They were sort of a go-between [who connected] the athlete and any regional or national competition that existed."

Another key player during this time was ASU women's physical education department head Nina Murphy, who held her leadership at the university from 1934 to 1964. Murphy is credited with initiating many activities on campus during her tenure, from starting a women's intramural program to organizing the school's first Women's Athletic Association.

Murphy was one of the guiding forces of the pre-Title IX era successes for women's sports at the university, said Littlewood, and gathered a collection of coaches around her who were just as passionate as she was.

"I was just happy to be surrounded by faculty members, who ... were totally enthused about women getting the opportunity to compete, because my interest was team sports," Littlewood said.

Whether or not she would admit it, Littlewood also should be added to that group in helping pave the way for the university's women's athletics program. During her time as head coach, (1969-1989) the ASU women's softball team won two national championships. She also coached basketball and volleyball.

"I just did my job and pushed and pushed and pushed for our team sports to be recognized to get our own budgets," Littlewood said.



Charli Turner Thorne (in black).

Before and after

All that hard work continued beyond the passing of Title IX. Once the act became law, Arizona State University's Athletics Director Fred Miller saw it as an opportunity to build on the institution's already accomplished women's athletic programs. Within two years, Miller had moved the coaching offices for women's sports from P.E. East to the arena, adjacent to the coaching offices for men's sports. Miller also began providing each women's coach with a car – a perk that coaches of men's sports had had at the university for many years.

While the environment for female athletics shifted rapidly during the 1970s, change wasn't instantaneous in terms of financial or logistical support, said Littlewood. "The first scholarship I ever gave was in 1976," she noted. "We didn't get our real softball uniforms until 1978."

While the legendary female coaches knew Title IX would change things, Littlewood said she had no grasp on how significantly the legislation would impact college women's sports.

"Never would I have guessed that there would be 20,000 people watching the Final Four in women's basketball or that all of the College [Softball] World-Series games would be televised by ESPN and in the headlines in the paper," Littlewood said. "I mean, we had trouble just getting scores in the paper."



Former ASU All-American tennis player Reka Cseresnyes.

The next generation

"When I learned about the opportunity of going to the U.S. on an athletic scholarship, I really thought that would be great for me," said Reka Cseresnyes, former All-American ASU tennis player. "Back in Hungary it is not really an option to do both."

Cseresnyes, who is from Budapest, played tennis for the university on a full-ride scholarship from 1994 to 1998. She was twice named a Pac-10 All-Academic choice and inducted into the ASU Sports Hall of Fame earlier this year.

"I think my generation was kind of lucky – the lucky ones who got to enjoy the benefits of [Title IX] and the fruit of all the hard work that probably went into making this happen," Cseresnyes said.

The opportunity to play a sport in college, as well as get a degree, helped Cseresnyes make the transition into the professional world, and provided a career path, as well. She is a partner in CSR Sport, a business promoting environmental values in athletics.

"[Sports] really develop you as a person in many, many ways and it really helps you get into the society and learn how to get along with people, how to work with people, how to lead people," Cseresnyes said.

Charli Turner Thorne, the current women's basketball head coach at the university, points out that while ASU had a great legacy both before and after the introduction of Title IX, the non-gender-specific nature of the law makes it a winning play for everyone.

"Title IX is not for women, it's for everybody," said Turner Thorne. "I'm a mom of three boys, so I appreciate that legislation and it's for gender equity, for girls and boys," she continued. "If you're under represented, you deserve federal funding like everybody else."

While ASU has made great strides in enhancing its women's sports legacy since 1972, Turner Thorne said the discussion about the importance of women's sports is a conversation that needs to continue with younger generations.

"I just feel grateful everyday that I'm in this position that I get to work with these young women ... that I get the opportunity to try and help them become these future leaders."

Littlewood, who just released a book called "From Rags to Riches as a Coed Sun Devil Athlete," said appreciation

of the women coaches and athletes who have come before today's Sun Devil competitors helps provide them with a perspective of what it took to get the school to this level.

"I just think it is so important that women athletes, in particular, regardless of the level, understand the past and what it has taken for them to have the opportunities that they have today," Littlewood said.

By Brandy Aguilar '96 B.A., a freelance writer and video producer based in Phoenix.

sports updates



Sammie Seaman is ready for her senior year as an ASU gymnast.

Just desserts

Senior gymnast hopes to finish ASU career strong and healthy

As she studies food and nutrition management at Arizona State, among Sammie Seaman's favorite things to make are baked truffles.

Unfortunately, she rarely can eat them. A gymnast has to set culinary boundaries if she wants to be stay in shape and be successful.

Seaman enters the 2013-14 season as the Sun Devils' lone senior, a designation she takes very seriously in helping the team as well as assisting in the development of younger teammates.

The season that begins in January is important to Seaman for two primary reasons. First, a foot injury robbed her of much of her junior year and she wants to finish on a strong, healthy note. Second, it will be the final season for coach John Spini, who is retiring after 34 years at ASU.

"We want to have a good season for us and for him," she said. "He deserves it. He works hard and has helped us so much."

Seaman, from Branson, Mo., excels in most every event, particularly the vault and floor exercise, and this season will be back in the all-around competition.

Seaman wore a boot and was on crutches for a few months as a junior. She returned to full practice a week before the Pac-12 Championships in March and in her first vault of the 2013 season, Seaman scored a 9.850, just shy of her career high of 9.875. She matched her Pac-12 score on the vault just a few weeks later at the NCAA West Regional, where the team rallied to a third-place finish.

The late-season achievements helped convince Seaman she was truly recovered from her injuries.

"It was tough having to sit and watch your team and not be able to help, but I feel good now and I am ready to go," she said.



Spreading her wings

Water polo goalkeeper transcends surgeries to nurture Olympic dreams

E.B. (Elizabeth) Keeve continues to grow, along with her stature within the Arizona State water polo team.

The redshirt sophomore goalie was listed at 6-foot-3 with a 6-foot-8 wingspan in the 2012-13 media guide, but midway through the year said she had grown to 6-4 with a 6-9 wingspan.

During the summer, she had a tryout with the U.S. National Team and had labrum surgery on one of her shoulders. The product of Naperville, Ill., has had five surgeries in her career – two on each shoulder and one on her knee.

She helped ASU finish 26-7 last season, which garnered her an honorable mention nod from the Association of Collegiate Water Polo Coaches when it assembled its All-America team. ASU was ranked fourth in the nation and Keeve set a school record

for saves with 372. Keeve is hoping to help her team do even better during its upcoming 2014 regular season, which runs from January through April. She's also aiming for a spot on the U.S. Olympic Team in 2016.

"It would mean the world if I could do that, represent ASU. It would be amazing," she said.

Playing water polo is more difficult than one might think. The players go through rigorous training. And the game itself can be physical, particularly for a goalie, similar to basketball.

Keeve has been punched, jabbed, held and even had her head shoved into the goal post.

The height and reach are a big help, she said, "but you have to be able to react quickly."

By the numbers

Sun Devil teams post highest Academic Progress Rate ever

Arizona State University has made a big push over the past several years to have its athletes raise the school's Academic Progress Rate (APR), and the numbers reflect that.

Earlier this year, the NCAA announced that ASU had posted the highest score in school history at 980 in 2011-12, fourth in the Pac-12 behind Stanford, Washington and Utah.

ASU's baseball and women's tennis programs both placed in the top 10 nationally.

Jean Boyd, senior associate athletic director for student-athlete development, said: "High APR scores translate into high graduation rates in a few years. It is exciting to see the collective vision of our student-athletes, coaches, academic coaches and the university being realized."

Women's tennis led the way with a perfect 1000 score for the eighth straight year. Long time ASU tennis head coach Sheila McNerney attributed her squad's success to a consistent mindset of achievement on and off the field.

"We are fortunate here at ASU that we all believe you can have the best of all worlds: being successful students, athletes and enjoying your time while being a Sun Devil," she asserted.

Baseball's APR rose to 992 under the guidance of head coach Tim Esmay and baseball academic coach and assistant athletic director Patrice Feulner. Other noteworthy ASU scores included: football, 937; men's basketball, 973; women's basketball, 965; softball, 994; and volleyball, 995.



Shoulder to shoulder

Junior sprinter excels in track after football career ends

Fate can be cruel. Fate can be kind. To Devan Spann, it has been a little of both.

Fate robbed Spann of a football career as a cornerback at Arizona State practically before it got started. On the first day of fall camp in 2012, he suffered another in a long line of shoulder injuries. After consultation with his mother, other family members, his girlfriend and his teammates, he decided it would be in his best interests to step away from football.

"There wasn't any more tissue in my shoulders," he said.

But it wasn't long before fate opened another door for the sociology major. He had done well in track as a sprinter at Serra High in Gardena, Calif., so he decided to see if ASU's track coaches would be interested in having him come out. They were, and he joined the team, where he excelled in the 100, 200, 4x100 and 4x400 relays.

Spann's hoping for another year that's as positive as 2012-13. At the Pac-12 Track and Field Championships in Los Angeles in May, the ASU men's 4x100-meter relay team of Spann, Will Henry, Chris Burrows and Ryan Milus opened up the day in a big way for the Sun Devils, cruising to a victory for the second consecutive year in a time of 39.41. The time was over half a second better than second-place USC, and was part of the men's team's fourth-place finish at the championships.

Although things have turned out well for Spann, letting go of his football dreams wasn't easy.

"I had played football most of my life. It was hard to give up on it," said Spann, now a redshirt junior. "Sometimes I would go to the games. Other times, I would cry. And there were times when I didn't want to watch at all."

As for the track coaches and his new teammates he said, "They welcomed me with open arms, made me feel comfortable. That made it a lot easier."



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

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*ASU promotes
vigorous civic life
through varied
programs*

By Tracy Mueller



How many times can a senator be re-elected? Who becomes President of the United States if the President and the Vice-President should die? Name one right guaranteed by the first amendment.

Those questions cover foundational knowledge for how our American government functions, but anyone who has seen "Tonight Show" host Jay Leno stump tourists in his "Jaywalking" segment knows the United States is struggling to educate and engage its citizens in matters of government, history and law. In fact, a 2005 survey by the American Bar Association found that nearly half of all Americans were unable to correctly identify the three branches of government: legislative, judicial and executive.

Every semester, students in ASU's University Service Learning (USL) classes get a civics reality check when they attempt to answer those and other similar questions by taking a sample U.S. citizenship test.

While the students are intelligent and motivated, most of them have forgotten much of what they learned about civics as children.

"Ninety-nine percent of them take the test and say, 'I should know more of the answers. I remember learning this when I was younger,'" says Deborah Ball, director of Community Engagement Programs, which runs USL. "Jaywalking' makes it seem funny, but it's not. It's a real problem. If we're not engaged but we vote, it's an irresponsible vote."



Deborah Ball

That's why ASU is using programs like USL and many others to teach students about societal challenges and how to solve them. Whether it is educating future public servants in the practice of good governance, encouraging the next generation of nonprofit leadership, delivering lessons in how our government functions through engaging online games, or promoting community involvement through volunteerism, the university is reinforcing the notion that the "we" in "We the people" includes all of us.

Paying forward, giving back

ASU student Romonia Dixon is living proof of the power of civic participation. Twenty dollars from a concerned citizen helped transform her from a homeless child sleeping on cardboard boxes out of a dumpster into an ASU student attending on a full scholarship, who has met President Obama and been named one of the 28 most influential black women in America by Essence magazine.

One day at age 13, she ventured into the Tempe Ladmo branch of the Boys and Girls Club, "shy, ashamed and scared." In an essay on The Huffington Post, she describes how she felt when the front desk clerk told her about the \$20 membership fee.

"That was my cue to leave, because there was no way my mom could afford that!" Dixon wrote. "I turned and walked away disappointed, but the lady said, 'Wait! Come back.' And she paid it for me. That \$20 changed my life."

Buoyed by a new support system of tutors, mentors and friends, Dixon joined her school's student government, played varsity basketball, worked at the club and graduated third in her class. She became a student at Barrett, The Honors College at ASU when she got to college.



Irma Quiroz Leyendecker

The Boys and Girls Clubs of America named her the National Youth of the Year.

Her personal transformation was made all the more powerful when, as a student in the USL program, she interned at the very Boys and Girls Club that gave her a chance at success all those years ago.

USL, celebrating its 20th anniversary this fall, is equal parts service and learning, combining a 70-100 hour community service internship with classroom seminars, readings and reflection assignments. The coursework teaches students about community needs, civic engagement and social justice issues affecting marginalized populations. Since its inception more than 10,000 students from teaching, liberal arts, business, pre-med and more have attended the classes and logged more than 1 million hours of community service.

"Students tell me that this class is a lot of work, but they get more out of it than other classes they have taken," says director Ball, herself an alumna of the program. "This isn't rocket science. These issues are in front of us every day, but we don't take time to think about it."

She says she considers the program a success if students take a step back, reflect and discover how to apply their academic knowledge, skills and their experiences to promote social change.

Judging by student response, the program seems to be working. The USL website is replete with testimonials like these: "I will forever be indebted to the program that changed my life, career goals

and who I've become as a person," and "That's what I want to do for the rest of my life."

As for Dixon, she is now a senior, hoping to work in supply chain management, be a motivational speaker and write a book. But above all, she envisions for herself a lifetime of giving back and encourages others to do the same. She quotes another famous Boys and Girls Club alumnus—Denzel Washington—to capture her feelings: "Everyone needs a hand from time to time, a gentle nudge to get on track. And you never know when the helping hand you provide will lift someone toward a life of greatness."

At Your Service

Spend a little time in the Phoenix nonprofit community, and odds are you'll run into an ASU student or program before too long. Initiatives such as the Leadership Scholarship Program and Public Allies Arizona infuse the Valley of the Sun community with bright, well-trained young people who are making civic participation a priority.

"We see more and more young emerging leaders looking for ways to become involved in their community, not only in grassroots organizations, but largely in advocacy and political initiatives and movements," says Irma Quiroz Leyendecker, Public Allies Arizona (PAAZ) program director.

PAAZ, an AmeriCorps program offered by the ASU Lodestar Center for Philanthropy and Nonprofit Innovation, places individuals in 10-month paid apprenticeships with local nonprofits. The intent of their work focuses specifically on building the capacity of nonprofit organizations, which is also a key focus area and mission of the ASU Lodestar Center. Participants work full-time addressing critical community issues and undergoing leadership training. Graduates also receive money that can be used to pay for additional education.

Leyendecker says a hallmark of PAAZ is creating a diverse class of leaders who might not fit the traditional leadership mold. The same is true for ASU's Leadership Scholarship Program (LSP), started in 1977 by ASU Senior Vice President and University Secretary Christine K. Wilkinson. The four-year scholarship program recruits outstanding Arizona high-school students, with a particular focus on students who display leadership outside obvious venues like student government and athletics.

LSP students take a leadership development course, receive mentoring from an ASU staff member, attend



Nikki Severson

Nancy Haas

monthly group meetings, yearly retreats, and participate in a group service project.

LSP alumni chapter president Nikki Severson, '99 B.S., '02 J.D., says that while the scholarship is valuable, the other elements of the program are what make it a transformative experience.

"I didn't have the resources to go to a four-year college, so the money was something I really needed," Severson says. "But the class and the support system is what gave me the confidence to succeed at ASU."

Game On

There is something oddly satisfying about watching an animated red, white and blue fairy hurl anvils at clueless Americans under the watchful eye of Mount Rushmore. That scenario is not part of a "Colbert Report" skit – it's "Responsibility Launcher," one of the 18 educational games on the website of iCivics.org, an initiative founded by former Supreme Court Justice Sandra Day O'Connor and backed by the work of several ASU faculty members.

In the game, a "civics responsibility fairy" named Liberty Belle instructs you to choose a method of civic participation—voting, military service, volunteering—so she can hurl a corresponding golden anvil on a citizen complaining about a related problem. If you choose correctly—the "stay informed" anvil for the person who doesn't know who to vote for—you earn points and Liberty's Belle favor. It's a little twisted, but a sharp distillation of American civics.



Jonathan Koppell

And it turns out that middle schoolers across the country can't get enough of "Responsibility Launcher," "Win the White House," "Do I Have a Right?" and the rest of the iCivics games. In the 2011-12 school year, iCivics.org drew more than 1.6 million visitors, including 17,000 teachers, in all 50 states. And kids are actually learning from playing. A Baylor University study showed that iCivics games significantly improved student knowledge — and did so across gender, race and socioeconomic categories.

"Ask a student what they learned from (commercial video games), and they can't answer," says Nancy Haas, professor emeritus in ASU's Mary Lou Fulton Teachers College and a curriculum advisor for iCivics. "Ask what they learn from iCivics and they go on and on, saying 'Before, I didn't know what the role of an attorney was or exactly what the president does.'"

For Haas, despite the fun of the game and the age of the players, there is a lot at stake.

"Kids are citizens, and our democracy depends on 'We the people' to be involved," she says. "We have rights, and with that we have responsibilities, too."

While the kids are learning about those rights and responsibilities, they're also using that knowledge to make a difference in their communities. Students earn points in each of the games and can then donate them to fund community service projects, from environmentalism to aid for Africa to ending racial profiling.

Investing in the Public Good

If students who enjoy iCivics still get a thrill out of community involvement once they've grown up, they can enroll in one of the programs at ASU's nationally known School of Public Affairs. The graduate program is tied for 16th in the country in the latest U.S. News and World Report ranking.

Jonathan Koppell, dean of the College of Public Programs, says the school is tackling some of the nation's most urgent challenges. One example: working with the White House on The Policy Challenge, an administrative policy competition designed and executed by the school and 16 partner institutions. The competition asked students, faculty, professionals and the general public to propose innovative, viable and actionable plans using new technologies in education, clean energy and health care.

Eight finalist teams culled from 40 initial entries gathered at the May finale, presenting proposals such as crowdsourcing student assessment technology and training veteran medics and corpsmen to be health care transition coaches for the Medicare community. A sign of the competition's true spirit: there

were no judges, only "capacity builders," or experts who helped the contestants refine their proposals. A second policy challenge competition is in the works, too.

While that kind of exchange of ideas inspires Koppell, and gives him hope, he says the country is in danger of self-sabotage if it can't put the public good over politics.

"The United States developed in part due to incredible investments in shared resources such as our national highway system, our utilities and our national defense," he says. "Now our willingness to support such shared investments is tenuous, and debates regarding common goods are highly politicized and partisan. This ultimately puts the nation's future in peril."

The School of Public Affairs is doing its part to bolster public institutions, beginning with the nation's cities. The school's graduate city management program — ranked second in the nation by U.S. News and World Report — teaches students about economics, public entrepreneurship, housing and more. Every year the prestigious Marvin Andrews fellowship program welcomes a select group of the country's most promising future city managers, giving them both classroom learning and on-the-job training working for a city in the Valley of the Sun. The school also hosts an annual financial markets bootcamp, to help attendees improve their understanding of government finance and avoid the severe pitfalls that have ensnared many localities employing complex financial instruments.

Being surrounded by such passionate and sophisticated students eager to serve and improve their communities makes it especially frustrating for Koppell when he sees the negative perception of public servants.

"To be sure, there are some in government jobs whose work leaves a lot to be desired, but painting all those in public service with a broad, negative brush is deeply unfair and discourages our best and brightest from pursuing such careers," he says. "There are amazing, bright individuals who are drawn to public service for all the right reasons. We need to encourage and support them, for they are the ones who are going to find solutions to the most challenging problems."

Inventing the future

No one questions the fact that the civic-related challenges standing before the country, as well as the state of Arizona, are significant. But before anyone can solve a challenge, that challenge must be clearly identified.

That's Lattie Coor's rule number-one for civic engagement. In 2002, the former ASU president (who remains a professor of public affairs) launched the Center for the Future of Arizona. The self-described "do-tank" operates out of ASU's Mercado facility in downtown Phoenix and has the direct but difficult goal of improving quality of life for all Arizonans.

The center's newest project, The Arizona We Want 2.0, identified eight goals and 39 actionable items based on data from a Gallup Arizona poll and an Arizona Civic Health Index. Coor says the surveys revealed that Arizonans agree on far more than they disagree, with issues such as education, job creation and young talent landing on top of nearly everyone's list of priorities. And yet only 10 percent of voters think elected officials

represent their interests. That disconnect is what happens when state loyalty is "off the charts" but civic engagement is weak, like in Arizona, Coor says.

The Center sent a copy of its "The Arizona We Want" report to every state legislator, and Coor briefed Gov. Jan Brewer. Now it's recruiting advocates from the general public to share their opinions and help accomplish the goals.

"Civic engagement isn't just a nice thing to do," Coor says. "It's the necessary thing to do."

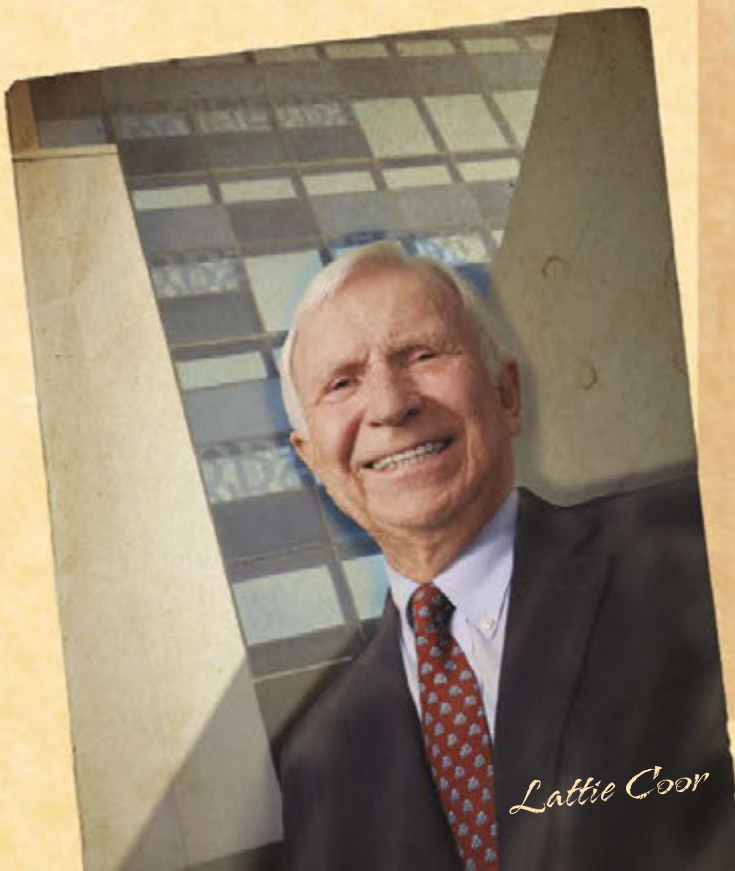
When he speaks with Arizonans about their concerns, and people voice discontent with the current state of affairs, he has one question that he hopes will motivate people into action: "What have you been doing about it?"

Tracy Mueller is a freelance writer based in Monterrey, Calif.

How to Actually "Get Involved"

Want to "get involved" but not sure how to start? Center for the Future of Arizona founder and former ASU president Lattie Coor offers this advice.

1. Choose an issue that's important to you.
2. Learn more about it, even if you're already well informed. Find out what's being overlooked.
3. Join the discussion: write a letter, make a phone call, attend a meeting.
4. Take action and stay involved. Each step of engagement gives you more opportunity and momentum to contribute to the public good.
5. Visit www.thearizonawewant.org and take the Gallup and Civic Health polls to see how your opinions match up against others. Become an AZ Advocate and help advance the citizen goals of The Arizona We Want 2.0.



University's
efforts to
achieve
carbon
neutrality
already
showing
results



By Eric Buttermann

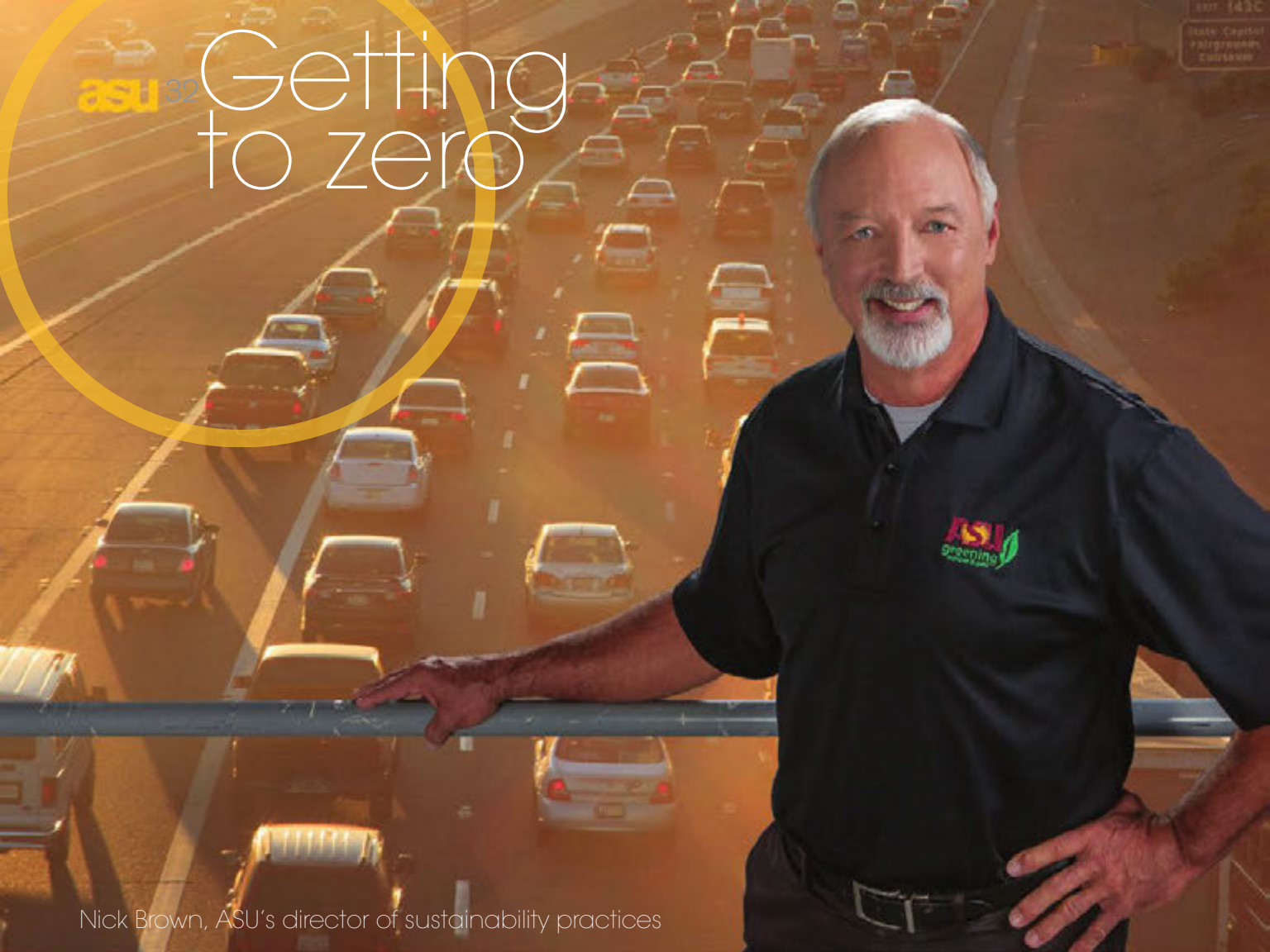


Getting





to zero



Getting to zero

Nick Brown, ASU's director of sustainability practices

College is a time when students are encouraged to set and achieve lofty goals, and Arizona State University as an institution is a worthy role model in this area. Among its many aspirations, the university has pledged itself to achieve carbon neutrality by 2025 and to offset the emissions of all university-generated transportation by 2035. Given the tremendous scale of the university, and the level of energy and resource input that it takes to function, it will take a concerted effort, year after year, for ASU to meet these goals.

The university began its journey to reduce its carbon footprint in 2009, with the publication of an action plan. Four years later, the substantial changes that the "carbon zero" goal has required already have shrunk the institution's need for carbon-based materials and burnished ASU's reputation as an environmental leader. While challenges remain, the university is making steady progress in this key area of sustainability, and creating a leaner, more efficient organization in the process.

Why go for zero?

What are the benefits of reducing an institution's carbon footprint when they are the size of ASU? Simply put – it can make a significant impact on the pace of climate change.

Nick Brown, who is ASU's director of sustainability practices, explains carbon neutrality as "eliminating or offsetting greenhouse gas (GHG) emissions from fossil energy uses."

"When we use fossil energy, refrigerants and a few other industrial gases ... our activities emit gases that trap infrared or long-wave radiation," says Brown. "The most important of these are carbon dioxide and methane, but there are several other very potent greenhouse gases, too. When we do these things over a long term and a wide scale, more energy is left in the air and oceans than there was without these anthropogenic gases, and the result is global warming."



ASU President Michael M. Crow

According to Brown, reducing the carbon footprint is a simple concept: the institution and its students, faculty and staff must use forms of energy that don't result in the buildup of greenhouse gases in the atmosphere. Deployment of energy conservation technologies and use of low-carbon renewable energy systems are the most important strategies for addressing climate change, he says.

And it's not enough for ASU to clean up its own act – everything utilized by the university to educate students, serve alumni and better the surrounding community impacts the university's total carbon bill. The sources of energy used to manufacture goods and provide services that support the entire enterprise must also be counted, Brown notes.

"When we include embedded energy, the real GHG tab is a little over double what we measure with conventional GHG accounting," he says.

Beyond the science of climate change, ASU also has a strong social motivation: its recent history as a leader in sustainability. President Michael M. Crow was a founding member and chair of the steering committee of the American College and University Presidents' Climate Committee when it was formed in 2006. ASU founded the country's first free-standing School of Sustainability in 2007. It is one of only two doctoral-degree-granting institutions to receive a Climate Leadership Award from the environmental advocacy group Second Nature. And, as Crow himself wrote in the preface to the university's carbon neutrality plan, "While college and university campuses across the country are, in aggregate, responsible for only about three percent of the total greenhouse gas emissions emitted by the U.S., we are educating 100 percent of our future political, business, and social leaders. This fact alone places significant accountability on higher education and its leaders to take action."



Alana Levine, recycling program manager

The road to neutrality

Several initiatives have provided ASU with early wins in the battle to become carbon neutral. John Riley (pictured on the opening spread), associate vice president for University Business Services and the university's sustainability operations officer, noted that a \$75 million energy performance contract with Ameresco Southwest was a major factor in allowing the university to place 72 solar energy installations on all four of its campuses, as well as at the ASU Research Park. The current total wattage of ASU's solar program is 20.8 megawatts – nearly 38 percent of ASU's daytime peak energy load, and enough "juice" to power 3,127 Arizona homes. This generating capacity avoids 19,511 metric tons of carbon dioxide equivalent, roughly the same as the annual emissions from 4,034 passenger vehicles.

Recycling is an area that would seem to be a natural for reducing carbon impact, simply by utilizing materials more than once. But Alana Levine, recycling program manager for the university, says solid waste management is also contributing by constantly striving to make its operations more efficient.

"ASU Facilities Management Recycling has reduced fuel consumption and emissions by restructuring our service routes so we are travelling less," she says.

The department also looks for innovative categories of materials to recycle, including items that go far beyond paper, metals or plastics.

"We constantly seek out new materials to recycle," Levine says. "ASU currently recycles over twenty different streams including polystyrene, batteries, tennis shoes, and green waste."



One of the major roadblocks for Levine is that some recycled items are hard to repurpose. In that case, an interested buyer must be found.

“Our biggest challenge is that some markets are still developing in the Phoenix area,” she says. “For instance, organics processing, like composting and bio digestion, is currently fairly limited locally.”

On the other hand, what presents as a problem for Levine and her group can sometimes be used as a learning opportunity for ASU students. The recycling group has partnered with capstone classes in the School of Sustainability several times to solve various aspects of the organics collection and processing problem. Because of this partnership, Levine notes, the university is currently piloting food waste collection at Tempe campus dining halls and ASU Sun Devils athletic events.

Encouraging numbers

While ASU has more than 10 years to achieve its initial goal of carbon neutrality, it’s reassuring to look at the numbers from its early efforts – there’s no question that the initiative and changes resulting from a transformed university consciousness are working.

According to Riley, greenhouse emissions from 2007 to 2012 went down 16 percent, despite the university increasing its total square footage by 26 percent and enrollment by 24 percent. The solar program is rapidly reaching the break-even point financially.

Brown says the carbon footprint initiative has reduced GHG inventory by roughly 30,000 tons of carbon dioxide per year, representing about 10 percent of the anticipated impact on climate change. An investment of about \$46 million in the combined heat

and power plant on the Tempe campus has made a similar impact, and the solarization program reduces the GHG inventory by another 6 percent. “So we’ve completed about a quarter of our work toward climate neutrality,” he said.

Over time, technologies and costs will change, but Riley says investing for the long haul locks in some costs that eventually will provide major cost savings for the university.

“We need to think in terms of acquisition costs — how much does it cost to build for 50 years and what does it take to run it,” he notes. “Look at what our solar initiatives have done — they can now generate 20.8 megawatts. That means we have constants in costs over the next 15 years, while utility rates will go up. ... We will (eventually) pay less for solar power than (buying) directly from the utility system.”

And what about that later goal, of erasing the university’s transportation-related emissions? In that case, the goal post was moved farther away because ASU wants to remain able to adapt to emerging technologies that could resolve some of the intricacies of the emissions question.

“We own 342 vehicles for general purposes, and we are required to have 90 percent of those be alternative fuel,” Riley says. “But we’re waiting on the technology. Where will battery technology be in five years? This is part of the reason we’re doing so much leasing, because change can come fast.”

The impact

No one at ASU believes its carbon neutrality program will change the world alone.

However, Brown echoes the words of President Crow when he says that the university’s position as a role model for today’s students is one of the most compelling reasons to keep focused on the goal of producing zero carbon emissions.

“We need to send a message that this is important,” Brown says. “If we show students (how to do this), then they’ll incorporate it when they’re leaders. ... The good news is we’re off to a strong start.”

Eric Butterman is a freelance writer based in McKinney, Texas.

THIS IS ON

Current Results

Short Experiment

Three experimental conditions: role-switching, location switching and control.

Based on objective plan scores, role and location switch conditions produced better plans than control. This was not reflected in their amount of shared knowledge about the task.

1 Mission, 4 Operations



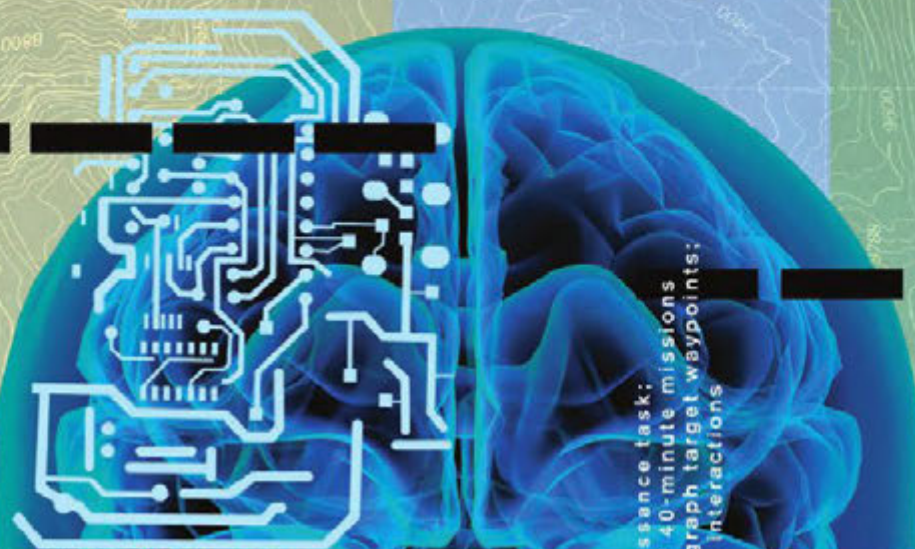
Teams of five will work together on a mission with 7 operations each day. Observational study to evaluate how teams will interact and transfer knowledge to better and worse performing teams.

Future Directions

Longitudinal study

Teams of five will work together on a mission with 7 operations each day.

Observational study to evaluate how teams will interact and transfer knowledge to better and worse performing teams.



Reconnaissance task:
Series of 40-minute missions
to photograph target waypoints;
text chat interactions

Teams of three participants

- Air Vehicle Operator
- Payload Operator
- Data Exploitation/Mission Planner

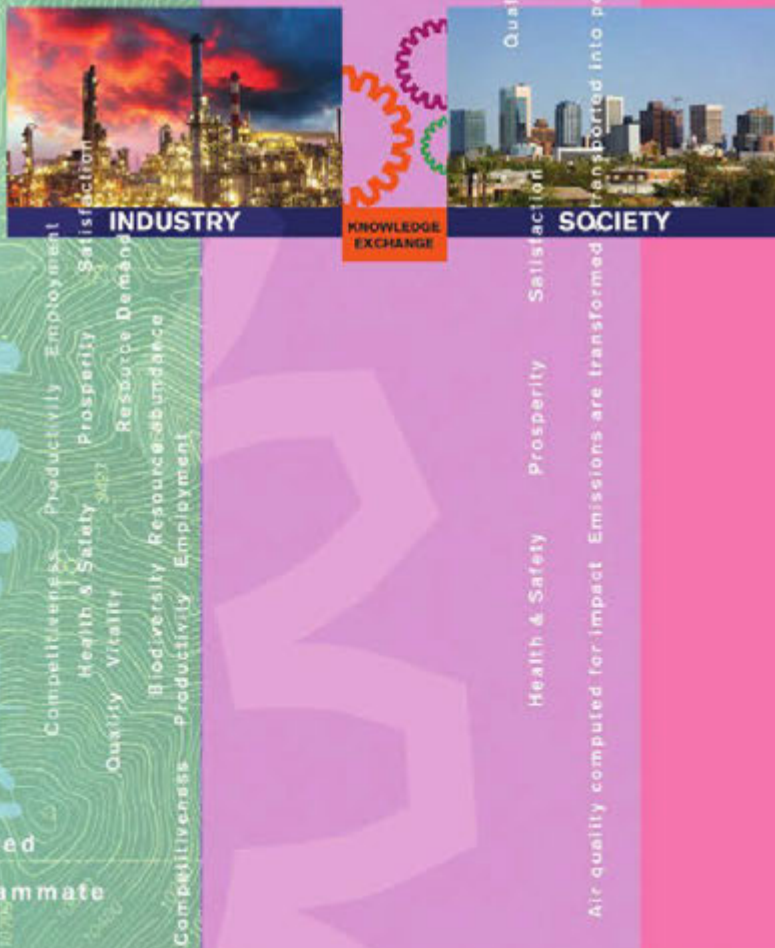
Conditions:

- Air Vehicle Operator is remotely located from other two participants
- Air Vehicle Operator is a synthetic team member (but actually a human teammate in a different location)

LYA TEST

ASU faculty and students finding truth in simulations

By Christopher Vaughan



When Code Blue is called, a hospital's elite resuscitation team races to the patient's room, quickly identifying cardiac arrest as the problem and working with each other and an array of advanced machinery in a complex choreography to save the patient's life. The next day, a malicious computer virus, craftily designed and likely built by a foreign government, assails the computer firewalls of the U.S. Department of Defense while a team of cybersecurity analysts mounts a vigorous effort to spot it and knock it out.

What do these events have in common? Both realistic-sounding incidents are actually the creation of ASU Professor Nancy J. Cooke and her colleagues. They are simulations, concocted to model and test how humans work with each other and with machines.



Nancy Cooke



Hessam Sarjoughian

Cooke, a professor of cognitive science and engineering in the ASU's College of Technology and Innovation, is one of many ASU researchers who are studying and applying the science of modeling and simulation.

In an increasingly complex world it is often too difficult, expensive or dangerous to build something or enact systemic changes without creating models and simulations first. ASU is taking a lead position in studying how to create effective simulations. The College of Technology and Innovation on the

Polytechnic campus has even developed the first Ph.D. program in the nation focusing on simulations that also integrates the wisdom of cognitive science. The Arizona Center for Integrative Modeling and Simulation (ACIMS), situated within the Ira A. Fulton Schools of Engineering, led the development of an online master's of engineering degree that provides the skills to develop, evaluate and use simulations. ASU researchers are also at the forefront of integrating simulation into everyday practice, using simulation science to newer applications like national security and medicine.

Rehearsal without catastrophe

Simulations themselves are not new. Flight simulators have been around for almost as long as airplanes themselves. Although the first simple, mechanical flight simulators have morphed into elaborate electronic and mechanical hybrids that realistically recreate all the sensations of flying, the usefulness of a flight simulator has remained constant: to let people make mistakes and learn from them with little risk of dying or other catastrophic outcomes. The motivation for many new types of simulation arise out of the same need.

"Just like pilots in training, you can simulate what you wouldn't want to happen in real life," Cooke says. In the case of the Code Blue exercise, they can bring the world of the ER into the lab so they can understand what normally happens, but in controlled circumstances, she says.

In the case of the cybersecurity analysts, Cooke and her colleagues were doing research sponsored by the U.S. Army, testing a hypothesis that the analysts could work better if

members of a team cooperated with each other as they did their work. "We had up to six people sitting around a table who were presented with the kinds of alerts that cybersecurity analysts might see, and we looked at how things could be improved if we created the ultimate team experience. "Through work with those few analysts, they could build a model of how 500 analysts might interact.

Although the researchers hypothesized that the analysts would be more effective as a team, in fact

they found out that there was not a lot of systemic teaming going on. "People in intelligence push teamwork, but there is a lot of stovepiping [presenting data without appropriate context], based on the idea that knowledge is power, and once the analysts gain knowledge they are less likely to share."

A chain reaction

In many cases, simulations are required because the complexity of the real world is too overwhelming. Assistant Professor Hessam Sarjoughian, who works within the School of Computing, Informatics, and Decision Systems Engineering, uses the Intel supply chain as an example of a system for which billions of dollars can hinge on making correct predictions, but the complexity of the system frustrates any attempt to predict exactly what will happen. "The Intel supply chain is a worldwide enterprise in which they have to build end products from parts manufactured in different places shipped through a complex web of air, sea and ground transportation systems," says Sarjoughian, who is a co-director of ACIMS.

"You have to have a rigorous understanding of the structure of the system but also the dynamics of it. Modeling is describing the parts and their interactions. Simulation [asks us] 'how do we bring out the behavior of the model and see what the dynamics of the system could be?' The main challenge is formal and mathematical representation of the parts and their interactions," Sarjoughian says.

That challenge is one that few educational programs tackle, Sarjoughian says, but one that is a major focus of the new online master's degree program in simulation being offered through the Office of Global Outreach and Extended Education at the engineering school. "Many schools have courses on modeling and simulation, but they are taught as tools. What we also need are people who can advance the science of modeling and simulation."

Many simulations are easy to create and work well if the system is simple, he says. But when dealing with massive, complex systems, understanding the principles of simulation become important. "We need a science of simulation because we are not just abstracting some future reality, we need to abstract from those interacting abstractions," he says.

Model of health

Although simulation traditionally has been the province of engineering, it is becoming increasingly important in health care as well. Researchers at ASU's College of Nursing and Health Innovation are using simulation to improve nursing education. Ruth Brooks, who is director of the College's Learning Resource Center, says the center's Educational Simulation Program has multiple benefits.

"Reports say that thousands of people lose their lives every year due to medical error," Brooks says. "Simulation in medicine can let people fail and learn in a safe environment."

Because more kinds of cases are treated on an outpatient basis, the patients who are now in hospitals tend to be sicker and present more complex cases than hospitalized patients use to, Brooks says. This makes it even more important that nurses learn as much as possible before they ever set foot in a real hospital.

Fewer hospitalized persons and more nursing students also means there is more competition for the best clinical placements for nursing students; the experience students gain in simulations gives them an edge for those spots, Brooks says.

A typical pediatrics simulation at the center might involve pediatrics students taking care of a chronically ill infant with multiple health conditions or urgent medical needs, she says. The students work with an infant mannequin, but it is no ordinary doll, Brooks says.

"The mannequins are high fidelity, so that when you add oxygen or suction the airway, they react just like real patients, and the oximeter shows blood oxygen going up; it mimics the real physiological response," she says. Specially trained simulation technicians sit in a control room and provide the infant's reactions in order to make the experience as real as possible for students. The most valuable part of the simulation is the debriefing afterward, she says, when students and a faculty advisor go over what they did and why.

Sometimes the technicians throw in a mistake, such as a medication for which the dose is ordered incorrectly, and students have to figure that out and decide what to do about it. "There are times when students give the dose that is ordered, even when they recognize it is wrong," Brooks says. When that happens, the students have to fill out a report and call the physician (in this case, a student or technician playing that role in the activity), just as they would in a real hospital, and the student's thought process will be analyzed in the debriefing.

Such errors provide powerful lessons, she says. "I know that I learn more from my mistakes than I do when things are going right," Brooks says.

Simulating the future

ASU faculty foresee a day when simulations will be widely used to test competencies in both student and practicing nurses, much like pilots who are put through the paces in a flight simulator as part of their certification, says Debra Hagler, who is a clinical professor in the College of Nursing and Health Innovation.

"As we get better at simulations we are moving more toward using it for testing," she says. Hagler has been conducting research on competency testing for practicing nurses. "When nurses in the field are reported for practice breakdowns, they come to us for a practical evaluation," she reports.

Both Brooks and Hagler say that right now the vast majority of simulations in nursing are used for training, rather than competency testing, but that will change over time.

Newer technologies and distant disciplines also are finding their way into medical simulations. ASU bioengineer David Frakes has used CT scan data to



Ruth Brooks

Debra Hagler

create accurate, 3-D models of a patient's hearts so that surgeons can hold and examine them even before they go into the operating theater says Dan Collins, director of the Partnership for Research in Spatial Modeling (PRISM). Collins embodies the kind of cross-disciplinary fertilization that PRISM was created to foster: he is a professor in the School of Art.

The PRISM lab works in three different domains, Collins says. First, they work on data capture from a wide variety of different sources, bringing that data into the computer. They also might combine that data with other real-world information. "It can be information like the CT scan of the heart, but it can also be using airborne radar to get an accurate three dimensional map and overlaying the base map with information about water usage or transportation." Then they use the data to do 3-D modeling and simulation. "Lastly, we look at the output side, using 3-D printing to do rapid prototyping and other methods of bringing the data back into the physical world," Collins says.

"We are a one-stop shop for all things 3-D," Collins says. "We are pretty agnostic in terms of research domains. We might be doing bioengineering or medicine, archeology or industrial design."

Unlike the purely computer-based simulations, PRISM can produce objects that are part of physical testing. "We can print out an exhaust manifold (in the 3-D printer), then actually bolt it to an engine block and fire up the engine."

At other times, they are creating two-dimensional representations that provide a very realistic 3-D representation of a physical reality. "Visualization (in 3-D) is basically data with pictures, which sounds simple but allows us to understand very complex data sets" in a more intuitive way, Collins says.

Bringing thinking and designing together

As part of ASU's efforts to develop training in the science of simulation, the new interdisciplinary Ph.D.



Dan Collins

program brings together students with master's degrees in either engineering or cognitive science and ensures they are trained adequately in both fields so that they can understand all aspects of modeling. "We are combining two disciplines to create a new discipline," says Nancy Cooke.

An example of this new breed of hybrid specialist is graduate student Aaron Ashby, a doctoral student in Biomedical Informatics whose experience as a research assistant includes the application of simulation to the clinical environment. One of his projects has been to help adapt cognitive science test methods to a laparoscopic surgery simulator, which is a box with laparoscopic tools that are hooked up to a computer that enables performance evaluation of surgical technique.



Aaron Ashby

"One thing we have measured is the effect of fatigue on surgeons," Ashby says. "After they have been on-call for 30 hours straight, you can imagine that their cognitive ability is a little impaired."

Ashby also is collaborating with others on something that may represent the future of simulation: distributed team training. He was a member of a group that produced a prototype of a virtual reality platform that allows team training in advance cardiac life support. Team members don't have to be in the same room to use the platform. Instead of bringing everyone into a simulated hospital environment – which costs a lot and presents logistical challenges in getting everyone to come together at the same time – people would sit in front of a computer at their work or home, don a headset, and join with colleagues who could be anywhere in the world to run a simulated resuscitation code.

"It would similar to playing on a contemporary gaming platform such as Xbox Live," Ashby says. "Once it is proven that this training really works, it would give people from all over the world the chance to train together and get as many repetitions as they want."

But the biggest implication of this sort of system would be the way in which using the simulation itself can contribute to the future research and refinement of team interventions and training.

"If you make a simulation that is both attractive and interactive, as in gaming, and you get enough people to use it, then you could collect enough data that you would be able to explore the dynamics of team medical interventions and training in a way and on a scale that have never before been possible," Ashby says.

At that point, ASU may take people from all over the globe to the outer limits of simulation, when simulated reality becomes a real part of everyday life.

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

Time travelers

ASU center dedicated to studying Renaissance looks to past for future inspiration

By Oriana Parker



Michele Peters, manager of marketing and development for ACMRS.

In today's fast-paced, new-is-better world, it can seem counterintuitive to look at a past historical period for answers to current or emerging challenges. And yet, people throughout history have had to deal with many of the problems vexing us today, including population displacement, food availability and the implications of medical advances, as well as problems caused by politics, war and religion.

The Arizona Center for Medieval and Renaissance Studies (ACMRS), established at ASU in 1981 by the Arizona Board of Regents, researches world history from 400 A.D. to 1700 A.D. to understand better that part of the past's impact on contemporary life. The interdisciplinary center, which is considered one of the top three research centers in the world for the time period in question, coordinates programs at Northern Arizona University in Flagstaff and the University of Arizona in Tucson, and enjoys affiliations with Oxford University, Cambridge University, the University of Toronto and Monash University in Australia.

"The term 'medieval' has a pejorative ring and gets needlessly bad press," says Robert Bjork, an ASU Foundation Professor of English and director of ACMRS. "And yet some things we take for granted started back then, and we don't regard them as 'medieval' at all; for instance, democratic government with a parliamentary system began then, as well as the universities."

Deep roots from then until now

Much of the confusion about why the Middle Ages and the Renaissance as relevant topics of study is that many forget how many supposedly "modern" landmarks actually got their start during that time period.

Bjork points out that Shakespeare is thoroughly 'medieval' and one can't really understand the play "Macbeth" or "Othello" without viewing them in that context. Even health care had major advances during this time period, he notes.

"One of my specialties is in medical writing and what we think of as the first patient write-up took shape in the late Renaissance," Bjork said. "So even there we find our roots."



Robert Bjork, ASU Foundation Professor of English and director of the Arizona Center for Medieval and Renaissance Studies.

And he is not the only ASU faculty member examining those roots. Bjork's ACMRS colleague Monica Green, who holds affiliate appointments in Women and Gender Studies with in ASU's School of Social Transformation and in Global Health in the School of Human Evolution and Social Change, taught a five-week seminar for university and college academics during the summer in 2012 in London that explored how traditional, humanistic studies of medieval medicine can inform modern scientific studies of diseases.

East meets West

The sphere of influence embraced by ACMRS is not confined to Western Europe. Stephen West, a Foundation Professor of Chinese and a professor of global studies in the College of Liberal Arts and Sciences, said that many hallmarks that typically accompany modern development began back in China during the ninth century and accelerated during the 11th and 12th centuries.

"The invention of woodblock printing in the ninth century and the invention of moveable type in 1086, some four hundred years before Gutenberg; an explosion of print culture; the creation of a massive and complex transportation system of canals, locks, dams, and weirs; the development of a governing class based on a scholarly and ethical meritocracy; and rapid urbanization all ushered in the late medieval period, giving rise to early modernism in the 15th and 16th centuries. One of the major accomplishments of this era were the civil examinations that provided the model for the modern British and American civil service," West said.

By the books

The center has more than 130 affiliated faculty at ASU and its other state university outposts. The combined scholarship produced by these faculty members has resulted in the program overseeing quite a few publishing projects related to the work of ACMRS. The center hosts the annual "Studies in Medieval and Renaissance History," as well as "Early Modern Women: An Interdisciplinary Journal," which it produces in partnership with the University of Miami. It also houses the Medieval and Renaissance Texts and Studies publishing program, which aims to produce basic first-rate reference works and critical editions and translations of works not generally available to the public.

The center also publishes works that have relevance to the teaching and study of the Middle Ages and Renaissance through its "Occasional Publications" series and its Bagwyn Books imprint. Founded in 2011, Bagwyn Books publishes well-researched and historically accurate fiction that is appropriate for an audience ranging from young adult (ages 14 and up) to an adult audience. Initial offerings from the line include "Faces in the Fire" by Donnita Rogers (volume one of Women in Beowulf series) and "Death Before Compline," a book of short stories by medieval historian and popular mystery author Sharan Newman.

Bringing the past into the present

The center places a strong emphasis on community outreach programs, giving many members of the public a more comprehensive close-up view of the time period than the immensely popular Renaissance festivals held around the country. Eminent scholars in the field come to speak at the university each semester, and the center hosts an annual conference. The topic focus for ACMRS's upcoming 20th annual conference, slated for February 6-8, 2014, is Catastrophes and the Apocalyptic in the Middle Ages and the Renaissance.

Bringing scholars directly to the community is an important part of the outreach programs. Hundreds of local attendees have learned about women's contributions to medieval times through the center's "Fearless Female" program, launched in March 2012. Participants have heard programs about Anne Boleyn, Christine de Pizan, Catherine the Great and the female members of the Borgia and Medici families; this fall, lectures included talks on Egypt's Maria the Jewess (circa 1st-3rd centuries A.D.), who is credited with discovering hydrochloric acid and inventing modern laboratory equipment, and England's Aemilia Lanyer (1569-1645), the professional poet often cited as Shakespeare's "Dark Lady."

"The series highlights the fact that strong, intelligent women existed during this time period and made significant contributions to their societies; however are seldom recognized outside of the academic community. These audacious and accomplished women are greeted with great enthusiasm," said Michele

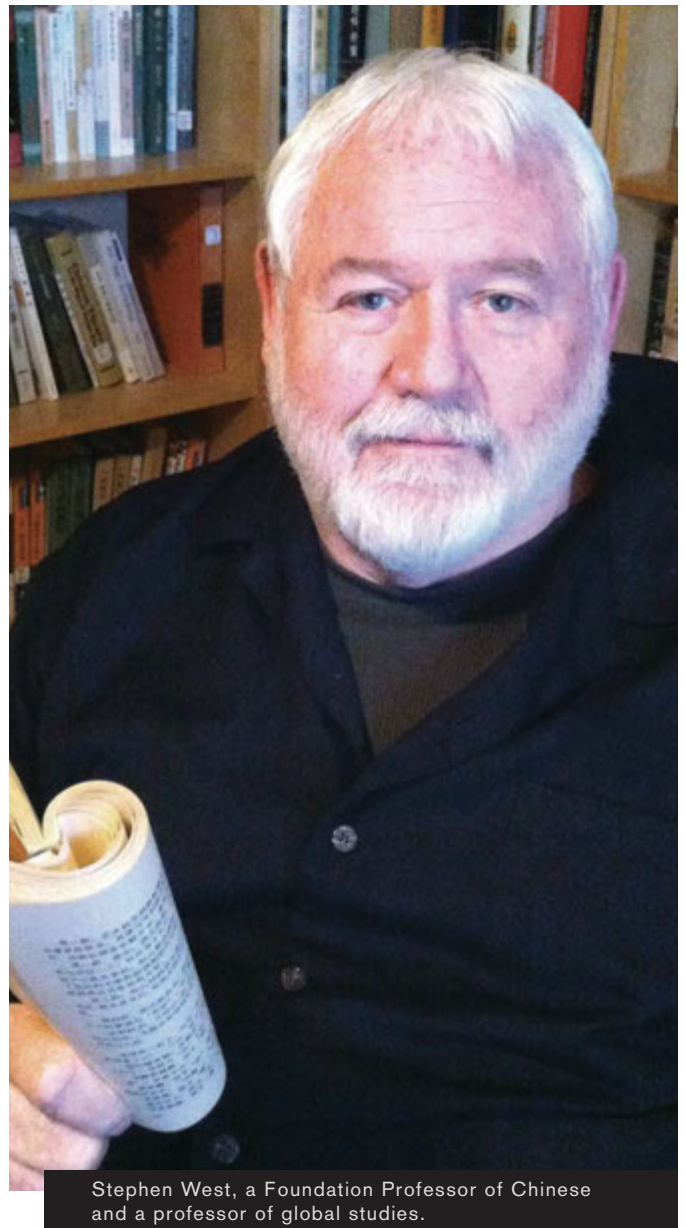
Peters, manager of marketing and development for ACMRS. "After presenting a program on the Daoist women of China's late Tang Dynasty, people came up to me saying 'I never thought of the Middle Ages happening in any place but Western Europe. This has certainly opened my eyes and directed my thinking in totally different directions.'"

Another exceptionally popular outreach program is the Medieval/Renaissance Classroom and the new Traveling Classroom. This exhibit is designed for children, but also manages to delight adults. Located on the fourth floor of Lattie Coor Hall on ASU's Tempe campus, the classroom can be moved directly to schools, which allows students to explore and experience aspects of medieval and Renaissance life.

"The classroom offers students, teachers and parents the opportunity to examine an authentic 13th century manuscript leaf, try on actual chain mail along with helmets of the period, create their own coat of arms, write with an actual quill pen and ink, try the miniature trebuchet (siege engine similar to the catapult) among many other items that were all part of life during the Middle Ages," says Peters.

Bjork said mining a now-distant time period for its contemporary wisdom could help today's participants remember their roots, and what they may leave behind for generations to come.

"Although we think of the Middle Ages and Renaissance as chronologically removed



Stephen West, a Foundation Professor of Chinese and a professor of global studies.

from us, it's worth remembering that all people in all historical periods considered themselves moderns. But much of their modernity—and ours—took shape in the distant past. In that fact, we have another point of contact with the generations that precede us," remarked Bjork.

To learn more about ACMRS and its activities, visit acmrs.org.

Oriana Parker is a freelance arts writer based in Phoenix.

It's time to shop – **Sun Devil** style!

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alumni.asu.edu/sundevilholiday

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Sun Devil Generations Membership

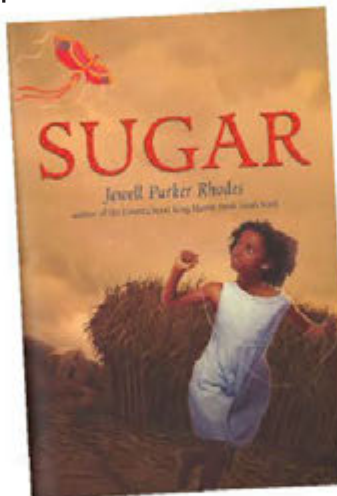
It's never too early to help your miniature Sun Devil become an expert on all things ASU.

Travel with ASU

Pack your bags, the Sun Devils are setting sail! The ASU Alumni Association has a variety of travel and tour options available through ASU Travel & Tours.



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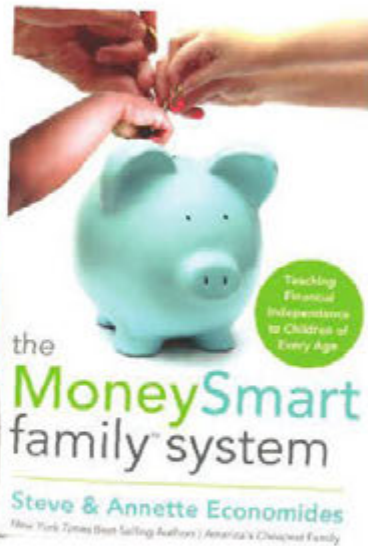


Sugar

By Jewell Parker Rhodes,
Little, Brown and Company, 2013.

Times were unsettled and unsettling in the years immediately following the Civil War. People sought direction for newly deconstructed social roles and for an economy built originally on the backs of slaves. Although welcomed by many, the disruption of expectations created uncertainty in equal measure with hard-won freedoms. This was particularly true on the plantations of the southern states. In this engaging book for middle readers, Jewell Parker Rhodes, professor of English and founding artistic director of the Virginia G. Piper Center for Creative Writing, looks through the eyes of a 10-year-old girl at an underexplored transitional period in the history of the United States.

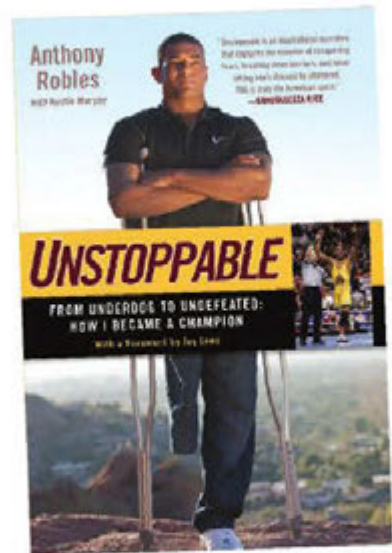
Set on a sugar cane plantation on the banks of the Mississippi River, this story of uncertainty and redefinition is given life in the experiences of Sugar, a spunky, insightful child of former slaves. With her mother dead and father sold, Sugar is looked after by an older couple whose own children were sold years earlier. The child of the plantation's former slave community, she dares to ask the difficult questions, to speak aloud words previously quieted and to encourage steps in new directions. Through her innocent honesty, readers will feel again the effects of loss, love and hardship and grow in their appreciation of community, tolerance and diversity.



The MoneySmart Family System: Teaching Financial Independence to Children of Every Age

By Annette and Steve Economides
'80 B.F.A., Thomas Nelson.

With the financial implosions of entire industries in the last recession due in part to greed and unrealistic expectations, it seems more important than ever to teach children how to navigate today's consumer economy successfully and build financial habits that support them for life. Annette and Steve Economides, a Scottsdale couple who became financial experts by applying the tenets in this book and their previous volumes, deliver commonsense tips for teaching one's offspring how to manage money and make intelligent decisions about spending, saving and giving it away. They argue that even the smallest of children can begin to practice behaviors that eventually will teach them to act wisely with their money, whether it is earned or a gift to them. Their advice presumes a great deal of self-discipline and organization on the part of the reader/parent, but seems sound and can be adapted to children of varying ages and ability levels.



Unstoppable: From Underdog to Undefeated: How I Became a Champion

By Anthony Robles '11 B.I.S., with
Austin Murphy, Gotham Books

Anthony Robles, a wrestler at ASU who had an undefeated record of 36-0 during his final year of eligibility and became the 2011 NCAA Division I Champion in his weight class, was born with only one leg. He began wrestling in eighth grade, but the path was rarely smooth or straightforward for him as he began to master his sport.

Unstoppable is more than a sports memoir or an inspirational tale of living with a disability – in fact, Robles' quest to be treated just like every other person he meets, on the street or on the wrestling mat, is what lifts this book above the standard triumph-over-challenges book. Also, fans who have heard Robles speak as a sports analyst on ESPN or as a motivational speaker will be pleased to find his tone in the book is very personable. He presents himself in person as a down-to-earth person, and "Unstoppable" brings that same easygoing nature to the printed page.

2010s

Hugh Martin '12 M.F.A.

announced the release by BOA Editions, Ltd. of his book of poetry, "The Stick Soldiers," which received the Poulin Prize and recounts his time in basic training, preparation for Iraq, the experience of withdrawing from school, and his final journey to Iraq and back home to Ohio.

1990s

Ryan Rapier '99 B.A. announced the release by Cedar Fort Publishing and Media of his debut novel, "The Reluctant Blogger."

James H. McDonald '91 Ph.D. announced the release of "Crisis of Governance in Maya Guatemala: Indigenous Responses to a Failing State," a book that he co-edited with John Hawkins and Walter Randolph Adams. The work is published by the University of Oklahoma Press.

Siobhan (Davidson) McKenna '90 B.S.D. announced the release of her book "Imagineering Your Life," that explains the way in which individuals can become architects of their own lives by applying the engineering principles required for transforming complex designs into functional realities. The book is available on Amazon.

1980s

Lisa Della Rocca '87 J.D. published her first true crime story, "Stalking a Diva." The story about a real life, international cyberstalking case was featured on the Lifetime Network in their 2012 series "My Life is a Lifetime Movie" and October Films is shooting a feature for Investigation Discovery's series "Obsessed."

Wendy Boorn '80 M.C., licensed psychotherapist, announced the release of her book, "I Thought I'd Be Done by Now: Hope and Help for Mothers of Adult Children Searching for Peace," by Perfect Bound Marketing. The work is available

through online booksellers.

1970s

Kenneth Dodd '72 M.S. announced the release of his edited volume, "Amphibian Ecology and Conservation," by Oxford University Press.

1960s

Everett E. Murdock '65 B.S., a professor at California State University, announced the release by hotpresspublishing.com of his new novel, "Who Owns Arizona," that is a Civil War era murder mystery set in central Arizona.

Faculty and Staff

Peter N. Goggin, associate professor of English, announced the release of "Environmental Rhetoric and Ecologies of Place," a work that he edited. The book is published by Routledge.

Tara Ison, assistant professor in the

Department of English, announced the release of her new novel, "Rockaway," by Soft Skull Press. The work was named to O, The Oprah Magazine's 2013 Best of Summer Reading List.

Kathleen S. Lamp, assistant professor of English, announced the release of her new book, "A City of Marble: The Rhetoric of Augustan Rome," by University of South Carolina Press.

Bradley Ryner, assistant professor of English, announced the release of his new book, "Performing Economic Thought: English Drama and Mercantile Writing 1600-1642," by Edinburgh University Press.

Awards and Recognitions

Robert Krut '99 M.F.A. received the Melissa Lanitis Gregory Poetry Prize from Bona Fide Books for his poetry collection, "This is the Ocean." A previous work, "The Spider Sermons," was released in 2009.

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PS Form 3526, August 2012 (Page 2 of 2)

At your service

Alumni Association rolls out maroon and gold carpet at recent events

By Liz Massey



Members of ASU's Ring of Honor Society gathered at Legends Luncheon on Oct. 18 to recognize the 2013 inductees: (seated, front row, from left) Leon Burton, Al Harris and Mike Richardson.

Sometimes, customer service doesn't feel very customer-friendly. We punch a button on a website to order a widget and eventually something arrives that may or may not function the way we expect it to. Or we speak with a restaurant server (whose name we can never seem to recall) and food that looks nothing like the photos in the menu makes its way to our table.

The wonderful thing about the ASU Alumni Association is that the organization takes its customers – the 360,000-plus graduates of Arizona State University – very seriously. Despite the university's size, alumni are never just another number to the association. This is proven over and over again by the positive feedback from participants at the hundreds of events hosted by the association each year. One of the keys to engaging alums after they've graduated from the university is to treat them well – and the staff and volunteers who work with the Alumni Association make sure that is exactly what happens.

Here are highlights of association activities hosted during the past few months.

Legends Luncheon, Homecoming headline fall activity schedule

Fall at Arizona State means football, and the Alumni Association was on hand to fire up the crowd at an away-game tailgate at Stanford on Sept. 21, which drew a crowd of 500. On Oct. 5, the much-anticipated non-conference game against Notre Dame in Dallas was an amazing experience for the more than 3,200 tailgate attendees. Later in the season, the Southern California Sun Devil community gathered to show their ASU spirit on Nov. 23 before the Sun Devils took on the UCLA Bruins at the Rose Bowl. That was another successful tailgate, with 400 attendees and a huge contingent of gold-wearing Sun Devils visible during the game.

Homecoming was another football-centric week of celebration at the university, and the Alumni Association, in partnership with the Sun Devil Club, continued its tradition of celebrating ASU's legendary coaches and players by dedicating its Legends Luncheon, held the day before the big game, to honoring this year's inductees to ASU's Ring of Honor, which this year included Mike Richardson, Al Harris, and Leon Burton. The crowd of more than 600 enjoyed the chance to reminisce on ASU's football dynasty and forecast future successes for the team. The association also participated in the Homecoming parade, with its theme of "All that Glitters is Gold," and the pre-game block party.

Young alumni enjoy recreational activities; Sun Devil professionals learn and mingle

Arizona State Young Alumni, the Alumni Association's group for alums under age 35, hosted several events that made the most of the Valley's strengths during the long, hot summer. In July, the ASYA Day at Chase Field allowed alums to watch the Arizona Diamondbacks take on the Milwaukee Brewers from the comfort of the Miller Lite Lounge. In late August, the group hosted a pool party at Talking Stick Resort in Scottsdale.

Sun Devils interested in upgrading their career had several events to keep their calendar full during the fall. The association's Women in Business group hosted a networking event at Tempe's Front Porch on Oct. 22, and also sponsored an exciting life-work balance seminar featuring alumna Michelle May, M.D., on Sept. 24 entitled "Eat Mindfully, Live Vibrantly!" Alumnus Bret Giles '87 B.S., a member of the Alumni Association's National Alumni Council and the co-founder of Sitewire, was the speaker at a Sept. 10 career seminar focused on marketing, entitled "Always Open: Marketing in a Rapid Response World."

Additional events

At the very beginning of the fall semester, the Alumni Association ensured that alumni families and current students became connected with the organization through several special events.

During ASU's Welcome Week in August, the Alumni Association introduced the newest recipients of its Legacy Scholarship Program. The 11 incoming recipients all have a relative who is a graduate of ASU and they have demonstrated their passion for continuing the Sun Devil tradition! The Legacy Scholars were treated to a luncheon in their honor, as well as an afternoon social hour.

Liz Massey is managing editor of ASU Magazine.



Sun Devils celebrated Homecoming with a pre-game parade and block party.



Alumna Michelle May, M.D. (standing), presented a lunch seminar on mindful eating in September.

Making the case for ASU

Sun Devil Advocacy Network spotlights university's contributions to Arizona

When the Arizona Legislature convenes in January, there will be a virtual army of Sun Devil supporters poised to reach out to lawmakers in order to help Arizona State University fulfill its destiny as a New American University. The Sun Devil Advocacy Network coordinates advocacy activity among ASU's 360,000 alumni, particularly the 213,000 graduates living in Arizona.

While the network has been involved in many campaigns for ASU during its existence, the program is one of the Alumni Association's better-kept secrets. Here are a few facts about the Sun Devil Advocacy Network and the role they play in promoting ASU's greatness.

The Sun Devil Advocacy Network: Did You Know?

- The Sun Devil Advocacy Network has a comprehensive website, **www.sundeviladvocates.org**, which provides updates to pending legislation when the Arizona Legislature is in session, background on current legislative objectives related to ASU and lists of ASU alumni who are in the Legislature.
- The network has hosted the annual ASU Day at the Capitol since the mid-1980s. This event is now in its 28th year.
- The Day at the Capitol event showcases ASU's achievements and contributions to the state, and includes a luncheon for legislators to thank them for their support of higher education.



2013 ASU Day at the Capitol.

- The date for the next ASU Day at the Capitol is Feb. 11, 2014.

To become involved with the Sun Devil Advocacy Network, visit **www.sundeviladvocates.org** or call 480-965-0093.

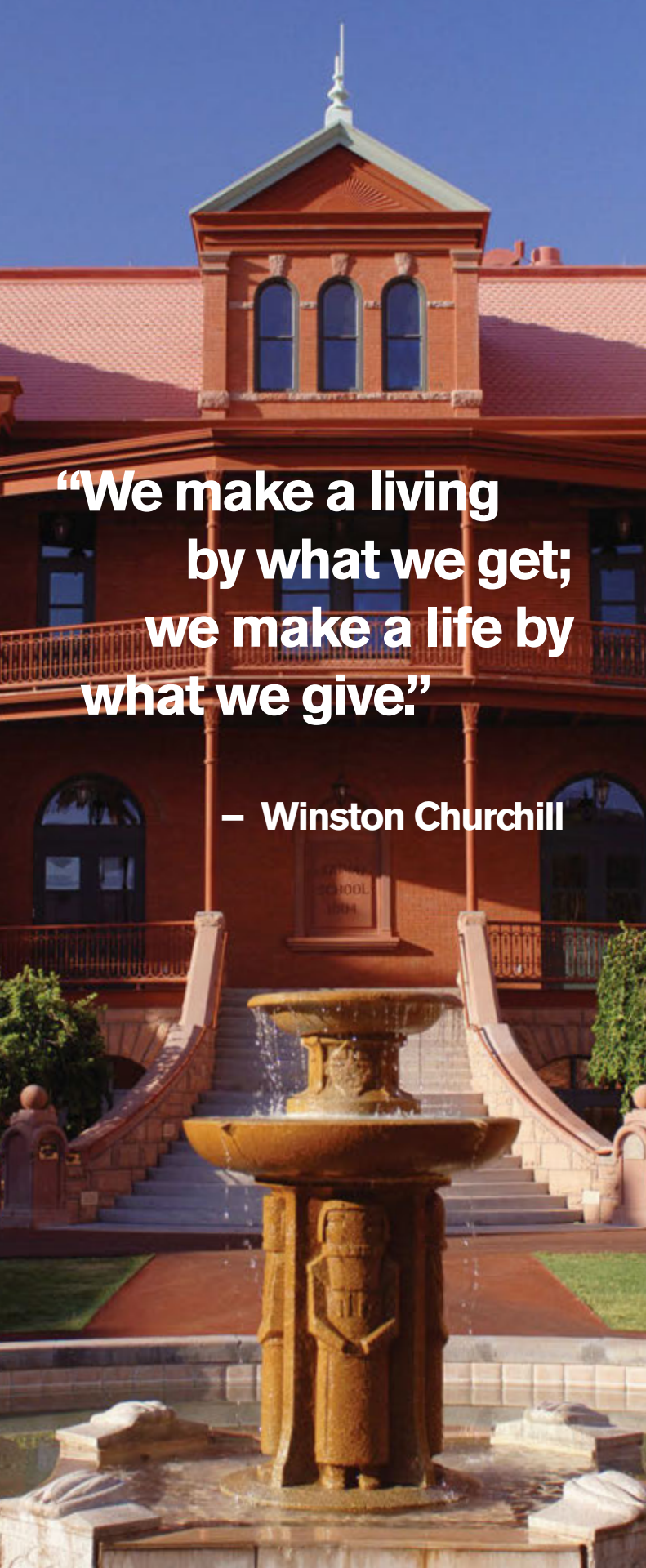


Sun Devil Send-Offs

Celebrate another welcoming season

More than 800 incoming students and their parents were welcomed into the ASU family at more than 40 Sun Devil Send-Offs this summer. From New York City to Los Angeles, and dozens of points in between, new students had a chance to meet others from their area, talk to alumni about life on campus, and get fired up for a successful year!





**“We make a living
by what we get;
we make a life by
what we give.”**

— Winston Churchill

investing in the future of **Arizona State University**

What special experiences have changed your life? Access to an education? The mentorship of a professor? Learning with students from other cultures and different countries? The arts? The inspiration of fellow students? Have you thought of how you might make these opportunities available to future generations of students?

Creating a thoughtful legacy is no easy matter. It requires careful consideration of one's values, and transforming those values into a plan for today and for the future.

The ASU Foundation can help you benefit from a variety of options for giving to help you preserve and strengthen your financial security while advancing the success of Arizona State University.

For more information, please call Judith Pillon or Tim Gartland at 480.965.5338 or visit the Office of Estate and Gift Planning website **[asufoundation.org/planned giving](https://asufoundation.org/planned-giving)**. We will gladly help you explore ways to invest in the future of ASU that feature increased income, tax savings and other benefits for you and your loved ones.

ASU Foundation
for A NEW AMERICAN UNIVERSITY

ARIZONA STATE UNIVERSITY

Reports from the Sun Devil Nation



Chapter leaders celebrate Homecoming with 2013 inductees to the Ring of Honor Society (in maroon jackets), Al Harris (at left) and Leon Burton (at right).

Austin

Our chapter has had an awesome fall. We had a great time in downtown Austin at the ASU-USC Pub Crawl on Sept. 26. Our annual signature dinner cruise on Oct. 26 was a huge success – we enjoyed our ride around Lady Bird Lake and the opportunity to socialize with friends, drink margaritas and eat fajitas. All this was topped off by great conversation and memories!

After the beginning of the year, we'll be looking forward to 2014 events, which will include our annual wine tour, golf tournament and, of course, our Pat's Run shadow run.

Stay connected with us for all these great upcoming events!

Chapter contact: Autumn Mesanko, austin.sundevils@gmail.com.

Chicago

Despite a two-and-a-half-hour rain delay, the Chicago chapter had a blast at our Cubs game event this past summer. Alumni had the opportunity to mingle with fellow members at the Cubby Bear across the street from Wrigley Field before heading over to enjoy the game.

We also saw a record number of students and guests at our Sun Devil Send-Off in July. Future Sun Devils enjoyed hearing the experiences from all of the alumni in attendance and all

students were provided with chapter T-shirts as well as bookstore gift cards.

We really appreciate all the Sun Devils who have come out to the Cubby Bear Chicago for ASU football game-watching parties. We have had great crowds and a lot of fun this season. We look forward to seeing you at future events.

Chapter contact: Mike Kedzie, asuchicagoalumni@gmail.com.

Colorado

It has been another great fall for our chapter. After a successful Sun Devil Send-Off in July, we made a trip down to Colorado Springs for a Sky Sox baseball game. It was a great event to help keep with the chapter's goal of expanding our events outside the Denver area to cover more of the Colorado front-range.

Our football game watch parties at Blake Street Tavern were a great success again this fall, with some events exceeding 100 Sun Devils in attendance. Many Colorado alumni made trips to meet up with fellow Sun Devils, with destinations that included the ASU-Notre Dame game in Dallas, the Colorado game in Tempe and Homecoming's ASU-Washington game.

This winter, the chapter will host several in-state events, including our signature Ski and Board Day in February, and the ASU-CU men's and women's

basketball games in Boulder. It has been a great fall, and we look forward to a great 2014 here in Colorado.

Chapter contact: Shaun Bainbridge, Bainbridge@asu.edu.



The tailgate before the Notre Dame game in Dallas drew 3,200 Sun Devils.

Dallas/Fort Worth

Over the summer, our chapter was privileged to award our first scholarship and host another great Sun Devil Send-Off. Alexandria Amerine from Carrollton received the scholarship.

Our chapter served as host for the largest ever gathering of Sun Devils for an away game against Notre Dame during the weekend of Oct. 5. If you visited the Dallas/Fort Worth area, we hope you enjoyed some Texas-sized hospitality! We thank the other ASU alumni chapters in Texas for their support.

This spring, we're looking forward to heading out to the ballpark to enjoy some baseball at a Texas Rangers game. If you'd like to join us, visit our Facebook page at www.facebook.com/dfwsundevils to see all the great activities going on and connect with your fellow Dallas/Fort Worth-area Sun Devils.

Chapter contact: Marco Canales, dfwasualumni@gmail.com.

El Diablito (Yuma)

This fall, we had a great game-watching event on Oct. 5 at the Cocopah Casino. We also hosted our 13th annual Halloween Bash, a fundraiser for our book scholarship, on Oct. 26.

Currently, we're gearing up for our biggest event of the year: presenting the 7th Annual Somerton Tamale Festival on Saturday, Dec. 21. Preparing and enjoying tamales during the holiday season is a regional cultural tradition, and we are proud to bring unique family recipes to the state's largest tamale festival. This all-day event features live entertainment and performers, a tamale eating contest, and 40 tamale vendors selling beef, pork, white-corn, and shrimp tamales.

The festival benefits our chapter's scholarship fund; we have been able to award more than \$65,000 to Yuma County students over the past 12 years. We want to thank the city of Somerton, our event co-sponsor, as well as our local businesses and supporters who help make this event happen. You can visit our Facebook page facebook.com/El-Diablito-ASU-Alumni-Chapter for updates, or follow @smtntamalefest on Twitter and use the hashtag #STF2013 when mentioning the festival.

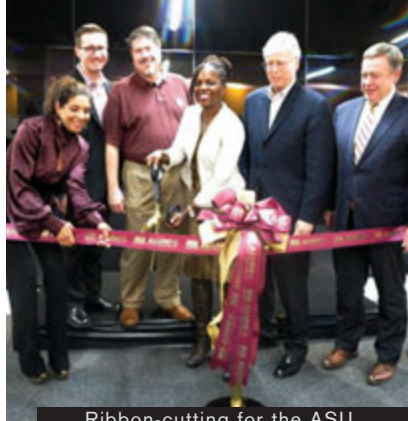
Chapter contact: Carlos Anaya, carlosanaya14@hotmail.com.

Ira A. Fulton Schools of Engineering

Our chapter welcomed the class of 2013 at our annual networking mixer this summer. We thanked Rick Hudson, who completed his term as president, and welcomed new president Teresa Clement '02 B.S.E., '07 Ph.D. We also welcomed new board members Rachel Austin '12 B.S.E., '12 M.S.; Robert Walesa '92 B.S.E., '05 M.S.E. and Isha Mehta '12 B.S.E.

Our chapter president traveled to Arlington to visit with and cheer on the Sun Devils as they took on Notre Dame in early October; in Tempe, engineering alumni cheered on ASU at an away-game viewing party.

We really enjoyed seeing so many returning alums at our booth at the



Ribbon-cutting for the ASU California Center.



The El Diablito chapter in Yuma is co-sponsor for the annual Somerton Tamale Festival.



ASU's Colorado chapter at Ski and Board Day.

Homecoming Block Party. If you haven't been back in awhile, we really suggest that you do – so much has changed in engineering. We'd love to see you.

To keep up on the latest upcoming events and activities, visit fullcircle.asu.edu/alumni. Chapter contact: Teresa Clement, teresa.clement@raytheon.com.

LGBT Devils' Pride

We had a great turnout as we kicked off the fall semester with a screening of the movie G.B.F. and hosted a Q&A with the film's director, Darren Stein. We partnered with ASU's Project Humanities and the Desperado LGBT Film Festival for this event. Our chapter also fielded a team at the AIDS Walk Phoenix to raise funds and show support for our community.

We have an exciting spring 2014

planned! We are looking forward to the second annual LGBT Devils' Pride Chapter Scholarship Benefit Dinner on March 8. Our keynote speaker will be Neil Giuliano '79 B.A., '83 M.Ed., the former mayor of Tempe who is now CEO of the San Francisco AIDS Foundation. We have a great evening planned, so do help spread the word to your friends and family members.

During 2013-14, our chapter is focused on increasing our registered Alumni Association members from 50 to 100. To

register as a member with our chapter, visit <http://alumni.asu.edu/membership/> join and list the LGBT Devils' Pride as your referring partner.

For more information on events sponsored by our chapter, visit alumni.asu.edu/chapters/lgbt-devils-pride.

Chapter contact: Gabriel Escontrías, Jr., Gabriel.Escontrias@asu.edu.

Los Angeles

We hope you were able to join our chapter this fall for football game-watching events, the official grand opening of the ASU California Center office in Santa Monica, or cheering on the Sun Devils at the Rose Bowl against UCLA. We fought tooth and nail to regain the bowling trophy against the Los Angeles Wildcats alumni club during our 14th annual bowling tournament!

Over Thanksgiving, we saw plenty of Sun Devils supporting the men's basketball team at The Wooden Classic tournament in Anaheim. This winter, ASU alums will cheer at the men's and women's basketball games against the Trojans and Bruins, plus we'll host more happy hours, networking events and a cultural event.

If you have an alumni-owned or -managed business and would like to

help us host a future event (networking, social, cultural), shoot us a note so we can explore the opportunities!

And if you're working in media or entertainment in LA, send us your info, so you can join our LA Media and Entertainment group and help attend and plan future events. We are always looking for new volunteers and ideas.

You can keep up with our chapter's happenings by visiting alumni.asu.edu/chapters/los-angeles or looking for us on Facebook (LA Sun Devils).

Chapter contact: Eddie DeVall, devall@aol.com



The Greater New York chapter shows their ASU pride.



Oklahoma alums make the pitchfork.

Greater New York

The New York Sun Devils have had a great 2013! This summer, our chapter awarded incoming freshman Taylor Alexander a scholarship during our Sun Devil Send-Off at Bowlor Lanes Times Square. We also filmed a Pac-12 commercial with U of A alums, and participated in Pac-12 softball at Central Park.

The fun really amped up during football season when more than 100 fans attended game-watching parties and cheered our team to victory! With ASU paraphernalia lining the restaurant's walls, it was clear who was number one in New York. Many Sun Devils also made the trek to Dallas to watch our boys face Notre Dame and then to Tempe for Homecoming to relive our college years.



ASU President Michael M. Crow addressed Sun Devil alums at an event held in London in September.

During the fall, we celebrated the change of seasons with an Oktoberfest Boat Cruise and Bear Mountain Day Trip. This new event for us featured a casual boat ride up the Hudson River and allowed Sun Devils to become acquainted with one another while taking in scenic views and eating schnitzel, while polka music played in the background.

New York never sleeps, and we don't either. We're looking forward to a New Year filled with numerous events, including volunteering with City Meals and running in honor of a hero at our Pat's Run shadow run.

Chapter contact: Shannon Koehle, shannonjok@gmail.com

Nonprofit Professionals

We would like to thank all of the members of our new club for making our first few events a great success. Our first meeting was held during the Alumni Association's August Maroon & Gold mixer, and since then, we have had a number of traditional and non-traditional networking events, including happy hours and walking tours, and our fantastic volunteers recently helped out at a local charity run for young girls.

Whether you're a current professional, emerging leader, student, board member, volunteer, or just a community-minded individual, we welcome you to join us in our networking events, service opportunities, and online discussions. We have some more great programs coming up in the spring, so be sure to "like" us on Facebook at www.facebook.com/ASUNonprofitAlumni and find the ASU Nonprofit Alumni group on LinkedIn.

Chapter contact: Colleen Dunbar, nonprofit.alumni@gmail.com.

Oklahoma

Founded in April 2013, the Oklahoma Club has gotten off to a fast start with two alumni events – cheering on the softball team at the Women's College World

Series in Oklahoma City in June and hosting our inaugural Sun Devil Send-Off in August. This fall, we held several watch parties for ASU football games as well as monthly happy hours in both Oklahoma City and Tulsa.

The growth of the club has been amazing. Oklahoma is home to nearly 800 Sun Devils, and we are reaching out and connecting with more and more of them as the weeks go by. We're proud to be one of the newest clubs in the Alumni Association and are focused on growing the Sun Devil presence in Oklahoma!

For more information on the Oklahoma club, visit www.facebook.com/ASUOklahoma.

Chapter contact: Justin Wilmeth, jcwilmeth@yahoo.com.

Greater Philadelphia

This summer was jumping with events. We hosted a trip to see "Pee Wee's Big Adventure" on the big screen in Drexel Park, a record-breaking Sun Devil Send-Off, and our fifth annual Southwest Style Family Picnic were all great ways to enjoy the outdoors with our fellow Sun Devils.

We jumped into fall and football season with our Pac-12 alums at Back to the PAC IV. It's always a good time when we get together with the alums from our conference to reminisce about our college days out west. We also got together at our monthly Pac-12 Alumni Brunch Club at different locations around the city.

New Member Meet & Greets have included events at Sugar Footin' Sunday at Prospector's in Mt. Laurel and at the Magic Garden Tour in Philly. To find out about our upcoming events, including our upcoming Second Annual "PAC the Stockings" toy collection happy hour at Tavern on Broad in Center City, look for "PhillySunDevils" on Facebook.

Chapter contact: Fernando Torres, PhillySunDevils@gmail.com.



Business school Dean Amy Hillman (holding license plate) visited the Twin Cities chapter earlier this year.

treasurer; and Alexandra Krechel '13 B.A., secretary. We also welcome directors-at-large Riley Smith '10

M.A., Manjyot Bhan '10 M.S., and Kristen Osgood '11 B.A.

Our chapter is working with administrators with the School of Sustainability to develop a job shadowing pilot program. Current sustainability students will be paired for a day with alumni working in the field. If you are interested in participating, contact Stephanie.Quintero@asu.edu about this exciting collaboration.

Chapter contact: Stephanie Quintero, Stephanie.Quintero@asu.edu.



W. P. Carey chapter alums at Brush Bar painting event.

Utah

On July 20, our group held a Sun Devil Send off at alumni Todd and Cheryl Albright's house. We had a good time getting to know the incoming Sun Devil students from Utah and helping them understand ASU traditions.

On Feb. 22, we are holding a ski event at Park City Mountain Resort. Those who do not ski are welcome to join us and hang out in Park City until dinner. Send us your email to be included in the notifications for the event.

Chapter contact: Kevin Camp, kcampa752@gmail.com.

W. P. Carey School of Business

Our chapter enjoyed a busy summer and fall, which included meeting alumni locally as well as across the country. Our travels took us to Washington, D.C., Houston, Flagstaff, Chicago, Newport Beach, Calif., and many other locations.

In the Phoenix area, alumni enjoyed several fun events including painting at The Brush Bar in Scottsdale, cheering on the Arizona Diamondbacks as they took on the Padres, and of course, Homecoming. Our 2013 Homecoming tent was packed with alumni and friends of all ages and locations. It always is wonderful to welcome alumni back as they reconnect with past classmates, faculty, and friends while carrying on this long-held ASU tradition.

Our chapter invites all business alumni to attend our upcoming networking receptions, family events and professional development seminars. For a complete listing of upcoming business alumni events, visit alumni.wpcarey.asu.edu.

Chapter contact: Theresa DeLaere, wpcareyalumni@asu.edu.

San Diego

Our chapter held its second annual brewery tour on July 13. Thirsty alums visited three of San Diego finest craft breweries – Rip Current, Iron Fist and Belching Beaver – in a Swiss military transporter guided by our friends at Scavengers Beer Adventures.

We were given a behind-the-scenes tour at Iron Fist, where we learned about the brewing and bottling process, with plenty of samples along the way. It was a great way to raise money for our scholarship fund and to represent the Sun Devil nation here in San Diego!

Chapter contact: Alice Vollmer, alicevollmer@gmail.com.

School of Sustainability

We'd like to take a moment to welcome our chapter's board leadership for 2013-14, which includes Maren Mahoney '11 M.A., president; Brigitte Bavousett '81 B.A., '08 M.A., past president; Haley Paul '10 M.S., president-elect; Brian McCollow,

Twin Cities

We made the most of our Minnesota summer and fall this year. We had a record turnout at our signature boat cruise on Lake Minnetonka, which included special guest Dean Amy Hillman from the W. P. Carey School of Business. In July, alumnus Wade Molnau hosted our Sun Devil Send-Off at his home, and we welcomed 12 new students into the ASU family. During the fall, we gathered for ASU football games at various locations.

We are looking forward to a busy first half of 2014 – we'll host a volunteer project for ASU Cares in March and a shadow run in conjunction with Pat's Run in April. We're also working on establishing a scholarship fund to help local students attend ASU. To support this, we'll be hosting a wine tasting dinner this February. If you're interested in getting involved in this project, which supports the future of ASU, let us know.

Chapter contact: Kate Lyons, Katelyons80@gmail.com.

UAE alums meet sustainability students

A group of 20 students and two faculty members from ASU's School of Sustainability visited the United Arab Emirates in May and met with a number of ASU alumni, including Khalifa Al Zaffin '83 B.S.E., CEO of Dubai World Central Aviation City, and Saif Al Ghafli '81 B.S.E., CEO of Al Hosn Gas. The group also had a brunch meeting with the Minister of the Economy for UAE, His Excellency Sultan bin Saeed Nasser Al Mansoori '88 B.S.E., who was the Alumni Association's 2010 Founders' Day Alumni Achievement Award recipient.



A group of 20 ASU students and two faculty members met with a number of Sun Devil alums in the United Arab Emirates in May.

Macho Man

Eric Anzalone '12 B.A.

"I almost lost it a few times, wondering 'How am I going to get all of this done?'" laughs singer and performer Eric Anzalone, recounting the road to his ASU degree. "I was taking a full course load and I was touring."



Anzalone wasn't your typical Sun Devil. First, he completed his degree entirely online. Second, he did it in his forties. And third, he did it as a member of the famed musical group The Village People, meaning he did it in between gigs on the road.

In the early 1980s, Anzalone dropped out of the University of Miami to pursue his performing career, an impulse that took him around the world, playing Berger in the European tour of "Hair," taking on the roles of Donatello and Raphael in the Teenage Mutant Ninja Turtles "Coming Out of Their Shells" world tour and the "A Turtles Christmas" film, as well as fronting a punk band and writing a semi-autobiographical novel, "Collisions Course." In 1995, he says he answered an ad in The Village Voice that read, "Well-known group looking for singer with passport."

The rest, as they say, is history. But even as Anzalone made the character of the Leather Man his own, he felt there was something missing.

"About six years ago, I was thinking, 'I want a better understanding of what I've been doing for the last twenty years.'"

He knew he needed an online education, but he wanted a brick and mortar school. ASU took his two years of credits from Miami and its distance education program allowed him to complete his degree online.

"I have a whole different perspective on how this business works now," he says. "My media criticism and film courses have helped me look at everything we do – the publicity, the performing – in a whole new way."

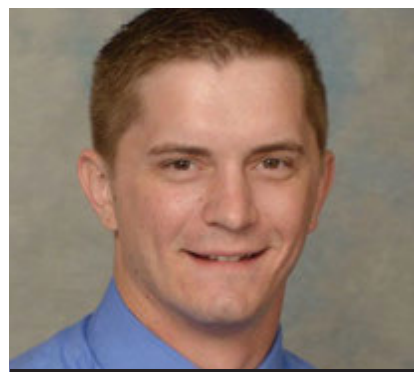
He credits the School of Theatre and Film's faculty for challenging him and helping him grow. It's a lesson he hopes to pass on to his daughter, who's currently in high school.

"I kept wondering, what kind of example am I setting?" he says. "Now I can say that through my education, I know what place entertainment and media have in society, and how we do what we do."

By Holly Beretto, a freelance writer based in Houston.



Mohamud Ali



Daniel Milner

2010s

Christopher Burrell '10 M.B.A., Ruth Carter '11 J.D., Tara Cunningham '12 Ed.D. and ♦ Samuel Richard '11 B.S. were named by the Phoenix Business Journal to the publication's 2013 Class of 40 Under 40 that recognizes top young contributors to their respective industries and the community.

Mohamud Ali '13 B.A. is working for Voice of America at its East Africa desk and reporting in multiple languages. In addition to making videos and radio reports, he hosts a talk/call-in radio show that is broadcast widely in his native Somalia and that engages young Somalis in dialogue that supports their futures and discourages terrorist activities.

Robert Pfeffer '13 B.A. has started his own record label, Rubber Brother Records, in Tempe and also books, builds and plays in bands locally.

♦ **Jenee Rawlings '13 M.B.A.** was promoted from vice president to senior vice president at Yolo Federal Credit Union in northern California.

♦ **Janet Eastman '12 B.I.S.,** previously with Standard Register and Lau Industries, accepted a position as director of marketing for Sidney, Ohio, based Freshway Foods.

Carrick Felix '12 B.A., former Sun Devil basketball player, was featured in a story by Chris Dortch on NBA.com.

Natasha Khan '12 M.M.C joined the reporting team of PublicSource and covers energy and the environment.

Vincent M. Kelly '12 B.S. completed U.S. Navy basic training at Recruit Training Command, Great Lakes, Ill.

Hugh Martin '12 M.F.A. was featured in his hometown newspaper, the Akron Beacon Journal, for his receipt of the Stegner Fellowship in Poetry at Stanford University, where he is completing the second year of this two-year fellowship.

Cameron Boehme '11 B.S., '12 M.A.S. graduated from Navy Officer Candidate School and received a commission as an ensign from the U.S. Navy while assigned at Officer Training Command, Newport, R.I.

Mark Gaillard '11 M.S., formerly fire chief for the city of Goodyear, accepted a position as fire chief for the city of Flagstaff, Ariz.

Matthew McLaughlin '11 M.F.A. had his work, "This Land Is Your Land," selected for the Lumen Prize Exhibition, the world's first competition for digitally created fine art. The works of only 50 artists worldwide were included in the traveling exhibition.

♦ **Daniel Milner '11 B.A.** accepted a position as coordinator of membership development with the Tempe Chamber of Commerce.

Laura (Pfeffer) Waugh '11 M.A., '13 Ph.D. accepted a position as publications and proposals specialist at Snell & Wilmer LLP law firm in Phoenix, Ariz.

♦ **Matt Applegate '10 B.S. and ♦ Danielle Pingel '10 B.S.** live in Houston with pets Beans and Chester. Matt is a pilot with United Express Jet and Danielle works at the Dermatology and Laser Surgery Center.

Elizabeth Bayer '10 M.M. had some of her compositions performed at the Arizona Centennial-themed Composition Competition Winners' Concert in Tempe in June. She also was accepted to soundSCAPE, a prestigious contemporary music festival in Maccagno, Italy.

Laura Carpenter '10 L.L.M., a pharmacist and founding attorney of Carpenter Law Firm, was elected as president-elect of the American Society of Pharmacy Law.

Jason Parks '10 B.S. is founder and owner of The Media Captain, an online marketing and digital video agency that assists companies across the United States with their digital marketing efforts.

2000s

Tophas Anderson IV '00 J.D.; Shayna Balch '03 B.A., '06 J.D.; Corey Harris '07 B.S.; Melissa Ho '01 B.A., '01 B.S.; Billy Malkovich '02 B.S.; Joyce Medina '03 B.S.; R.J. Muller '02 B.A.; Tania Torres Marquez '02 B.A.; Angela Totman '02 B.S.; and Mike Uchirin '07 M.B.A., '07 M.S.E. were named by the Phoenix Business Journal to the publication's 2013 Class of 40 Under 40 that

recognizes top young contributors to their respective industries and the community.

Erika Andiola '09 B.A., founder of the Phoenix-based Dream Act Coalition, was chosen for a Fun Fearless Award by Cosmopolitan for Latinas magazine in recognition of the impact made by her YouTube video describing her experience when immigration officers arrived at her home to detain her mother and older brother.

Amanda Arentsen '09 B.A. was promoted from media relations specialist to media relations director of MassMedia Corporate Communications.

Scott Canada '09 M.S. was promoted from pre-construction director for solar installations to director of the renewable energy team within the southwest division of McCarthy Building Companies.

Karlene Chavis '09 B.A., previously a morning weather anchor at the CBS affiliate in Palm Springs, Calif., joined WSVN Channel 7 as morning weather anchor for the Saturday edition of "Today in Florida."

Patti Gleason '09 M.Ed. accepted a position as director of preschool programs for the Higley Unified School District.

Brent Ruttle, Jr. '09 B.S.E. is assigned to Wright Patterson's Aerospace Systems Directorate of the Air Force Research Laboratory and has been promoted to captain in the U.S. Air Force.

Scott Cook '08 B.A. was nominated for the inaugural 40 Under 40 award of the Southeast Valley Regional Association of Realtors, which is among the ten largest groups of realtors in the United States.

Jeff Geier '08 B.S., '11 M.S. was appointed senior geologist with Evrim Resources, a mineral exploration company in Vancouver, British Columbia.

Ken Schofield '08 Ed.D., formerly an elementary school principal in Phoenix, accepted an appointment as principal at Kenwood Elementary in Clawson, Mich.

Mat Montgomery '07 B.I.S. is employed by Yodle, an online marketing company.

♦ Active, dues-paying member of the ASU Alumni Association

Kurt Perera '07 B.A., '07 B.A. was ordained as a priest on June 1, by the Most Rev. Thomas J. Olmstead, Bishop of the Roman Catholic Diocese of Phoenix. He will serve the Diocese of Phoenix.

Nate Policar '06 B.S., '09 M.B.A., formerly with the sports information department at ASU, is president and managing partner of StatBroadcast, a Tempe-based company that provides integrated stats service for football and basketball to 120 colleges. The company also partners with the Southeastern Conference for its football, basketball and baseball tournaments.

Jonathon Matson '05 B.S. was named regional vice president of retirement plan sales at The Guardian Insurance & Annuity Company Inc. He will be in charge of retirement sales in Arizona, New Mexico and Oklahoma.

Sarah Montgomery '05 B.A. is a research advancement administrator in the Department of Chemistry at ASU.

♦ **Jaclyn Roessel '05 B.A., '01 M.P.A.**, director of education at the Heard Museum, received the Humanities Rising Star Award from the Arizona Humanities Council in recognition of her leadership in the humanities and inspiration of others through her kindness, creativity and drive.

Gregory M. Jordan '04 M.P.A., previously deputy public works director for the city of Tempe, accepted a position as the general manager for transit systems of Maine's Greater Portland Transit District.

Brandon Montgomery '04 B.F.A., an officer in the U.S. Navy, won the Art of Patron contest by using Patron bottles to create a two-tiered table.

Genevieve Betts '03 B.A., '06 M.F.A. teaches creative writing at Arcadia University and at Drexel University in Pennsylvania and was profiled in a regional newspaper.

Kevin Nohl '03 M.S., CIO and vice president of Information Systems and Services with Signature Technology Group, was recognized among Phoenix Business Journal's selection of "CIO Awards – A Salute The Valley's Top IT Professionals."

Shanna Bowman Orlich '03 B.S.E. accepted a position as a primary attorney at the Jennings, Strouss & Salmon, PLC, Yuma office. Her practice focuses in the areas of agricultural law, commercial and financial transactions, business operations, planning and formation, and real estate.

Michael J. Brandt '02 B.S.A. was elected chief of Tucson's Northwest Fire District by the district's five-member board. He had served previously as interim chief.



Erin Sweeney

Andrew Chansé '02 B.A., previously innovations and strategies administrator for the Maricopa County Library District, accepted a position as director of the Spokane Public Library.

Nan Feng '02 B.S., '02 B.S., formerly director of finance for Marriott's Ocean Watch in Myrtle Beach, S.C., accepted the position of regional director of finance for Mainsail Lodging & Development.

Karen Wegrzyn '02 M.S., formerly director of development for the Crisis Center for South Suburbia in Tinley Park, accepted a position as executive director of the Tinley Park, Ill., Chamber of Commerce.

LaCresha Williams '02 B.A.E., '06 M.Ed., previously at Bostrom High School, accepted a position as principal at South Mountain High School. Both schools are in Phoenix.

Quintin Boyce '01 B.S., '12 Ed.D. became principal at Bioscience High School in Phoenix, on July 1. This is his fifth year at the school.

Danielle Casey '01 B.A., formerly assistant city manager for the city of Maricopa, accepted a position as economic development director with the city of Scottsdale.

Kellie Hill '01 B.S., formerly with Cassidy Turley, joined the San Diego region's project management team of the CBRE real estate services firm. As a senior project manager, she will oversee all project management in the Southern California region.

Luke Lee '01 B.S. accepted a position as vice president of health care acquisitions with Carter Validus Advisors, LLC, the external advisor to Carter Validus Mission Critical REIT, Inc.

Erin Sweeney '01 B.A., an associate with Fisher & Phillips LLP in Portland, Ore., was recognized as a Rising Star in the 2013 "Oregon Super Lawyers" in the employment law and labor relations category.

Carrie Titus '01 J.D. accepted a position as director of sales and marketing with PohlmanUSA Court



Carrie Titus

Reporting, a national litigation support firm based in St. Louis, Mo.

David Faller '00 B.A. accepted a position as senior studio director of FOX Sports 1 in Los Angeles.

Patricia Kitchen '00 B.A.E.S.E., formerly executive director of Global Operational Excellence for Actavis, Inc., accepted the position of vice president, research and development with Tapemark.

Marc Panoff '00 M.B.A., previously a senior partner and vice president of Finance at GroupM North America, accepted a position as chief financial officer and chief accounting officer with Retrophin, Inc.

Carrie Severson '00 B.A. is founder and CEO of Severson Sisters, a nonprofit organization designed to address the impact of bullying among girls. She was honored for her work in 2012 through Sally Hansen's "Best of You" recognition in New York City and was featured in the September 2012 issue of Glamour magazine. In January 2013, she received the Young Non-Profit Professional of the Year for Phoenix from the Young Non-Profit Professional Network-Phoenix Chapter and was honored recently among the Top 50 Power Women in New MADE Revolution Magazine.

Craig J. Smith '00 M.B.A., previously with EmpowHER, accepted a position as CFO with Clinical Research Advantage, Inc. in Tempe, Ariz.

1990s

Shannon Goldwater '97 B.S.; Dean Heckler '96 B.S., '96 B.S.; Julie Maurer '98 M.P.A.; Michelle McGinty '99 B.I.S.; and Pablo Rodriguez '99 B.S. were named by the Phoenix Business Journal to the publication's 2013 Class of 40 Under 40 that recognizes top young contributors to their respective industries and the community.

Molly Edwards '99 B.S.P accepted a position as chief marketing officer for Ryley Carlock & Applewhite.

◆ **Christopher R. Celtruda '98 M.B.A.**, previously managing principal at Destiny Equity Partners, LLC, was appointed CEO of the Merex Group of businesses that is headquartered in Camarillo, Calif.

Jaime Cerreta '98 B.A. accepted a position as weekend anchor and weekday reporter with KTVK-3TV in Phoenix.

Greg Handel '97 M.M., '07 D.M.A., associate professor of music at Northwestern State University, was appointed acting director of the Mrs. H.D. Dear School of Creative and Performing Arts at that university.

◆ **Graham Lace '97 B.S.**, formerly with AAR Corp, accepted the position of manager for strategic inventory analysis in the technical operations division of United Airlines at its Chicago headquarters.

Robert L. Rennaker II '97 B.S., '01 M.S., '02 Ph.D., associate professor of electrical engineering and neuroscience at the University of Texas at Dallas and director of Texas Biomedical Device Center, was appointed head of the Department of Bioengineering. He is a neural engineer and an expert in the development of neural interfaces.

◆ **Duffy Fron '96 B.A.**, '00 M.B.A., leader of developer marketing across IBM, was featured in a marketing campaign about IBM experts.

Bobby Barr '95 B.A., a video editor and producer in Los Angeles, is working on "Glacier Pilots Baseball Film Project," that is a series of documentaries about baseball in Alaska. The work features former Sun Devil baseball player **Rodney Allen '89 B.S.**

◆ **Sheldon Blumling '95 B.S.**, a partner in the Irvine, Calif., office of Fisher & Phillips, was included in Chambers USA: America's Leading Lawyers for Business 2013.

Jonathon Grell '95 B.A. is a dean at Woodstock High School in Woodstock, Ill., and a lieutenant in the U.S. Navy Reserve.

Dominique Omahan '95 B.A., previously executive director of production for Fox Soccer Channel, was named executive director of production for Fox Broadcasting Company's Network Engineering and Operations in Los Angeles, Calif.

Maia Bellon '94 J.D., previously an environmental attorney with Ecology and the Washington state Attorney General's office, was appointed director of the state Department of Ecology by Governor Jay Inslee.

Crista Cloutier '94 B.A., '98 M.A. developed "The Working Artist," an online educational program for artists that was financed by a successful crowd funding campaign.

◆ **Shea Kenton Nieto '94 B.S.**, '02 M.S., formerly vice president/relationship manager for Rabo



Jaime Cerreta

AgriFinance, accepted a position as regional president for The Foothills Bank in Casa Grande, Ariz.

David Eckmann '93 B.A., '97 M.P.A., previously with Marathon County Development Corp., was named special assistant to the chancellor for economic development at the University of Wisconsin-Stevens Point.

CheriDawn Emerson '93 B.A.E., '97 M.Ed., '04 M.Ed. accepted the position of principal of Horizon Elementary School. She served the previous year as assistant principal of the school.

David Laurence '93 B.S. was promoted to senior vice president in GE Capital's Commercial Distribution Finance business.

Edward P. Ledger '92 B.S., previously vice president of development and construction for the Avenir Group, was appointed to the position of vice president of the Southwest region for McShane Construction Co.

Frank M. Myers '92 M.B.A., a 30-year veteran of design, engineering and manufacturing and business management in the electronics industry and founder of My-TecInc., acquired IMLCORP, a Marietta, Ga., based manufacturer of SoundCommander loudspeaker systems for tactical operations and emergency mass notification systems.

John Tucker '92 M.M.C., formerly a freelance public relations/communications coordinator, accepted a position as public relations specialist with Sun Health.

◆ **Derrick Hall '91 B.A.**, president of the Arizona Diamondbacks, led his organization in making headlines during the 34th round of the 2013 baseball draft when the Diamondbacks selected ASU



Duffy Fron



Sheldon Blumling

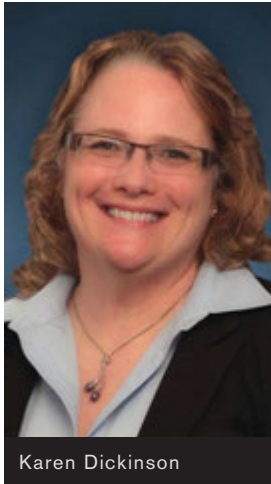
student baseball coach and former Sun Devil player Corey Hahn, who will stay with the Diamondbacks as a staffer. Hahn, formerly an outfielder, was injured playing for the Sun Devils in 2011 and wore number 34.

Ryan Kelly '91 J.D. accepted a position as chief revenue officer with BizAnytime, a new digital technology company with an all-in-one suite of cloud collaboration tools.

Judi Baumann '90 B.A., '93 J.D. was appointed city attorney for the city of Tempe. She had served previously as interim city attorney.

Lori S. Gentles '90 B.A., previously associate vice president, human resources, safety and risk management at San Francisco State University, accepted a position at California State

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



Karen Dickinson



Debora Black



Robert Rossi

University-Fullerton as vice president for human resources/diversity and inclusion.

♦ **Dara Gibson '90 B.S.** accepted a position as executive director of the Clothes Cabin with One Small Step, a nonprofit organization in Chandler, Ariz.

Herman Gonzalez '90 B.S., previously director of business services at Glendale Community College,

accepted a position as vice president of administrative services at Paradise Valley Community College. Both colleges are part of the Maricopa County Community College system in Arizona.

James P. Lewis '90 B.S., '90 B.S., '93 M.S., '96 Ph.D., associate professor in the Department of Physics and West Virginia University, received a Fulbright grant for teaching and study design of materials for solar applications in the Czech Republic at the Czech Academy of Sciences.

1980s

Lysa Hlavinka Clemens '89 B.S., previously COO of Synergis Education, joined Career Education Corp. as senior vice president of strategic initiatives.

Dawn Eisenberg '89 B.S., '92 J.D., previously program director and professor in the Kogod School of Business at American University, was named the new director of San Diego State University's The Corky McMillin Center for Real Estate in the College of Business Administration.

Audra Schmitt '89 B.A.E.S.E., was appointed assistant principal at Calkins Road Middle School in Rochester, N.Y., where she served previously as interim assistant principal.

Robert Higgins '88 M.A., a Superior Court Judge in Arizona's Navajo County received the Ignatian

Award from Santa Clara University, which recognizes alumni who exemplify the university ideals of competence, conscience and compassion and who make exceptional contributions in service to humanity.

Debora Black '87 B.S. '91 M.P.A., has been appointed police chief of Glendale, Ariz.

Karen Dickinson '87 J.D. joined the Phoenix office of Polisinelli law firm.

Judith Peppler '87 B.S., previously chief transformation officer and chief of staff for the Wake County Public School System in Raleigh, N.C., accepted a position as president and CEO of KnowledgeWorks in Cincinnati, Ohio.

Don Nelson '86 Ph.D., professor of mechanical engineering at Virginia Tech, received his fourth National Science Foundation advisor award. The 2013 National Science Foundation Outstanding Long-Term Faculty Advisor Award includes a \$10,000 cash prize and recognizes the faculty advisor who best promotes the goals, objectives and activities related to EcoCAR.

♦ **Connie Phillips '85 M.S.W.**, formerly executive director of Sojourner Center, accepted an appointment as executive vice president for the Alliance of Arizona Nonprofits.

Kate Spade '85 B.A. opened four co-branded eBay and Kate Spade pop-up stores in Manhattan on June 8. Customers were able to purchase in-store handbags and accessories from the Kate Spade Saturday line using computer tablets; orders were shipped to their homes within an hour.

Marc J. Arnold '84 B.A.R.C.H. accepted a position as senior vice president and director of operations with HOK San Francisco.

Karen R. Katanick '83 M.F.A. received a National



Marc J. Arnold



Mark Allan & Katie Ussin



Carol Shepherd

Endowment for the Humanities grant to study Prairie School Architects' work in Iowa during the summer of 2013. Katanick teaches Upper School Art and Art History at the University Liggett School in Grosse Pointe, Mich., and works in multiple media.

Drew McEwen '83 B.S. was appointed vice president of sales and marketing with Piper Aircraft Inc. He will lead global sales and marketing for the company and serve on the executive leadership team.



A friend of democracy

Nadia McConnell '68 B.A.

As the citizens of Ukraine have made a two-decade march toward democracy, Nadia McConnell has observed and assisted many steps of that journey.

McConnell, who holds a bachelor's degree in political science from ASU, is the president of

the U.S. – Ukraine Foundation, a Washington, D.C.-based organization that works to build a free market, support human rights and promote democracy for Ukraine. That passion for serving people in the former Soviet Union state dates back to the late 1980s, when McConnell met members of the country's democratic movement at a conference.

"In 1990, the democratic movement organized a human chain from Lviv in Western Ukraine to the capital, Kyiv, and that piqued my interest," McConnell said. "After meeting a member of the democratic movement the previous year, I traveled to Ukraine to see the chain for myself and I brought over packages of medicine and other necessities for kids suffering the effects of (the) Chernobyl (nuclear disaster of 1986)."

McConnell's husband, fellow Sun Devil Robert McConnell

'67 B.A., '70 J.D., joined her on a second trip to Ukraine in March 1990. Bridging the gap between the United States and Ukraine in a pre-Internet environment was a challenge, she noted.

"If you wanted to place a phone call, you had to get an international operator," she said. "The operator would see if there was an open line. If not, you had to go through the whole process again."

Getting democracy to take root has been a gradual process. For people who came of age in a closed society with limited access to social services, the foundation has provided a lot of information and training for local government officials. "The younger leaders under 40 have lived under an independent Ukraine. They have a different worldview and perspective. That is our main work now (cultivating those leaders)."

For McConnell – who was born in Austria as her parents fled the Soviet Army at the end of World War II and immigrated to Chicago with her family at the age of five – coming to ASU signaled an awakening. "We ended up moving to Arizona and it challenged me in a lot of ways," she said.

Many ASU staff members gave McConnell opportunities to participate in start-up extracurricular activities, such as Devils' Advocates and ASU Day.

"I learned about organizational skills, managing volunteers and project management. I give credit to ASU totally for where I am," she said.

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



Roxanne Song Ong

Andrew S. Zimmerman '83 B.S., formerly CFO of Mission Industries, accepted the position of CFO of Gordon Sliver, Ltd. in Las Vegas.

1970s

Glenna McCollum '79 B.S., '80 B.A., vice president of health and nutrition for PhycoBiosciences Inc., began her one-year term as president of the Academy of Nutrition and Dietetics on June 1.

Don Newman '79 B.S., executive director of the Elko, Nev., Convention and Visitors Authority and commissioner with the Nevada Commission on Tourism, was commissioned by Nevada Governor Brian Sandoval to serve on the Sesquicentennial Planning Committee.

Robert Rossi '79 B.A.E., '85 M.Ed. accepted a position as executive director and CEO of Arizona Ball Charter Schools. He will oversee the organization's three campuses.

Mark Allan '78 B.A. and Katie Ussin '06 B.A., the weeknight anchor team at WDTN-TV in Dayton, Ohio, are proud to be an all-Sun Devil team in the heart of Buckeye country.

Toni Brayer '78 B.S., formerly vice president and chief medical officer of Sutter Health's West Bay Region, was appointed CEO of Sutter Pacific Medical Foundation, a multispecialty group of 260 physicians across California's San Francisco, Marin, Sonoma Lake and Del Norte counties.

David Fridlund '76 B. Arch., principal at Wirt Design Group in Los Angeles, Calif., was elected president of the Southern California Chapter of the International Design Association.

Carol Nelson Shepherd '75 B.A., founding attorney with Feldman Shepherd Wohlgeleer

Tanner Weinstock & Dodig LLP, was honored with a Lifetime Achievement Award from The Legal Intelligencer.

♦ **Roxanne Song Ong '75 B.A.E.**, chief presiding judge of the Phoenix Municipal Court was honored as the 2013 Judge of the Year by the Arizona Supreme Court for her outstanding contributions to improved public trust and confidence in the Arizona court system. She also received the 2013 Asian Pacific Community in Action Award and was profiled by Channel 8 online as part of the local series "Makers: Arizona," part of a national PBS documentary entitled "Makers: Women Who Make America."

James Polese '73 J.D., an attorney with Gammage & Burnham, celebrated 40 years of the practicing law in the state of Arizona. Prior to joining Gammage & Burnham, he was a founding member of Polese Hiner & Nolan PA and Polese Pietzsch Williams & Nolan PA.

Joseph L. Cowan '72 M.S.E., previously president and CEO of Online Resources Corp., was named president of DataDirect Networks.

♦ **Fred de Leeuw '72 B.S., '74 M.B.A.**, previously CFO at AirNet Holdings Inc., accepted a position as executive vice president and CFO with Southern Air Inc.

♦ Active, dues-paying member of the ASU Alumni Association



James Polese

John Schuh '72 M.C., '74 Ph.D., professor emeritus at Iowa State University, will serve as director of the university's School of Education during its two-year search for a permanent director.

1960s

♦ **Paul Hanley '69 B.A., '74 M.A., '94 Ed.D.** accepted a position as superintendent for the Vernon Elementary School District #9.

♦ **Marla F. Everett '65 B.A.E.** was appointed by Arizona Gov. Jan Brewer to the board of the Arizona Humanities Council.

Bill Blair '60 B.A.E., who worked for 32 years in the New Mexico Public Education Department in Santa Fe, retired on July 31, after serving a total of 50 years in education. During his years at ASU, Blair was a member of the men's swim team.

1940s

Calvin Coolidge Goode '49 B.S., '72 M.A.E. received the honorary doctor of humane letters degree from Everest College Phoenix in recognition of his extraordinary leadership and dedication to promoting education and civil rights in Arizona and beyond. A graduate of Carver High School, Arizona's only exclusively African-American high school, Goode served 22 years on the Phoenix City Council, where he was instrumental in opening opportunities to all people. A Phoenix municipal building is named in Goode's honor.

♦ Active, dues-paying member of the ASU Alumni Association



How to submit class notes

Online: alumni.asu.edu/classnotes

Email: alumni@asu.edu

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

Banking on it Thomas Evans '76 B.S.

Taking a company through an initial public offering (IPO) is a nerve-wracking—and revealing—experience for any CEO, says Thomas Evans '76 B.S., president and CEO of Bankrate, the Web's leading aggregator of financial rate information.

"Going public entails displaying the details of your company's history, strategy, compensation, and performance," Evans explains. "Suddenly everyone knows about your salary and your equity holding in the firm, and that can be uncomfortable."

But Evans, who was raised in suburban Chicago and attended ASU on a four-year golf scholarship, clearly has become comfortable with being the CEO behind an IPO—he's done it three times. The 58-year-old became CEO of BankRate in 2004 when it was a public company; he took it private in 2009, and then public again in 2011. And previously, Evans led Internet companies GeoCities and Official Payments through IPO cycles in 1998 and 1999, respectively.

He also helped BankRate weather the financial industry's worst storm in years, guiding the company through the recent recession and credit crunch unscathed. "Times of dislocation in an industry can actually be the best opportunity to reposition a company, take market share, or improve the company's competitive position," he explains.

Before making the leap to Internet firms, Evans spent 20-plus years in magazine publishing, where he was president and publisher of U.S. News & World Report, The Atlantic Monthly, and Fast Company, which was launched under his watch. Through it all, Evans has honed an inclusive management style that helps him juggle the many responsibilities of CEO while keeping employees motivated. He also juggles quite a bit on the family front, with a wife, four children, one grandchild and another on the way.



"My role is to communicate clear and concise goals, to explain to employees the importance of what they do, and to recognize, develop, and support talented people," he says. "Being able to look at issues from other people's perspectives, and to understand what motivates them, is critical to being an effective manager."

He also credits a personal mantra of "just stay on your feet" (inspired by fellow ASU golfer and entrepreneur Lee Mikles) with helping him thrive in tense corporate situations. "Outlasting the other guy and managing around your weakness is a pretty successful personal strategy," says Evans.

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

sun devil marriages

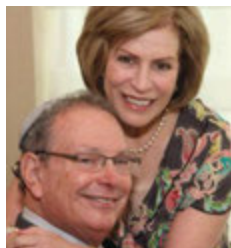
63



Matthew & Danielle

Matthew Applegate '10 B.S. and **Danielle Pingel '10 B.S.** were married on May 25, 2013, at Scottsdale Resort and Conference Center in Scottsdale, Ariz., the couple is at home in Houston.

Carol A. Black '72 B.A.E. and **Harry A. Salzman '69 B.S.** were married on July 7, 2013. The couple



Carol & Harry

is at home in Colorado Springs, Colo., where Harry is broker/owner of Salzman Real Estate Services, LTD.

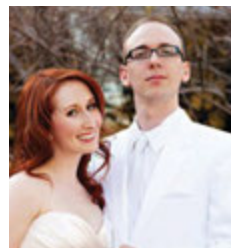
Elizet (Mendoza) Cruz '01 B.S. and **Alex Cruz '07 B.S.** were married on March 9, 2013, at the ASU All Saints Catholic Newman Center in Tempe.



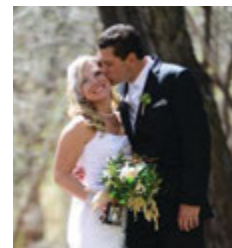
Elizet & Alex

Lisa Hach '03 B.S.E. and **Beau Schuster '03 B.S.E.** were married on March 21, 2013, in Sedona, Ariz.

Sarah Montgomery '05 B.A. and **Mat Montgomery '07 B.I.S.** were married on February 11, 2012, at the Phoenix Art Museum.



Sarah & Mat

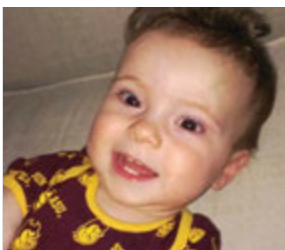


Lisa & Beau

Sara (Meyer) Sims '00 M.S.W. and **Ryan M. Sims '98 B.S.D.** were married April 13, 2013.

♦ **Darren Toohey '00 M.B.A.** and **Tiffany Toohey '01 B.S.E.** were married on April 18, 2012, in St. Martin in the Caribbean. The couple is at home in Tempe, Ariz.

sun devil births



Andrew Mason Favro

Andrew Mason Favro was born to Abby (Benedict) Favro '03 B.A. and Ryan Favro '04 B.S.E. on August 22, 2012, in the greater Chicago area.

Emma Germroth was born to Jill Germroth '03 B.A.E. and Gary Germroth on May 30, 2013. The family is at home in Phoenix.

Edwin Anthony Grell was born to Jonathon Grell '95 B.A. and Jacqueline Grell on Sept. 13, 2012. The family is at home in Woodstock, Ill.



Emma Germroth

Santino Scott Hatlen was born to Lisa Ulibarri Hatlen '03 M.C. and ♦ Scott P. Hatlen '99 B.A. on April 23, 2013, in Gilbert, Ariz.

Jaxon James Kaufman was born to ♦ Britney Kaufman '13 B.A. on Jan. 3, 2013.

Gavin Stewart Lace, born Oct. 3, 2012, was welcomed home by parents ♦ Graham Lace '97 B.S. and ♦ Amanda Lace '00 B.A. in Arlington Heights, Ill.



Edwin Anthony Grell

Thomas James Lugo was born to Jennifer (Sheik) Lugo '03 B.A.E. and Greg Lugo '00 B.S., '12 M.A. on April 20, 2013, in Gilbert, Ariz.

Mira Carmen Salcido was welcomed home by parents Valorie M. (Baumann) Salcido '00 B.A.E. and Daniel L. Salcido on May 2, 2013, in Austin, Texas. She joins older siblings Ammon Neuel and Hailey Marie Salcido.



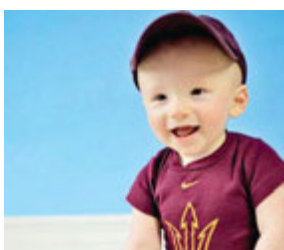
Santino Scott Hatlen

Wulf Richard Schrum was born to Jamie (Van Auken) Schrum '04 B.A.E. and Richard Schrum on Jan. 13, 2013, in Wilmington, N.C.

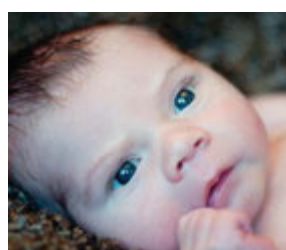
Grace Elizabeth Vanko was born to Amy Vanko '05 B.I.S. on April 11, 2013, in Scottsdale, Ariz.



Jaxon James Kaufman



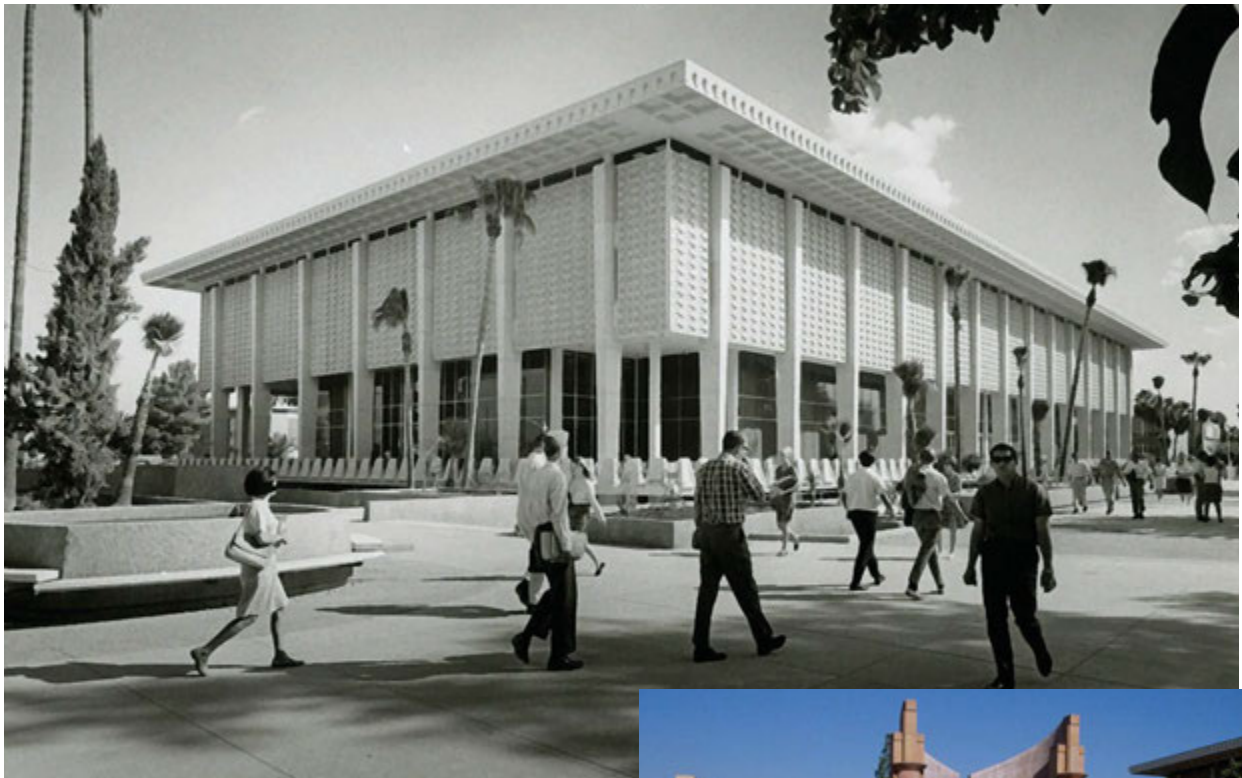
Gavin Stewart Lace



Thomas James Lugo



Grace Elizabeth Vanko



By the books

ASU's libraries continue to aid study, research, discovery

ASU's library system has come a long way in its century and a quarter of existence. On opening day in 1886, the Territorial School at Tempe's library consisted of a dictionary and a terrestrial globe sitting on a shelf in the original building. In late 2012, the ASU Libraries consisted of eight branch facilities, holding more than 4 million print and electronic volumes and 25,699 linear feet of archival collections.

Old Main was home to ASU's library until 1930, when the Matthews Library, named for ASU President Arthur John Matthews, opened. Matthews Library was supplanted by Charles Trumbull Hayden Library (top photo), named after the founder of Tempe and the first president of the board of the Arizona Territorial Normal School. U.S. Sen. Carl Hayden, son of Charles Trumbull Hayden, spoke at the library's dedication on Nov. 22, 1966. The Hayden Library grew with the university's rapidly increasing student body; it was augmented in 1989 by a two-level underground expansion (lower right photo) that added 97,000 square feet to the structure, and shelf space for 375,000 new volumes.

With all that capacity, it's reassuring to know how frequently the library is used in the digital era – in 2012, students, faculty, staff and community members paid 2,834,837 in-person visits to ASU Libraries system facilities.



ASU alumni and community supporters who want to check out materials from the library system can apply for a community library card. Members of the ASU Alumni Association can pay \$25 annually for the card, a discount from the \$100 annual rate.

To view a film of the Hayden Library opening dedication ceremony in 1966, visit <http://repository.asu.edu/items/17384>.

For more information on the discounted community library card, visit <https://lib.asu.edu/policies/communityloan/eligibility>.

Do you have an indelible memory associated with your favorite campus hangout? The Alumni Association will be dedicating an upcoming episode of The Alumni Experience podcast to the topic! Email us at phxadmin@asu.edu if you're interested in participating – use the subject line "My Favorite Campus Hangout."

Photos courtesy University Archives, Arizona State University Libraries.

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No matter how far
away you are,
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The advertisement features a background image of Earth from space. In the foreground, a hand holds an iPad displaying an aerial view of the ASU campus. A finger is shown touching the screen, emphasizing the 'at your fingertips' theme.